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Museums & Cultural Affairs The City of El Paso Public Art Committee (PAC) Tuesday, September 11, 2018, 3:30 PM MCAD Board Room

MINUTES

CITY CLERK DEPT. 2018 BCT 15 PM1:35

- 1. Call to Order. Meeting called to order at 3:37 pm.
- 2. Roll Call.

Members Present: Sarelah Aguilar, Edmund Castle, Emmanuel Iglesias, Laura Jaquez, Adam Marshall, and Josue Munoz.

Members Absent: Derek Caulfield, Lloyd C Hamilton III, Abel Saucedo and Laura Turon.

Others Present: Aidee Cosme, Miriam Garcia, Adrian Guzman, Diana Cepeda, Kevin Smith, Karla Mota, Yvette Hernandez and Sam Rodriguez.

- 3. Public Comment. None.
- 4. Approval of Minutes. Josue Munoz requested a motion to approve the August 14, 2018 minutes. Emmanuel Iglesias moved to approve. Sarelah Aguilar seconded. All members voted in favor, none opposed, motion passed unanimously.
- 5. Discussion and recommendation on the City Wayfinding project. Sam Rodriguez, City Engineer from the Capital Improvement Department (CID) introduced his staff. He presented the El Paso Branding and Wayfinding project, an initiative by the City Manager with a funding approved in April of 2018. CID is collaborating with MYCOTOO, a company with a focus on entertainment, branding and visitor experience type of expertise along with SWA Architects. CID asked these companies to provide concepts for the City's Wayfinding program. The city currently has City Wayfinding in the Downtown area for pedestrians in San Jacinto plaza, but phase two includes a sense of branding throughout the community. This initiative was presented to City Council on August 21, and they recommended to bring the initiative to the PAC for feedback. The project received a funding for \$3 million for Implementation, but \$60 million were also approved for the top 25 deteriorated roadways to include lighting and landscaping. The goal is to incorporate the entire city and expand the impact of the programs. These consultants were also working on the themes for the water parks and during the outreach for the water parks they were able to get feedback from the community for this initiative as well. They asked the community for three words that describe El Paso and their community. They collected all the feedback for the design of El Paso brand and the Franklin Mountains are a key identifier and icon for the community. Mr. Rodriguez provided a description of the proposed logo. The consultants looked at different color schemes, font usage and patterns that will be incorporated in the Wayfinding. The consultants created graphic elements inspired in our culture. Mr. Rodriguez showed the proposed wayfinding regional color schemes. Some of the color schemes are based on the four rapid transit systems running throughout the City; on the Westside it is blue, Northeast is purple, Lower Valley is green and the Eastside will be orange. The other proposed colors were selected to contrast the rapid transit colors. He showed sign variants with the El Paso logo and CID would like to incorporate the signs through the landscaping projects deployed around the City within the next three years. He showed and described the proposed Wayfinding full color regional signs and the three preliminary gateway sign concepts. Adam Marshall said he liked the colors, but didn't agree with the text about the regions, the mountains on the logo or the patterns on the pillars. Mr. Rodriguez explained City Council directed CID to present the Wayfinding initiative to the PAC for recommendations and he added it is very difficult to include everything about El Paso into the logo. The feedback from the Community was very strong towards the Mountains and the Star. Eddie Castle said lighting will be a key component and agreed about the patterns not representing the Native American or Mexican culture. Mr. Rodriguez added the pattern is inspired on the papel picado set around the City. Mr. Munoz suggested to get patterns from nature such as native plants and turn them into papel picado or incorporate the river to include more diversity into the logo. He added that the consultants have an opportunity to understand the culture of El Paso more deeply to design the logo. Mr. Castle added that there is an opportunity to include Historic components. Ben Fyffe articulated that

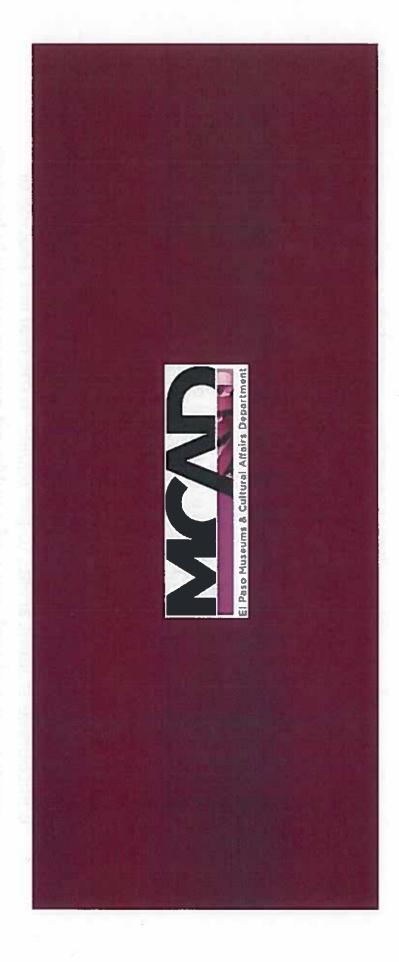
the patterning should include historic areas tied into each region. Mr. Rodriguez showed other proposed concepts designed by the consultants. The Board agreed the Gateway signs and the logo need more development, but in general the scheme of the Wayfinding is acceptable to move forward. Mr. Castle suggested that the branding of El Paso and the Wayfinding initiative should be two separate initiatives.

