The following are minutes for the meeting of the City Art Board held at 4:30 p.m. on July 8, 2021, at City Hall, 700 N. Main St., Las Cruces, NM, Conference Room 1158.

MEMBERS PRESENT:
Christina Ballew, Chair
Alysa Grayson, Vice Chair
Saul Ramirez
Chantelle Yazzie-Martin

MEMBERS ABSENT:
Katrina Chandler

OTHERS PRESENT:
Ceci Vasconcellos, Art Program Coordinator
Yvonne Flores, City Councilor Liaison
Jason Smith, Fire Chief
Diego Medina, Member of the Piro Manso Tiwa Tribe
Susan Frary, Past CAB Board Member
Greg Smith, Director Doña Ana Arts Council
Juanita Martinez, Intern

I. CALL TO ORDER

Chair Christina Ballew called the meeting to order.

II. INTRODUCTIONS

Those present introduced themselves.

III. APPROVAL OF THE AGENDA

Chair Ballew recommended changing Board Comments and Board Officer Elections. The agenda was accepted as amended.

IV. APPROVAL of MAY 11, 2021, MINUTES

The minutes were accepted as presented.

V. PUBLIC INPUT
VI. STAFF UPDATE AND ACTION
- Ceci Vasconcellos, Art Project Coordinator
  - Animal Service Center Public Art Project
  - City Hall Lobby Art
  - Public Art Mosaic Damage Repair
  - Budget - End of the Fiscal Year

Ceci Vasconcellos gave the updates. Animal Service Center Public Art Project presentations are scheduled for July 29th in City Hall, waiting for confirmations from the artists and selection committee. It will take place from 8:30 a.m. to 12:00 p.m. The committee will then go into a closed session meeting to deliberate and select an artist for recommendation. Zoom presentations are still permitted to honor the original RFP. The meeting is currently scheduled in the Council Chambers; however they do not have the equipment for Zoom calls and recording simultaneously.

The tile mural for the City Hall Lobby Art has been completed and accepted by the City on June 30th. The contract will be closed out. Next step includes an official unveiling, hopefully in July with a time lapse video. Chair Ballew suggested coordinating the CAB Outreach Committee to help with the unveiling. Alysa Grayson stated they need to think cross-functionally and team up with inside committees as well as outside groups. For the public art mosaic, the broken piece was mapped and documented by the artist. It has been moved to the Parks and Rec nursery for temporary storage. The next step is doing an exploration of the technique for cutting and salvaging the mosaic tiles which will determine the cost and time frame of the restoration. Ceci Vasconcellos stated it took a week for the artist to map the piece; the project will take time. Susan Frary stated that the original mosaic was installed with a different media which failed and was painstakingly removed and replaced. She asked if there was an existing map. Ceci Vasconcellos is unsure about the past issues but this time it has been put on record for future need.

The fiscal year operational budget is the same amount of money as last fiscal year. The roll over funds are at $108,506.00 which the Art Board can use for art acquisitions; $30,000.00 is encumbered for Klein Park. Art projects that aren’t acquisitions come from the Art Board general fund. Chair Ballew asked for clarification on what special projects. Ceci Vasconcellos stated that something like the art rotation project is not art acquisition and would come out of the general fund. There was discussion on deadlines for the general fund projects. There was discussion on how the general fund works; it is operational budget for equipment, software, artist fees, and etcetera. Ceci Vasconcellos stated that the hole from the mosaic has been covered with asphalt. Susan Frary clarified that the Klein Park budget has not been voted on and is therefore not committed. Numbers have been discussed between $30,000.00 and $50,000.00. Ceci
Vasconcellos added that she is working on getting an updated list of the New Mexico AIPP funding available for art purchases and will bring it to the next meeting.

The Communications Department recently updated the City’s design standards and brand guides. As part of the update they are phasing out individual department logos. Ceci Vasconcellos stated they have been instructed to use the City logo for consistency and put the department and program names beneath it. She will not take the logo off social media but moving forward they will need to use the City logo.

