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3 The following are minutes for the meeting of the **City of Las Cruces Quality of Life**  
4 **Policy Review Committee** held at 3:00 p.m. on March 24, 2021 via Zoom  
5 [https://zoom.us/webinar/register/WN\\_-8uLgyOEQYG\\_mvB5sc1Cng](https://zoom.us/webinar/register/WN_-8uLgyOEQYG_mvB5sc1Cng).

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7 **MEMBERS PRESENT:**

8 Mayor Ken Miyagishima  
9 Councilor Tessa Abeyta-Stuve – District 2 – Chair  
10 Councilor Gabriel Vasquez – District 3  
11 Diego Medina, Ex-Officio Member  
12 Dr. Marlena Fraune, Ex-Officio Member  
13

14 **OTHERS PRESENT:**

15 K. Lynn Gallagher, Quality of Life Director  
16 Rebecca Slaughter, Quality of Life Deputy Director and PRC Staff Coordinator  
17 Jill Aguirre, Quality of Life Senior Office Manager and PRC Recording Secretary  
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19 **I. CALL TO ORDER** - Chairwoman Abeyta-Stuve called the meeting to order at 3:00  
20 p.m. Roll call was taken, and a quorum was established with Chairwoman Abeyta-  
21 Stuve and Councilor Vasquez present.  
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23 **II. CONFLICT OF INTEREST STATEMENT** - Chairwoman Abeyta-Stuve read the  
24 conflict-of-interest statement. *“Does any member of the City Council or any*  
25 *member of City staff have any known conflict of interest with any item on the*  
26 *agenda?”* All present indicated there were none.  
27

28 **III. ACCEPTANCE OF AGENDA** - Chairwoman Abeyta-Stuve requested a motion for  
29 acceptance of the agenda. Councilor Vasquez made the motion. Chairwoman  
30 Abeyta-Stuve seconded. Roll was called and agenda was accepted by the  
31 committee members present.  
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33 **IV. APPROVAL OF MINUTES** - Chairwoman Abeyta-Stuve requested a motion for  
34 approval of the meeting minutes from the January 27, 2021 meeting. Councilor  
35 Vasquez made the motion. Chairwoman Abeyta-Stuve seconded. Roll was called  
36 and minutes were approved by the committee members present.  
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38 **V. ACTION ITEMS** - None  
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40 **VI. DISCUSSION ITEMS**

41 a. **LAS CRUCES MUSEUM SYSTEM SHORT RANGE PLAN:** Rebecca  
42 Slaughter took a moment to express condolences to the consultants for the  
43 passing of one of their colleagues involved in the Short Range Plan, Mr. Art

1 Wolf of Wolf Consulting. Jennifer Robles introduced herself and the  
2 individuals present for this discussion: Garland Courts, Museum Exhibits  
3 Manager; Anthony Guida and Miram Diddy from AOS Architects; Dr.  
4 Estevan Raul-Galvez from Creative Strategies 360. Ms. Robles gave a brief  
5 overview of the presentation on the Short Range Plan. A plan for the  
6 Museum System has been in discussion for several years. Staff recognized  
7 an outside perspective was needed to provide an objective evaluation of the  
8 Museum System. Ms. Robles discussed the Museum Master Plan goals  
9 developed to evaluate and guide the Museum System. In 2018, the City of  
10 Las Cruces put out a Request for Proposal for Master Planning services.  
11 The City contracted with AOS Architects, Wolf Consulting, and Creative  
12 Strategies 360 and these companies are guiding the Museum System  
13 through the developing of their Short Range and Master Plans. Ms. Robles  
14 turned the presentation over to Anthony Guida to continue the presentation.  
15 Mr. Guida advised in this meeting the assessment and evaluation of  
16 programs, facilities, and community needs leading up to the development  
17 of the Short Range Plan would be discussed. Mr. Guida discussed the  
18 assessment process and what it included. Mr. Guida advised a preliminary  
19 evaluation of the Museums was performed as if it were being done by the  
20 accrediting body, the American Alliance of Museums (AAM). Mr. Guida  
21 described the facets of the evaluation process, Identity, Stewardship, and  
22 Functionality in detail. Mr. Guida turned the presentation over to Dr. Estevan  
23 Raul-Galvez to go in further depth on the evaluation process. Dr. Raul-  
24 Galvez described in detail what was accomplished in the Identity portion of  
25 the evaluation process with what the Museums have already established  
26 and where they can go from here. Mr. Guida discussed the Stewardship  
27 portion evaluation process, highlighting the opportunities and challenges  
28 discovered during this process. Mr Guida explained the Functionality part  
29 of the evaluation process that looks at how well the facilities are serving the  
30 delivery of programs to the community. Mr. Guida introduced the Solutions  
31 portion of this presentation that will cover the Short Range Plan, the  
32 Museums Master Plan, and the Facility Assessment of the current Municipal  
33 Court Building. Mr. Guida advised only the Short Range Plan solutions will  
34 be discussed at this meeting. Mr. Guida described the Short Range Plan's  
35 mission, vision, and five goals for the next five years; build program  
36 capacity, increase stewardship of resources, expand community access  
37 and engagement, address facilities' needs, and obtain AAM accreditation.  
38 The presentation was turned back over to Dr. Robles. Dr. Robles explained  
39 that from the objectives, task lists were created to reach these goals. Dr.  
40 Robles stated that public input on this plan began in the month of March  
41 and expressed that participation has not been very high. Chairwoman  
42 Abeyta-Stuve requested the public input information be sent to the  
43 committee so members can share with their networks. Chairwoman Abeyta-  
44 Stuve opened the meeting to questions. Councilor Vasquez asked what a  
45 local Museum patron, as well as a visiting Museum patron expect to see  
46 change in their Museum experience over the next five years. Dr. Robles

