

# City of Las Vegas

MAIN STREET AD HOC SUBCOMMITTEE OF THE ARTS COMMISSION  
CITY HALL, 495 S. MAIN STREET  
HUMAN RESOURCES TRAINING ROOM 1  
CITY OF LAS VEGAS INTERNET ADDRESS: [www.lasvegasnevada.gov](http://www.lasvegasnevada.gov)

## MINUTES FEBRUARY 5, 2015 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 LUANN D. HOLMES, ACTNG CITY CLERK, AT THE CITY CLERKS OFFICE AT 495 SOUTH MAIN STREET, 2ND FLOOR OR ON THE CITYS WEBPAGE AT [www.lasvegasnevada.gov](http://www.lasvegasnevada.gov).

1. [CALL TO ORDER](#)

Minutes:

CHAIR ABELMAN called the meeting to order at 3:30 p.m.

PRESENT: CHAIR ABELMAN and MEMBERS GROGAN, ALVAREZ and TUPAZ (excused until 3:33 p.m.)

ALSO PRESENT: DIANNE CRIPE, Visual Arts Specialist, BOB SYLVAIN, Deputy City Attorney and DEBRA A. OUTLAND, Deputy City Clerk

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; 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. [Discussion for possible action regarding the artist selection process for the Main Street/Commerce Street gateway sculpture \(No Fiscal Impact\) Ward 3](#)

Minutes:

Items 4 and 5 were heard together.

CHAIR ABELMAN asked that the process relating to the sculpture project be stated for the record. DIANNE CRIPE, Visual Arts Specialist, announced that Public Works does not need an artist to be on board until later this summer, allowing ample time for the Subcommittee to identify the desired functions of the sculpture that the artist would need to take into consideration. These components will be specified in the Call To Artists and could include such things as the type of art, functionality and whether or

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not the piece should be themed. Where the Call To Artists is released will be based on whether the Subcommittee is looking for a local or national artist. It will then be widely broadcast via a press release, Twitter, the City of Las Vegas website and will also be sent to the list of artists both the City of Las Vegas and Clark County have on file. A selection panel would be formed, and once the response to the Call To Artists is received, the panel would meet to review the artists images and other qualifications and then rank the artists first, second and third. This is followed by the contract process.

CHAIR ABELMAN asked what criteria the Subcommittee would like considered in order to move the project forward. COMMISSIONER ALVAREZ commented that the sculpture, to be located at Main Street and Commerce Street, should definitely be a three-dimensional work of art on a pedestal. MS. CRIPE indicated the sculpture would be placed on a not-as-yet existing median area, and the footprint would be released with the Call To Artists.

CHAIR ABELMAN noted that Public Works has generously decided to provide funding in the amount of \$100,000 for the sculpture. COMMISSIONER GROGAN inquired if the \$100,000 was strictly for the sculpture or if the \$100,000 would also have to cover the sculpture base, street preparation, sidewalk configuration and electricity. MS. CRIPE indicated Public Works budgeted \$100,000 for everything, but she will follow up with that department to clarify, as the Call To Artists would have to specify the budget and what that would include.

COMMISSIONER ALVAREZ expressed concern that \$100,000 would not be enough and asked if additional monies could be requested through the Arts Commission. MS. CRIPE replied that would need to be discussed at the Arts Commission meeting. COMMISSIONER ALVAREZ indicated he would like to see a consortium of artists work on the project and encourage them to get corporate sponsorship and possibly offer naming rights. MS. CRIPE stated who responds to the Call To Artists will depend on the budget and recommended any fundraising be done sooner rather than later. Although COMMISSIONER GROGAN would like to see more money available for the project, with it already being spring, he does not feel there is enough time to obtain matching funds from a corporate sponsor.

In response to COMMISSIONER ALVAREZS question regarding the Subcommittee being allowed to fundraise, DEPUTY CITY ATTORNEY BOB SYLVAIN stated the Subcommittee was prohibited from this activity because of the ethics law, and the opinion from the City Attorneys Office is that the Subcommittee, or members thereof, should not solicit any business since the business may at some point potentially appear before the City Council. He did state, however, that general solicitations could be made. COMMISSIONER ALVAREZ commented that he would be willing to fly to Carson City to lobby for changing the law to allow the Subcommittee members to fundraise.

COMMISSIONER GROGAN thought the press release should state that the City is seeking matching funds for a project that would include naming rights. CHAIR ABELMAN highly encouraged this, further stating that the Arts Commission also needed to address this matter, as the City needs to have some kind of leadership role in public art; otherwise, it will be left behind.

