



City of Las Cruces[®]
MOUNTAINS OF OPPORTUNITY

ll

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 May 12, 2022, at City Hall, 700 N. Main St., Las Cruces, NM, Conference Room 1158.

MEMBERS PRESENT:

Katrina Chandler
Dr. Adam Amador
Chantelle Yazzie-Martin
Melanie Grey Brown
Christina Ballew
Abby Howard (Virtually)

MEMBERS ABSENT:

OTHERS PRESENT:

Ceci Vasconcellos
Greg Smith, DAAC Executive Director
Cathy Matthews
Wil Martinez

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 April 14, 2022 MINUTES

The minutes were accepted as written.

V. PUBLIC INPUT

There was none.

STAFF UPDATE AND ACTION

Ceci Vasconcellos, Art Project Coordinator

- Earth & Cosmos Mosaic Repair
- QR Code Project
- Fire Station #3
- ASCMV
- New Projects

Ceci Vasconcellos gave the update. For the Earth & Cosmos Mosaic repair, the artist has finished cleaning the tiles in the test pieces. The next step will be to meet and discuss phase three of the project; take the rest of the pieces for the same process. Ms. Vasconcellos will update the Board on the time and cost estimate of that project, hopefully by next meeting. The QR code project has a deadline of May 31st for Nan Rubin to complete the audio recordings; she agreed. Ms. Vasconcellos made some drafts for the lawn signs that will go in front of the art pieces; they were shown to the Board and asked the Board to give input. The QR code will link directly to the audio stories in a platform they will try for the first time. The platform will allow them to see when it is scanned, how many people have scanned it, and other data. The signs Ms. Vasconcellos made are simple and use the colors of the Board. There was discussion on the different options; the majority liked the second option. If numbers are added to the art pieces on the map then it needs to be added to the sign as well. Nan would like to officially begin the project in August to celebrate KTAL's anniversary celebration. Chair Ballew suggested a plan be created for the Board's rollout with the collaboration and receive representation; Communications Committee can look into that. The project will be promoted through social media and press releases. Ms. Vasconcellos suggested a scavenger hunt contest as well. It is recommended the Board attends the kickoff of this project, perhaps at Farmer's Market.

Ms. Vasconcellos doesn't have any new updates in regards to Fire Station #3. There are no new updates for ASCMV either. The contract is in the Purchasing Department now. New projects that are coming up are a community mural project with Councilor Gandara as part of the Lift Up initiative from the City. It will focus on a neighborhood near Apodaca Park; boundaries are Solano, Madrid, and Spruce. There won't be information until the meeting in three weeks but Councilor Gandara has \$3,000 to put towards it; small color by number project or something similar. A location and idea has been set and will be discussed at the meeting. Ms. Vasconcellos will let the Board know as she knows. This project must be done by the end of June so it will need to be presented to this Board at the June meeting. The Board is also partnering with Visit Las Cruces to create a campaign for bringing attention to Las Cruces and they want to do a public art project, perhaps an iconic piece downtown. They decided to expand on the postcard mural downtown and make a series of postcards. Ms. Vasconcellos needs to present the project to the Assistant City Manager which will happen after she returns from the conference. The first postcard will likely be on the Visit Las Cruces building and promote it to businesses to hopefully donate a wall for one; hopefully expand

until there's at least one in every district. Ms. Vasconcellos hopes to have more information at the next meeting. There is also a possible mural that will be put on the library amphitheater wall opposite of the other mural.

VII. DISCUSSION AND ACTION

- Chandler Tank Art Project
- Klein Park Art Pieces
- Committee Updates
 - Communications and Public Outreach

Cathy Matthews with the Parks & Rec Department discussed the Chandler Tank Art project. They have an opportunity for a mural or some kind of artwork. Chandler Tank is located along Sonoma Ranch, north of US 70, between Las Colinas and Tavis Estates subdivisions. There are businesses, Highland Elementary School, another future park, and other homes. It is a stormwater retention basin for water management. There is an earthen dam that creates a ponding area with a spillway that leads down to Sandhill Arroyo. Parks & Rec created a conceptual Master Plan for the area; they worked with neighbors in the vicinity to develop. There will be native vegetation that will be restored, a walking trail and multi use trail, and a park next to private properties. They are working with Sites Southwest Landscape Architects to do construction documents and refine the plan for the trail system and park area. They believe the park area is the opportunity to put an art piece. A small parking lot will be at the park to get people off the street. There will also be picnic areas, open areas, playground, native vegetation garden with more picnic area, and along the north edge of the property there will be a fence or barrier of some kind to separate between the private property and the park; currently they're looking at jersey barriers.

