



City Art Board Meeting Minutes
June 11, 2019

The following are minutes for the meeting of the **City Art Board** held at 10:00 a.m. on June 11, 2019, at City Hall, 700 N. Main St., Las Cruces, NM on the second floor in Las Cruces Conference Room 2007A.

MEMBERS PRESENT:

Rebecca Courtney, Chair
Susan Frary, Secretary
Meg Freyermuth
Edward Schmitt
Robin Hutchins
Susan McNeill
Christina Ballew

OTHERS PRESENT:

Lorenzo Zepeda, Art Program Coordinator
Garland Courts, Museums Operations Manager
Greg Smith, City Council
Jenny Reyes, Recording Secretary
Stephanie Zorie, City Attorney

I. CALL TO ORDER

The meeting was called to order.

II. APPROVAL OF THE AGENDA

Chair Courtney requested to discuss the updated Bylaws last after the Pride base. It was moved and seconded to approve the agenda as changed. The motion was approved unanimously.

III. APPROVAL MAY 14, 2019 MEETING MINUTES

It was moved and seconded to approve the minutes of May 14, 2019 as presented. The motion was approved unanimously.

IV. STAFF UPDATE AND ACTION

- Lorenzo Zepeda
 - Abuelo Neighborhood Park Art Piece
 - City Hall Art Project Update

- 1 ○ Public Engagement Project Funding
- 2 ○ What's happening in Las Cruces

3

4 The question from the last meeting was discussed: "Is this sculpture of a Native American
5 a representational piece of original art that could open controversial
6 dialogue which should be discussed in our community or is this sculpture
7 really a caricature/stereotype of a Native American that is degrading and
8 should not be presented as a work of art in our community?" Robin
9 Hutchins mentioned that the artist visited the tribes when doing research for
10 his sculptures and none of the tribes objected to his work. He didn't seem
11 to care about the maquette. Anyone who feels offended by the sculptures
12 should go directly to the artist. Edward Schmitt was not concerned about
13 controversy but rather the value of the sculpture and whether restoring it is
14 worthwhile. Without an appraisal of the sculpture, he wondered whether it
15 is worth restoring. Meg Freyermuth agreed with both Robin Hutchins and
16 Edward Schmitt. She also felt that the sculpture is stereotypical and
17 reminds her strongly of tobacco shop wooden sculptures, and she disliked
18 the idea of using a piece just because they already have it. Susan McNeill
19 agreed with everything said and also did not like the idea of encouraging
20 groups to complain rather than being tolerant of others. Christina Ballew
21 also agreed with the others. She wondered if it would be worth spending
22 the money on it if the piece would have to be removed later due to
23 controversy. Councilor Smith feels that later the perception of the piece will
24 be that it is a caricature and that the artist did not put much effort into it so
25 this piece is not appropriate for use in the park. Garland Courts had no
26 comment. Susan Frary felt that it may be interesting to go through the
27 process of finding a different art piece for the park. Chair Courtney
28 appreciated everyone's comments and asked for a motion on the question,
29 "Do you feel this piece is valid enough to be repaired and placed in Abuelo
30 Neighborhood Park?" Edward Schmitt moved that the sculpture not be
31 used in Abuelo Neighborhood Park due to cost involved and that the piece
32 is not significant and Robin Hutchins seconded the motion. The motion
33 passed 5-1-0.

34

35 Lorenzo Zepeda reported on two new bids for restoring the wooden sculpture. The cost
36 of restoration and weather sealing is expected to be more than \$3,700 by
37 Reclaimed Splinters. Karen Dean went to the yard and examined the
38 sculpture and informally estimated \$650 at the high end. Parks and Rec
39 would be expected to treat the statue every year with sealant thereafter.
40 Susan Frary requested to put off disposal of the sculpture for another time,
41 as it had already been voted that the piece will not be used in Abuelo Park
42 and the \$5,000 that had been budgeted for restoration can now be
43 reallocated to find something for the park.

44

45 Chair Courtney commented that the plinth is still going to be built which probably can be
46 used for a sculpture. NM Arts will be in Las Cruces in the fall and Michelle