- 6. Discussion and action on final design for Montana Rapid Transit System project. The artist George Bates presented the final design for the project. He explained that for every project he gets a notebook to take formal notes from meetings but also informal notes from the Community. During his research he found out that the line of the Rio Grande River changed from time to time. He thought about the idea of a line of history, time, culture, and family. He took pictures of the buildings around the city and he studied some of their patterns as well as other elements in the community that represent the culture and history of the city. The challenge for the project is that it needs to have cut out areas and bold color elements without fading. The fabricator has a piece in the Arizona desert which ensures durability. Mr. Bates talked about the Fiberglass Reinforced Plastic (FRP) material, which is the proposed material to be used, and the long-term overview. The material is corrosion and scratch resistant with a 25 year UV resistant guarantee. He showed pictures of sample pieces form the fabricator. The title he chose is the Latin word Acies because of its definition and the relationship with lines. He described each of the 24 panels and their relationship with El Paso's culture. He mentioned that working with this material allows the light to be reflected in different ways. He showed an actual sample of one of the panels and he mentioned the material has 450% the strength of steal. The fabricator is American Fiber Glass form Phoenix, AZ. Each panel size is 5 foot 7.5 inches by 8 foot 7.5 inches. Mr. Castle suggested that once project is complete, for all the panels to be displayed together in a pamphlet with the concepts behind each one. Mr. Marshall moved to approve. Emmanuel Iglesias seconded. All members voted in favor, none opposed, motion passed unanimously.
- 7. Discussion and Action on final design for RC Poe Roundabout project. Ms. Cosme requested to postpone the item due to contract negotiation. Mr. Iglesias moved to approve. Mr. Munoz seconded. All members voted in favor, none opposed, motion passed unanimously.
- 8. Discussion and action on artist selection for District 4 Neighborhood Water Park project. Ms. Cosme said Laura Turon was the PAC member who sat on the artist selection panel. The Water Park theme is the Arroyo Cohen. There were 19 artists evaluated but a total of 30 applicants. The artist selected was John Davis from Albuquerque, New Mexico. The panel liked how monumental and unique his pieces are. She mentioned the budget for this project is \$140,000 and the selected artist has worked with budgets of this range in the past. Mr. Castle moved to approve. Mr. Marshall seconded. All members voted in favor, none opposed, motion passed unanimously.
- 9. Discussion and action on Rim Roundabout project guidelines. Ms. Cosme explained the Public Art program in collaboration with the Rim Neighborhood Association and the University of Texas at El Paso are working on the Rim Roundabout sculptural project. She shared the purpose, goals and scope of work of the project. The project will give students the opportunity to create a public art piece for the roundabout in the Rim Neighborhood area. The students will create, fabricate and install the piece that will last one year. The program is working with Angel Cabrales, a professor from UTEP who will be teaching the class. The students will present their proposal to an Artist Selection Panel and the panel will select one design to be presented to the PAC for approval. Once the artwork has reached its deadline it will be auctioned off to the highest bidder to fund the next phases of the project. She mentioned all the responsibilities for the Artist Selection Panel, the Museums and Cultural Affairs Department (MCAD), CID and UTEP. She shared the sources of funds and other considerations. The buyer of the piece must remove the sculpture form the City Street within 12 hours and if the artwork it's not purchased, the student artist will be responsible to receive it once de-installed. She provided a timeline for the project. Guidelines attached to this Minutes. Mr. Castle moved to approve. Laura Jacquez seconded. All members voted in favor, none opposed, motion passed unanimously.
- 10. Update on requested modifications to Bartlett Park project. Ms. Cosme said last month the Committee approved the final design for the Bartlett Park project contingent upon the change of the base of the piece. She showed a picture of the latest update in which the star was replaced by a cactus. Ms. Aguilar asked for a more elegant solution for the elevation of the piece. The Board agreed the cactus looked odd from the side view and that the piece deserved a 3-dimensional base to do it justice. The program will provide the feedback to the artist.
- 10. Adjournment. Mr. Munoz motioned to adjourn the September 11, 2018 meeting at 5:54pm. Next meeting scheduled for October 9, 2018.

