

# City of Las Vegas

MAIN STREET AD HOC SUBCOMMITTEE OF THE ARTS COMMISSION  
CITY HALL, 495 S. MAIN STREET  
CITY CLERKS 2<sup>ND</sup> FLOOR CONFERENCE ROOM  
CITY OF LAS VEGAS INTERNET ADDRESS: [www.lasvegasnevada.gov](http://www.lasvegasnevada.gov)

## MINUTES

JULY 29, 2014

3:30 P.M.

ITEMS LISTED ON THE AGENDA MAY BE TAKEN OUT OF THE ORDER PRESENTED; TWO OR MORE AGENDA ITEMS FOR CONSIDERATION MAY BE COMBINED; AND ANY ITEM ON THE AGENDA MAY BE REMOVED OR RELATED DISCUSSION MAY BE DELAYED AT ANY TIME. BACKUP MATERIAL FOR THIS AGENDA MAY BE OBTAINED FROM BEVERLY K. BRIDGES, CITY CLERK, AT THE CITY CLERKS OFFICE AT 495 SOUTH MAIN STREET, 2ND FLOOR OR ON THE CITY'S WEBPAGE AT [www.lasvegasnevada.gov](http://www.lasvegasnevada.gov).

1. [CALL TO ORDER](#)

Minutes:

CHAIR ABELMAN called the meeting to order at 3:31 p.m.

PRESENT: CHAIR ABELMAN and MEMBERS GROGAN, ALVAREZ and TUPAZ (arrived at 3:46 p.m.)

ALSO PRESENT: DIANNE CRIFE, Visual Arts Specialist, DEPUTY CITY ATTORNEY BOB SYLVAIN and DEPUTY CITY CLERK DEBRA A. OUTLAND

2. [ANNOUNCEMENT RE: COMPLIANCE WITH OPEN MEETING LAW](#)

Minutes:

ANNOUNCEMENT MADE: This meeting has been properly noticed and posted at the following locations: City Hall, 495 South Main Street, 1st Floor; Clark County Government Center, 500 South Grand Central Parkway; Grant Sawyer Building, 555 East Washington Avenue; City of Las Vegas Development Services Center, 333 North Rancho Drive, across Las Vegas Senior Center, 451 East Bonanza Road.

3. [PUBLIC COMMENT DURING THIS PORTION OF THE AGENDA MUST BE LIMITED TO MATTERS ON THE AGENDA FOR ACTION. IF YOU WISH TO BE HEARD, GIVE YOUR NAME FOR THE RECORD. THE AMOUNT OF DISCUSSION, AS WELL AS THE AMOUNT OF TIME ANY SINGLE SPEAKER IS ALLOWED, MAY BE LIMITED](#)

Minutes:

None.

4. [Report by Public Works regarding future Main Street/Commerce Corridor improvements \(No Fiscal Impact\) Ward 3](#)

Minutes:

JEREMY LEAVITT, Program Manager, reported that the Main Street project has two phases, with Phase I currently in progress from Stewart Avenue to Bonneville Avenue and the second phase includes Bonneville Avenue to Las Vegas Boulevard. The second phase includes a couplet at Main Street and Commerce Street, which will become one way. The concept of the entire project is to widen the sidewalks and make improvements to rejuvenate downtown and create better pedestrian access to businesses. In addition to widening sidewalks, trees and street lighting will be added along the entire corridor. The project will have two major art components with a signature piece to be located at Commerce Street and Main Street. The art will be placed on the median island and \$100,000 has been budgeted for that art work. Along the entire corridor different types of art will be incorporated, such as benches and/or bike racks. The goal is to get artists to produce a signature art piece, something that will stand out. MR. LEAVITT outlined the phases' timeline; Phase I is currently in progress and is expected to be completed at the end of 2014 and Phase II will start in 2015 and be completed in 2017. It would be nice to have the art elements along the corridor during Phase I so the public can see the highlights of what is expected.

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DIANNE CRIPE, Visual Arts Specialist, verified with MR. LEAVITT that the budget for the benches and bike racks is \$100,000 and an artist would need to be selected by the end of year. The Construction Manager At Risk (CMAR) for Phase I and II is involved during the design to provide input; for Phase I the CMAR is Las Vegas Paving, who were involved during the design period. The CMAR for Phase II has been advertised and the proposals are being reviewed and one will be selected next month.

CHAIR ABELMAN verified with MR. LEAVITT that the corridors include all of Main Street to Stewart Avenue to Las Vegas Boulevard and Commerce Street.

