PUBLIC ARTS ADVISORY BOARD MEETING
August 21, 2017
MINUTES

TIME & PLACE:
The Public Art Advisory Board of the City of Truth or Consequences, New Mexico met in the conference room in the Administration Annex at 401 McAdoo, Truth or Consequences, New Mexico on Monday, August 21, 2017 at 4:00 P.M.

PRESIDING OFFICER:
The meeting was called to order at 4:05 PM by Sid Bryan.

ATTENDANCE:

Sid Bryan, Tourism
Cary "Jagger" Gustin, Sierra Arts Council
Eduardo Alicea, Art Representative
Juan Fuentes, City Manager

Other Staff Present: Traci Burnette, Linda Sparks, Secretary
Visitors Present: Cheryl Zeeb, Sierra County Arts Council

QUORUM: There being a quorum present, the Board proceeded with the meeting.

UPDATE ON BOARD APPOINTMENTS:
Linda Sparks explained that the agenda for the June 28, 2017 City Commission meeting and the Commission Action Form (CAF) included in their packet was to inform Eduardo Alicea, Sid Bryan and Jagger Gustin that their applications for reappointment to the Board were approved by the City Commission.

An application for membership from Andy Underwood was discussed briefly. Juan explained that Jia Apple resigned from the Board and her e-mail was included in their packet. Also part of the packet is Andy's application and a short bio copied from his webpage. That being said, Juan stated that Mr. Underwood's application is before the Board for consideration. Jagger Gustin spoke on his behalf stating that he thinks Andy would make a great Board member. Andy has lived here a long time and he is a registered contractor in the area. He is acquainted with building codes and all kinds of stuff. He can help when we start to build at the Art Park. He thinks Andy can give the Board practical advice. Sid asked for further discussion. Eduardo Alicea stated he was okay.

Jagger moved to accept Andy's application for membership, seconded by Sid Bryan, and it carried. Jagger immediately clarified that Andy would serve as a business member. Linda Sparks confirmed that Jia Apple represented the business community.
APPROVAL OF MINUTES:
A motion to approve the minutes of the May 15, 2017 meeting was made by Juan Fuentes, seconded by Eduardo Alicea, and it carried.

COMMENTS FROM THE PUBLIC:
Cheryl Zeeb introduced herself stating that she is new to the area and is on the Sierra Arts Council. She wants to know what’s going on with public art because she loves public art.

FYI 2018 RODEO ARENA ART PROJECT:
Juan began by stating that the Art Park project is going through the design process. While that project is being finalized and moving forward and being overseen and administered by MainStreet, we will let Linda and the group kind of handle that and the Board can go on to another project since we’re starting a new fiscal year. One of the things that, as you may all be aware of, the City is investing quite a bit in the County making improvements to the rodeo arena. Juan commented that he knows that the Board has done projects in the downtown area, but would there be interest to do a project out by the rodeo arena that can become a marquee for directing people to the area. The City will be investing more into making improvements to the rodeo arena this year so that we can use it more and more and try to attract more people into town. Juan passed out a picture of a sculpture by R. Wm. Winkler (incorporated into the minutes by reference herein). The sculpture is of a horse on a platform on wheels, measuring 90"H x 80"W x 44"D. Juan thought to ask if the Board would be interested in putting in some sort of a bid. Juan commented that he is not familiar with the sculpture and asked if anyone was.

Jagger stated that he’s very familiar with Mr. Winkler. He also did the steel statue of a cow on the corner of Pershing and Main. The cow’s name is Joy. That was an Arts Council project as well some years ago. Mr. Winkler lives in Hillsboro. He is a very accomplished statue artist. This is one of his horse sculptures.

Juan thought there might be interest from the group to somehow incorporate the horse somewhere in the rodeo arena. There was some confusion as to which rodeo arena Juan was referring to. Juan explained that it’s the one near the Sports Complex.