VII. DISCUSSION AND ACTION
- Fire Station #3 Art Recommendation
- Public Art Funding Ordinance
- Klein Park
- Rotating Art Project Update
- Committee updates
  - Communications
  - Research and Development
  - Public Outreach

Ceci Vasconcellos presented the Fire Station #3 art recommendations. The selection committee met on June 18th. Each of the three artists were scored on project criteria and the top scoring proposal was presented by artist Art Garcia. The concept proposal is influenced by the Manta Ceremonial Blanket. In the artist’s words "the firefighters who like the pueblo people also sacrifice and offer themselves for the collective good." The Manta weave concept is created by "aluminum objects that seemingly provide weave stitching and interpretations of cloud patterns and water while referencing rich native culture." A picture was shown of designs. Ceci Vasconcellos discussed the patterns of the art concept; the panels are similar to window shades and show different views depending on the location of the artwork. The artwork is low maintenance; needs power washing and repainting as needed.

Diego Medina added that the colors utilized in the manta is significant; changing the colors would not be a good thing. He suggested not naming it as a Manta in order to not have controversy. He added that if the artist is a Pueblo they may not know the specific prayers supposed to be done when depicting Manta’s. There was more discussion on Manta’s and the meaning behind them. Ceci Vasconcellos added that the artist spoke with Louie Garcia for consultation before doing the art piece. Susan Frary stated that a person who is not of a tribe cannot use the symbols of the tribe but rather only state they were inspired by the tribe. There was discussion on how they control that; acknowledgment with signs could potentially work but isn’t the best option.
Alysa Grayson stated that the artist did the piece out of inspiration and did his due diligence to respect the culture and ask for guidance. Chair Ballweg suggested changing the name of the piece to take the Manta name out. Saul Ramirez suggested having another meeting with the artist to have a conversation with this specific information. There was agreement to rename the art piece so that it does not get associated with the ceremonial Manta. There was discussion on Louie Garcia and his art; extremely knowledgeable on weaving and the main person to go to on this subject. There was discussion on the role of the Manta and how they should view the art piece. Jason Smith added that they would like to incorporate the Maltese cross to the piece in order to connect the firefighters to the piece. The artist was contacted and believes he can incorporate it. There was discussion on color representation and materials used.

Saul Ramirez suggested not giving the piece a traditional name as the piece is not using traditional materials, context, or imagery. Diego Medina stated he’s impressed that the art piece references the cotton used with the Manta. Jason Smith added that the old cotton gin is behind the Fire Station. There was discussion on views of what has gone into creating the piece as well as the Board discussion. There was discussion on public outreach; the consultant would be with the artist for a meet and greet. The meet and greet will need to be reorganized due to not having Manta in the title. There was discussion on how the art piece should be labeled; abstract.

Alysa Grayson motioned to recommend the Fire Station #3 artwork with accommodations of additional Maltese cross and change of name to City Council; seconded by Chantelle Yazzie-Martin. Motion passed.

Chantelle Yazzie-Martin moved to have the Klein Park discussion prior to Public Art Funding Ordinance discussion; seconded by Alysa Grayson. Motion passed. Susan Frary gave the presentation on Klein Park. A sample survey was shown. Susan Frary gave a background as to the money to be spent; $50,000.00 down to $30,000.00 then to $40,000.00. The Klein Park Art Committee is made up of Katrina, Saul Ramirez, Chantelle Yazzie-Martin, Susan Frary, David Chavez, and Frida Flores; there has not been a group meeting but have had communication. There was discussion on what kind of art they are looking at, several smaller art pieces for the park. They are looking for historical, reverential, and appropriate art pieces for the park; use a survey to determine best options.

