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The following are minutes for the meeting of the **City of Las Cruces Quality of Life/Arts Board Committee** held at 4:30 p.m. on April 14, 2022, at City Hall, 700 N. Main St., Las Cruces, NM, Conference Room 1158.

MEMBERS PRESENT:

- Abby Howard
- Dr. Adam Amador
- Chantelle Yazzie-Martine
- Katrina Chandler
- Melanie Grey Brown
- Christina Ballew

OTHERS PRESENT:

- Councilor Yvonne Flores
- Ikani Taumoepeau
- Lynn Gallagher
- Rebecca Slaughter
- Garland Courts
- Stephanie Hawkins
- Susan Frary
- Greg Smith
- Ceci Vasconcellos

I. CALL TO ORDER

Chair Ballew called the meeting to order.

II. INTRODUCTIONS

Those present introduced themselves.

III. APPROVAL OF THE AGENDA

The agenda was accepted as presented.

IV. APPROVAL of March 10, 2022 MINUTES

Melanie Brown stated that section seven, paragraph three in regards to the survey results the minutes stated the locals did not want tourists coming but she understands that there was overwhelming support to bring tourists to the

1 neighborhood; there was also a comment on not wanting public restrooms but it
2 wasn't part of the survey. The minutes were accepted as amended.

3
4 **VI. STAFF UPDATE AND ACTION**

- 5 • Ceci Vasconcellos, Art Project Coordinator
 - 6 ○ Pictograff Mural Design
 - 7 ○ QR Code Project
 - 8 ○ Fire State #3
 - 9 ○ ASCMV
 - 10 ○ Earth & Cosmos Mosaic Repair
 - 11 ○ Lit Festival Mural

12
13 Garland Courts gave a presentation on the Pictograff Mural Design. The Pictograff
14 started in 2016. It's an open air mural project on the wall of the Museum of Art.
15 Every year is a different theme. It happens on a Saturday to be open to the public.
16 For the past few years, the artist that was contracted was Saba; usually gets
17 indigenous artists from across the state. There are tents put out for shade if people
18 wish to watch the project as well as music. The artists paint on a canvas; they also
19 have graphics and t-shirts. Other artists will do demonstrations on a smaller scale.
20 The artists also pre-make art which is installed at the Museum of Art; this year is
21 six pieces. Stephanie Hawkins added that this year's theme will be the Art of
22 Indigenous Freeways. The public event will be on Saturday May 14th from 10:00
23 am to 2:00 pm; the installation will most likely take longer than that. A portion of
24 the draft of the mural was shown; Saba is the artist. A message from Saba was
25 read.

26
27 The mural will go on the west facing exterior wall of the Museum of Art's yard; it is
28 viewable from Water Street and faces the parking lot. This art piece will go directly
29 onto the wall for a minimum of 11 months. They will record the mural being
30 installed with time lapse as well as photography over time of it being up. For three
31 weeks there will be a temporary exhibit in the entryway to the Museum of Art with
32 pre-prepared art pieces of the artists coming; their names were listed. Each artist
33 will also do demonstrations in the courtyard of the Museum. There will be screen
34 printing if people would like to bring a shirt, workshops, music, and the canvas that
35 was originally going to be used will be mounted for the community to make art
36 using paint markers. The Board complimented the art piece. Ceci Vasconcellos
37 asked if there was meaning behind the chosen colors of the art piece; it hasn't
38 been discussed but it gives a nightlife vibe which they are trying to revive the
39 downtown area to be. The symbols are more related to the day and growth as
40 well. There is no lighting on this art piece for nights; they will look at adding that.

