

CITY OF LAS CRUCES

Parks and Recreation Advisory Board

March 20, 2025

The Parks and Recreation Advisory Board held a meeting on March 20, 2025, at 6:00 p.m. at City Hall, Room 2007B, 700 N. Main, Las Cruces, NM.

Members Present:

- Fred Raish – At large member
- Laura Haas - District 6
- Charles Beard – District 2
- Miley Sarah Grandjean - District 1
- Kylie Aleja Jenkins - District 5
- Aracely Tellez – District 3

Members Absent:

- Alana Bradley - District 4

Others Present:

- Steven Bingham, Director, Parks & Recreation
- Hazel Nevarez, Senior Office Manager, Parks & Recreation
- Catherine Mathews, Landscape Architect, Parks & Recreation
- Amelia Corrales, Interim Youth Service Administrator, Parks & Recreation
- Maya Thomas, Interim Special Events and Marketing, Parks & Recreation
- Ryan Steinmetz, Interim Deputy Director, Parks & Recreation

The Parks and Recreation Advisory Board Meeting of March 20, 2025, at City Hall Council Chambers, 700 N. Main, Las Cruces, NM was brought to order at approximately 6:00 p.m. by Chair Raish and recognized the meeting as having a legal quorum.

1. Call to Order:

Chair Raish called the meeting to order.

2. Introductions:

Board Members introduced themselves and stated the district they represent. Attending staff introduced themselves.

3. Conflict of Interest:

There was no conflict of interest.

1
2 **4. Approval of the Agenda:**
3

4 Board Member Grandjean moved to approve the Parks and Recreation Advisory
5 Board Meeting Agenda for March 20, 2025, seconded by Board Member Beard.
6 Motion passed unanimously.
7

8 **5. Approval of the Minutes January 16, 2025 regular meeting, and January 30,**
9 **2025 work session:**
10

11 Vice-Chair Haas moved to approve the Parks and Recreation Advisory Board
12 Meeting Minutes of January 16, 2025 and the January 30, 2025 Work Session
13 Minutes, seconded by Board Member Beard. Motion passed unanimously.
14

15 **6. Public Participation:** None.
16

17 **7. Action Items:** None.
18

19 **8. Discussion Items:**
20

21 **8.1 Keep Las Cruces Beautiful (KLCB) - Amelia Corrales, Keep Las Cruces**
22 **Beautiful Program:**
23

24 Ameilia Corrales stated they are still going strong with multiple community
25 clean outs that are happening throughout the year. They have been acquiring
26 a lot of volunteers. Working with a volunteer network in the City to promote
27 clean up activities that folks can do on their own time through the year.
28 Neighborhood dumpster days are also going well. They normally get between
29 three to five tons of trash on the neighborhood dumpster days. They usually
30 have four to six roll-offs spread out throughout the City which is free for the
31 public to use, between 8:00 and 12:00 p.m. Their Adopt-a-Spot are going
32 really well. Graffiti eradication, still working hard on this. They only do it on
33 City property, unless a waiver is signed. With the graffiti it is the whole wall,
34 not just a cover over the graffiti, this makes it look better. Some bridges are
35 NMDOT and those requests are sent promptly to NMDOT. Community
36 outreach, they have been going into classrooms with Libby the dog. They
37 have created a video so that if the teacher cannot have them come in person.
38

39 They went to the Keep America Beautiful Conference and they got to present
40 due to the work on the mural near Kohl's. A video was shown. Que Linda
41 Grant, the Breaking Bad Habits campaign. They were awarded \$175,000.
42 This grant along with Clean and Beautiful Grant from the State of New Mexico
43 Tourism Department and the Raid Grant which is illegal dumping and tires, are
44 helping communities. Education will get \$50,000, which is the video shown,
45 and students will get an antilitter promise kit, little backpack, little stuffed dog
46 looks like Libby, activity book, and a clean up at their school and teachers will

1 receive a stipend of \$150 for their classroom. For tire roll-offs they got
2 \$10,000. This Saturday will be their first tire roll-off day. Amnesty days they
3 got \$50,000. They have partnered with South Central Solid Waste. The first
4 Amnesty day was Sunday, March 2nd, and saw triple the increase of users
5 who went through their transfer station to dump for free. Next will be March
6 29th and 30th. This was all the Que Linda grant. She showed year-to-date
7 list of what has been happening, volunteers, volunteer hours, litter collected
8 from clean up. Trash collected from neighborhood dumpster days. Graffiti
9 abatement, and community engagement. Upcoming events are tire roll-off day
10 March 22nd, Amnesty Day March 29th and 30th, Earth Day April 19th, Great
11 American Clean Up is April 26th.

12
13 Question about the graffiti abatement. They have done more graffiti this year
14 than in the past few years. The graffiti team goes out daily, log where they
15 completed graffiti, then goes to staff to input the information. Board Member
16 Beard mentioned graffiti seemed to be worse about 15 years ago. Ameilia
17 Corrales stated the language is worse as well as the private property getting
18 hit. City cannot touch without a waiver on private property, and that is a big
19 complaint. They work with Public Works for the tunnels for when they do their
20 clean sweep, and then Parks and Rec goes in right afterward.

21
22 Board Member Haas stated there an issue in her neighborhood for about a
23 year. A house is piling up garbage outside the house and it is beyond trash
24 bags, household fixtures, etc. No one wants to report as they do not see a
25 way to be anonymous, worry about retribution. Amelia Corrales stated the Ask
26 Las Cruces app does have an option to be anonymous.

