The following are minutes for the meeting of the City Art Board held at 10:00 a.m. on July 9, 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
Christina Ballew
Susan McNeill
Robin Hutchins

OTHERS PRESENT:
Lorenzo Zepeda, Art Program Coordinator
Garland Courts, Museums Operations Manager
Greg Smith, City Council
Christine Rivera, Deputy City Clerk
Leticia Soto, Museums

I. CALL TO ORDER
The meeting was called to order and attendees introduced themselves.

II. APPROVAL OF THE AGENDA
Susan Frary moved to approve the agenda as presented and Meg Freyermuth seconded. Motion passed unanimously.

III. APPROVAL JUNE 11, 2019 MEETING MINUTES
The minutes were modified to indicate the vote on the Abuelo Park sculpture was 5-2. Susan McNeill moved to approve the June 11, 2019 minutes as amended and Robin Hutchins seconded. Motion passed unanimously.

IV. STAFF UPDATE AND ACTION
- Parks and Recreation Draft Master Plan
- Christine Rivera, Deputy City Clerk - City Art Board Bylaws
- Lorenzo Zepeda, Art Program Coordinator
  - Budget Update
Lorenzo Zepeda reported on the Parks and Recreation Draft Master Plan. The Parks Master Plan can be changed to accommodate the Public Art Master Plan. Mr. Zepeda indicated that the word "donation" in regards to acquiring art will be changed to "acquisition" as "donation" is too specific. The Parks and Recreation Master Plan has already been passed by City Council. The City Art Board is referenced on pages 210 and 220 of that plan, as well as in Chapters 4 and 5. Representatives of Via Partnership will be coming to Las Cruces on August 5th and 6th for the Community Engagement Project, and they hope to present a draft of the Public Art Master Plan. A special Work Session meeting may be called for those days.

Christine Rivera reviewed the Art Board bylaws at Chair Courtney's request. Ms. Rivera suggests eliminating Article IV Section (D) where it says "initial appointments to be made" as superfluous. Art Board members' terms of service staggered initially so the board had a quorum. Now all board members serve four years and the Art Board is aligned with all the other boards and committees. Ms. Rivera stated Article IV (G) should read, "A member may resign by submitting a Letter of Resignation to the Board and City Clerk." Article VII (C) should read "The Board may only conduct closed sessions as allowed by law and in accordance with the Open Meetings Act." She recommended that Article VIII (C) be deleted because the Open Meetings Act does not require open meetings for subcommittees.

Susan McNeill moved that her term be only two years. Edward Schmitt seconded. Motion passed unanimously.

Meg Freyermuth moved to accept all recommended changes to the City Art Board Bylaws and Edward Schmitt seconded. Motion passed unanimously.

Christine Rivera instructed the City Art Board to submit the modified bylaws to City Council for approval. She will provide an example for Lorenzo Zepeda.

Lorenzo Zepeda reported on the budget update. Upper management is pushing forward a budget amendment to provide operational funds for artist stipends and existing art maintenance and supplies. The $150,000 that was originally allocated for capital projects in FY2019 can then have operating funds available as well as funding for capital projects. Mr. Zepeda will present the resolution for this request to City Council. Currently the Museums' budget provides money for operational and repair costs to the Art Board, but they do not want to continue. Garland Courts hopes that Museums will be reimbursed for any monies used by the City Art Board that were expended during FY20.
Lorenzo Zepeda reported on the City Hall Art semi-finalists selection. The three semi-finalists are expected to present in mid-September. Vendor packets have been submitted and everything is continuing according to schedule. Mr. Zepeda is preparing packets for the artists to give them important information about Las Cruces' history and culture as well as blueprints of City Hall to help the artists compose their pieces with emphasis on permanence, originality, and quality. One artist comes from Brooklyn, NY, one is local [Las Cruces], and one is from Washington state. Mr. Zepeda will provide copies of the artists’ packets he is building as well as the names of the artists later.

Lorenzo Zepeda discussed that the Public Engagement Project for August 6th cannot be funded at $3,500 out of CIP, so the street painting is canceled. He will create another art activity for children and families to do that evening out near Main Street. Via Partnership will solicit feedback from the public to see what they would like in public art in Las Cruces on National Night Out, Aug. 6, at 6 pm. They will also present the preliminary Public Art Master Plan draft to the Art Board during a Work Session.

Lorenzo Zepeda reported on his visit to the Americans for the Arts Convention. It was enjoyable; he toured the Twin Cities area, and saw different forms of partnerships between communities and municipalities to create art in public places. Murals are becoming popular as a low-budget way to introduce art in communities.

Lorenzo Zepeda reported that Michelle Laflamme-Childs from NM Arts will be in Las Cruces sometime in late September or October to present her catalogue of work that NM Arts has compiled for the Small and Large Purchase Initiatives. The City departments that wish to purchase art from NM Arts must have completed the building or area the art will be displayed in before being allowed to purchase. Ms. Laflamme-Childs will identify the departments that are eligible and whether they will be participating in the Small Purchase Initiative or the Large Purchase Initiative when she arrives in Las Cruces.