Jagger commented that the City and the County are making some really nice upgrades to that arena and it would make sense to try to beautify it.

Juan continued that if there is interest from the Board on doing some art piece out there, we can start spreading it throughout the City. Now that we have a tourism person on board, one of the things he discussed with her is upgrading the Civic Center’s marquee on 3rd and Date to an electric billboard that you can program messages from the office. The old marquee can be refurbished and turned into a directional sign for the rodeo arena because it’s kind of hidden away.
Questions arose about who the new tourism person is. Juan informed the Board that the City hired Melanie Anderson as the Tourism/Event Coordinator. She started 8/21/17 and will be going around and introduce herself. She has a B&B out of state.

Jagger asked if this needs to go out to a call for artists.

Juan replied that we can do one of two things. If this is an interest to the Board, we can certainly put a call out. Under the procurement code, art is exempted. We can go that option as well. If it's something like this (referring to the Winkler sculpture), we can put a call out. We would like to see bids and sculptures that are rodeo related.

Sid asked, what's the price on this one? Juan answered; he believes it's in the neighborhood of $4,000.00 specifically for this one.

Jagger commented that he believes that's what the cow cost. Sid countered that it was $3,000. He added that he thinks the public paid for half . . . interrupted. Jagger interjected that the Arts Council paid for it entirely. Sid replied that it did not. He paid $300.00 and there were several other people who did that too and the City paid some.

Juan stated that in an effort to beautify that area, this is something that the Board can propose if that's the will of the Board to do a beautification art project in that area, especially now that we are investing more and more money into it. The City redid the rodeo arena sign. Whether this can be fit by that sign along with southwest landscaping around it, that's where Traci can come in; or by the road with the directional sign saying rodeo arena.

Eduardo commented that with the Art Park there was a deadline, and then it was extended. If we go with this project at the arena, is there any reason to rush it.

Juan replied that there is no reason to rush it.

Cheryl Zeeb asked if there is an annual rodeo in T or C. Juan answered, yes. Cheryl asked when. Jagger replied that he believes it's in the mid of October. Juan commented that it's probably tied in with the Fair.

Sid asked if this would take away from the Art Park. Juan answered, no. This is a new fiscal year so this would be a whole different project. Juan stated that he doesn't know, unless the rest of the Board knows, where we are at with the Art Park. Has a design been finalized and what's the cost going to be? We seem to be getting bogged down with that project. Sid asked if wasn't Linda DeMarino going to come to this meeting and give the Board an update. Juan replied that we can ask her to come next month if that is what the Board wants. Juan would like to move on so that we can continue to promote art in the community.

Jagger asked if the Winkler sculpture was for sale. He added that he absolutely likes Mr. Winkler's work, but he is concerned that somebody might say how come we didn't . . . you know what I'm saying? He thinks it would be better if there was a call for artists because there might be somebody else out there that wants to submit. Another thing
we can do is it would be rodeo themed, it would be sturdy out of metal where the elements won’t damage it. You specify sculpture because you don’t want a painting out there since you can’t put anything indoors. You create a criteria/prospectus and then you put that out to a call for artists so that anybody can apply. Depending on how many people you get, you might want to select maybe a third and have those people come with their piece and make a presentation and then make a selection from there.