Following an inquiry by COMMISSIONER ALVAREZ on whether or not it would be acceptable for the Arts Commission to ask the Commission for the Las Vegas Centennial (LV Centennial) for money to fund this project, DEPUTY CITY ATTORNEY SYLVAIN indicated that this would be acceptable. COMMISSIONER ALVAREZ explained for those in the audience that the LV Centennial receives monies specifically from the Nevada Centennial license plate and vehicle registration which is then redistributed for projects. DEPUTY CITY ATTORNEY SYLVAIN indicated the person to discuss the provisions of the LV Centennial as to how they can utilize those funds would be ESTHER CARTER, Office of Administrative Services. COMMISSIONER ALVAREZ also brought up the possibility of locating a private donor who would want their name attached as a memorial to someone. Another suggestion by COMMISSIONER TUPAZ was approaching the Las Vegas Convention and Visitors Authority for funding of the project. COMMISSIONER GROGAN expressed the need to focus on the \$100,000 they already have for the project and then if unexpected, additional funding comes through, address it at that time.

As part of the discussion involving what the Subcommittee wanted the sculpture to accomplish, CHAIR ABELMAN expressed he wanted to tap into downtowns history, which would encompass lights and glamour. COMMISSIONER ALVAREZ commented that Las Vegas does not have enough heroic statuary; he would like to see something a little more static that would not involve a high electric bill. CHAIR ABELMAN agreed but noted that the sculpture would need to stand out as a statement piece both during the day and night. COMMISSIONER TUPAZ asked about the possibility of using solar energy. CHAIR ABELMAN expressed concern with how expensive the upfront costs associated with solar could be.

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COMMISSIONER TUPAZ asked if it were a possibility for an artist to install an existing piece that they had already created, but had not yet been seen by the public. MS. CRIPE remarked that although this could be considered, usually requests are for a piece that is site specific. COMMISSIONER TUPAZ knows artists that already have models, but then based on the City's requirements, could add on to that model to make it relevant. COMMISSIONERS GROGAN and ALVAREZ indicated this would be acceptable to them due to the low budget. COMMISSIONER GROGAN suggested obtaining the dimensional sizing from Public Works to see what the artist has to work with and how big the area is. He asked if the sculpture was open to the artist's own interpretation. COMMISSIONER ALVAREZ did not think the artist should be micromanaged but thought some direction such as height and size could be provided.

COMMISSIONER GROGAN asked about the makeup of the selection panel and thought it would be beneficial to define the panel as quickly as possible. MS. CRIPE indicated the panel normally consists of five people; at least one artist, at least one person from Public Works, at least one Arts Commissioner and stakeholders, who may be downtown business owners with an interest in or a knowledge of art. Since this is a major project, COMMISSIONER GROGAN would like to see a panel of seven individuals with two Arts Commissioners. MS. CRIPE commented that having a panel of seven could make the process more laborious. Because of the size of the project, CHAIR ABELMAN indicated he would like to discuss the idea of seven even though the process may take longer. He thought it would be important to include someone that understands the public process as well. COMMISSIONER ALVAREZ noted there are people on Main Street, such as architects, artists and business owners, not far from the sculpture site, that would be great voices and more than qualified to sit on the panel. MS. CRIPE informed COMMISSIONER TUPAZ that usually the Office of Cultural Affairs chooses the business owners, although sometimes individuals approach the City saying they would like to get more involved.

COMMISSIONER ALVAREZ asked what Public Works drop dead date was. MS. CRIPE replied that Public Works would like the artist selected by the end of July. As such, CHAIR ABELMAN would like to move quickly in determining a selection panel so that everyone has the opportunity to budget their time.

COMMISSIONER ALVAREZ reiterated his concern that \$100,000 would not be enough money. He mentioned the possibility of selling the Paintbrush Gateway sculpture and using that money to fund this project. Discussion took place between COMMISSIONERS TUPAZ, ALVAREZ and GROGAN and MS. CRIPE as to what that process would entail, the Nevada Department of Transportation's involvement, the Arts Commission's role and the fact that it would take too long. CHAIR ABELMAN commented that since the Paintbrush Gateway sculpture was intended as a gateway to the Arts District, if selling it was an option, those monies should be put back into providing another gateway piece for that area.

Discussion took place amongst the Commissioners how to refer to the new sculpture. COMMISSIONER ALVAREZ was concerned dubbing this one a gateway as well. MS. CRIPE remarked several terms had been used but one defined word had not been determined. The Commissioners agreed to refer to the artwork going forward as the Main Street Signature Piece. COMMISSIONER ALVAREZ pointed out that this piece will be right outside MAYOR GOODMAN'S window.