The jersey barriers could provide a blank canvas and be either immovable by regular cars but can be moved by forklift if needed. Parks & Rec are asking the Board to select the artists and art they would prefer; perhaps art and nature since it's a park. Ms. Matthews also suggested a paint by numbers to get seniors and youth involved. The Parks Department has worked with the Youth Conservation Corp Program to paint murals in the past as well. The jersey barriers can be approximately six feet long and three feet high which is most likely the size of what will be used; could be moved without a crane. The length of the park is somewhere between 100 and 400 feet; the total amount of jersey barriers may be roughly 30. As they are individual units there could be one long mural or several small ones. The jersey barriers will be installed on City property and so the back side could or could not have art depending on the budget. The entire project budget is a bit below \$500,000 which isn't enough to complete the park portion; they would need an additional budget for the artwork. The project is currently in design with construction documents expected in the summer. Ms. Matthews expects that it would take a year to a year and a half for the jersey barriers to be ready to be painted. It is unknown how much jersey barriers cost currently. The City Art Board would potentially need to provide funds for the actual art, not the jersey barriers.

This project will be in District 5 which needs more art; possibly move to District 6 depending on redistricting.

Chair Ballew stated that last meeting they approved an allotment of \$37,000 for Klein Park art. There was discussion on how the Board would like to use the funds. Ms. Vasconcellos stated that she and Cathy discussed suggestions of possible sculpture gardens for the area. Melanie Brown commented that last meeting they discussed two murals and one other item. Katrina Chandler stated her concern is paying for the infrastructure on those three projects as well and she's uncertain that would be enough money; they would have to build the wall and then put the art on it. Originally they believed it would be on the small perimeter walls. Ms. Matthews stated that the Klein Park Master Plan calls for murals in random locations. The walls along three sides of Klein Park are fairly low and face outside; those are opportunities for art as they were repaired roughly five years ago. The Master Plan calls for entirely redoing the wall along the Mesquite Street side which is a higher wall. If the Board would like to put art on that wall it would have to be redone. A sculpture garden concept is also called out in the Master Plan in the northeast corner of the park. If it would be built out in the size indicated it would take more than \$37,000. However, if a sculpture would be made in that general location it would be along the lines of the Master Plan. Chair Ballew stated that quality would be better than quantity.

Chantelle Yazzie-Martin asked if they need to focus on a project that would be more transportable due to changes coming in the Master Plan. Ms. Matthews stated that may be a good way to go. There was discussion on the back of the amphitheater for a mural. The bandstand was originally decided to not be the best place to put art. The Master Plan calls for repairs and renovations of the amphitheater. Ms. Vasconcellos stated that Arts and Cultural District wants to contribute money towards improving the band stand amphitheater which is why that came to a standstill. Greg Smith added that the Arts and Cultural District is going through restructuring at the moment and so previous commitments may or may not be in place. He doesn't remember a specific amount to be used. There are two points of interest for artwork due to being major entryways into the park; currently the southwest corner is not an entry but the Master Plan calls for building a staircase entry at that location. The Camino Real sculpture garden is slated to go in the northeast corner as well. Pictures of sculpture garden ideas were shown. There is an opportunity to create a more paved space in the area as well. Ms. Matthews stated that water features are too difficult to maintain.

Chair Ballew asked how Parks & Rec would put in the sculptures as well as the plant life and trees for a true sculpture garden; the plant life complements the sculptures and is needed. Ms. Matthews stated they haven't thought as much on that yet as there is no budget for any projects at Klein Park as right now. A suggestion would be to put sculptures with existing trees and plants. They could create a concrete base to install the sculpture to it. Currently the space in the northeast corner has locations for a sculpture to be put in now; if the sculpture garden was put in then it would change the layout of the space which may not work

with future changes; one sculpture could be removed and reinstalled. The Board would need to purchase the concrete base and upkeep of the art pieces. Katrina Chandler stated that if they choose to do a sculpture then parameters could be put in the call for art; it may not call for a plinth or they could add a plinth in their art piece. Chantelle Yazzie-Martin asked what the top items the neighborhood wished to see. Melanie Brown commented that she believes the neighborhood wished for artwork throughout the park with or without a unified theme, murals in a folk or regional style, and/or themed pictorial art depicting historic Mesquite subjects, native people, local myths and legends within a time frame. They wish for it to attract tourists, should be created with the neighborhood residents in tandem, should be functional, could be by artists outside the Mesquite district and be changed over time.