COMMISSIONER ALVAREZ discussed with MR. LEAVITT that a total of \$200,000 has been budgeted; \$100,000 is for the benches along the corridor of Main Street and Commerce Street and \$100,000 for the signature piece at the beginning of the couplet. MS. CRIPE clarified for COMMISSIONER ALVAREZ that it would be upon the Arts Commissions discretion whether to contribute to the project and that an amount has not been specified. She was not certain if the One Percent for the Arts fund covers streets improvements; the \$200,000 is coming from Public Works.

COMMISSIONER ALVAREZ opined that the benches will be the easiest and that the Request For Qualifications (RFQ) for the sculpture will take some time and ultimately money will be the determining factor. MS. CRIPE remarked that if an artist is selected to design the bench, very often the same artist would want to fabricate the benches; thus an artist should be selected soon because the design and fabrication of the benches may take a while.

CHAIR ABELMAN remarked that one artist could be selected for the benches and one for the sculpture. COMMISSIONER GROGAN opined that two different artists should be selected. MR. LEAVITT verified that 15 benches will be created for Phase I and 30 for Phase II, for a cost of approximately \$2,000 per bench. COMMISSIONER GROGAN suggested to possibly placing the benches where people mostly congregate along this corridor. COMMISSIONER ALVAREZ pointed out that the idea is to create a corridor that encourages businesses to move into the area and creating an area where people can sit and congregate would be advantageous. This would also encourage artists to think outside the box and not just paint the bench but at the same time create something useful but not to be used as a bed. COMMISSIONER GROGAN stated that some of them have a shade element which might be good along this corridor. MR. LEAVITT indicated that there will be trees along the entire corridor to add shade canopy.

COMMISSIONER ALVAREZ pointed out that according to the Downtown Centennial Plan all north/south corridors will have palm trees and east/west will have regular trees. He asked if that could be mitigated because palm trees do provide poor shade. MR. LEAVITT replied that there will be no palm trees on Main Street but the Chinese Pistache or the Red Bush Pistache, similar kind as City Hall.

COMMISSIONER GROGAN suggested a theme for the streetscape that benefits the shop owners, something that creates vibrancy. He suggested perhaps identifying where the Arts Commission can place other artwork that does not impact the improvements because one of the aspects of Subcommittee is to be able to do separate fundraising or find someone that would be willing to contribute to artwork, such as a sculpture park along Main Street that will draw more people. MR. LEAVITT indicated that there should be some space in-between the trees available for art outside the pedestrian path. COMMISSIONER GROGAN pointed out that the Subcommittee can work with MR. LEAVITT to identify a definitive number of areas.

DEPUTY CITY ATTORNEY BOB SYLVAIN mentioned that in Monterey they have benches sponsored by families as a memorial to a family member, and wondered if this is something the Commission might consider doing. COMMISSIONER ALVAREZ asked if the Commission can ask people for money. DEPUTY CITY ATTORNEY SYLVAIN replied that it is acceptable to ask the community at large as opposed to individuals. COMMISSIONER ALVAREZ stated that in the Charter the Commission can make recommendation to the City Council for fundraising, but he is not sure if that is a City code. DEPUTY CITY ATTORNEY SYLVAIN remarked that that may be in the Municipal Code. COMMISSIONER GROGAN suggested the Subcommittee and the Arts Commission issue a public statement in support of this project and if anyone wants to contribute to a bench to contact the Commission.

In regards to sponsoring a bench, MS. CRIPE responded that this should be examined further because most benches are not necessarily artist-designed benches; they are often off the shelf and they have a place for a plaque. COMMISSIONER ALVAREZ stated that it should be clear that the family does not dictate the look of the bench. COMMISSIONER GROGAN remarked that in

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Paris a wall was designated specifically for graffiti art, something that could be done in Las Vegas to prevent random graffiti. He asked if the Commissioners want to create a theme that would make this street stand out. CHAIR ABELMAN asked if the selection committee would be responsible for that. MS. CRIPE responded that Public Works would provide input, to which MR. LEAVITT added that they want feedback from the Art Commission. The project does not only include the Arts District but encompasses the Fremont Street area. The goal is to get artists on board and have renderings to show what needs to be done. COMMISSIONER ALVAREZ does not believe there should be a theme; any artist worth their weight would walk the entire corridor and create from what he sees. He would hate to put constraints on the artist; he wants the project to be spectacular. COMMISSIONER TUPAZ mentioned that the Arts District and Fashion District in Los Angeles is putting a star walk for well-known artists, as well as artists in the garment industry; the same could be done on Main Street as a tourist attraction.