Susan Frary and Ceci Vasconcellos reached out to Jamie Rickman who is the Community Engagement Manager for consultation on surveys. The process will involve a neighborhood survey targeted close to the area and include questions to pull out the strong feelings. The intention is to target the historic Mesquite district and offer a paper or online survey process. There are expectations of splits based on demographics and so additional questions regarding those are on the survey. Postcards as well as fliers will be sent to the area to inform them of a public input session in the park. Susan Frary would also like to do an art event
with the public input. She explained where it would be set up. There was
discussion on the sample survey. There was discussion on what type of art can
be in the park, no controversial pieces.

Ceci Vasconcellos added that they need to not set any expectations or standards
for things that cannot be delivered. They are also working with Parks and Rec
Master Plan which has designated areas for artwork. Susan Frary asked for the
Board to agree on a set of words approved by the next Art Board Meeting so that
they can approve the survey and have it available by the end of August. Greg
Smith stated that there are no dinosaur trackways but rather prehistoric
trackways; the wording needs to be changed on the survey. Chair Ballew asked
to send suggestions to fix a few items. Susan Frary welcomes their suggestions.
Chair Ballew suggested everyone send their suggestions to Susan Frary within
the next week. Alysa Grayson suggested looking at the survey to make sure the
common person understands. There was discussion on verbiage.

Ceci Vasconcellos gave an update on the Public Art Funding Ordinance; a draft
to review is in the packet. The draft has been reviewed by the Bond Board, the
Assistant City Manager, Director of Quality of Life, and Deputy Director of Quality
of Life. It is ready to move forward to the Quality of Life Policy Review
Committee and then to City Council. Major points of the ordinance include being
a funding mechanism for the public art program based on general obligation
bonds, being written as flexible as possible to remain relevant for years to come,
the Art Board and coordinator can set restrictions, specifies two percent of
eligible GO Bonds be allocated for public art, includes a percentage of total
allocation to be expended on maintenance of existing City public art collection,
the funding is purpose based rather than project based, and the GO Bond
wording is important and the City will work with the Bond Board to write them to
the best advantage.

Yvonne Flores commented that once something goes through a PRC and to City
Council it tends to be adopted. Susan Frary explained the reason behind the
increase to two percent of eligible GO Bonds; increased after the Park Impact
Fee funding was taken away. Developers can donate art if they wish. Ceci
Vasconcellos stated that this is only one funding mechanism. There was
discussion on attending the PRC meeting to answer questions; expected to be
presented on July 28th at the PRC.

Saul Ramirez made a motion to move the Ordinance forward to the PRC;
seconded by Chantelle Yazzie-Martin. Motion passed.

Chantelle Yazzie-Martin gave an update on the rotating art project. She
contacted the Transportation Department regarding a bus stop rotating art
project. Two suggestions were given: put up panels in front of the bus stop but
not on top or in back of the bus stop or use a series of City billboards that can be
purchased for artwork. There was concern of traffic issues looking at the artwork
while driving. The original budget included two artists with five districts. Chantelle Yazzie-Martin added that the updates on the slides are on the Google share drive. There was discussion on the budget for the artist; $500.00 for materials with $1,000.00 to $2,500.00 to the artist. There was discussion on how long the art would be displayed; six months or a full year. Susan Frary suggested beginning with the bus stops and keep the billboards for future.

There was discussion on where art pieces would be and how many; five art pieces with local artists and switch out every year. There was discussion on what kind of art; vinyl, spray paint, painted, etcetera. Ceci Vasconcellos suggested discussing this presentation as a Committee after viewing the proposal. Chair Ballew suggested bringing this back at the next meeting with a budget to vote on.

Saul Ramirez gave an update on the Research and Development Committee. They are working on standards of research for the Board to agree upon to have consistency among decision making. Chantelle Yazzie-Martin gave the update on the Public Outreach Committee. They are formatting advertising for the outreach, interactive stories for Instagram and etcetera. There was discussion on the workshop and farmers market; the workshop won’t be done this month. There was discussion on the instructors for the workshop; make sure they are certified educators. Susan Frary stated that she hasn’t received a schedule for any trainings. Ceci Vasconcellos stated that the first workshop included a news release, post on the website, post on calendar, and social media posts with more focus on Instagram; there were at least seven attendees.