1 explained that this plan gives the Museums a direction for moving forward.  
2 She explained that a Visitor Experience Manager position has been  
3 requested to focus on communicating with the community on an overall  
4 experience. Dr. Robles advised that through this effort, the community  
5 would start seeing themselves in what the Museums are presenting.  
6 Councilor Vasquez spoke about having more diverse exhibits and having  
7 more exhibits that represent the culture of the local community. Councilor  
8 Vasquez asked if there is a part of the Short Range Plan to market our  
9 Museums to visitors. Dr. Robles advised that there is an objective in the  
10 plan to increase the current marketing strategy. Dr. Robles and Ms.  
11 Slaughter described current collaborations with Visit Las Cruces. Councilor  
12 Vasquez asked what the highest priority objective is. Dr. Robles stated that  
13 community access and engagement is one of the higher priorities. She  
14 added that some facility issues were prioritized by the consultants. She  
15 continued to describe how the objectives have been aligned with the  
16 strategic business plan to be accomplished in an established timeline. Mr.  
17 Guida concurred with Dr. Robles' assessment, noting the community  
18 engagement portion is being talked about right now and is a high priority  
19 and the facilities issues related to maintenance, preservation, and safety  
20 are items the consultants see as a high priority. Diego Medina inquired  
21 about Las Cruces history and indigenous culture representation in the  
22 Museum System. Dr. Robles stated that there was a long-term exhibit on  
23 the history of Las Cruces. The exhibit was taken down for facility work.  
24 Museum staff want to incorporate what the community would like to see  
25 before recreating this exhibit. Dr. Robles advised that the Museums are  
26 looking at a rotating exhibit on community stories as opposed to a long-term  
27 exhibit. Mr. Raul-Galvez spoke on the level of interest for representation  
28 during public input. Dr. Marlena Fraune provided an opportunity to  
29 collaborate with students for research into this topic. Chairwoman Abeyta-  
30 Stuve suggested collecting contact information from patrons that partake in  
31 the grab and go activities that the museums have been distributing as an  
32 opportunity to reach more people. Chairwoman Abeyta-Stuve asked about  
33 incorporating successes that have been accomplished in the plan. Dr.  
34 Robles stated the department is evaluating how to track and continue these  
35 processes. Chairwoman Abeyta-Stuve asked what the greatest needs for  
36 the facilities right now. Dr. Robles advised that the space limitations results  
37 in the Museums not being able to host exhibits. Another limitation is the lack  
38 of humidity-controlled facilities which has resulted in exhibits being denied.  
39 Mr. Guida went into further detail on the facility issues and a discussion of  
40 these issues followed between Mr. Guida, Dr. Robles, Ms. Slaughter, and  
41 Chairwoman Abeyta-Stuve. Chairwomen thanked the consultants and staff  
42 for the presentation and for the development of the plan.  
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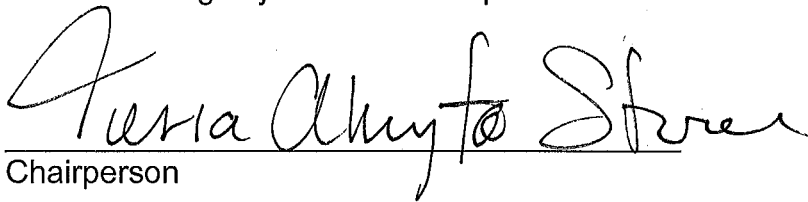
44 **VII. FUTURE DISCUSSION ITEMS AND TASK LISTING:** Chairwoman Abeyta-Stuve  
45 read the future discussion and task list item and provided a reminder to the  
46 committee members to contact Ms. Slaughter or herself to add items to this list.  
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- Museum Master Plan
- Public Art Funding Ordinance
- Master Calendar for Programs
- Utility Structure/Public Art Assets by District

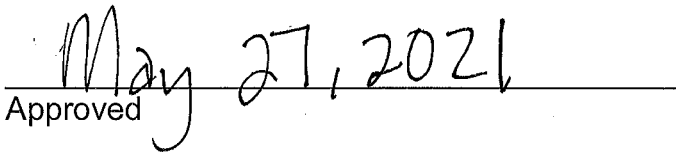
**VIII. NEXT MEETING DATE – April 28, 2021**

**IX. ADJOURNMENT** - Chairwoman Abeyta-Stuve requested a motion to adjourn the meeting. Councilor Vasquez made the motion to adjourn. Mayor Miyagishima seconded. Roll was called and adjournment of the meeting was unanimous. Meeting adjourned at 4:22 p.m.



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Chairperson



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Approved