City of Las Cruces
MOUNTAINS OF OPPORTUNITY

City Art Board Meeting
September 10, 2019

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

MEMBERS PRESENT:
Meg Freyermuth, Chair
Rebecca Courtney, Vice Chair
Susan Frary, Secretary
Edward Schmitt
Robin Hutchins
Christina Ballew

ABSENT:
Susan McNeill

OTHERS PRESENT:
Lorenzo Zepeda, Art Program Coordinator
Garland Courts, Museums Operations Manager
Greg Smith, City Council
J. Joe Martinez, Guest Presenter
Lynn Gallagher, Quality of Life Director
Rebecca Slaughter, Quality of Life Deputy Director
Sonya Delgado, Parks and Recreation Director
Franco Granillo, Parks Administrator
Wilford Martinez, Parks

I. CALL TO ORDER
Chair Freyermuth called the meeting to order.

II. INTRODUCTIONS
Attendees introduced themselves.

III. APPROVAL OF THE AGENDA
Rebecca Courtney moved, and Susan Frary seconded, to amend the Agenda to add the date to the Agenda, and change the word "Memorial" to "Monument."
MOTION APPROVED UNANIMOUSLY.

IV. APPROVAL AUGUST 13, 2019 MEETING MINUTES

Rebecca Courtney moved, and Susan Frary seconded, to amend page 2, line 29, to read "approve aesthetics and siting of a mural project"; page 2, line 36, to read "give them approval of the aesthetics and the site of the mural;" page 2, line 41, to read "Library Manager, Margaret Neill," and page 3, line 22, to read "recommend aesthetics and site approval of Cruces Creatives' gift proposal."

MOTION APPROVED UNANIMOUSLY.

V. STAFF UPDATE AND ACTION

- First Responders' Monument
  - J. Joe Martinez presentation
  - Sonya Delgado / Parks and Recreation Director
- Lorenzo Zepeda / Art Program Coordinator
  - Fire Station 3
  - Bylaws Resolution
  - Cruces Creatives / Branigan Library mural update
  - NM Arts update
  - Arts & Cultural District Holiday Window Painting

Chair Freyermuth introduced J. Joe Martinez to the Art Board. J. Joe Martinez began with an apology for not approaching the City Art Board about his First Responders' Monument before presenting at a Council work session, as he did not know about the Art Board before. He discussed the possible locations for his Monument, stating that he originally wanted it across from Albert Johnson Park. However, he understands that is not possible for reasons such as the saturation of the park, the limited green space already Downtown, and costs of leveling the land for another piece of art or monument. Sonya Delgado, Parks and Recreation Director, and Franco Granillo, Parks Administrator, suggested several alternative locations for the Monument. J. Joe Martinez was interested in the "Lush and Lean" site at Campo and Spruce, as well as the area at Fire Station 3 and Branigan Park on Valley Drive. Sonya Delgado indicated a preference for Branigan Park because her department is hoping to create a master plan for that park to update it. Lorenzo Zepeda, Art Program Coordinator, mentioned that there would also be a new Fire Station 3 in the next two years. J. Joe Martinez said he plans to provide funding to install the monument, and the City would only be responsible for providing the land.

Lynn Gallagher, Quality of Life Director, discussed the public input process with J. Joe Martinez, and he plans to have a committee of first responders helping him create the monument, which will include Lorenzo Zepeda to assist
with design elements, and staff from the Quality of Life and Parks and Recreation Departments. This group will determine the best design and location for the Monument to have the impact J. Joe Martinez envisions. J. Joe Martinez passed around a concept drawing for the Art Board to examine. He hopes to tell a story of a house on fire with people trapped, where first responders from various agencies, and a service dog, are working to rescue them. He wants the monument to be completed in time for September 11, 2021. J. Joe Martinez discussed the process and history of his other projects at Veterans Park. J. Joe Martinez and the Art Board discussed possible arrangements of the Monument, and access to it, if the Branigan Park location was chosen. Chair Freyermuth pointed out that with Valley Drive construction being completed by that time, it would be very easy to access Branigan Park for visitors coming off the highways and main roads. J. Joe Martinez does want people from all around to visit and experience the Monument.