41
42 Greg Smith commented that if there are any statistics on how this kind of art piece
43 would help people do less graffiti and more acceptable art pieces. Irene at Alma
44 d'Arte School has begun their graf-arts project; several students from that program
45 have gone on to be professional muralists. The data on those students would be
46 helpful in a press release to the public; perhaps having a workshop to move to a

1 professional level. Mr. Smith added that having people do an art piece on a
2 physical wall may have some people upset or worried on graffiti. The Board should
3 work to educate the community on this type of artwork; perhaps have a community
4 engagement where they can do a spray paint piece. There was a recommendation
5 of doing videos with the artists doing an introductory biography. They are
6 scheduling artist talks with casual artist dialogue in the Brannigan Cultural Center;
7 give the artists breaks as well. There was discussion on various art forms around
8 the area and the importance of documenting them. The budget for this project is
9 \$6,000 which pays for the supplies, scheduling, planning, multiple artists, and
10 etcetera. The dimensions are seven feet tall and over a school bus length wide.
11

12 Melanie Brown motioned to approve the piece; Chantelle Yazzie-Martin seconded.
13 The art piece was approved.
14

15 Ceci Vasconcellos updated the QR Code project; not much progress has been
16 made since last month. She reviewed the audio recordings and found a few issues
17 with most of them; sent back revised scripts and suggestions for re-recording them.
18 She is hoping to launch the new ones at the end of the month but it is questionable.
19 There were some incorrect information and they were describing the piece itself
20 which is not needed. Ms. Vasconcellos updated Fire Station #3; the contract is in
21 place, the purchase order has been generated, and the artist has submitted his
22 first invoice to begin the project. The artist is hoping to install the piece this fall.
23 Ms. Vasconcellos updated the ASCMV project; the signed contract was returned
24 by the artist and now they are waiting on internal approvals, insurance, and
25 etcetera. There is a revised version of the design in a split version rather than a
26 solid piece to account for the structural aspect. The artist has planned to do a site
27 visit as well.
28

29 Ms. Vasconcellos updated the Earth & Comsos Mosaic repair; the artist was able
30 to cut the tiles off the concrete piece. He is now cleaning off the tiles. All of the
31 information will be used to figure out how much time and cost the next phase will
32 take. Ms. Vasconcellos stated that this past week they took three Council
33 members on a public art tour similar to the tour the Board took: Councilor Abeyta-
34 Stuve, Councilor Graham, and Councilor Corran. They discussed art in their
35 districts, how the GO Bond works, the challenges in maintenance and funding,
36 what new public art pieces could go where, and etcetera. Melanie Brown asked if
37 this was something the Councilor's would initiate adding artwork to their districts.
38 Ms. Vasconcellos stated that all of them were excited and would love more art in
39 their districts; there were a few ideas but the tour was more informational. This
40 creates a catalyst for them to think about spaces and places; what they would like
41 to see in their districts and how to expand on that while understanding what it takes
42 to maintain them.
43

44 The Arts and Cultural District will be doing the second annual Lit Festival on June
45 4th; a literary arts festival and walk. There will be little events going on the
46 Saturday of the event in the Downtown District and Arts and Cultural District. Part

1 of this year will be the mural. The Arts and Cultural District was awarded a \$3,000
2 grant to commission a literary arts themed community mural. It will be located at
3 Coas Bookstore on one of their walls. Due to being a private historic building, the
4 owner wishes to control what the design will be; most likely won't come to the
5 Board for approval. The mural will be eight feet by 12 feet and will be traditional
6 style art. The community will be able to paint a portion of it during Farmer's Market
7 on that day. Chair Ballew stated that she was invited to be on the selection
8 committee for the artwork and they are looking for more people to be on that
9 committee.