27
28 **8.2 Special Events and Marketing - Maya Thomas, Interim Special Event and**
29 **Marketing Coordinator:**

30
31 Maya Thomas stated she is excited to be a part of the team doing what she
32 has seen growing up; electric parade, music in the park. She gave a brief
33 history of her career. Music in the Park is planning 18 concerts. Make Music
34 Day. Electric Parade for Fourth of July, and the Fourth of July with NMSU.
35 The Annual Tree Lighting. For advertising and marketing she works with
36 closely with the City Communications Department. They have monthly
37 meetings for planning and social media and website. They are looking into
38 digital billboards. She does the Parks and Rec portion of the website. All City
39 events, classes, etc are on the calendar on the website.

40
41 Music happens every Sunday throughout the summer, except June 22
42 because June 21 is Make Music Day. Music in the Plaza is Thursday
43 evenings, two in July and one in August. Board Member Haas asked about
44 what the City would be doing during Halloween. Pumpkin Palooza and candy
45 drop in partnership with Weavers Welding.

1 **8.3 Veteran's Memorial Park Parking Lot - Catherine Mathews, Landscape**
2 **Architect:**
3

4 Catherine Mathews stated the new parking lot is completed. The master plan
5 created in 2015-16 came about because the park was very popular and the
6 events held there would back up traffic on Roadrunner Parkway. They
7 acquired the property right to the north of the park, for which stormwater had
8 to be dealt with. The stormwater is being used to grow trees instead of runoff.
9 And a new parking lot was placed there. The existing parking lot has been
10 upgraded developed to serve people with mobility issues, and veterans. A
11 new feature was the contemplation garden to enter from the parking lot and
12 therefore felling calmer before entering the veterans area. The play area for
13 kids is not there now, but the master plan does include a play area and they
14 anticipate it will come back to serve the broader residents in the community.
15 The stormwater harvesting areas are swales and are depressed with medium
16 sized rocks.
17

18 **9. Staff Member Comments:**
19

20 Ryan Steinmetz stated they are gearing up for summer. Lifeguards, fitness
21 instructors, and certified pool operator being hired on. They are having inspections
22 of the pools. They have youth basketball that has started and new cheer has
23 started. Moving for online pickleball registrations. There will be educational
24 assistance to help people to maneuver the online to help streamline registrations.
25 The wellness program is gearing up for sand volleyball for the employees. In
26 community rec they have mobile unit that goes to different events and go to schools
27 as they are ending their school years. They have new hiking and toddler classes.
28

29 Amelia Corrales stated for youth services they are currently doing spring break. It
30 is going really well. They have Fairacres and Jornada. The Weed and Seed
31 program from A. Fielder Memorial building. Teen Connection which is run out of the
32 Frank O'Brien Papen Community Center. Weed and Seed had a family night. The
33 Youth Development and Diversion Program is going well. Also going out to Hatch
34 and Chaparral and providing services. Working on summer as well with two sites
35 but looking to add another site. Summer this year is seven weeks long due to how
36 LCPS calendar works out. They are working with the schools for the summer food
37 program.
38

39 The City is looking for marshals for the parade and asked the board for any
40 suggestions.
41

42 The board offered congratulations and appreciation.
43

44 Steve Bingham stated there was a pole that fell at Maag that had been scanned and
45 deemed safe which brought into question the credibility of any and all of the poles
46 that were deemed safe. A lot of the poles were installed in '71, '75, '78. All the poles

1 that had not previously been replaced have been or are being replaced. Completed
2 removal at Maag, Paz, and moving to Harty. They used emergency purchase
3 powers for this process. The poles are usually eight to 12 weeks out from time of
4 order, and the contractor has to do things to make the order, placing the poles at
5 least five feet from the previous location. Inspected Ron Galla Park which is closed.
6 Apodaca softball was also closed. After Harty they will move to Apodaca Softball
7 and remove those. Apodaca Baseball is has newer light set and poles and Ron
8 Galla. Ron Galla will be open on Monday. The fields will be open for daylight hour
9 use once the contractor has filled the holes, compacted, secured electrical. There
10 is not a firm timeline yet, but hope that Maag opens within the next couple of weeks,
11 with Paz a week later, and Harty a week after that. The engineers do ensure that
12 wind is a factor in the light poles. The poles got water inside them and then rusting
13 out.
14

15 Steve Bingham stated they got the million dollar bike grant from the state to build a
16 bike park. They are identifying and go to Council on Park Impact Fees. They
17 peaked in PIF funds at \$8.39 million a year ago. Right now with encumbrances
18 have \$2.9 million left. They have brought in during the last year about \$1.8 million
19 in grants. They are now spending 2023 dollars and pairing with grants for the most
20 part. PIF never fully fund their growth.
21

22 Board Member Beard asked about who puts the flag up at Veterans Park. The
23 veterans put the flag up. The notice is that it is a garrison flag. He stated it is not a
24 garrison flag; it is a holiday flag. A garrison flag is the largest, and a holiday flag is
25 the next size.
26

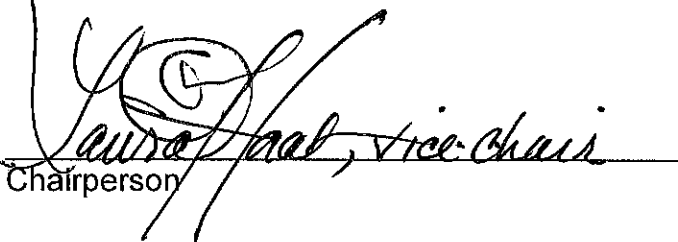
27 **10. Board Member Comments:**
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29 Vice-Chair Laura Haas thanked staff for going around to the different facilities and
30 parks they saw last month.
31

32 **11. Adjournment:**
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34 Board Member Grandjean moved to adjourn, seconded by Board Member Beard.
35 Motion passed unanimously.
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40
41 Chairperson



Laura Haas, Vice-Chair