MS. CRIPE stated the Office of Communications will do the press release, which would involve one of the Subcommittee members meeting with DIANA PAUL, Public Affairs Manager. COMMISSIONER ALVAREZ noted there will be a PR and Marketing Subcommittee meeting prior to the Arts Commission meeting in two weeks. CHAIR ABELMAN asked again if an item could be placed on the Arts Commission agenda to discuss their involvement in supporting this project. COMMISSIONER GROGAN also suggested speaking with the Councilperson associated with this area, as they may be aware of available funds that this Subcommittee does not know of.

COMMISSIONER ALVAREZ expressed that it was not a good time to be soliciting funds with the soccer stadium issue pending, so he asked if Public Works could postpone the project for six months. MS. CRIPE said she would ask Public Works, but she doubted they would agree to a delay since they have a timetable in place in which to complete the whole project. After the selection panel meets, there are still several processes that need to take place which can take weeks. COMMISSIONER ALVAREZ questioned why Public Works couldn't just prepare the site by building a platform to hold the sculpture. MS. CRIPE indicated that had been discussed, but Public Works wanted to know what the artwork was or at least have the artist on board so they could include the electrical, lighting and footing requirements into their bid package. COMMISSIONER GROGAN reiterated not letting the window of opportunity or \$100,000 slip through the Subcommittee's fingers while considering other options.

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COMMISSIONER ALVAREZ asked CHRIS O'ROURKE, local artist, what could be done with a \$100,000 budget. MR. OROURKE stated he could create a stainless steel sculpture that was substantial in statement, but it would be minimal in design and petite in bulk. If something larger were created, it would consist of fewer details.

COMMISSIONER GROGAN believes the Subcommittee should provide the next steps to the Arts Commission, so that the Commission can then help the Subcommittee vote on or create the selection panel. COMMISSIONER ALVAREZ requested the Call To Artists emphasize the artists thinking outside the box. COMMISSIONER GROGAN asked about the possibility of the artist, once selected, being part of the solicitation process and putting out a call for public solicitation of money. If additional monies were received, the artist could then upgrade the art piece. COMMISSIONER ALVAREZ inquired whether the City could do a Kickstarter campaign. MS. CRIPE explained this as a crowd source way of raising money where a project is put online asking for help to fund it. DEPUTY CITY ATTORNEY SYLVAIN indicated both would be allowable. MS. CRIPE commented that it was an interesting concept to have almost a Lego-style art project where the artist could build on to it if they received additional monies.

See Item 5 for additional discussion.

5. [Discussion for possible action regarding fundraising for the Main Street/Commerce Street artworks/enhancements \(No Fiscal Impact\) Ward 3](#)

Minutes:

Items 4 and 5 were heard together.

DIANNE CRIPE, Visual Arts Specialist, asked whether the Subcommittees recommendation to the Arts Commission was for a local or national artist. The Subcommittee agreed the Call To Artists should be for a local artist. After discussion amongst the Commissioners as to how local should be defined, it was decided the Request For Qualifications (RFQ) would reference anyone with a Clark County address. The RFQ would include the terms artist or artist team, which opens it up to individuals that may be an architect, landscaper, etc.

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](#)

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COMMISSIONER GROGAN would like additional areas along the Main Street corridor where other artwork pieces can be placed identified. DIANNE CRIPE, Visual Arts Specialist, noted Public Works has already identified such areas. Staff may wish to review these again, taking into consideration future development, to determine where the City would get the most for its money. CHAIR ABELMAN agreed this was an important topic, especially as it related to fundraising.

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 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:

RICK METZLER, artist, commented having these discussions now was helpful but thought in order to allow enough time for the artist to shoot pictures of their work and compile a portfolio, the Call To Artists should be put out as soon as possible. CHAIR ABELMAN acknowledged MR. METZLERS comments, and MS. CRIPE, Visual Arts Specialist, stated that the artist usually has four weeks. COMMISSIONER GROGAN suggested there be a pre-notification process prior to the Request For Qualifications (RFQ) going out. MS. CRIPE replied although there would be no specifics provided, perhaps a pre-announcement could be placed

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on the City of Las Vegas Arts Commission Artists Opportunities webpage, but staff would need to meet with Public Works first to determine what the artist will be responsible for, as that determination will affect what the artist has to work with.

8. [ADJOURNMENT](#)

Minutes:

The meeting was adjourned at 4:25 p.m.

Respectfully submitted:

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Debra A. Outland, 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  
Las Vegas Senior Center, 451 East Bonanza Road