10
11 **VII. DISCUSSION AND ACTION**

- 12 • Gifts of State Discussion
13 • Klein Park Funding
14 • Board Elections
15 • Committee updates
16 ○ Communications and Public Outreach
17 ○ Research and Development
18

19 Ceci Vasconcellos gave a presentation artistic items in the City's possession that
20 are not considered public art. Most recently she had to identify several gifts of
21 state which are not a part of the public art collection. The Las Cruces Public Art
22 Program commissions and cares for a collection of public art works, promotes the
23 community's access to and engagement with public art, and supports the growth
24 of public art practice in Las Cruces. The LCPA Master Plan guides every aspect
25 of artwork. It defines gifts of state as items given to the City of Las Cruces by
26 domestic or foreign government official as an expression of goodwill. These items
27 are not part of the City of Las Cruces public art collection. The gifts of state are
28 not subject to procedures referencing the LCPA Master Plan as they are
29 maintained and managed by the office of the mayor.
30

31 Many of the gifts of state come from sister cities; Lerdo, Mexico since 1989 and
32 Nienburg, Germany since 1993. The sisterhood was established by Sisterhood
33 International. Each time delegates visit the City it is traditional to bring gifts. On
34 the third floor of City Hall there is a space near the elevators that has become an
35 exhibit of the art pieces from the sister cities with others in the City Manager's and
36 Mayor's offices. At times the delegates bring larger gifts which cause questions
37 regarding size, storage, and subject matter. It is questionable what gifts should be
38 displayed and what shouldn't. The mayor may sometimes come to the Public Art
39 staff for guidance. The LCPA Master Plan has guidelines for reviewing and
40 accepting art donation offers as well as recommending documenting adverse
41 reactions or complaints for at least two years prior to removing the artwork. Some
42 of the guidelines can be used with gifts of state where appropriate; ultimately all
43 decisions regarding gifts of state is up to the mayor's office.
44

45 Greg Smith advised the Board to think about as they run out of display space they
46 may have to categorize which part of City Hall could be more dedicated to public

1 art. The Public Art staff try to be cognizant of space to place it, whether it's art they
2 already have, rotate some art, and etcetera. There is a Sister City Board which
3 they need to ask them what to do with the art as well. There were examples of
4 various art pieces they've received which were controversial or too many to find
5 space for. Chair Ballew stated that controversial artwork needs to come to the Art
6 Board in order to come to an agreement on what should happen; subject matter is
7 subjective. Susan Frary stated that if complaints are recorded and there are
8 consistent complaints for two years then the deaccession process will be followed.
9 Signage should also be used to state that it's controversial, both sides of the story.
10 You cannot filter the art so much that it's not shown to the public.

11
12 Chair Ballew suggested when someone asks to donate art they should look at the
13 inventory and determine if they can take it on then bring it to the Art Board to
14 discuss the potential appropriateness. Greg Smith suggested using the obligatory
15 art pieces as a teachable moment to educate the community on all the different
16 opinions and thoughts. Chantelle Yazzie-Martin suggested having two processes
17 for community input; example if most people don't want an art piece up then they
18 can limit how long it's up for. Ms. Vasconcellos stated that sometimes delegates
19 come back years after giving a gift and asking where it's located now; gifts of state
20 shouldn't necessarily be under the same guidelines as the public art. Melanie
21 Brown asked if a gift is deemed inappropriate then perhaps they cannot display it
22 unless the delegate is visiting. Gifts are not declined. Susan Frary stated that if
23 they have a designated area and they only show what will fit in the designated area
24 it would be better than continually display everything; it gives a reason to not
25 display everything. There could be a committee to select the pieces and a press
26 release stating when the art is rotated and record the artwork so they know what
27 is available.

28
29 There was a question as to whether they should take down a picture of Pancho
30 Villa; one person has complained during the time it's been up, over two years.
31 Chair Ballew suggested rotating it with another piece since it's been two years.
32 There isn't any signage but adding some would be beneficial. Ikani Taumoepeau
33 suggested they decide where to draw the line; one complaint, two complaints,
34 etcetera. Lynn Gallagher recommended looking at doing a rotation, signage that
35 it is a gift and not public art, signage with historical information, and etcetera. She
36 also recommended the Board go to the third floor to see the artwork. Greg Smith
37 suggested the Art Board have an opportunity to bring some of those pieces into
38 other areas if needed. Ms. Gallagher stated that as they are gifts to the mayor the
39 Art Board could provide a recommendation to the mayor for placement of pieces.
40 She has reached out to other communities with sister cities and they're general
41 process was a delineated space and case for those items.