Juan asked if there is a general consensus on a project like this. Jagger replied he thinks so, it makes sense. Sid said he would like to hear Linda’s report next month first to see how these will ducktail or not, and if they do, then yes. He doesn’t want 50 things to go through. Eduardo stated that Juan said that this would not affect any investment that’s going on with the Park; this is totally different. Juan confirmed that this does not affect the Art Park. I want to make it clear, that’s still moving forward. Once MainStreet gets the plans and comes back and says now let’s go forward, we’ll work on that. If there is a general consensus, let’s try to do something on our project at the rodeo arena. Juan addressed Jagger saying he described the prospectus really good and asked Jagger to put those ideas on paper, circulate it around to Linda and everybody. We can come up before the next meeting with a better idea for the call for art. Jagger replied that the reason he outlined those things was because that was the procedure at the Museum for the fountain years ago. Those were State directives. You get together and develop what you want. You put dimensions on it; it needs to be outdoors, etc. You develop the prospectus and put it out to the community, even statewide. Juan asked Jagger to put all those ideas on paper so that by the time we meet again next month, we can fine tune it and have it close to finalized so that at the following meeting we can have it back on the agenda as the RFP for art. Eduardo asked Juan if he has already picked a spot for it. Juan answered no; it would be something that the Board could decide what would be the best location. Jagger added that you can also put a price. You can say it needs to be $2,000, $25,000 or $800. Then the artist would make the project fit what you’re calling for. Juan commented that you don’t want somebody to propose a $10,000 project. Jagger replied that you decide what your budget is and you put that on the prospectus, then the artist knows that he has to design something that is $3,000 or whatever you decide. That’s how it worked at the Museum. It was a $100,000 project. The local committee had to come up with $10,000 and the State gave us $90,000. So when it went out, it was for $100,000. Juan stated he couldn’t remember the last time this Board created something like that. Sid commented that the last thing we created, that he is aware of, and which is down now and it hasn’t been put back up, are those paintings that were across from Ralph Edwards Park along the wall of the housing complex, Villa del Sol. Eduardo stated he heard that they are in storage. They were deteriorating and they were taken down to fix them. They were put inside an office instead of hanging them outside. That is what he heard on the street. Juan commented that’s probably been a number of years. Going back to the call for art, Eduardo asked if the artist should establish the foundation for it. Should he know to put concrete on the floor for the sculpture or is that to be added later and things like that. Jagger replied that’s what you do when you develop your prospectus. You say it needs to be 6’ x 2, it needs to be out of plastic, it needs to be red. You give them the budget. You build that into it. You decide if you want the concrete to be provided.
Jagger gave a short update on the Art Park since he is on the MainStreet Board. He reported that MainStreet contracted with Sabina Muñoz, the lady out of El Paso. He doesn’t know if they have any work for her yet. He also stated that they applied for a grant from Art Place America. That will provide quite a bit of funding, he believes, to work the Art Park. It will incorporate water harvesting and the art and different stuff. People came from New York and they were very excited by that site. They encouraged the MainStreet people to apply for that and to make sure the applications were all correct and turned in on time. Sid asked if they were the people that they all met. Jagger answered, yes. Again, it incorporates water harvesting and taking care of drainage in that area in addition to the art. They were very encouraging in telling the MainStreet people to apply for it.

Juan stated he hasn’t seen the application and asked Traci if she had a copy. Traci answered, no. Juan continued that it really depends on what was presented on the application. He stated that with Jagger’s ideas on paper, we can develop a process that we can continue to change it up and fine tune it, and then next year we’ll have another call. Jagger stated that he will dig through his files for the guidelines from the State that show how that worked.

Cheryl Zeeb commented that as far as the number of applicants, you really could in your prospectus say that you have to be a Sierra County resident. We have a lot of artists here if you want to reduce the number of applicants. Juan stated that we could advertise locally. Sid stated that along with that since this is a City and County thing together paying for it, it should perhaps be restricted to Sierra County. Juan doesn’t think we can restrict. Sid replied that a lot of ill will was created when the Spaceport picked that Arizona artist to do the one out at the Spaceport, especially when that was first advertised that it was going to be an open thing. Juan stated what we can do is what we have done with other RFPs, you can give so many points for preference to give a little bit of an edge to those who are local. I just don’t want to discriminate and get in trouble that way, but we’ll advertise locally and that will still meet our goal. Since we’re going into the new fiscal year, it would be nice to work on another art project and get it accomplished and then do something else the following year. Jagger asked if we are able to know what the budget is. Juan replied that he will bring that to the next meeting.

