



The following are minutes for the meeting of the **City Art Board** held at 10:00 a.m. on May 11, 2021 remotely via Zoom.

**MEMBERS PRESENT:**

Christina Ballew, Chair  
Alysa Grayson, Vice-Chair  
Katrina Chandler, Secretary  
Saul Ramirez, Member

**MEMBERS ABSENT:**

Chantelle Yazzie-Martin

**STAFF PRESENT:**

Ceci Vasconcellos, Art Program Coordinator, Quality of Life  
Leticia Soto, Museums, Quality of Life

**OTHERS PRESENT:**

Susan Frary  
Yvonne Flores, City Councilor Liaison  
Greg Smith, DAAC Executive Director  
Nan Rubin, KTAL LC Community Radio

**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 APRIL 13, 2021 MINUTES**

The minutes were accepted as presented.

**V. PUBLIC INPUT**

Susan Frary stated that many purchases are done through the New Mexico Arts Art in Public Places purchase program. Any building construction paid for by the state has one percent of the money held by New Mexico Arts who do the purchasing, contracts, and manage it; the Board selects between the list of artists and art pieces that are offered. The two pieces at Munson Senior Center are through that process.

The scale of purchase decrees what kind of a purchase it is. For example if it's more than \$20,000.00 then it would be a contracted art piece and use CaFE; if it's between \$5,000.00 and \$20,000.00 then it could be local art or New Mexico art with the City managing the contract; if it's between \$2,000.00 and \$20,000.00 then it can be purchased from the New Mexico Art in Public Places list; if it's between \$0.00 and \$2,000.00 then it would be to purchase materials for a community art project; if it's between \$2,000.00 to \$5,000.00 then it could be used for artist fee and materials for a community project.

Callforentry.org which is the CaFE program costs roughly \$400.00 each time it's used. This gives access to the list of artists in the western states for public art purchasing. Local artists that are qualified in CaFE have professional access to the entire western states. Susan Frary stated that it is an incredibly cheap amount to pay for the access and management help they receive for art pieces. She commented that there is a difference between practicing professional, a hobbyist, and a beginner in the craft. The level of art pieces applied for would be very different; artists need to build up their resumes before trying out for the big jobs. Yvonne Flores commented that there is some concern regarding the Dickinson project as the artist isn't local. She suggested educating the community on the process of being in CaFE so locals can have a better chance at being chosen for art work. Ceci Vasconcellos will work on getting the information to the community.

There was discussion on the Outreach Committee; there is a four part series of educational workshops such as creating a resume, taking photos of artwork, and doing a call for entry for CaFE. Chair Ballew commented that she was informed that we accept artwork out of state so that national artists can contribute to make connections in other city's and elevate the quality of artwork in the area as well. There was discussion on local and national artists and the art selection process; the selection is public. Susan Frary commented on how the artist for the Dickinson project was determined; based on quality not on region. There was discussion on the Zia symbol; the City has written permission from the tribe to use the symbol. Yvonne Flores suggested adding that the Zia symbol is used with permission on the placard next to artwork that includes one.

There was discussion on how well Saul Ramirez did with his presentation at City Council. Alysa Grayson added that during the Executive Committee meetings they have associated the efforts of time, expectations, and accountability. Many items brought up at the Council meeting are already on the plans. Alysa

Grayson stated that they have a city of early adopters who will create a fan management base to build artists' professionalism so they can become greater. She believes it will begin to show within the next two cycles of the Art Board.

