The following are minutes for the meeting of the City Art Board held at 4:30 p.m. on August 12, 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
Katrina Chandler, Secretary
Melanie Brown

ABSENT:
Abby Howard

OTHERS PRESENT:
Ceci Vasconcellos, Art Program Coordinator
Susan Frary, Past CAB Board Member
Greg Smith, Director Dona Ana Arts Council
Paul Dahlgren, Media Manager, Visit Las Cruces
Leticia Soto, Las Cruces Museums
Nan Rubin, KTAL
Clint Thacker, Animal Shelter Director
Rochelle Miller Hernandez, CVB Director

I. CALL TO ORDER
Chair Christina 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 JULY 8, 2021, MINUTES
The minutes were accepted as presented.

V. PUBLIC INPUT

There was none.

VI. STAFF UPDATE AND ACTION

- Ceci Vasconcellos, Art Project Coordinator
  - Animal Service Center Public Art Project
  - City Hall Lobby Art
  - Fire Station #3
  - Ordinance
  - AIPP, NM Arts
  - Donation Offers
  - Public Art Wellness Check

Ceci Vasconcellos gave the updates. The Animal Service Center selection committee met on July 29th for art concept proposal presentations from three artist finalists. The committee scored each artist based on project criteria; all three concepts were well presented, and two designs scored very closely. The location for the art piece was shown. Ms. Vasconcellos explained the requirements for the art piece. The selection committee recommends the art concept from Lito DeBary to present to City Council for approval; the concept is titled Sun Shelter inspired by the Animal Services logo and colors. The artists' statement was read. The sculpture is nine feet tall by seven feet wide with front and back views; made from powder coated steel with laser cut patterns. None of the cut outs are large enough for heads and the concept is for a single sheet of steel anchored to a cement base at ground level.

Recommendations by the committee include modifying the steel sheet design to a layered concept in order to add stability during winds and add lighting to the design so it will be seen at night; the cost of additional lighting and the cement slab is not included in the budget for the artwork. There was discussion on the lighting needed; lighting from below would be sufficient to keep light pollution to a minimum. There was discussion on how the art concept was designed and why the committee recommends it to be layered. Adding one to two more layers to give it more stability shouldn't cost much more. The estimated price for the piece is within the budget of $66,000.00.

Chair Ballew opened the floor to discussion about the piece3, but there was no other thoughts or comments provided from the board.

Chantelle Yazzie-Martin motioned to move forward with the recommendation to City Council, seconded by Melanie Brown; motion passed with one no from Mx. Ramirez. Ms. Vasconcellos plans to put it on the September 7th agenda.
Ms. Vasconcellos stated that there has been a slight issue with the sculpture for the City Hall lobby art. The artist came the past weekend to go over the entire piece and reinforced it with glue and caulking; she also cleaned and polished it. The next step is to work with the Outreach Committee to plan the unveiling event. Ms. Vasconcellos continued to discuss Fire Station No. 3. It will be on the City Council agenda packet for September 7th. Ms. Vasconcellos has been working with the artist Art Garcia to tweak the presentation as requested by the Board. She asks that Board Members attend if they are able to; City Council meetings are at 1:00 p.m. and can watch online.

Ms. Vasconcellos is scheduled to present the ordinance draft to the Quality of Life Policy Review Committee on August 25th; she invites Board Members to attend. It will also include artist equity, artist lists that City Council requested, and artist education. Once it is passed the ordinance will be taken to Council; first read may be on September 7th with vote on September 20th. Chair Ballew requested to discuss this at the Executive Committee meeting. Ms. Vasconcellos went over many of the projects happening and what is left. The Grants Office recommends pulling money together in order to have more money for a project. Ms. Vasconcellos explained Art in Public Places with New Mexico Art. The money for the artwork is based on the construction costs of the project. The AIPP staff will look into anything that is outstanding for the Board. Susan Frary added that the artist's applications to be included on the catalog list is due August 13th at 4:00 p.m.