1 Laflamme-Childs has offered to help the Art Board find and purchase art.
2 The extra time until her visit will allow for creating a selection committee
3 including someone from the Abuelo Park neighborhood. Another possibility
4 would be commissioning a piece to be created and installed. Garland
5 Courts reported that he had told Cathy Mathews to build the plinth
6 regardless, as it would cost less for Parks and Recreation to do it as they
7 are building the park rather than coming back later to build the plinth.
8 Councilor Smith suggested Allan Houser's work, even though it is likely to
9 cost more than \$10,000 to represent the area's Native American heritage.
10 Susan Frary stated "abuelo" is Spanish term for grandfather. Chair
11 Courtney wishes to have more meetings including Cathy Mathews as the
12 City Architect and residents of the Abuelo Neighborhood Park area to select
13 or commission a piece for Abuelo Park, and she recommended making a
14 motion to define how much money will be spent on the piece. Susan Frary
15 moved that the Art Board not use the Toth maquette sculpture and invite
16 the Abuelo Neighborhood Park area residents to participate in the purchase
17 of another piece of art, and the Art Board will commit \$5,000 towards the
18 purchase/commission of a piece. Edward Schmitt seconded the motion.
19 The motion passed unanimously.
20

21 Lorenzo Zepeda reported on the City Hall art project. He was unavailable for the finalist
22 announcement on June 7th so it has been moved to no later than June 21st.
23 The selection committee will meet the week of June 17th to choose the
24 finalists. The new deadline for presentation submissions is August 23rd.
25 He felt that there are at least 15 artists that offer what the Art Board is
26 looking for.
27

28 Lorenzo Zepeda reported on the Public Engagement Project which was originally the Bus
29 Painting Project. It was felt that further meetings about community
30 engagement would produce the same ideas from the same people so it was
31 changed to coincide with Community Night Out hosted by Codes and the
32 Police Department. The logistics of painting a bus were too complicated so
33 it is planned that an artist will create a design and lead community members
34 in painting it directly on Main Street in the Downtown, essentially a paint-by-
35 number project. The timeline is very short, as the activity is planned for
36 August 6th. There are a number of artists who have already worked under
37 contract to the City, and Mr. Zepeda suggested using one of them to save
38 time. A commission of \$2,000 is suggested to cover prep before and touch-
39 up after the event as well as the event itself. High-quality asphalt painting
40 materials are expected to cost about \$1,500. Via Partnership hopes to
41 attend and get more information for the Master Plan with a survey/activity
42 during this event. Mr. Zepeda promised to keep the Art Board updated on
43 progress via e-mail. Susan Frary moved to budget \$3,500 for this project
44 to be an event at Community Night Out on August 6, 2019, and that staff
45 manage the project with the local Downtown group's cooperation and
46 participation, and the Art Board's participation will consist of offering artists'

1 names for staff to consider. Robin Hutchins seconded the motion. The
2 motion passed unanimously.

3
4 What's Happening in Las Cruces: Via Partnership will be in town the week of August 6,
5 2019, and the Art Board meeting will be the following week. Chair Courtney
6 stated members of the Board may apply with NM Arts for the Small
7 Purchase Initiative, but they would not be considered for purchases by the
8 City of Las Cruces due to conflict of interest; although another state entity
9 that receives 1% for Art money through NMArts might purchase one of their
10 pieces. The deadline is August 2, 2019. Susan Frary reports that the office
11 of the old car lot near Picacho and Main Street has been turned into a tattoo
12 and art gallery next to the new bank. Also, a new screen-printing location is
13 coming in, and there are two more artists opening home businesses on
14 Chestnut. Meg Freyermuth reports that Doña Ana Communities United and
15 Kari Bachman helped her neighborhood make a mural over this past
16 weekend at the corner of Nevada and Mimbres. The project was approved
17 by Lisa LaRocque and Public Works. Christina Ballew reported that the
18 Cruces Creatives mural will not be painted over but another wall is to be
19 painted. The call is for \$2,500 and the deadline is June 15th. Councilor
20 Smith reported that the new pool design is progressing with a "blue wave
21 louvre system" that looks very nice.

22 23 **V. BOARD DISCUSSION**

- 24 • PAMP Elements
- 25 • AIPP and National/Local Calls - Rationales
- 26 • Budget FY2020 - 25 AIPP
- 27 • Pride Base
- 28 • Bylaws - Updated

29
30 Chair Courtney discussed the three handouts from Via Partnership in the packets: Las
31 Cruces art survey results, funding that other cities provide for public art, and
32 a benchmarking report of other public art programs. The survey showed
33 that the community wants large, colorful art and the local artists want to be
34 involved. Via Partnership is looking for four concepts to recommend for the
35 Master Plan. Chair Courtney asked Board Members to think about what the
36 four most important concepts are to be included in the Master Plan. There
37 are handouts explaining the value of public art that can be used when
38 discussing the subject with community members.