42
43 Rebecca Slaughter added that the other gift from Lerdo that caused issues was a
44 giant piece of marble; no walls strong enough to hang it or space to put it. Ms.
45 Vasconcellos recommended changing one of the Pancho Villa photos to a different
46 one they sent. There was discussion on the original La Entrada monument; it had

1 marble columns and other features from Lerdo. It is questionable where all of the
2 pieces are; some were used to recreate the monument in Howard Johnson Park.
3 There was a recommendation to leave the decisions of the gifts of state to those
4 who deal with them and only offer recommendations when they need it.
5

6 Chair Ballew mentioned that the Board elections need to be postponed to the next
7 meeting as not all Members are here today. Melanie Brown moved to postpone
8 the Board elections until next meeting when more Members will be present;
9 seconded by Chantelle Yazzie-Martin. Motion passed.
10

11 Susan Frary gave the presentation for Klein Park funding. In the Master Plan,
12 pages 63, 66, 76, and 80 are relevant to this project. Prior to public art funding the
13 City Council and City Manager funded a one-time only gift of \$150,000 into a
14 rotating art fund to use for purchasing public art; it is still being used judiciously.
15 After the money was received the Arts and Culture District as well as grants people
16 met with the Art Board to ask to commit \$50,000 for a landmark art piece at Klein
17 Park; the vote at the time was yes however a matching amount was not received.
18 Due to their grant falling through the obligation from the Art Board is no longer
19 needed. At that time the then Chair Rebecca Courtney proposed limiting it to
20 \$30,000. A committee tried to come up with an art piece for that amount.
21

22 The Park Master Plan was what they looked to for guidance but it was never fully
23 committed to; items on the Plan is no longer being planned. However, in the Plan
24 there was a suggestion for a sculpture garden which would be nice at Klein Park
25 except there's nowhere to put the items. Parks and Rec indicated that they don't
26 have any money to put towards this project at the moment. Some members of the
27 ACD were insistent on having a mural on the back of the bandstand in the upper
28 left hand corner; it is a historical building with utilities and structural items on it that
29 make it difficult for a permanent mural. In January of 2020 it was proposed to put
30 \$40,000 toward the art pieces. Since COVID happened many people on the Art
31 Board changed and now they are trying to go through this again. Klein Park is the
32 original, historical, important piece of the community and have been led to expect
33 art there since the ACD first discussed it.
34

35 The five specific things for art in Klein Park include no conquistadors or overlords
36 in the artwork, honor the local traditions, gardens with plants, historic sites of the
37 neighborhood, and historic views of the mountains. A survey has been done on
38 what the neighborhood wants, no landmark art but community scale art. New
39 Mexico Art in Public Places has a standard for purchasing ready-made pieces from
40 their catalog; if you have over a certain amount then you may purchase a custom
41 commissioned piece built. For scale of local purchases, up to \$2,000 provides
42 budget money for a community project brought to the Board from someone else;
43 \$2,000 to \$5,000 pays an artist fee and materials for community projects or small
44 art pieces to go into a ready-made position; \$5,000 to \$20,000 would be local art
45 or New Mexico only purchases out of the catalog; anything over \$20,000 would be
46 a nationwide bid through the bidding process so the local artists to have the same

1 opportunities at a national level. A proposal can be sent for open ended with just
2 the amount available or one for something specific, such as seating benches that
3 are artistic.
4