Ceci Vasconcellos suggested using West for future workshops as it has schedules for trainings in place. There was discussion on if this was voted upon; it was. Alysa Grayson asked for posts to share on Instagram. There was discussion on the farmers market; they can have two people there for meet and greet but not a quorum. Chair Ballew suggested beginning with two people and switching with two others halfway through. There was discussion on what brochure they could hand out at the farmers market; Ceci Vasconcellos will work on that.

IX. BOARD OFFICE ELECTIONS

Chair Ballew explained how to vote and nominate for the Board elections. Saul Ramirez nominated Christina Ballew for Chair; seconded by Alysa Grayson. Christina Ballew accepted the nomination. Saul Ramirez nominated Alysa Grayson for Vice-Chair; seconded by Chantelle Yazzie-Martin. Alysa Grayson accepted the nomination. Alysa Grayson nominated Katrina Chandler for Secretary; seconded by Saul Ramirez.

Saul Ramirez motioned to accept the nominations; seconded by Chantelle Yazzie-Martin. Motion passed.
X. BOARD COMMENTS

Alysa Grayson asked why the Board doesn't have a firm governance; someone to enforce the code of effects. Yvonne Flores stated that the parliamentary rule are recommendations. Alysa Grayson suggested creating a legacy plan to document thought processes, wins, fails, and what things they wish they would have done. She has created a format for the Committees and Board Members. She looks forward to teaching everyone how to use the metric. Board Members Saul Ramirez and Chantelle Yazzie-Martin thanked everyone for coming. Yvonne Flores commented that she enjoyed meeting everyone in person. Greg Smith commented that he was fascinated watching the discussion regarding Fire Station #3; he hopes the art piece will be appreciated by all.

Susan Frary suggested that Members give the digital presentations to Ceci Vasconcellos at least the day prior in order to avoid technical issues; also quality control and spell checking the presentations. She would like to add artist registry to the agenda; she has thoughts on how to do it. She commented that the Art Board is a relationship with commitments to several constituents: public, art, government. You build the relationship and then negotiate moving things rather than challenge the existing status; five to one rule where you say five nice statements before one negative statement. Juana Martinez thanked everyone. Ceci Vasconcellos reminded the Board that the meetings are a commitment and to let everyone know ahead of time if they're unable to attend. She also reminded them to be mindful of what they say to the public especially when representing the Art Board.

Chair Ballew commented that now there are in person meetings they need to make it a priority to attend on time for both the Board and Committee meetings. She voiced her excitement for being able to meet in person. NM Arts currently has a call for artists and Chair Ballew encouraged people to apply; government agencies will purchase art from this group. Susan Frary added that 1,000 pieces of art will be selected from the entries. Artists must be listed and registered in the CAfe and be in the call for entry artist list before applying for the small arts purchased initiative. She suggested for local artists if it would sell for $300.00 here then it's most likely $1,000.00 in that listing due to travelling and other items that needs to be included. She added that folk art does better than fine art in the competition.

XI. NEXT MEETING, 4:30 p.m., August 12, 2021

Yvonne Flores will not be present. The meeting will be held in room 2007A, the Las Cruces room.

X. ADJOURNMENT
Chairperson

E. Ballon
EXHIBIT A

To: City Art Board
From: Fire Station #3 Selection Committee
Date: July 6, 2021
Subject: Fire Station #3 Building Art Finalist Recommendation to the City Art Board

"Las Cruces Public Art (LCPA) seeks an artist or artist team to create a site-specific outdoor project to be designed and installed on three sides of the tower on the new Fire Station #3 building. Art may be 2D, but not solely painted, or 3D and stand-off from the structure but must be attached to the tower, not freestanding. Design may wrap around, repeat, or feature different motifs and elements. The selected artist or artist team will be expected to collaborate with the City of Las Cruces Public Works Department and the Las Cruces Public Art Program Coordinator in the completion of this project." (caFÉ.org)

The Selection Committee, made up of one community member, two City Art Board members, one Public Works staff member, and the Fire Chief for the City of Las Cruces evaluated 107 submissions from artists nationwide, including 14 entries by New Mexican artists, using the CallforEntry.org (caFÉ) online system. Three artists were chosen to present a design to the Fire Station #3 Selection Committee on April 8, 2021. The three finalists created maquettes of their proposed designs, presented their qualifications and previous works to substantiate craftsmanship, and described the suitability of their work for the project and the site. Unfortunately, the committee could not reach a consensus in selecting a recommendation from the presented design concepts.

