The following are minutes for the meeting of the City of Las Cruces Quality of Life Policy Review Committee held at 3:00 p.m. on March 24, 2021 via Zoom https://zoom.us/webinar/register/WN_-8uLgyOEQYG_mvB5sc1Cng.

MEMBERS PRESENT:
Mayor Ken Miyagishima
Councilor Tessa Abeyta-Stuve -- District 2 – Chair
Councilor Gabriel Vasquez – District 3
Diego Medina, Ex-Officio Member
Dr. Marlena Fraune, Ex-Officio Member

OTHERS PRESENT:
K. Lynn Gallagher, Quality of Life Director
Rebecca Slaughter, Quality of Life Deputy Director and PRC Staff Coordinator
Jill Aguirre, Quality of Life Senior Office Manager and PRC Recording Secretary

I. CALL TO ORDER - Chairwoman Abeyta-Stuve called the meeting to order at 3:00 p.m. Roll call was taken, and a quorum was established with Chairwoman Abeyta-Stuve and Councilor Vasquez present.

II. CONFLICT OF INTEREST STATEMENT - Chairwoman Abeyta-Stuve read the conflict-of-interest statement. “Does any member of the City Council or any member of City staff have any known conflict of interest with any item on the agenda?” All present indicated there were none.

III. ACCEPTANCE OF AGENDA - Chairwoman Abeyta-Stuve requested a motion for acceptance of the agenda. Councilor Vasquez made the motion. Chairwoman Abeyta-Stuve seconded. Roll was called and agenda was accepted by the committee members present.

IV. APPROVAL OF MINUTES - Chairwoman Abeyta-Stuve requested a motion for approval of the meeting minutes from the January 27, 2021 meeting. Councilor Vasquez made the motion. Chairwoman Abeyta-Stuve seconded. Roll was called and minutes were approved by the committee members present.