COMMISSIONER GROGAN asked if the Subcommittee is also looking for businesses to put something in front of their building. CHAIR ABELMAN agreed that it would be great to engage the businesses but Public Works should be part of the discussion to see what spaces are available. MR. LEAVITT indicated that typically a normal bench would fit on a five-foot wide strip in-between the trees and the streetlights; some areas have wider sidewalks. COMMISSIONER GROGAN asked if Public Works can identify those spaces. MR. LEAVITT replied that they can provide that in the preliminary plan or diagram, as there are only so many spots. The intent is to put the benches underneath a shade tree.

CHAIR ABELMAN asked the timeframe for getting the artist to create the signature piece. MR. LEAVITT responded that they would like to have that selection by the end of the year. COMMISSIONER ALVAREZ stated that the sculpture signature piece is major; he does not want a situation similar that of the paintbrushes; the Arts Commission has to be confident with the benches. The signature piece will be scrutinized by the City and it should not be rushed. Even though there is a \$100,000 dedicated this year, there is no way of knowing how much will be available next year. COMMISSIONER GROGAN liked the idea of focusing on the benches now. MR. LEAVITT explained that the signature piece will be in the median area, which is also accessed by pedestrians. In the event no pedestrians are allowed on the median, then they design will have to change. COMMISSIONER ALVAREZ hopes that the artist will create something that does not need a lot of maintenance. MS. CRIPE explained that that will be outlined in the RFQ.

MS. CRIPE asked if Public Works has a process for the selection of the artist. MR. LEAVITT replied that for the benches it could be done with an RFQ and then Public Works will work with him or if there is a list with a number of artists, a consultant will hire the artist and work with that artist. Public Works preference is with someone on the list. MS. CRIPE stated that usually artists do not want to spend time on preparing an RFQ because coming up with proposals is time consuming. When requesting for qualifications, they submit a resume with images of past work that would tailor those images to this type of project and they have to come within the required budget. She has worked with artists that have fabricated their own designs. However, the designs can be given to Public Works, who can have somebody create the benches based on the design; however, depending on the level of artistry, that can be tricky. CHAIR ABELMAN stated that Public Works can hire directly and the Arts Commission can manage the quality of the art during the selection process.

Regarding COMMISSIONER ALVAREZS query as to how many artists are locals, MS. CRIPE responded that she did a search for artistic benches in a variety of styles; she referred to the handout to pick a general aesthetic or pick various artists and then send them an RFQ to see if the artists are interested in applying. COMMISSIONER ALVAREZ suggested that the artist come up with ideas because there are artists in town that can do this project. MS. CRIPE suggested choosing an artist that has worked with the public before, as this is a very specialized field. The handout is to show that there is a wide variety of styles of artists who work with benches and the Subcommittee can look that over to see which styles they prefer. CHAIR ABELMAN stated that he wants someone who is qualified to provide something that will define the community. MS. CRIPE added that the Subcommittee will look over their experience to see if they have manufactured benches or outdoor functional art and that will help the Subcommittee to possibly choosing three. COMMISSIONER GROGAN suggested that as part of the RFQ process, MS. CRIPE create a press release, as well as post photos on the website.

COMMISSIONER ALVAREZ reiterated the importance of creating a comfortable bench but not one that would become a bed for someone. MS. CRIPE explained for CHAIR ABELMAN that she has worked on a bench project before within an historic area in a city in Arizona to revitalize their main street. An RFQ process was done and 20 artists applied and one artist from Texas was selected who had done bench projects specific to that area. She confirmed for CHAIR ABELMAN that once parameters are set, the RFQ is sent out to qualified people. COMMISSIONER GROGAN made motion to direct staff to create an RFQ for a bench project for the City of Las Vegas for local and national artists and to make an extra effort to post it on the website, promote it heavily and seek stimulated ideas for the park benches. MR. LEAVITT stated that he will provide exhibits for the initial location

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design for the benches and if needed, it can be tweaked.

5. [Discussion for possible action regarding artwork and/or art enhancements on Main Street and/or Commerce Street \(No Fiscal Impact\) Ward 3](#)

Motion made to Approve to have staff create a Request For Qualifications for a bench project for the City of Las Vegas for local and national artists and to make an extra effort to post it on the website, promote it heavily and seek stimulated ideas for the park benches made by STEPHEN GROGAN

Passed For: 4; Against: 0; Abstain: 0; Absent: 0

STEPHEN GROGAN, BRIAN ALVAREZ, MARC ABELMAN, DAVID TUPAZ; Against-(None); Abstain-(None); Did Not Vote-(None); Absent-(None)

Minutes:

See Item 4 for related discussion.