The committee returned to the pool of top ten artists and chose the next three highest scoring artists from the pool. They were invited to present on June 18, 2021. Again, the artists presented as described above. Art Garcia’s scores were the highest of the three finalists.

We are proud to recommend Art Garcia as the finalist for the creation and placement of artwork on the new Fire Station #3 building based on the presentation of his concept and design. Inspired by the Manta ceremonial blanket, the artwork depicts weaving and interpretations of cloud patterns and water celebrating its life-giving quality and paying homage to the firefighter sacrifice and commitment to the collective good. It is made from powder coated aluminum blades protruding from the building with cut-outs that change the view, allowing the viewer to become an active participant with the artwork.

Comments from the selection committee expressed their approval of the fire station being symbolized by a blanket that offers warmth, protection, and safety to the
community it serves. They also liked that the artist consulted with a Native American artist about the appropriateness of using the *Manta* concept.

**RECOMMENDATIONS:**

1. That the artist incorporates the Fire Fighter Maltese Cross badge into the design, if possible, without changing the design concept to create a relatable element for fire staff.
EXHIBIT B - DRAFT

Public Art Funding Sources:

Chapter 2 - Administration

Article V: Finance

Division 4: Two Percent for Public Art

Section 2-1276. Purpose.

The intent of this article is to establish a dedicated funding source for acquisition of artworks, as defined in the Las Cruces Public Art Master Plan, and for the maintenance of current and future public art assets by adopting a Percent for Art policy to support public art related to new capital projects.

Section 2-1277. Definitions.

**Capital Project.** A project that helps maintain or improve a city asset, the cost of which the City normally capitalizes in its financial accounting system, and which is considered a capital cost under applicable federal tax law.

**Capital Improvement Program.** All capital projects of the city identified in the City's rolling capital improvement plan.

**City Budget.** The fiscal roadmap to providing services and programs to the community based on the goals and objectives of City Council.

**General Obligation Bond (GO Bonds).** A municipal bond backed solely by the credit and *ad valorem* taxing power of the issuing jurisdiction rather than the revenue from a given project. Typically used to raise funds for projects that will serve the entire community.

**Public Art.** Art in city-owned or -leased, publicly accessible buildings and other city owned public spaces that meets the criteria specified by the Las Cruces Public Art Master Plan.

**Public Art Master Plan.** Provides guidance that ensures sustainable funding sources for public art, makes the most of the City's resources, and ensures that the City's public art activities make an impact on Las Cruces and respond to the community's needs. Adopted by City Council in March 2020 under Resolution 20-111. Expected to be reviewed and revised as needed, but at least once every five years.
**Same Purpose Projects.** Any public art project that satisfies the criterion set for the original purpose for funds acquired through Percent for Art and is consistent with voter approved purpose or purposes of the bonds from which the funds are derived.

Section 2-1278. Percent for Art.

(A) Two percent (the "Percent for Art") of the total net proceeds, after payment of costs of issuance allocated to each project funded through the issuance of General Obligation (GO) Bonds is allocated for public art, excluding GO Bonds issued to fund utility and flood related Capital Projects and flood maintenance bonds.

(B) Percent for Art as described in division (A) above should be included as part of the Capital Improvement Program budget.

(C) Private or public funds received for public art may be added and budgeted in a similar manner consistent with the Public Art Master Plan and/or donor restrictions but will not be subject to the same federal tax restrictions as GO Bond proceeds.