There was discussion on donation offers; in the past month three separate offers were received. Ms. Vasconcellos reminded the Board that there is a process for vetting the art donation offers; it is found in the Master Plan beginning on page 42. Ms. Vasconcellos gave an example of the vetting process; needs to go to Ms. Vasconcellos first. Ms. Vasconcellos asked the Board to take pieces of art in locations in their neighborhood to check on them to make sure the art is okay when needed. Katrina Chandler suggested creating a community form for the community members to fill something out when they notice art pieces are damaged or defaced. Ms. Vasconcellos will look and see if they can do that.

VII. DISCUSSION AND ACTION
- QR Code Project - Nan Rubin, KTAL
- Rotating Art Project Update - Chantelle Yazzie-Martin
- Airport & Las Cruces Convention Center Public Art - Paul Dahlgren, Visit Las Cruces.
- Klein Park - Susan Frary
- Committee updates
  o Communications
  o Research and Development
  o Public Outreach
Nan Rubin gave a presentation; she explained the QR code project. She would like to begin the pilot project with some City public art around town. Since the last presentation, she worked with staff to refine the proposal, decide on a realistic budget, and have a demo to be viewed. An outline of the project was created. One major issue is to actually broaden out the accessibility of the art; some have a sign with title, date, and artist name but not all. Ms. Rubin would like to bring the description of the art in front of or next to the art in order to share more about the piece. She would like for this project to be something that expands the impact of the art and become the art center for southern New Mexico, attract tourism, connect these to other educational projects or activities, and promote the public art collection.

Ms. Rubin would like to start with six to nine pieces to begin with; one in each district. Ms. Vasconcellos stated that the summer intern helped with this project. Ms. Rubin suggested beginning the pilot project in February for the Love of Art month. The process of what needs to be done includes choosing the art, identifying the locations, researching and writing the script of what will be recorded, doing the recording and creating the QR code, and figuring out where to put the signage at each location. Ms. Rubin went over the budget; need an intern as well as other resources for producing nine pieces. Ms. Rubin went over the promotion plan. A plan for evaluation hasn’t been finished yet. Other potential partners include ACD, Visit Las Cruces, and Parks and Rec. An example QR code was shown.

Rochelle Miller-Hernandez with Visit Las Cruces commented that they finished their actions for the Elevate Las Cruces and have been made the lead for promotion of Las Cruces as the arts center of Southern New Mexico. An Action Plan was created and this should fit with what they’re doing. Ms. Rubin stated she’d like to work with them on other projects as well. Visit Las Cruces could potentially have additional money for this project. Chair Ballew stated there are some merger possibilities with the Rotating Art Project and perhaps they could use the QR codes with those. There was discussion of combining the two projects. The Rotating Art Project will be given to regional artists and includes a budget of $1,200.00 to produce the artwork.

Ms. Vasconcellos reminded the Board that the funds would be from the General Fund which is limited as the project grows they will need to seek other funding. Greg Smith commented that this project ties in with a signage project within the Arts and Cultural District. Ms. Rubin stated that the funding they are intending on obtaining is for broadening accessibility rather than specifically artwork. There was discussion on the Visit Las Cruces website and capabilities they have. Paul Dahlgren stated he will add the public art to the map available on the Visit Las Cruces website. There was discussion on the different projects and how they can be combined in certain respects. Alyssa Grayson asked if the respective groups could meet and bring an update to the next meeting. The total budget requested is $3,540.00 for the nine pilot projects.
Alysa Grayson motioned to table the project. Katrina Chandler motioned to approve the pilot project on the basis of conditional elements with the Rotating Art Project incorporation. Melanie Brown commented that the motions sound too similar; there was explanations as to what the motions were. There was discussion of what steps Ms. Rubin would take if the monies were allocated to the project. Ms. Vasconcellos explained the process for contracting; add KTAL to the system and enter into a services agreement prior to any work being done. Alysa Grayson retracted her motion.

Katrina Chandler’s motion to vote yes on the pilot project stands, seconded by Alysa Grayson; motion passed.