## **VI. STAFF UPDATE AND ACTION**

- Ceci Vasconcellos, Art Project Coordinator
  - Animal Service Center GO Bond Project CaFE Call
  - Fire Station 3 GO Bond Project CaFE Call
  - PR, Livestream Website & Social Media
  - City Hall Lobby Art
  - Munson Senior Center
  - Public Art Funding Ordinance Update
  - Public Art Mosaic Damage Repair
  - Budget

Ceci Vasconcellos gave the updates. The Animal Service Center GO Bond Project art selection committee will meet on Thursday May 13th to choose the top three finalists; they will invite them to present on the project. She reminded those on the committee to accept the invitation and be there for the meeting. The Fire Station 3 GO Bond Project had to invite three additional finalists to present for the project. Those finalists are scheduled to present on June 18th; two in person and one by Zoom. There is hope that the COVID restrictions will lift more in order to allow public to attend. The PR, livestream website, and social media is continuing along; posting as much as possible, hopefully daily. There is hope to have the next meeting be livestreamed. Chair Ballew stated that the marketing is working as she is beginning to receive more interest and thanked Ceci Vasconcellos for her work.

Ms. Vasconcellos has been in contact with the artist for the City Hall lobby art; they promised to send a schedule for installation. Photos of the progress have been sent and the project must be finished before the end of June. The Blue Corn art piece at Munson Senior Center was installed on May 5th; a picture was shown. It is a wood block print and the other piece coming in will be a textile piece which is scheduled for installation on May 18th. Once that piece is installed a promotion can be done for the art. Susan Frary suggested having a party or reception. There is a possible July 1st opening date. There was discussion on what could be served at receptions; budget of \$20.00 to \$25.00. Susan Frary added that she has good service wear to put the treats on. Yvonne Flores is willing to help with the budget. Chair Ballew stated that the Outreach Committee has plans for events that could cover an unveiling or something else art related.

The Public Art Funding Ordinance draft has been sent to the bond board. Once the review is received staff will bring it to the Art Board for approval. There was discussion on the park impact fees and if it made it to the final draft; in the past it was only 2%. It did not make it into the final draft due to previous discussions.

Ceci Vasconcellos will look into what the discussions were. The 2% being requested is from GO Bonds. The public art mosaic damage repair is pending the artist's proposal for the mapping part; move the broken pieces to make the area safe. Ms. Vasconcellos will follow up with the artist to see what the status is.

The budget has not changed from the last report given; none of the \$108,000.00 CIP money for art acquisitions has been spent. The operational costs are the general budget such as supplies, print costs, special projects such as the barricades at the mosaic, and etcetera. Chair Ballew added that the numbers for the budget were stated last month and is in the minutes. Susan Frary stated that the Capital budget can only be spent on actual art installations and the operational budget is for everything else. Ceci Vasconcellos commented that in the Master Plan it states that some costs from the general fund should be from the Capital Fund instead; she will clarify that. The current Capital Fund will not be used for maintenance.

There was discussion of when they should submit for usage of funds; annually during the budget. There is an art purchase plan as part of the annual plan. Budget number and location would be selected then the person would bring a proposal to the Board. There was discussion on what documentation is needed and if they can create a template; Cruces Creatives was supposed to give the Board a copy of their process but hasn't yet. Susan Frary suggested reaching out to Cruces Creatives for the document. There was discussion on how projects and budgets move forward using the rotating art project as an example; ideas begin with the Board, moves to Ceci Vasconcellos to create a plan, and then the proposal is brought to the Board for final approval. There was discussion on finding funds for projects and budget; Ms. Vasconcellos would need to work with the finance department on the budget allocations. There was discussion at the Council work session on the Master Plan's annual plan for projects. The budget for next fiscal year is done but the next fiscal year could include additional projects and their costs; there is a plan in place which was carried over from the previous fiscal year.

## **VII. DISCUSSION AND ACTION**

- Klein Park
- Las Cruces Stories - Proposal by Nan Rubin, KTAL
- Transit Mural Project
- Committee updates
  - Communications
  - Research and Development

Susan Frary updated on the Klein Park project; many individuals from City staff and citizen input on the Friday afternoon meeting. Several strong voices and groups agreed they wanted a mural on the back of the band stand; this came to the Committee January of 2020 and a \$40,000.00 mural was proposed to the Art

Board. The decision to put the art on the back of the band stand included a condition that the utilities service for the area would be moved off of the band stand. The Arts and Cultural District and Downtown Las Cruces Partnership have money to put into the mural as well. In the past five to 10 years the retaining wall has been redone, the chess and game tables were put in, a handicapped ramp was added to the band stand, and other improvements were done. However, the utilities were not moved which is the primary reason as to why other locations for art were searched out.