Chair Ballew stated that while they should take the surveys into account, they also need to abide by Parks & Rec Master Plan; a functional art piece wasn't what Parks & Rec wanted and changing artwork isn't the best investment. Ms. Matthews added that if there is a place to store art pieces and move them then changing the artwork could be done. Chair Ballew commented that if they do have a changing piece they need to keep in mind that the Board will need funding to change them every five or so years; whatever they decide for rotating art. She would like to have a defined purchase or art call to work off of by the end of the fiscal year; especially as this has been going on for several years. The Board viewed the Master Plan; it was amended and the basketball court will stay where it is. There is currently no plan for where the basketball court was supposed to go. Ms. Vasconcellos asked if they could put in artistic play equipment; when that is installed there are safety requirements which usually involve safety surfacing around it. There could be artistic items that are not considered play equipment that could be climbed upon. Greg Smith stated that he likes the idea of a climbable piece of art that people could interact with; murals have to be regularly updated or changed out. He prefers tile and more permanent items.

Chair Ballew would like to see perhaps some metal art pieces. Melanie Brown stated that metal would be durable and can be many different finishes or painted by special paint. Concrete would be another option for a sculpture. Melanie Brown suggested using boulders to make a nature sculpture. Katrina Chandler added that the parameters should be up to the artist so it would be more helpful to discuss what to ask for rather than what it will be made out of; they also need to define what to prioritize whether it's what the community asked for or what Parks & Rec Master Plan calls for. Chantelle Yazzie-Martin likes the pictorial suggestion, naturally rusting metal, and the variety of tile work; she is concerned of repairs on tile work though. Ms. Vasconcellos clarified that the tile work in the downtown that has to be repaired was due to a main below it breaking; tile work lasts a long time and is fairly easy to maintain. She recommended possibly putting a piece of art that people can take pictures in front of which is indigenous to the neighborhood. There was agreement.

Chair Ballew summarized that the art piece should reflect the neighborhood and the Research and Development Committee would assist with making the call. She asked if the Board wants to purchase a singular piece or do many small pieces. They can't put sculptures in the turf grass and so spaces and measurements would need to be chosen; there is still a bow tie for Councilor Silva located at the park. Chantelle Yazzie-Martin stated that once they have more information on placement and terms of size they will be able to decide what is needed. Melanie Brown added that as the Master Plan isn't set then the piece needs to be able to be removed and reinstalled; this needs to be in the call. They also need to specify if the art piece will be used to take pictures in front of. Ms. Vasconcellos recommended not doing a broad call to keep the selections limited. Chantelle Yazzie-Martin would like a social media, tile, or sculpture that is New Mexican with the personality of the Klein Park neighborhood. Chair Ballew would like to move away from the walls and have a sculpture.

Mr. Smith suggested including the southwest corner with a mosaic to bring all the elements together since there is no entrance at that corner; when the steps are created they can add art to those such as water or color and make the steps themselves become part of the art. Ms. Matthews stated that currently there isn't a budget to do stairs but money could potentially be found. She believes it would be wise to put a sculpture in that corner and work around the trees. A possible call to art could say a moveable entryway sculpture feature. Chair Ballew recommended that during the next month they check out the location and receive measurements so the Board can determine a call to art at the next meeting. Chantelle Yazzie-Martin may take pictures and photoshop a concept into the spaces. It is unknown if there is a height restriction in the area; for walls it's eight feet. Dr. Adam Amador asked if the Board will make a decision on what kind of art they wish in order to move forward. Katrina Chandler moved to put a sculpture in the southwest proposed future entryway; Chantelle Yazzie-Martin seconded. Motion accepted. The Board discussed whether to use the entire \$37,000 on that one piece for a quality art; it was motioned and seconded to make that art piece be the entire budget whether one or multiple pieces in the art concept. Ms. Vasconcellos gave a comparison with the Pride sculpture at Sonoma Ranch had a budget for \$28,000 and the budget for Endless Passage was \$30,000.