Chantelle Yazzie-Martin gave the presentation for the Rotating Art Project. Mockups of potential art pieces for the bus stops was shown; other ideas was shown. Recommended stops were shown in Council Districts; Richard Henway also recommended some roads. The Board needs to recommend one bus stop; the most frequented bus stop is being looked into. The billboard’s suggestion was discarded to keep motorists from viewing art while driving. Criteria for the artist was shown; some include an ability to have work translated into a vinyl sticker, large scalability for transfer, weatherproof, and durable. Some potential themes could be nature, stewardship, environmental sustainability, journeys, transportation, speed and movement, abstract, and humor or sense of play. Examples were shown.

Research was done on printing with UV inks for durability; cost will need to be researched. Chantelle Yazzie-Martin discussed what needs to be done for prepping the space; wood would be painted with weatherproof sealant, certain places would need holes drilled, and etcetera. The community input survey was discussed. The budget was shown; $500.00 for materials and supplies and $750.00 for additional costs for a total of $1,250.00. Companies which do vinyl stickers were shown but prices are unknown. There would be one artist for five pieces in the City: specifically regional artists. Short term goals include to allow local artists to be showcased, additional appeal to bus stops, introduce general public City art, and accessibility. Long term goals include to bring the process of the City Art Board into accessible places, build connections with local artists, and build an art archive.

Paul Dahlgren commented that this project reminds him of other art projects that have happened and he suggested that the groups get together to do cohesive works. There was discussion on the artist selection process; specifically the utility box project with ACD. Ms. Vasconcellos will contact Utilities to find out where that art is coming from. There was discussion on what artist and art will be used on the bus stops; one artist will receive $1,250.00 to produce five separate designs. Ms. Vasconcellos stated that anything over $4,000.00 will require partnerships or other funding sources, possibly transit. There was discussion on whether the $1,250.00
amount is enough for five pieces: perhaps just for the vinyl’s. Saul Ramirez commented that a flat amount would only work for a reproduced process. Susan Frary added that there would be copy right issues on reproductions; artist should keep the copy right as if they have to give up their copy rights they may not wish to produce good art for these prices.

Chair Ballew suggested they send a digital copy to the Board for production; the price would be good for that. There was discussion on how long it could potentially take an artist to produce five pieces; varies between artists. Saul Ramirez suggested having a set time to adhere to. Chair Ballew suggested doing five artists at $1,000.00 each if they are able to receive more funds from transit. There was discussion on doing six pieces, one for each district. There was discussion on doing one image that’s reproduced on each bus stop. There was discussion on different images for each print. There was discussion on making sure this project shows how much need the Board has for making a difference for local and regional artists. This will be an annual project with a release during Love of Art month in February.

Paul Dahlgren gave a presentation on the airport and Convention Center. In 2019 there were roughly 750,000 visitors; on average each visitor spends roughly $195 a day on lodging, food, shopping, etcetera. Mr. Dahlgren believes having art at the airport and Convention Center will encourage exploration throughout the City. Art also serves as a marketing tool as the first or only impression people have of the City. Art can be used as backgrounds for influencers and bloggers as well as in commercials; encourage more people to come to Las Cruces. There is funding from the ARPA funds; $5,000.00 at either location. Andy Hume told Mr. Dahlgren that there is $11,000.00 in Art in Public Places funding for the airport.

There was discussion on rebranding; airport went through one and the Convention Center will rebrand themselves as well. The rebrand is to make an emotional connection and Mr. Dahlgren believes art can help with that. The Convention Center has been working with a local photographer with a goal to build original art; some ARPA funds are allocated to put up metal panels that are printed with photos. A picture of the current Convention Center was shown; needs art on the walls. Additional photos were shown. There was discussion on what artistic opportunities are available, aerospace history at the airport, an aerial viewing art piece, and etcetera. Airport spaces available include the interior wall that wraps to the restrooms, the west facing wall, and the main gate for the actual airport has space for a structural piece.

The next steps include beginning small but build a long term goal for more art in the buildings. Mr. Dahlgren and staff will look for grant opportunities. There was discussion on the best area to invest, art at the airport with more flights. There was discussion on the security of the pieces and sizes of the art; need to keep the art within FDA approved specifics. Nan Rubin added that there is an art piece on a roof which can only be seen from the air. There was discussion on other
decorations that could be done, painted plant pots or awnings. There was discussion on budgets for airport art; it is in the Annual Plan. Mr. Dahlgren stated he would like to work with the City Art Board to bring more art into the City as well as deciding the art pieces used. The $5,000.00 for each piece needs to be spent by next year.

