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MUSEUMS & CULTURAL AFFAIRS  
The City of El Paso Museums and Cultural Affairs Advisory Board (MCAAB)  
Thursday – October 18 2018 – 4:00 p.m.  
El Paso Museum of Art

CITY CLERK DEPT  
2019 JAN 8 PM3:32

MINUTES

1. Call to Order and Roll Call. Meeting was called to order at 4:25 p.m.

Roll Call	Board Member	Present	Absent
	Rachel Adame		X
	Elizabeth Ann Bulos	X	
	Alfredo Diaz	X	
	Carolina Franco	X	
	Anne Giangiulio	X	
	Kenneth Gorski	X	
	Lloyd III Hamilton		X
	Jeff Harris	X	
	David Herrera		X
	Karla Iscapa	X	
	Laura Jaquez		X
	Jeremy Jordan		X
	Vanessa Leon	X	
	Daniel Longoria		X
	Adam Marshall	X	
	Carina Ramirez	X	
	Ida Mae Steadman		X
	Laura Valdez	X	

Consecutive absences: Rachel Adame (1<sup>st</sup>), Lloyd III Hamilton (2<sup>nd</sup>), David Herrera (2<sup>nd</sup>), Laura Jaquez (2<sup>nd</sup>), Jeremy Jordan (1<sup>st</sup>), Daniel Longoria (5<sup>th</sup>), and Ida Mae Steadman (3<sup>rd</sup>)

Others present: Jeff Romney, Vladimir von Tsurikov, Sam Rodriguez, Daniel Garcia, Karla Mota, Russell Abeln, Aidee Cosme and Diana Cepeda.

2. Call for Public Comment. None

3. Discussion and Action on Approval of September 20, 2018. Kenneth Gorski gave members a few minutes to review the minutes and requested a motion to approve. Karla Iscapa moved to approve. Dr. Carina Ramirez seconded; all members voted in favor, none opposed, and motion passed unanimously.

4. Discussion and Action on Election of Officers. Dr. C. Ramirez nominated Mr. Gorski to continue as the Chair and he accepted; Adam Marshall seconded; all members voted in favor, none opposed, and motion passed unanimously. Mr. Gorski nominated Dr. C. Ramirez to continue as the Vice-Chair and she accepted; Ms. Iscapa seconded; all members voted in favor, none opposed, and motion passed unanimously. Ms. Cepeda explained the Board needed to vote on the liaisons for the three Museums. Mr. Romney added that the liaisons serve as the connection between the Board and each Museum. Karla Iscapa self-nominated as the Archaeology Museum liaison, Laura Valdez self-nominated as the History Museum liaison, and Vanessa Leon self-nominated as the Art Museum liaison. Ms. Iscapa moved to approve the three nominations; Dr. C. Ramirez seconded; all members voted in favor, none opposed, and motion passed unanimously.

5. Discussion and Recommendation on the City Wayfinding Project. City Engineer Sam Rodriguez

presented the concepts for El Paso City-wide Wayfinding Program. He explained that City Council directed the Capital Improvement Department to present this initiative to the Public Art Committee and MCAAB for recommendations. This program was adopted as part of the 2018 Capital Improvement Plan with 3 million dollars to develop the concepts and to begin phase one. Phase one will target the main entrances and corridors to the City. Mr. Rodriguez explained another program was just approved by City Council with around 60 million dollars to improve the top 25 medians by volume of traffic for landscaping and lighting. He stated that the purpose of the Wayfinding program is to develop a signage system to help visitors and residents to move throughout the city to their destination and share the amenities the city has. The program will also develop a color scheme through the community and a city logo that will be attached to the signs. He showed examples of other cities with Wayfinding programs. The program would like to develop a sign that it is not expensive to set up and to maintain. He added that the City already has a semi-wayfinding program in the Arts Districts and the downtown area. The benefits of the District Wayfinding is to inform visitors about alternative destinations, give to El Paso a sense of place and unique character, inspire repeat visitation to the city and enhance visitor satisfaction. CID asked to the same company that assisted on the design and themes for the waterparks to assist with this program. The firm asked the community for three words that describe their neighborhood and they used all the data for the waterparks themes for the development of the wayfinding concept. The feedback received from the community was based on the Star on the Mountain and the Franklin Mountains. He also mentioned El Paso has a history of use of the papel picado motif in different areas throughout the community. The design intention for the program was to be consistent with traditional and contemporary elements, easy integration with existing signage, provide orientation with regional color scheme and easy to maintain. He presented the color scheme developed for the different regions of the city and clarified four of the color schemes are based on the Brio system. He showed the proposed renderings developed by the consulting firm, Mycotoo. He explained that the pattern on the signs is inspired by Mexican textiles and pottery. He shared the recommendations from the PAC. The PAC agrees with the concept and color scheme but not the pattern. They recommended to include a motif about the natural elements or something more organic. The PAC provided the following feedback: the concept does not encompass the essence of El Paso, the mountain shape was too generic, not festive enough, and the design was too simple. CID asked the consultants for additional concepts to present to MCAAB. Mr. Rodriguez presented and showed pictures of the new proposed concepts. Anne Giangliulo asked who chose the consulting firm for the Wayfinding program and Mr. Rodriguez responded they were selected because of their diversified portfolio and their experience. Mr. Marshall clarified that CID presented different concepts developed by the consulting firm to the PAC and the one with the mountain was the preferred option. He added the biggest concern for PAC was the artwork did not represent the Native American or Mexican culture in El Paso, so they recommended for more concepts to be developed. The Board deliberated about the new proposed concepts and Anne Giangliulo's recommendation was to find a better way to connect all the elements in a meaningful way. Mr. Rodriguez showed the logos from other Cities and he clarified the logo needs to be clear and simple. Ms. Iscapa recommended adding a #tag to the highway signs. Ms. Giangliulo recommended creating more collaboration with UTEP students. Ms. Leon recommended to keep the logo simple and timeless. The Board recommended for the consultants to rethink and redesign the logos and take them through PAC and MCAAB again for recommendations.

**6. Museum Reports.** Jeff Romney mentioned the Museum of Archeology is still under renovation funded by the quality of life bonds passed by voters in 2012. The reopening of the Museum is scheduled for November 17 and as part of the celebration, the Museum will host a lecture by Andy Ward. He extended an invitation to the Native American Storytelling event by Alex Mares on November 24 in celebration of the Native America month. Dr. Vladimir von Tsurikov presented the History Museum report and he highlighted the increase in attendance for the month of September. He mentioned the success of the *Inside/Out Vote Project: The People's Art Project*, an interactive art installation that promotes voting with a record attendance of 435 people. He shared the upcoming events at the History Museum and briefed the Board on the Dia de los Muertos Celebration, an all-day event in collaboration with the Downtown Art and Farmers Market. He shared that on February 2, the Museum will host an event for the rededication of the main galleries and the opening of two new exhibitions. Clare Tinguely from the Museum of Art talked about the new exhibitions, *After Posada: Revolution* that opened on October 12 and *Haiti's Revolution: Jacob Lawrence's "Life of Toussaint L'Ouverture"* Series opening on October 31. She shared some of the events scheduled for the Dia de los Muertos Celebration on November 3.

**7. Adjournment.** Meeting adjourned at 5:19 p.m. Next meeting scheduled for November 15, 2018 at El Paso Museum of History.

Approved for content by:  
Ken Gorski, Chair

Respectfully submitted by:  
Diana Cepeda, Administrative Assistant  
Museums & Cultural Affairs Department