Katrina Chandler gave the update for the Communications and Public Outreach Committee. She and Chantelle Yazzie-Martin have agreed to dedicate time this summer for the Committee; currently there are no updates. Chantelle Yazzie-Martin will send the Instagram posts to Ms. Vasconcellos this week. They would like to be involved with the QR project communication in order to assist with the launch and press releases. The workshops are continuing with three or four workshops. Katrina Chandler will continue working on that; she was unable to find someone to talk about applying for public art. There was discussion on redoing the workshops or find new things. Chair Ballew likes having the workshops be around how people can prepare to make a living with art in the community. Katrina Chandler has begun talking with Lia at Cruces Creatives; it may be advantageous to partner with Cruces Creatives and the University to reach more people with the

workshops. Ms. Vasconcellos recommended doing the workshops in person and suggested making it into a networking opportunity for artists.

Chair Ballew brought up the Farmer's Market events to inform the public of the Board's existence; summer may be too hot. Chantelle Yazzie-Martin stated it may be more feasible considering jobs. They will need materials to hand out. Ms. Vasconcellos believes they have what they need to begin; she ordered a table cover as well. They will need to contact someone at the Farmer's Market to get a table and set that up. There is a monthly fee involved. There was a suggestion of doing the Fine Arts Flea Market rather than Farmer's Market; it's Friday night once a month. There will also be a fee but obtaining a booth is much easier and the Board can speak with local artists. Dr. Amador suggested compiling a list of local artists as well. There is a spreadsheet with some but it's not updated. The Board will plan to do the June Fine Arts Market; there will be limited time to plan but it can happen. Mr. Smith stated that the Dona Ana Arts Council has an artist directory.

Chair Ballew asked Dr. Amador to join the Research and Development Committee; he agreed. Melanie Brown gave the update on Research and Development Committee; there was none. The current project is the public art honoree award which hasn't moved forward apart from the proposed rewrite which was circulated earlier. The two main things that need to happen is the Committee needs to firm up the rubric and receive input from Outreach and Communications Committee in regards to how this will unfold into the public; Melanie Brown will resend the information to them for input. Mr. Smith added that the Arts Council does community arts awards every year; one is public art. This may be an opportunity to collaborate. The Arts Council will do their award in September this year. Melanie Brown likes the suggestion. The Board originally thought of doing it during Love of Art month but doing it together may be better according to Melanie Brown. Chair Ballew reminded that in previous meetings the Board researched other organizations with similar events and it was felt that the honoree the Board would be presenting is uniquely open to anyone within the region and City as well as different demographics whereas the Doña Ana Arts Council has a reputation for catering only to a certain type of artist. Mr. Smith stated that reputation is one thing but what they are able to do is another. Mr. Smith stated that they have rubrics with several different categories and not every category is honored each year; not if a person pays something or is a member.

Both honoree programs are open to public nomination. Ms. Vasconcellos is open to partnering with the Arts Council for the award and suggested using some of the categories for the other art awards. The Doña Ana Arts Council did a Year of the Artist last year in 2021 and the Council did a proclamation for that. They could potentially also split the categories and have the City Art Board do some. The award ceremony isn't always in September and can move to where it's needed; September is just a nice time of year for outside activities. The ceremony is normally one where tickets must be purchased but doesn't have to be. Chair Ballew asked if there would be a conflict of interest with teaming up with the Dona ana Arts Council since Greg will be on CAB board in the future; Ms. Vasconcellos

doesn't think so. Melanie Brown will share their information with Mr. Smith to compare notes.

BOARD COMMENTS

Katrina Chandler is excited about the decisions made today and doing the Fine Art Flea Market. She will also work on the workshop for July. Chantelle Yazzie-Martin is glad they were able to get action items done. Melanie Brown feels excited about the progress. Greg Smith stated that he's always horrified when a project or idea takes generations to occur and is happy to see the Board make things happen at Klein Park. Chair Ballew thanked everyone for joining the meeting and is excited to see movement on the Klein Park project. She also believes prioritizing committee updates in future meetings is needed. She would like to connect with Chantelle Yazzie-Martin regarding the rotating art project. Chair Ballew reminded that next month is executive nominations and Chair Ballew cannot be Chair again as she has served the 2 year limit; The board can nominate themselves or anyone else to serve the various roles. Chair Ballew stated she hasn't served any other role and is happy to have a different role.

VII. NEXT MEETING – June 9, 2022

X. ADJOURNMENT



Chairperson