Greg Smith suggested using the full $10,000.00 on the airport as it will be seen more. There was discussion on the next steps, finding funds and artists. The Board can help with the process of artists. Susan Frary stated that AIPP funds can only be merged with other AIPP funds and will need to purchase out of the New Mexico catalog that is currently developed. However, other sources of funding can also be used to purchase New Mexico catalog art. Chair Ballew suggested lumping the money for the Convention Center and then working with Andy Hume and their $11,000.00 for art at the airport. Chair Ballew would like Mr. Dahlgren to come back next month for brainstorming the RFP for art; he will bring a draft. There was a suggestion on taking pieces from the Zuhl museum and point people to visit that museum.

Ceci Vasconcellos gave an update on the Klein Park project. The final draft of the survey was shown. There was a discussion on doing a Klein Park event; Visit Las Cruces is already planning an event there on September 12th from 2:00 p.m. to 4:00 p.m. The Board is invited to have a booth for the event and invite other artist vendors as well; Main Street to Monuments is the name of the event. Ms. Vasconcellos will send the Board the criteria for artist vendors for anyone who would like to apply or knows someone who would like to apply; September 3rd is the deadline. Susan Frary stated there is a small list of artists of those who have done a contract with the City recently; the Contracts Office would have the list. The survey will also be put on the website and social media for community to fill out; it has already been translated into Spanish. Susan Frary suggested having paper and markers for people to write down suggestions. Ms. Vasconcellos requested the Board review the survey and e-mail her any comments by Monday.

Chair Ballew explained why the Committees were created. The Communications Committee purpose is to help spread the message and work of the Board such as press release review, creating external content for social media, strategy on promotion for general awareness, and etcetera. Melanie Brown commented that they need to change the meeting times on the website. The Research and Development Committee purpose is to research and develop information to guide art purchasing as well as shape the function of the Board with innovative solutions and information; some tasks include getting information and implementing new considerations, researching other art boards, surveying public, surveying artists, presenting innovative ideas, and etcetera.

The Public Outreach Committee purpose is to coordinate events, workshops, and other outreach while staying aware of potential partnerships and opportunities in the community; some tasks include organizing quarterly farmer's market setup,
artist educational workshops, informing the Board of opportunities, artist reveals, and etcetera. Katrina Chandler stated that August 26th will be another workshop with Professor Bree Lamb; a one hour workshop via Zoom to help local artists document their work and publish them online.

IX. BOARD COMMENTS

Saul Ramirez stated he submitted his resignation from the Board. There was general dismay of losing an amazing researcher and artist as well as thanking Saul Ramirez for their contributions. Melanie Brown stated she's very happy to be a part of the Board and is excited for the future. Chantelle Yazzie-Martin commented that she does not want to low-ball the artists for projects. Susan Frary suggested creating a cheap and fun outreach item. Ceci Vasconcellos gave notebooks of the important documents to the new Board Members. Chair Ballew thanked Saul Ramirez for their time and invited them to re-apply if they wish to return in the future. There was confirmation that Susan Frary would be at the work session on the 16th for a surprise.

XI. NEXT MEETING, 4:30 p.m.. September 9, 2021

X. ADJOURNMENT

Chantelle Yazzie-Martin motioned to adjourn.