Jagger asked if the Winkler sculpture is about $4,000. Juan answered, yes. He added that a budget within that range is not unreasonable. Sid commented that if we offer him $3,000, we might get it for that then we wouldn’t have to go through all this other work. Jagger stated that this is quite spectacular, he’s seen it. It’s got barbed wire for the tail, and it’s made out of old stove parts and steel and pressed metal and stuff. It’s quite impressive. Its mane is out of barbed wire that’s been separated. It’s on a cart. He’s made several of them. There is one in Santa Fe at a hotel. Cheryl asked if the horse itself is 3 dimensional. Jagger replied that it’s finished on both sides just like the cow. Sid commented that the cow has held up very well. Juan and Jagger agreed.

Juan stated that for the next meeting, we can review the call for art guidelines and have Linda give an update on the Art Park.
Eduardo said so we do the call first. We'll do like the fountain when once finals were selected, they were presented to the public for their opinion. Jagger replied that you would do that once you've selected your final pieces, because if you'll remember at the fountain, those 4 artists built the mockups and they brought them here. They were at the Civic Center. There were like 2 different times when the public could look at them. So there were 2 opportunities for the general public to give comment on those 4 pieces. Then the selection committee actually selected . . . Sid interjected that the State provided $90,000 and the artists were able to do mockups. This one happens to already be done. Jagger said he thought they were paid to do the mockups actually.

Juan stated that when we establish those guidelines, it's really up to the Board to decide how it wants the process to flow, but again realize that the Arts Board will be the ones making recommendations. If you put it out for other folks, almost like by a vote, I don't know how that would go, whether you will end up with a final product to recommend. That's why the Board is here to make that recommendation. Personally, he likes things simple. He likes the process simple. He would rely on the Board's expertise rather than trying to have a general public consensus because it is hard to get public consensus, but he knows it's different in a project like the fountain and the plaza. This is smaller in scale. Sid commented that there was no backlash from Joy. Everybody seemed happy with it. It seems that if you have a selection committee for something that's large, you are going to have factions that . . . it's difficult.

Juan said that's all he had on that item, just wanted to get a feel from the Board if it would be a worthy project to pursue. It looks like it is, so we'll work up the guidelines.

Cheryl said she heard there are no time constraints, but if the Board wanted it by the October fair then going with a piece that's already there makes a difference. If you don't care until next year, that changes things. If the renovations are done now and you're trying to have it look nice for the fair, this would be easier. Referring to the Winkler piece, Cheryl said it doesn't say 'rodeo' to her. She loves it, but when she thinks rodeo, this isn't where her head goes. She likes having it open to the public.

Jagger suggested maybe scheduling a time to go out there and look because where would you put something like that out there. It has to be a nice place where cars wouldn't run into it. Juan said that we can talk about placement at the next meeting.

Jagger also asked if the Board can discuss next time about getting Jeff Barbour paid. Juan said he saw Jeff at the auction and Jeff told him he would be submitting an invoice for storage, which he did. Jagger continued that Reed Rockets is complete and it's not his fault that we haven't been able to install it at the park yet. Juan replied that it is a problem for the City to pay for stuff that is not complete, even though it's not his fault, but he is getting paid for storage. That's why it would be in our interest to get an update and try to pressure this project to move forward.

COMMENTS FROM THE PUBLIC ARTS ADVISORY BOARD:
No additional comments were made, other than the participation in discussions noted above.
TIME, PLACE AND DATE OF NEXT MEETING:
After a brief discussion, it was decided to meet on September 18th and invite Linda DeMarino with MainStreet to give the Board an update on the Art Park.

ADJOURN:
There being no further business to come before the Board, the meeting was adjourned at 4:35 P.M. Andy Underwood moved to adjourn, seconded by Jagger Gustin, and it carried.

ATTEST:
Minutes were approved on September 18, 2017 on a motion made by Andy Underwood and seconded by Eduardo Alicea, and it carried.

[Signature]
Linda Sparks
Secretary