Chair Freyermuth asked J. Joe Martinez to expand on his overall intent with the First Responders’ Monument. J. Joe Martinez explained that first responders do their work every day, without question, and he wanted to honor the great services that thousands in our community provide every day. Several Board members asked if he would be willing to take design suggestions from the public and Lorenzo Zepeda, and even the Art Board if he wanted, and J. Joe Martinez was open to that. Christina Ballew asked who would take on maintenance costs for the Monument, and J. Joe Martinez stated that since it is being donated to the City, the City would be in charge of maintenance.

Rebecca Courtney moved that based on the discussion of design and aesthetics of the First Responders’ Monument as presented by J. Joe Martinez, the City Art Board, Art Program Coordinator, and Las Cruces first responders will assist in the design so that it will be appropriately placed in Branigan Park as presented by Sonya Delgado, Parks and Recreation Director, and Lynn Gallagher, Quality of Life Director. Susan Frary seconded the motion.

MOTION APPROVED UNANIMOUSLY.

J. Joe Martinez asked the Board if they might have any recommendations on other first responders to be included in the Monument that may have been left out. Rebecca Courtney recommended having the different logos and insignias for the various first responders’ groups integrated into the Monument. Chair Freyermuth asked that he consider adding local Search and Rescue groups to the Monument. J. Joe Martinez was happy to look into those options, and thanked the Board for their review and approval of his donation.
Lorenzo Zepeda, Art Program Coordinator, reported that Public Works has been working to allocate funds to include public art at Fire Station 3. They are anticipating roughly $40,000. Mr. Zepeda has seen the preliminary schematics for the Fire Station. The final schematics are expected to be ready in December, so the call for art could go out as soon as January.

Lorenzo Zepeda explained that there might be more amendments needed for the Art Board’s bylaws pending the Master Plan. Chair Freyermuth clarified that these will be simple changes in wording and clarifying the Art Board’s roles. The Bylaws Resolution could be presented to City Council on October 7th along with the City Hall art, however Susan Frary pointed out that the full Art Board would need to vote on these items before they go to Council. Chair Freyermuth stated that she gave an update to Councilor Smith for him to read at the next Council meeting, regarding the mural at Branigan Library being painted on September 21 and 22, and the upcoming City Hall Art semi-finalists’ presentation on September 19. The Board discussed the differences between updates at Work Sessions, and resolutions/items needing a vote at Council meetings, stating that they need more guidance on procedures of informing City Council. Lorenzo Zepeda stated that the amphitheater wall at Branigan Library has been repaired for the anticipated mural.

Lorenzo Zepeda is waiting for Michelle Laflamme-Childs to get the arts selection list ready from the 2019 NMArts Purchase Initiative. He expects her to come present at the end of October or first of November. Lorenzo Zepeda plans to approach the Finance Department to have them start a request for funds and a Memorandum Of Understanding with the State to allow the purchase of art from NMArts.

Lorenzo Zepeda explained that the Arts and Cultural District is going to host a holiday window-painting event. The Downtown Las Cruces Partnership has approached all the business owners along Main Street to ask them to participate. Lorenzo Zepeda is a voting member of the Arts and Cultural District, and he expects Jennifer Kowalski, from Downtown Las Cruces Partnership (DLCP), to bring a list of business owners who have already committed to participating to the next Arts and Cultural District Coordinating Council (ACDCC) meeting on September 11. There will be a call for art open only to local artists once the list of participating businesses is complete. Board Members requested that Lorenzo Zepeda document the entire process for future reference. Edward Schmitt asked how the Art Board could help, and if the City could help promote the Call to Artists and event. The Art Board discussed why it is good for them to support this project with the Art Program Coordinator’s efforts during work hours. The Art Board agreed it should be on the City’s website. Rebecca Courtney noted this could be listed as a Community Engagement project.
VI. DISCUSSION