Lorenzo Zepeda indicated that on the Quality of Life webpage, each section has a logo to identify it. City Art Board does not have a logo on that webpage, and Mr. Zepeda asked for ideas to help develop a logo. He will put a colorful placeholder in that spot until a logo can be created after the public art master plan is completed.

Lorenzo Zepeda stated for "What's Happening in Las Cruces" that the Nature and Science Museum is doing an Apollo 50 celebration through the week of July 17th. Mr. Zepeda was asked to participate in planning the celebration, and he created a scavenger hunt to send families throughout the museums, City Hall, and the library. Chair Courtney mentioned that the Sun News had a photo of a young girl who won a lawn-mowing contest in front of the Pride sculpture. Doña Ana Arts Council has an open call for artists to apply for their monthly art shows. The Arts Council is still doing the last Friday of the month artist meeting from 12:00 to 1:00.
They are also looking for a new Director. Meg Freyermuth reported that the Bulletin featured an “Art of City Government” exhibit of old photos of the City in the Quality of Life Department. The Bulletin also featured a painting from one of the Sister City’s for Las Cruces, Nienburg, Germany. Freyermuth is concerned about sun exposure on the painting in its current location, as well as the overall artistic aesthetic and arrangement of this art in City Hall, and she reminded the Board that this is something the Council has asked us to advise the City on. Edward Schmitt mentioned that Michael Ponce is opening a new gallery on Mesquite and Hadley. Michael Ponce plans to have more than just art in his gallery. Susan McNeill, Robin Hutchins, Susan Frary, and Christina Ballew did not have any events to add. Mr. Zepeda stated "Neighbors" magazine has an article on the City Art Board in it, and the magazine is free to the public at various locations.

V. BOARD DISCUSSION
- Public Art Master Plan Update - Elements
- City Art Board Ongoing AIPP Projects
  - City Permanent Art Collection
  - NM Arts Small and Large Purchase Initiatives
  - Updating City Art Board Webpage

Chair Courtney called the Board’s attention to the handouts from Via Partnership. Currently the Public Art Survey Report listed major findings of what people want to see in public art in Las Cruces: 1) colorful, big, and bold artwork; 2) local relevance, culturally significant and appropriate to our environment; 3) beautifying everyday places; and 4) supporting local creative culture with a strong support for local artists. Via Partnership created a chart listing eight different cities with public art master plans called "Public Art Funding Comparisons" and Chair Courtney highlighted several things that she felt related to Las Cruces such as an emphasis on permanent art, funding for capital projects and operational needs, and funding for temporary projects not coming from capital budgets. The third handout was the Benchmarking Report which is actually summarized in the Funding Comparisons. Chair Courtney’s goal is a funding ordinance that has clear definitions and a statement that public art on City property must be brought forward to CAB for design consent.

Chair Courtney stated that the City Permanent Art Collection, NM Arts Purchase Initiatives, and updating the City Art Board webpage are projects that are ongoing and will need to be continued.

VI. ELECTION OF OFFICERS
City Art Board bylaws indicate that election of officers is to occur the first regular meeting after July 1 of each year. Chair Courtney presented a slate of nominees as follows: Chair - Meg Freyermuth, Vice-Chair - Rebecca Courtney, and
Secretary - Susan Frary. It was explained that if the Art Board members wanted to nominate someone else from the floor, then each office would be voted on separately. Edward Schmitt moved to accept the slate as presented, and it was seconded by Susan McNeill. Motion passed unanimously.

VII. BOARD COMMENTS

There was general discussion about how helpful Garland Courts and Leticia Soto are to the Board, and Lorenzo Zepeda has become a very valuable City employee as Arts Coordinator. Robin Hutchins felt that the CaFE calls should include a larger area than just Las Cruces in the future. Susan McNeill wished to host the visiting artists, but Chair Courtney stated that would present favoritism and potential conflict of interest. The semi-finalists are expected to pay for their own room and board to avoid any perception of impropriety in the selection process. Edward Schmitt felt that CaFE calls should be opened internationally to expand the artist pool available. Garland Courts mentioned that the City contracting process with international artists is extremely difficult, so the City will be resistant to contracting with people who live outside the United States. Chair Courtney stated the survey shows the community also feels that local artists should be supported over outside artists so the Art Board needs to find a balance between calls to provide for new ideas for outside and inclusion of local artists. Chair Courtney suggested using the $5,000 for Abuelo Neighborhood Park to commission a local artist. Meg Freyermuth suggested the City have a program to match a local artist with a visiting, big-name artist to create public art for Las Cruces. Board Members were excited to see what kind of surveys and responses Via Partnership gets during the National Night Out. Lorenzo Zepeda mentioned that he plans to do inventory, appraisal, and condition assessment on City-owned art pieces to help guide our future budget and prioritize the maintenance of the art.

VIII. NEXT MEETING, AUGUST 13, 2019

The next meeting will be August 13, 2019, with Meg Freyermuth as the new Chair. The Work Session with Via Partnership in August will be scheduled as soon as possible.

IX. ADJOURNMENT

Edward Schmitt moved to adjourn and Christina Ballew seconded. Motion passed unanimously.
1  Rebecca Courtney
2  Chairperson