V. ACTION ITEMS - None

VI. DISCUSSION ITEMS
   a. LAS CRUCES MUSEUM SYSTEM SHORT RANGE PLAN: Rebecca Slaughter took a moment to express condolences to the consultants for the passing of one of their colleagues involved in the Short Range Plan, Mr. Art
Wolf of Wolf Consulting. Jennifer Robles introduced herself and the individuals present for this discussion: Garland Courts, Museum Exhibits Manager; Anthony Guida and Miram Diddy from AOS Architects; Dr. Estevan Raul-Galvez from Creative Strategies 360. Ms. Robles gave a brief overview of the presentation on the Short Range Plan. A plan for the Museum System has been in discussion for several years. Staff recognized an outside perspective was needed to provide an objective evaluation of the Museum System. Ms. Robles discussed the Museum Master Plan goals developed to evaluate and guide the Museum System. In 2018, the City of Las Cruces put out a Request for Proposal for Master Planning services. The City contracted with AOS Architects, Wolf Consulting, and Creative Strategies 360 and these companies are guiding the Museum System through the developing of their Short Range and Master Plans. Ms. Robles turned the presentation over to Anthony Guida to continue the presentation. Mr. Guida advised in this meeting the assessment and evaluation of programs, facilities, and community needs leading up to the development of the Short Range Plan would be discussed. Mr. Guida discussed the assessment process and what it included. Mr. Guida advised a preliminary evaluation of the Museums was performed as if it were being done by the accrediting body, the American Alliance of Museums (AAM). Mr. Guida described the facets of the evaluation process, Identity, Stewardship, and Functionality in detail. Mr. Guida turned the presentation over to Dr. Estevan Raul-Galvez to go in further depth on the evaluation process. Dr. Raul-Galvez described in detail what was accomplished in the Identity portion of the evaluation process with what the Museums have already established and where they can go from here. Mr. Guida discussed the Stewardship portion evaluation process, highlighting the opportunities and challenges discovered during this process. Mr. Guida explained the Functionality part of the evaluation process that looks at how well the facilities are serving the delivery of programs to the community. Mr. Guida introduced the Solutions portion of this presentation that will cover the Short Range Plan, the Museums Master Plan, and the Facility Assessment of the current Municipal Court Building. Mr. Guida advised only the Short Range Plan solutions will be discussed at this meeting. Mr. Guida described the Short Range Plan's mission, vision, and five goals for the next five years: build program capacity, increase stewardship of resources, expand community access and engagement, address facilities' needs, and obtain AAM accreditation. The presentation was turned back over to Dr. Robles. Dr. Robles explained that from the objectives, task lists were created to reach these goals. Dr. Robles stated that public input on this plan began in the month of March and expressed that participation has not been very high. Chairwoman Abeyta-Stuve requested the public input information be sent to the committee so members can share with their networks. Chairwoman Abeyta-Stuve opened the meeting to questions. Councilor Vasquez asked what a local Museum patron, as well as a visiting Museum patron expect to see change in their Museum experience over the next five years. Dr. Robles
explained that this plan gives the Museums a direction for moving forward. She explained that a Visitor Experience Manager position has been requested to focus on communicating with the community on an overall experience. Dr. Robles advised that through this effort, the community would start seeing themselves in what the Museums are presenting. Councilor Vasquez spoke about having more diverse exhibits and having more exhibits that represent the culture of the local community. Councilor Vasquez asked if there is a part of the Short Range Plan to market our Museums to visitors. Dr. Robles advised that there is an objective in the plan to increase the current marketing strategy. Dr. Robles and Ms. Slaughter described current collaborations with Visit Las Cruces. Councilor Vasquez asked what the highest priority objective is. Dr. Robles stated that community access and engagement is one of the higher priorities. She added that some facility issues were prioritized by the consultants. She continued to describe how the objectives have been aligned with the strategic business plan to be accomplished in an established timeline. Mr. Guida concurred with Dr. Robles' assessment, noting the community engagement portion is being talked about right now and is a high priority and the facilities issues related to maintenance, preservation, and safety are items the consultants see as a high priority. Diego Medina inquired about Las Cruces history and indigenous culture representation in the Museum System. Dr. Robles stated that there was a long-term exhibit on the history of Las Cruces. The exhibit was taken down for facility work. Museum staff want to incorporate what the community would like to see before recreating this exhibit. Dr. Robles advised that the Museums are looking at a rotating exhibit on community stories as opposed to a long-term exhibit. Mr. Raul-Galvez spoke on the level of interest for representation during public input. Dr. Marlena Fraune provided an opportunity to collaborate with students for research into this topic. Chairwoman Abeyta-Stuve suggested collecting contact information from patrons that partake in the grab and go activities that the museums have been distributing as an opportunity to reach more people. Chairwoman Abeyta-Stuve asked about incorporating successes that have been accomplished in the plan. Dr. Robles stated the department is evaluating how to track and continue these processes. Chairwoman Abeyta-Stuve asked what the greatest needs for the facilities right now. Dr. Robles advised that the space limitations results in the Museums not being able to host exhibits. Another limitation is the lack of humidity-controlled facilities which has resulted in exhibits being denied. Mr. Guida went into further detail on the facility issues and a discussion of these issues followed between Mr. Guida, Dr. Robles, Ms. Slaughter, and Chairwoman Abeyta-Stuve. Chairwomen thanked the consultants and staff for the presentation and for the development of the plan.

VII. FUTURE DISCUSSION ITEMS AND TASK LISTING: Chairwoman Abeyta-Stuve read the future discussion and task list item and provided a reminder to the committee members to contact Ms. Slaughter or herself to add items to this list.
Museum Master Plan

Public Art Funding Ordinance

Master Calendar for Programs

Utility Structure/Public Art Assets by District

VIII. NEXT MEETING DATE – April 28, 2021

IX. ADJOURNMENT - Chairwoman Abeyta-Stuve requested a motion to adjourn the meeting. Councilor Vasquez made the motion to adjourn. Mayor Miyagishima seconded. Roll was called and adjournment of the meeting was unanimous. Meeting adjourned at 4:22 p.m.

[Signature]
Chairperson

May 27, 2021
Approved