(D) Percent for Art funds shall be tracked as a separate City of Las Cruces Public Art fund.

(E) Percent for Art funds derived from the net proceeds of GO Bonds must be expended to acquire public art, for the purpose for which the GO Bond proceeds funding the two percent are intended and must also satisfy the Public Art Master Plan.

(F) Percent for Art funded with GO Bond proceeds shall have an expected useful life such that the weighted average maturity of the bonds does not exceed 120% of the weighted average useful life of all of the purposes financed by the bonds including the art purpose.

(G) When Percent for Art funding exceeds the amount that, in the City’s discretion, should reasonably be expended for art to be incorporated in a bond-financed facility, construction or other capital project, funding should be distributed to same purpose facilities or capital projects not directly related to originating Percent for Art purpose but where there is need for public art funding; provided, that the application of such funds in same purpose facilities shall be consistent with voter approved purpose or purposes of the bonds from which the funds are derived.

(H) Subject to the restrictions under federal tax law, the public art program shall expend no less than 0.25 percent, but no more than 0.50 percent of the total amount allocated to the public art program to restore and conserve public works of art to protect public investment. The appropriation will be made at the same time as the appropriation for all projects with the Capital Improvement Program.

(I) Percent for Art shall not apply where the bond ordinance, other applicable laws or regulations, or official guidance from a federal or state regulatory
authority concerning allowable uses of bond funds provided for a Capital Project precludes the expenditure of funds for works of art.

(J) Nothing contained herein shall preclude funding the acquisition of art for municipal property in other ways.

Section 2-1279. General Operational Funding

General Operations funds of the Las Cruces Public Art program outside the Percent for Art acquisition process are not eligible for funding from Percent for Art under Section 2-1278. These items include, but are not limited to, operational and administrative support for the activities, programs, and work of Las Cruces Public Art, and Special Project funding for public art projects recommended by the City Art Board that support the vision and goals for public art as outlined in the approved Public Art Master Plan and the departmental strategic plan.

Rev 6.23.21
**SLIDE 1 – Intro**

The selection committee for the Fire Station 3 public art project met on June 18 for art concept proposal presentations from three artist finalists. The committee scored each artist based on project criteria. The top scoring proposal was presented by artist Art Garcia and his concept is being recommended for approval by the City Art Board for presenting to City Council.

**SLIDE 2 – Concept Influences**

The concept proposal is influenced by the Manta ceremonial blanket which gives reverence to clouds depicted by the weave of the manta. Connection with Fire Station 3 is in the artist’s words, “the Firefighters, who like the Pueblo people, also sacrifice and offer themselves for the collective good—defining a Pueblo”. The manta weave concept is created by “aluminum objects that seemingly provide weave stitching and interpretations of cloud patterns and water while referencing rich native culture.”

**SLIDE 3 – Concept Influences**

Sashes depict cloud patterns with rain coming down. Shapes of firefighter water streams used in fire suppression influence the patterns of the art concept. The firefighting sprays, influenced by the cloud patterns in the Manta, are used to connect with the fire department. This side is influenced by Fog Spray.

**SLIDE 4 – Art Concept Proposal**

Panels are like window shades where the view changes depending on location. Goal is to have that chance of discovery for the viewer.

**SLIDE 5 – Art Concept Proposal**

Here is another view that appears when the viewer changes location.

**SLIDE 6, 7, 8 – Art Concept Proposal**

Here is how it will potentially look on the building. Three dominant shapes are revealed at each side signifying Fire Station 3. The blades are powder coated
aluminum blades. Maintenance is relatively low – power wash occasionally and repaint as needed. Artist will give more detailed guidance which is a stipulation of the contract.

**SLIDE 9 – Art Concept Proposal**

At this time, I will stand for questions and for approval to move forward with this recommendation to City Council for final approval of the art concept proposal.

Mechanism for funding source based on GO Bonds. As flexible as possible, stand for years. We can restrict if ourselves - i.e.: writing GO Bonds. Not have to go back for vote to change.