- Gateway Art for Arts and Cultural District
- Public Art Master Plan updates
- City Hall Art: Semi-finalists' Presentation 09/19/19

Chair Freyermuth reminded the City Art Board about their past votes regarding the Arts and Cultural District Gateway Art. The Art Board had set aside $50,000 for a matching Our Town grant in July 2018, but the grant was not awarded to the City. The Art Board discussed several art pieces to use the money set aside. Chair Freyermuth said she would bring up the subject at the ACDCC meeting tomorrow. Lorenzo Zepeda mentioned that the City has a Master Plan from 2015 for Klein Park, with areas for art (sculptures) placed into the Plan. The City was waiting for the Arts and Cultural District to be officially designated before moving forward. Chair Freyermuth mentioned that there is a lot of civic interest in doing more for Klein Park, and that the ACDCC may be more enthusiastic about artwork for this Park in the near term.

Chair Freyermuth reminded the Art Board that the new draft of the Master Plan should be in their hands by this evening and comments should be sent to Lorenzo Zepeda by September 19. Garland Courts reminded Board Members not to worry about formatting, grammar, or spelling as Via Partnership has a professional editor to do that later. The Board should only be examining content and continuity in this draft. The final Master Plan draft should be presented to City Council in November, after approval by the City Art Board, and a public input and review period.

Chair Freyermuth reminded the Art Board that the City Hall Art semi-finalists' presentation will be Thursday, September 19 at 1:00 p.m. at City Hall, 700 N. Main St., Las Cruces, NM on the second floor in Las Cruces Conference Room 2007A. The meeting is public, and will be posted on the City's website. After all three semi-finalists have presented, the selection committee will go into closed session to choose the Finalist.

VII. BOARD COMMENTS

- What's Happening in Las Cruces

Christina Ballew asked if the mobile mural that NMSU's Athletics Department has commissioned for the football game on September 14 could be brought Downtown for display. Lorenzo Zepeda stated he has spoken to Jennifer Robles, Museums Manager, about the possibility of placing the portable mural in the courtyard between the Las Cruces Museum of Art and the Branigan Cultural Center. Christina Ballew inquired about the correct way
for members of the public to bring to the City Art Board’s attention. Lorenzo Zepeda stated it could be brought to him to check for feasibility, or the member of the public could attend a City Art Board meeting to see how the Art Board operates, and then ask the Chair about presenting their idea. Christina Ballew suggested having an area on the City Art Board’s webpage where people could upload events or submit ideas, like a calendar or bulletin board. The Art Board discussed a vetting process to avoid promoting events that might conflict with the City’s mission, and to avoid showing favoritism. Christina Ballew reported that the City is considering her business for the City’s rebranding project, and asked if this would be a conflict of interest. Rebecca Courtney stated that as long as Christina Ballew did not contract to do work that involved public art, then it should be fine, but she should double check. Christina Ballew also mentioned that she could provide a branding questionnaire to help with creation of a logo for the Las Cruces Public Art program.

Robin Hutchins brought in materials from her friend and accomplished muralist Dan Fenelon. He is interested in coming to Las Cruces to work with children, possibly on a mural project, and that he would do it for free. Chair Freyermuth expressed concern about setting a precedent for having artists as volunteers rather than getting paid. Lorenzo Zepeda suggested having Mr. Fenelon train local artists or hold workshops if he visits. Rebecca Courtney clarified that volunteering with the City is possible for workshops, or they could be done through the Doña Ana Arts Council.

Edward Schmitt had no updates.

Susan Frary is excited to have so many things that are fun to work on.

Rebecca Courtney reported the Progress Club’s 9/11 reception would be on the mezzanine of City Hall by the 5,000 Flowers Memorial on Wednesday, September 11, from 11:00 to 1:00.

Chair Freyermuth thanked everyone for their time and participation, and acknowledged that Susan McNeill was absent.

VIII. NEXT MEETING, October 8, 2019

IX. ADJOURNMENT

Chairperson