In general most of the pro-mural people are understanding of moving the art to a different area. David Chavez from Arts and Cultural District put in writing that he supports putting art elsewhere rather than the band stand. Susan Frary is still speaking with the Utilities Department over the \$10,000.00 utility job. She suggests keeping the band stand art on the table as a possibility while she is working with them. The next step is to summarize the locations identified and work with the Outreach Committee to design flyers about the choices for neighborhood input. The committee will work with Jamie Rickman and Councilor Gandara to do a neighborhood input. After the outreach the committee will bring a proposal to the Board for an art purchase plan. The choices will come down to either a couple over \$20,000.00 art pieces or several under \$20,000.00 art pieces.

Yvonne Flores stated that Council has not been approached for allocation of funds to move the utilities in Klein Park. There was discussion on the previous meetings and discussions regarding the utilities. Susan Frary explained where the \$40,000.00 budget came from; there was an original \$150,000.00 that had to be used before receiving more so Rebecca Courtney and Garland wrote out a plan to use the funds. The committee proposed the \$40,000.00 mural art piece to the Art Board; not a painting. Greg Smith added that David Chavez is a representative but can't speak for the entire Arts and Cultural District. He believes the Klein Park project presents interesting challenges and they must recognize they can't please everyone. Ms. Vasconcellos stated that Chris Favre sent an update after the Friday meeting; he spoke with Public Works who said the box around the utilities would be possible.

There was discussion on having a sculpture garden which the community is in support of. Theoretically they may be able to do a couple small community art as well as several sculptures if the Parks Department would provide the concrete pad with attachment point. It would involve at least three different calls to art on different levels which may be problematic. There was discussion on the official vote of the budget; if it's broken into multiple pieces around the park perhaps they can break it over the years to add more art pieces. Alysa Grayson commented that the e-mail from Chris Favre stated they would need at least three feet of space for the box around the utilities which is a potential eyesore. There are potentials to put a mural around if the box is the color of the bandstand and in a smaller part. Susan Frary believes the Park Department should

modernize the area and place the utilities in its own box away from the band stand. She believes the Utilities will compromise and work to fix the issue. Yvonne Flores doesn't believe Utilities has truly been involved.

Nan Rubin gave an update on the Las Cruces Stories with KTAL. She spoke with Ceci Vasconcellos and outlined the tasks associated with the QR codes and audio associated with art. They also discussed who would be responsible; which pieces would be the Art Board and which would be KTAL. A possible budget was drafted with a possible intern from DACC or NMSU to work over the summer; a job description was also drafted and is available for review. She drafted the budget for KTAL; as it's not a broadcast project they do not have to assign broadcast cost to the budget. The costs are mostly with the studio recording, coordinating the project, and supervising the intern. One item to be done by the Art Board is to have a selection of at least one project from each Council District. Ms. Rubin will finalize the plan and put it in a template which can be reused by other people making small proposals; she will include a simple budget template as well.

The budget draft was under \$4,000.00 and includes flexibility; she was conservative on the time needed. She suggested producing the recordings in Spanish as well as English; it is unknown if the City could do that or if KTAL would need to. Ms. Rubin would like to bring this to the Board next month to consider and Ceci Vasconcellos would like to add this to the next fiscal year's budget. Ms. Rubin suggested having a scavenger hunt and invite people to go to each place to try out the QR code; give participants something to show they did it. Chair Ballew stated that she worked with Chantelle to write up a rough budget to produce signage, pay the artist, and put out the call for rotating art in all districts; roughly \$5,000.00. Chantelle will give a presentation on that next month. There was general excitement on upcoming projects. Saul Ramirez suggested having more discussions on how funds will be allocated. Ceci Vasconcellos stated that there are no updates in regards to the transit mural project. The artist is working on the design for the mural and will present it to the Board once it is done.