39
40 Chair Courtney discussed the handout for the CIP budget that was sent out by Councilor
41 Smith in the agenda for Council. Chair Courtney had written a letter to David
42 Dollahon requesting a minimum of \$150,000 for FY20. Starting July 1,
43 2019, the Art Board will receive \$150,000, but in subsequent years it will be
44 \$50,000 from capital improvements. Garland Courts and Lorenzo Zepeda
45 are working on getting line items for operational and maintenance costs.
46 Meg Freyermuth had attended an Elevate Las Cruces meeting. David

1 Maestas had informed attendees that there would be some funding for
2 installing art at the community pool, Fire Station 3, and Animal Services
3 Center from the GO Bond. One of the firefighters from Station 3 asked Ms.
4 Freyermuth for help from the Art Board in planning art into the new fire
5 station from the beginning.
6

7 Lorenzo Zepeda reported on art in the pool, Fire Station 3, and the Animal Services
8 Center. He has not been included in any of the planning yet. The design
9 for the art in the pool had already been completed before Mr. Zepeda was
10 invited to the meetings. He hopes to improve Art Board participation in
11 planning new capital improvement projects. Currently David Dollahon is
12 working to include public art in the next round of GO Bond projects that will
13 include 2% for art in public places per vertical structure. Chair Courtney
14 reported that Rebecca Slaughter of Quality of Life Department has
15 requested appointments with the firms designing Fire Station 3 and the
16 Animal Services Center to include Mr. Zepeda in designing for art in or
17 around the buildings. There will be no calls for artists or art commissions
18 for art in these projects by the Art Board because the GO Bonds did not
19 have funding for public art included when they were passed. Mr. Zepeda
20 will act as liaison with the Art Board to keep them included in the design
21 choices for these projects. The new Master Plan will ensure funding set
22 aside for public art in all GO Bond projects in the future.
23

24 Chair Courtney reported that Lorenzo Zepeda stained the Pride base and it looks
25 beautiful. Mr. Zepeda etched and stained the base and materials cost
26 roughly \$70.
27

28 Chair Courtney discussed the updated bylaws. The Mission Statement is: "Recognizing
29 the responsibility that the City of Las Cruces bears to enrich quality of life of
30 all its citizens through public art in any media and to enhance the City's
31 diverse cultural heritage and recognizing that a community's arts and
32 cultural enterprises have proven to be an effective generator of economic
33 growth and stability, the Board serves as an advisory body to the Mayor and
34 City Council in all matters related to public art including but not limited to
35 implications for site specificity, community involvement and collaboration,
36 and art in City-owned and -leased publicly accessible buildings and other
37 City-owned public spaces." Purposes include establishing a line item in the
38 City budget for the operation of the Board. There are seven members of
39 the Board who will serve four years each and may serve two consecutive
40 terms if appointed by the Mayor. The member would have to write a letter
41 to the Mayor requesting reappointment. Board members' ends of term are
42 currently not staggered evenly, and Chair Courtney will speak to the City
43 Clerk's Office about that. Board members are not permitted to act
44 independently on behalf of the Board. There are three officers of the Board:
45 Chair, Vice-Chair, and Secretary. Elections are held at the first regular
46 meeting after July 1 and officers may only hold any position for two one-

1 year terms. The Chair is ex-officio member of all committees. Board
2 members are required to give prior notification if they cannot attend a
3 meeting. Members of the public who wish to speak at a Board meeting must
4 sign up prior and will have three minutes to speak. Two members of the
5 Board will serve as co-chairs of any subcommittee. The Chair may attend
6 subcommittee meetings as ex-officio. No subcommittee may expend funds,
7 incur an obligation on behalf of the City or the Board, or act for the Board in
8 any manner.
9

10 **VI. BOARD COMMENTS**

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12 Rebecca Courtney had no comments.

13
14 Susan Frary was happy that things are moving along but she felt that Chair Courtney has
15 become overworked, and she recommended forming subcommittees to
16 help with the workload. Chair Courtney stated that subcommittees should
17 be formed for specific reasons such as art selection, and the Board needs
18 to be aware of those tasks that need to be completed by City staff.
19

20 Robin Hutchins was pleased that the existing statue is not to be used in Abuelo Park.

21
22 Edward Schmitt had no further comments.

23
24 Meg Freyermuth was excited at how much there is to do.

25
26 Susan McNeill felt that Chair Courtney has done a great job advocating for funding for the
27 art. She also commented that Ms. Freyermuth's mural is great.
28

29 Christina Ballew had no further comments.

30
31 Garland Courts announced to the Board that Lorenzo Zepeda is going to the Americans
32 for the Arts conference in Minneapolis starting June 12th.
33

34 Lorenzo Zepeda promised to bring free stuff from the conference to the Board members.
35 He has signed up for tours on "art changing rural and suburban areas." He
36 hopes to meet Angie Villa from Via Partnership and Michelle Laflamme-
37 Childs of NM Arts there.
38

39 The next meeting will be July 9, 2019.
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41 **VII. ADJOURNMENT**

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43 It was moved and seconded to adjourn. The motion passed unanimously.
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Chairperson