6. [Discussion regarding topics for future agenda items by the Main Street Ad Hoc Subcommittee of the Arts Commission. Comments made during this portion of the agenda by individual Commissioners shall refer solely to proposals for future agenda items and any discussion shall be limited to whether or not any such proposed item\(s\) is/are within the purview of the Commission and/or whether such proposed item\(s\) shall be placed on a future agenda. No discussion regarding the substance of any such proposed topic shall occur and no action shall be taken regarding the proposal](#)

Minutes:

COMMISSIONER GROGAN suggested an item on structuring additional fundraising abilities to bring sculpture or other artwork to Main Street and how to do that properly within the City of Las Vegas guidelines. Also an item on creating a concept for Main Street that will stand out, especially if pieces will be added to this corridor.

CHAIR ABELMAN suggested creating a statement that defines the community, past, present and future. COMMISSIONER GROGAN indicated that discussions were held on creating Main Street as a gateway. COMMISSIONER ALVAREZ remarked that the original gateway concept was the Paintbrush Gateway at Charleston Boulevard, which did not quite work out. The Commissioners discussed that the gateway be along Main Street, even to Commerce Street, and possibly creating an entrance off of Las Vegas Boulevard to create a focal point for tourists. The goal is to create something that will draw tourists to the downtown area. COMMISSIONER ALVAREZ remarked that Main Street has been left behind years ago, as well as a monorail along Main Street. The bench project will be a legacy for the City, even though it might create headaches with construction. COMMISSIONER TUPAZ verified that the paintbrushes will remain where they are.

Regarding the signature piece, COMMISSIONER GROGAN stated that it would be nice to put out a press release looking for a major sponsor to make a gift to the City.

Regarding the fundraising, DEPUTY CITY ATTORNEY BOB SYLVAIN clarified that the Commissioners cannot ask for donations, but they can put out a general notice asking for contributors to support special art projects.

COMMISSIONER GROGAN stated there are two, one for the signature piece and one for the sculptors corridor. COMMISSIONER TUPAZ stated that the idea needs to be glamorized, not just a simple press release. If the Arts Commission would sponsor an event to focus on the support of the arts, people would likely attend. DIANNE CRIPE, Visual Arts Specialist, stated it should be well thought out on promoting the idea. COMMISSIONER GROGAN suggested drafting an open letter to PR and advertising firms asking for a gratis concept suggestion to support the Arts Commissions endeavors.

CHAIR ABELMAN verified with MS. CRIPE that items on the next agenda will pertain to drafting the Request For Qualifications and discuss the procedure and timeline, and that she will get input from NANCY DEANER, Director of Cultural Affairs and the Purchasing Department.

7. [CITIZENS PARTICIPATION: PUBLIC COMMENT DURING THIS PORTION OF THE AGENDA MUST BE LIMITED TO MATTERS WITHIN THE JURISDICTION OF THE COMMISSION. NO SUBJECT MAY BE ACTED UPON BY THE COMMISSION UNLESS THAT SUBJECT IS ON THE AGENDA AND IS SCHEDULED FOR](#)

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ACTION. IF YOU WISH TO BE HEARD, GIVE YOUR NAME FOR THE RECORD. THE AMOUNT OF DISCUSSION ON ANY SINGLE SUBJECT, AS WELL AS THE AMOUNT OF TIME ANY SINGLE SPEAKER IS ALLOWED, MAY BE LIMITED

Minutes:

Regarding the Main Street project, ANTOINE DAVIS stated that he wants the second phase of the project as nice as the first phase. When heading north, there are all the shops, and at night it is really nice the way it is lit but it is an eyesore across Charleston Boulevard. If there were a theme, it should show the heart of Las Vegas and show tourists that this area is not the Strip. He suggested involving schools in the art program; kids want the opportunity to express themselves and possibly for students to submit designs for the benches. A gateway for Main Street is a good idea, and paintbrushes are great but they are paintbrushes. He wants the Arts District to definitely have a different feel than any other district in the City, and it should be a place that when it is being described, people know exactly that someone is describing the Arts District.

8. ADJOURNMENT

Minutes:

The meeting was adjourned at 4:38 p.m.

Respectfully submitted:

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Angela Crolli, Deputy City Clerk

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Dianne Cripe, Visual Arts Specialist

Facilities are provided throughout City Hall for the convenience of disabled persons. Reasonable efforts will be made to assist and accommodate physically handicapped persons. If you need an accommodation to attend and participate in this meeting, please call the City Clerks office at 229-6311 and advise of your need at least 48 hours in advance of the meeting. Dial 7-1-1 for Relay Nevada.

THIS MEETING HAS BEEN PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

City Hall, 495 South Main Street, 1<sup>st</sup> Floor  
Clark County Government Center, 500 South Grand Central Parkway  
Grant Sawyer Building, 555 East Washington Avenue  
City of Las Vegas Development Services Center, 333 North Rancho Drive  
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