[Signature]
Chairperson
EXHIBIT A

To: City Art Board
From: ASCMV Selection Committee
Date: August 4, 2021
Subject: ASCMV Art Finalist Recommendation to the City Art Board

Las Cruces Public Art (LCPA) seeks an artist or art team to create a site-specific outdoor art piece to promote the Animal Services Center of the Mesilla Valley (ASCMV) which is undergoing a major expansion. LCPA wishes to commission art that is a beacon to the public and illustrates animals and services of the ASCMV. The art will be a large, free-standing sculpture installed in front of the new ASCMV facility. The design should be a neighborhood focal point visible from the surrounding streets and adjacent U.S. Hwy 70. The sculpture may be 2D or 3D of single or varied durable mediums, must be safe, low maintenance and expected to last the life of the new building. The selected artist or artist team shall collaborate with the City of Las Cruces Public Works Department and the LCPA program coordinator in the specification and completion of this project. (CaFE.org)

The Selection Committee, made up of one community member, two City Art Board members, one Public Works staff member, and the Director for the Animal Services Center of the Mesilla Valley (ASCMV) evaluated 139 submissions from artists nationwide, including 18 entries by New Mexican artists (seven from Las Cruces), using the CallforEntry.org (CaFE) online system. Three artists were chosen by jury to present a design to the ASCMV Selection Committee on July 29. The three finalists presented their art proposals, two via Zoom and one in person, describing their inspiration for their design and the suitability of their work for the project and the site. All three designs were stellar, with the recommended design scoring only three points above the next best.

We are proud to recommend Vito DiBari and team as the top choice for the creation and placement of artwork at the new ASCMV building based on the presentation of his concept and design. The artist statement describes the art piece as "a representation of a cat and dog, beloved domestic pets and two of the primary animals cared for by the ASCMV. The 9-foot sculpture sees the two animals side-by-side, looking lovingly towards each other, radiating an energy of warmth and companionship." The background is a silhouette of the sun with a flying bird cutout. The elements "embody values of humane animal care and promote responsible pet ownership."

The selection committee thought the proposed design captured the spirit of the ASCMV and loved that it incorporates the colors associated with the organization. The design scored high as a focal point for the new site, reflects the City of Las Cruces, and is appropriate to the site, use and landscape of the location.

RECOMMENDATIONS:

1. The selection committee would like to see the artwork broken up into layers that will withstand the wind load.
2. They would also like lighting to be considered for night viewing.
Animal Services Center of the Mesilla Valley Public Art Project
Animal Services Center
of the Mesilla Valley Public Art Project

Artist Statement

My installation features a representation of a cat and a dog, beloved domestic pets and two of the primary animals cared for by the ASCMV. The nine-foot-tall sculpture sees the two animals side-by-side, looking lovingly towards each other, radiating an energy of warmth and companionship.

Directly behind them is the silhouette of a sun, with a cutout depicting a majestic bird flying overhead.

The sculpture will be large enough to be an iconic focal point visible from multiple angles, as it is meant to be a beacon to the public.

The symbolic elements – such as the sun, which is an emblem of protection that shines bright upon the animals – embody values of humane animal care and promote responsible pet ownership.

-Vito Di Bari
Animal Services Center of the Mesilla Valley Public Art Project
Animal Services Center of the Mesilla Valley Public Art Project

POINTS OF VIEW

The sculpture is flat, and can be appreciated from both the intersection as well as from the Animal Services Center, while passing by to enter/leave.
Animal Services Center of the Mesilla Valley Public Art Project

DIMENSIONS
The sculpture is 9’ tall, 7’ wide, and 1/4” thick.

MATERIALS
Steel.
Laser cut with patterns, hot-dip galvanized, and powder coated.
Extra support will be given to the animal outlines to make the sheet metal more rigid.

MAINTENANCE
Very little maintenance required, other than to gently clean with water and a mild liquid detergent to remove any dirt or stains. A microfibre cloth or sponge should be used to wipe over the artwork’s surfaces.

Avoid using any abrasive cleaning agents or materials, as these could mark the surface of the powder coat. Do not use steel wool or Scotchbrite on powder coated surfaces.

All this can be done by non-artists (public works employees).
Animal Services Center of the Mesilla Valley Public Art Project

Recommendations from Selection Committee:

- Layer the piece to add stability against wind load and create 3D effect
- Add lighting to design for night viewing
Animal Services Center of the Mesilla Valley Public Art Project

CITY ART BOARD OPTIONS

1. Vote “Yes” – Present recommendation to City Council for approval
2. Vote “No” – Deny recommendation, reconsider other options
3. Vote to “Table” – Resolve any concerns CAB may have before moving forward