Approved for content by:
Aidee Cosme, Public Art Program Supervisor

Respectfully submitted by:
Diana Cepeda, MCAD Administrative Assistant

RIM ROUNDABOUT SCULPTURAL PROJECT GUIDELINES



Purpose and Goals

Purpose:

To increase employment opportunities for local emerging artists by supporting art education and developing public awareness and understanding of the arts, which contribute to the urban landscape and the area's identity.

Goals:

- development and realization of a public art piece in a publicly financed To encourage student artists to participate in the real life process of infrastructure, while still providing accessible works of art.
- To improve the quality of life of residents through the infusion of artists at a neighborhood level.
- Define and enhance the image of El Paso and the Rim area as a unique place and community.

Scope of Work

installation of a public art piece (the artwork) at Rim Road roundabout located on UTEP art students will participate in the process of design, fabrication and intersection of Rim Road and Hague Rd.

proposals are reviewed, the panel will select one design to be presented to the participate in presenting a proposal to an Artist Selection Panel. Once all All students enrolled in Sculpture 6 class (Introduction to Public Art) will Public Art Committee for approval.

assistance of the classmates. It will be installed at the roundabout for a period of 12-months. At month 11, the artwork will be auctioned off to the highest bidder. Auction to be organized and coordinated by the Rim Road Neighborhood The selected proposal will be finalized, fabricated and installed with the Association). Funds acquired will help fund the next phases for this project/opportunity.

Responsibilities

The City of El Paso Capital Improvement Department (CID), The University of This program is a collaborative effort between The City of El Paso Museums and Cultural Affairs Department (MCAD), The Public Art Committee (PAC), Texas at El Paso (UTEP) and the Rim Area Neighborhood Association.







MCAD will:

- Manage and facilitate the communication with the students, the PAC and Artist Selection Panel.
- Participate in briefings with the Capital Improvement Department, when needed.
- Present project briefings, and finalists identified by the ASP, to the PAC for approval. ო
- Administer the selection process through the artist selection panel.
- acquire public opinion/voting. Assist in the release of project applicant presentations to website to

Artist Selection Panel will:

- member of the Public Art Committee, one UTEP art professor, and one Be composed of two members of the Neighborhood Association, one member of the roundabout design team.
- Review and examine proposals submitted by project applicants.
- Recommend a project applicant to be "commissioned" to create the artwork selected.
- Provide to the PAC a report of the reasons for its selections, addressing the committee's objectives, parameters, and criteria.
- . Serve as public art ambassadors.
- Meet as often as necessary during the evaluations of project applicants.
- unless asked to do so by the Public Art Program, and these requests shall only Not discuss any application or panel deliberation with any project applicant occur after the panel recommendations have been acted on by the PAC.

UTEP will:

- Establish eligibility requirements for the project applicants.
- Guide students through the process of visiting site, studying it, attending meetings, and other required steps.
- Encourage all fellow students to assist and collaborate with the chosen student artist. <u>ښ</u>
- Develop calendar of events during project process. 4.

- Review and approve installation procedures.
- 2. Assist with permits for road closures, if needed.

Sources of funds

- costs of transportation and installation of such artwork into the foundation UTEP will fund materials for the production of the artwork, and cover the of the roundabout. UTEP to provide insurance to cover the students and installation.
- MCAD will assist in the development of a plaque with information about the project for display.
- funds are received, and to deliver within the neighborhood on the City Street MCAD will cover costs to de-install artwork, once the auction takes place and adjacent to said property without warrant or guarantee.

Other considerations

- award opportunity. Tools such as Survey Monkey, RANA's website, RANA email, There will multiple opportunities to engage the neighborhood citizenry in the and a public meeting will maximize stakeholder involvement in the process.
- Once the artwork has reached the full term it will be auctioned to the highest bidder, UTEP and RANA to coordinate.
- Funds from the sale will help fund the stipend of the future piece. UTEP and RANA to coordinate funds transfer.
- Once artwork is delivered to City Street adjacent to buyer's property, the buyer must remove the sculpture from the City Street within 12 hours.
- If artwork is not purchased, the student artist will be responsible to receive it once de-installed.
- If the student artist were to abandon course, the group assisting the lead designer (student artist) will be responsible to carry over the rest of the project until it reaches completion.

Timeline:

MCAD to present the Public Art Program processes to UTEP: August 30, 2018

UTEP's site visit: September 4, 2018

Deadline for model submission: September 20, 2018

In-class proposal presentations: September 27, 2018

Upload proposal presentations to survey platform: September 28, 2018

Artist Selection Panel to review proposals: October 2, 2018

Public Art Committee to review recommendations from Artist Selection Panel and voting from the public: October 9, 2018

Artwork installation at roundabout: Week of December 10, 2018

Unveiling ceremony: December 14, 2018