5 Susan Frary stated that she believes a good budget for a functional art piece is
6 something not quite to \$20,000; the call for art is added on. If they wish to go into
7 the \$30,000 category they could receive two \$5,000 community art projects as
8 well. The survey also showed the residents would rather have art changing over
9 time rather than one that needs to be maintained; a mural on the bandstand would
10 be difficult to keep up with. Due to the bandstand being a historical building any
11 art would need to be approved by the local and state historical offices. Chair
12 Ballew and Katrina Chandler met with Parks and Rec to the Klein Park project for
13 their opinion. The results from the survey may not fully align with the ideas that
14 Parks and Rec have for the area as well. Parks and Rec don't care to have it being
15 a rotating piece of artwork, don't want anything in the center of the park, don't care
16 for the bandstand idea; however, they like the idea of doing a tile mosaic on the
17 bottom left corner and the top corner. There is question as to whether Parks and
18 Rec will build walls of some sort for the art.
19

20 The community would like to have murals painted on the walls around the park
21 rather than build new walls. Ms. Vasconcellos stated that the bottom line is Parks
22 and Rec don't have any funding for Klein Park at the moment. If the Board wishes
23 to do anything then the Board has to pay for it; prepping walls to add art and
24 etcetera. Another suggestion would be to cover the utility boxes although the ones
25 at the park are tiny. A functional art piece could be a super large lizard for kids to
26 climb or something such as that. Susan Frary suggested having someone from
27 Parks and Rec work on the proposal with them as well as on the art selection
28 committee. Ms. Vasconcellos stated that Parks and Rec did not encourage the
29 Board to do anything with functional art pieces as they don't last. Chair Ballew
30 suggested tiny projects or four foot by eight foot wall with tiles. Another suggestion
31 is an artistic bike rack. Susan Frary stated that they don't want to put anything in
32 between the trees as those spaces fit the art booths for art fairs. Dr. Adam Amador
33 asked if there is a Klein Park committee; there is. He stated that they need to
34 make a decision and have something tangible to show for this after all the work.
35 The committee that was responsible for this project has pushed it onto the City Art
36 Board to decide.
37

38 Ms. Vasconcellos asked if they have spoken with Las Esperanza's to see if they
39 have a project they'd like to do which would fall into this project. Susan Frary
40 stated they need to have a community level meeting but need a budget first. Chair
41 Ballew stated she wants the Board to make the budget decision next meeting. Dr.
42 Adam Amador suggested making one decision tonight since it's been going on for
43 so long. The current amount in the general fund is limited; the funding for this
44 should come out of the CIP funds which is \$108,000. Melanie Brown asked for
45 clarity on the amount of money available; only \$42,000 has been spent out of the
46 original \$150,000. She asked where they should focus their priorities on; what the

1 community wants or what Parks and Rec want. As the Parks and Rec are the ones
2 to maintain the items and have the most say in it Chair Ballew believes they should
3 focus more on their input but still honor the results from the survey, local artists
4 and etcetera. Ms. Vasconcellos stated that Parks and Rec are supportive of
5 whatever art the Board wishes to put in but they don't have funding to add to it.
6

7 Susan Frary suggested putting a mural on the wall rather than tile mosaic due to
8 maintenance issues. Chair Ballew suggested keeping the budget low to keep it to
9 local artists and work within those parameters. Chantelle Yazzie-Martin stated that
10 to keep a tighter timeline a tile mosaic or mural on the lower walls would be the
11 better idea; the overall number should be the local artist amount. There was
12 discussion on the amount for each wall; \$15,000 or \$20,000. The budget would
13 need to include cleaning up the wall to prep for artwork. There was a question as
14 to whether it was an already built wall or one that needed to be built. Greg Smith
15 stated that the steps that exist at the corners in the picture shown are different than
16 what they are now. Susan Frary added that the ACD has money but can only
17 spend it on certain things, signage, wayfinding, lighting and etcetera. If they
18 wished to do a functional art piece that included lighting ACD could potentially help;
19 they would like to help. Ms. Vasconcellos recommended not going that route as
20 the ACD budget is already created and if they get into the lighting aspect the project
21 will be stalled another few years.
22