Katrina Chandler gave an update on the Communications Committee. A possible calendar idea was created as well as social media platform plan to promote events with what kinds of promotion that will be done. Other city art board social media accounts were viewed; they rarely are standalone. A sample promotion post was shown; polls, questions, event announcement, and etcetera. The Committee would like to add a way for people to volunteer on the web page. Other ideas were given for the web page and social media; photo archive as well. Katrina Chandler discussed how the calendar was developed; based on events and meetings, where they should be posted, and when. Susan Frary stated that calendar events need to be thought of in terms of scale; many newspapers and newsletters are printed monthly so the information needs to be sent out earlier.

Alysa Grayson gave an update on the Research and Development Committee. The Committee will proceed with collaboration on Klein Park and surveying the area; reaching out to representatives of the district to aid in the surveys. Saul Ramirez discussed having a proper plan on how art work will be documented, preserved, and educate the community about the art. Katrina Chandler gave an update on the Public Outreach Committee; they wish to do quarter and annual events. An outline of the workshops and events were shown; possibly doing a workshop in May and June. There are many different ways to reach out to the community regarding the workshops and there is already a person ready to give a workshop on May 27th if they decide to do it. There was agreement of doing the workshop in May; have it be a dry run. There was discussion on when the projects move to Ceci Vasconcellos to continue the work; once the Committee knows the event, who to reach, and additional information it moves to Ms. Vasconcellos.

There was discussion on the workshops; all are fully capable of being online but don't have to be. The first workshop will be on Zoom. As the workshops continue and more people attend, the Committee will send out surveys to determine what the community would like workshops on. Susan Frary asked that the Board doesn't forgo the written papers and still use them as outreach. She suggested creating a contact list and speak with organizations that have artist lists for additional outreach. Ms. Frary added that these types of classes are also offered through the Small Business Development Center. The Board would need to put in a request for the training. Chair Ballew mentioned that there is a contact list currently ongoing and asked for Ms. Frary to send any additional contacts. There was discussion on inviting Ceci Vasconcellos to the next Communications Committee meeting to collaborate.

Yvonne Flores stated that she will look into the legality of assigning an intern to herself who could help with some of the projects. There was discussion of the role of Ceci Vasconcellos and how they can utilize contacts at the City to help. Katrina Chandler stated that her Committee will create the posts and brand development; the color palate is already on the website. Alysa Grayson commented that she's excited for the outreach and excitement coming through. She added that she doesn't wish for anyone on the Board to feel overworked or taken advantage of. Katrina Chandler commented that she's excited for the direction of the Board and Committees as well as the projects. She looks forward to when they will be able to delve into the community of artists that are local and empower them to grow professionally.

Saul Ramirez suggested having training on the legalities and details of the processes of the Board. He is excited for the upcoming projects and thanked the Board Members for all of their hard work. Susan Frary clarified that when they do a call and limit it to local artists rather than nation or state wide call it takes away the travel expense for the artist; this is an advantage in the national call as well. There was general thanks to the Board and excitement for upcoming

projects. Ceci Vasconcellos added that another expense to add into artist proposals is insurance. Chair Ballew commented that she's grateful for the Board to make art happen in Las Cruces. She thanked the previous Art Board Members for the information they taught her and is excited with the new Art Board Members. She will interview potential new Art Board Members next week and hopes to have new Members by the next meeting; there are currently two empty seats.

**IX. NEXT MEETING, 4:30 p.m. June 10, 2021**

Chair Ballew reminded attendees that the meetings moving forward will be in the evening. Yvonne Flores stated that City Hall will open up July 1st so in person meetings can begin again. Susan Frary stated that the meetings don't have to be held at City Hall so long as they are public.

**X. ADJOURNMENT**



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Chairperson