



CITY OF ALBUQUERQUE
Route 66 Visitor Center Commission Meeting
March 25, 2025 – Minutes
DRAFT - NOT APPROVED

Department of Arts & Culture - Shelle Sanchez, Ph.D.
Department of Arts & Culture - Diego Lucero
Visit Albuquerque Position - Ceela McElveny
Albuquerque Hispano Chamber of Commerce - Erik Conteras
West Central Community Development Group - Twyla McComb
West Central Community Development Group - Carlos Garcia
West Central Community Development Group - Lorenzo (House) Otero
West Central Community Development Group - Joe Chavez
Mayoral Appointee - JR Rael
Support Staff - Jeff Hertz, Bree Ortiz, Charise Quezada

1. Call to Order

- a. JR called the meeting to order at 3:10 p.m.

2. Review & Approve Minutes from January Meeting

- a. JR moved to approve the minutes of the last meeting. Lorenzo seconded. Minutes were unanimously approved. - approval was moved to the end of the meeting once quorum was established.

3. Updates

- a. Maintenance and Repair Updates - Bree gave an update on the facility repairs and projects. The elevators are repaired and working. The floor repair for the second floor is scheduled. The A/V, networking, and security work is completed (a multi-month project)!
- b. Staffing Updates - Visitor Center Manager position closed. Awaiting qualified list from HR. The creation of a second position is in the approval process.
- c. Project Committees - Shelle gave updates on all projects:
 - i. Sign Park- Architect on contract. Researching obtaining signs. One sign that is already in the public art collection is being prepared for installation by a contractor.
 - ii. Exhibit Development and Design - Beginning stages for concept and design. The community input session was held in March with about 40 participants. The contractor is on track to have conceptual plans for the exhibits for discussion in May.
 - iii. Site Masterplan - Architect on contract. Initial project meetings are complete and architect is working on concepts.
 - iv. Centennial Celebrations- Activations planned – A/R and Art Installations with Refract and Meow Wolf. The Visitor Center will be a stop on the creative activations route with a mural on the amphitheater and an augmented reality

experience. The mural will be painted in May and June 2025. The full activation along Central Ave will be launched in September 2025.

4. Discussion Topics

- a. Prioritizing Activations and Operations - Discussion on prioritizing operational focus with current budget and positions. After a robust discussion, Commission members present at the meeting, currently prioritized: 1. being open to the public, 2. presenting public programs, and 3. event rentals. The discussion will continue into the next meetings.

5. Announcements

- a. West Fest will be held on April 12 at the Visitor Center.

Meeting was adjourned at 4:35 p.m.