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Museums & Cultural Affairs

The City of El Paso Public Arts Committee (PAC)
Tuesday, July 10, 2012, 3:30 PM
City Hall 2nd Floor Conference Room

MINUTES

- 1. Call to Order:** Meeting was called to order at 3:52 pm.
- 2. Roll Call: Members Present:** Melissa Barba-Espinosa, Floyd Johnson, Martina Lorey, Marina Monsisvais (Chair), Ray Parish, Gustavo Reveles-Acosta, Elizabeth Thurmond-Bengtson.
Members Absent: Rida Asfahani, Ken Gorski, Jane Thomas.
Others Present: Alejandra Carrillo, Misty Castaneda, Pat Dalbin, Geraldine Lozano.
- 3. Public Comment:** None.
- 4. Approval of Minutes.** Chair asked for approval of the Minutes for the last meeting on June 12, 2012. Martina Lorey motioned to approve the minutes as presented. Ray Parish seconded; all members voted in favor, none opposed, and motion passed unanimously.
- 5. Discussion and Action on the Design by Artists Laura Haddad and Tom Drugan for the Alameda Rapid Transit System Project.** Pat Dalbin began by explaining that design concepts for the project are ready. It will include a panel area and some sculpture at selected stations. The artists have submitted a presentation and Pat introduced Geraldine Lozano, the allied artist hired to work alongside them to learn the field. Geraldine began by explaining her association with the artists and the research required for this project. She discussed items that provided inspiration such as an old map, loteria icons, and hand-lettering signage that can be found throughout El Paso. Pat further explained that the proposal involved site research, art concepts, architectural screens to integrate within the shelters, and sculpture. Images were provided for review via a PowerPoint slideshow, and general discussion followed. Geraldine went on to provide board members with brief explanations of why each icon was chosen and the significance of each. Elizabeth Thurmond-Bengtson expressed her concern over the fox icon, explaining that it may be interpreted as a school mascot, in turn leading to a greater potential for tagging and vandalism. She suggested that the icon be revisited. Marina Monsisvais expressed her own concern over the drop icon, explaining that she felt it was the least dynamic of all the icons and that it seemed more like a water drop, which does not denote any tie to the refinery. Pat began passing around the models for closer inspection by board members while Geraldine placed a call to artist Laura Haddad for further clarification on the color choice for the drop. Laura explained that the oil refinery, rain and the scarcity of water were inspiration for the droplet. Floyd Johnson inquired as to why the hand icon was green, and Laura explained the inspiration was growth and cultivate through using your hands. Pat inquired as to the final color choice for the piñata, as the model displayed three different colors. Laura replied that the decision to use the gold color was made because the form comes through stronger. Elizabeth asked why the project was in English and Spanish. Geraldine replied it was because of the duality and the bi-cultural nature of the border. Pat expressed to Laura the board's concern over the fox icon's close proximity to the high school, which may prompt vandalism, before ending the call. A period of further discussion followed. Chair requested a motion. Martina Lorey motioned to accept the project with the following caveats: 1) in the event that the fox is vandalized, the artist will provide an alternative design to replace it, and 2) the artist is respectfully asked to revisit the choice of icon for the drop and see if there is another inspiration for the site. Floyd Johnson seconded; Elizabeth Thurmond-Bengtson opposed to revisiting the fox icon in the event it is vandalized; motion passed by 6 to 1.

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6. Discussion and Action to Manage the \$200,000 Public Art Project for the El Paso International Airport Consolidated Rental Car Facility. Pat Dalbin began by explaining to members that we are seeking approval to help select an artist for this project, and manage the public art program using Airport funding. The call has gone out, and they are looking for an artist that has experience integrating artwork within the architecture. The artist will be a part of the design team, and an architect is being chosen next week to assist with the selection of the artist. Pat requested that a PAC member needs to participate on the Artist Selection Panel, and Elizabeth Thurmond-Bengtson volunteered. Chair requested a motion. Gustavo Reveles-Acosta so moved; Floyd Johnson seconded; all members voted in favor, none opposed, and motion passed unanimously.

7. Discussion and Action on Hiring a Consultant to Prepare a Long Range Public Art Master Plan for the City of El Paso. Pat Dalbin began by reminding members that council approved 2% for public art, and if the quality of life bond issuance passes, that will be approximately \$12M towards public art program. She explained that we need to hire a consultant to update the public art master plan so that art can be incorporated into all new capital improvement projects. The consultant will look at all these projects, dedicate the funding, and decide what kind of art is needed and how the artists will be selected. It will be a long-range plan for the funding for the CIP funds. This will be a national call, with the consultant speaking to PAC members individually, as well as the business community and other City departments. General discussion followed, and Chair requested a motion. Melissa Barba-Espinosa so moved; Elizabeth Thurmond-Bengtson seconded; all members voted in favor, none opposed, and motion passed unanimously.

8. Adjournment. Chair requested a motion to adjourn. Gustavo Reveles-Acosta moved to adjourn; Floyd Johnson seconded; all members voted in favor, none opposed, and motion passed unanimously. Meeting was adjourned at 5:05 pm. Next meeting scheduled for August 21, 2012.

Approved for content by:
Patricia Dalbin, Public Art Program Coordinator

Respectfully submitted by:
Misty Castaneda, Administrative Assistant

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