23 Susan Frary asked if they could do two murals and a bike rack; the murals would
24 be \$5,000 to \$10,000 unless it's tiled. They would need clarification on whether
25 the walls are prepped or new walls need to be built; prepping the walls would need
26 to come out of the general fund rather than CIP. Ms. Vasconcellos stated that she
27 most likely doesn't have enough money in the general funds to fix the walls but
28 they could potentially find the money somewhere else. The Board can determine
29 what money to put towards art pieces today and find the additional funds next.
30 Melanie Brown asked how the call for art would happen with three projects; it would
31 be three different projects with parameters set within the overall budget. Dr. Adam
32 Amador asked to entertain a motion to set a budget and then in the next meeting
33 they could begin the minutia within the budget. Chair Ballew added that Parks and
34 Rec seemed surprised they wished to add art to Klein Park. When new
35 developments are made the developers pay for the parks and are required to add
36 art or give the Board money to buy art.
37

38 Dr. Adam Amador stated that in the proposal for art it could say up to a certain
39 amount of money. Then there would be some progress on Klein Park and then
40 work on setting aside money for other parks so all are getting moved. Chantelle
41 Yazzie-Martin said she is open to accepting the budget the Board wants. Melanie
42 Brown agreed. She likes the amount of \$45,000 for art in Klein Park. Chair Ballew
43 recommended less and then use the other funds for another park; she prefers
44 \$30,000 to \$35,000. This could be a pilot project for other parks in the Master Plan
45 and how to plan for other parks. Susan Frary stated that two murals in the \$7,000
46 to \$10,000 range would allow for fees and materials for the artist and then a

1 request for proposal for a functional art piece at \$10,000. If none of the proposals
2 are approved the Board can add more and see what they find. She recommended
3 \$35,000 for the total budget. This amount is the umbrella. Once draft proposals
4 are done they have better ideas of what it will cost. Ms. Vasconcellos added that
5 the mural at the library was only \$6,000.
6

7 Dr. Adam Amador moved to budget \$37,000 for three future art pieces for Klein
8 Park; Melanie Brown seconded. Motion passed unanimously.
9

10 The Board would like to have a draft by the end of the fiscal year; Susan Frary will
11 make that happen. Ms. Vasconcellos will find out about the wall issues. The next
12 meeting will include a discussion on the art projects. Chair Ballew recommended
13 combining the Board Comments with the Committee updates; Board approved the
14 change.
15

16 **VIII. BOARD COMMENTS**

17

18 Melanie Brown commented that the medians between the dam and the Medical
19 Center on Lohman could use some landscaping which may be an opportunity for
20 art. She stated that Research & Development Committee put together a proposal
21 for public art which she mentioned last meeting; waiting for input to move forward.
22 Chantelle Yazzie-Martin sent out an e-mail for feedback on some of the terms.
23 Currently they have Art Board, Board Members, Resolution 15-126, Resolution 16-
24 043, and Ordinance 267. They wish to increase social media presence as well as
25 educate the community on what the Art Board is and what resolutions and
26 ordinances there are for the Board. More terms are needed to give a longer
27 posting period. She asked Ms. Vasconcellos if she's in the middle of themes or
28 campaigns they could add to the social media outlets, not at the moment.
29 Chantelle Yazzie-Martin added they are working on more workshop planning but
30 haven't met about what kind of themes they will discuss, same as last year as well
31 as local outlets. They intend to meet on Zoom after May 7th due to Katrina
32 Chandler graduating.
33

34 Chair Ballew loves the Canva stuff they've made and the thank you card Katrina
35 sent the Board. She appreciates everything the Board is doing and is curious on
36 the workshops. Dr. Adam Amador is excited to be a part of the Board. Greg Smith
37 thanked the Board for making progress on Klein Park. Chair Ballew thanked
38 everyone for their time, efforts, and energy. The Board will be full again soon. In
39 July there will be Board nominations coming up; she has filled her max term as
40 Chair so someone else will need to take the role. They also will need a Vice-Chair
41 for the next two months until the new ones are voted on.
42

43 **IX. NEXT MEETING - May 12, 2022**

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1 X. ADJOURNMENT

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Chairperson