

Mayor Timothy M. Keller

CITY OF ALBUQUERQUE
Albuquerque, New Mexico
Office of the Mayor

INTER-OFFICE MEMORANDUM

February 24, 2025

TO: Brook Bassan, President, City Council

FROM: Timothy M. Keller, Mayor



SUBJECT: Public Artwork Appropriation Request for ABQ Sunport Terminal Renovation.

I am submitting the request to recommend the award for a Public Art Work at the Albuquerque International Sunport.

In May 2023, the Arts Board issued a Request for Interest in the purchase and commissioning of artwork for the newly expanded and remodeled Albuquerque International Sunport. The RFI was open to artists residing in New Mexico in an effort to feature New Mexico artists. A total of 384 applications were received. The Sunport Reimagined Art Selection Committee reviewed 379 submissions for the large wall mural site in the TSA Checkpoint area.

After 3 rounds of review, the Art Selection Committee narrowed the artists down to 7 finalists, including artist Jodie Herrera. Herrera's mural and mosaic installation was identified as the first runner up for the large mural site in the TSA Checkpoint area. Given the innovative medium, utilizing clay harvested by the artist's mother, and the beautiful reflection of New Mexican culture, the Aviation Department believes this mural will be a great welcome to passengers arriving at the Sunport

With support from the Art Selection Committee, the Sunport administration identified an alternate site for a 280 square foot mural with mosaic elements in the exit corridor by Jodie Herrera. Full proposal attached.

The exit corridor mural will involve a projected fabrication and installation timeline of 2-3 months. The installation process of the mural will be a multi-faceted approach and the artist will utilize local contractors to fabricate and install. The design will bring new life to what is currently a blank wall in the Sunport's exit corridor and become a showcase piece in their permanent collection.

The project cost of \$170,000 which includes Jodie Herrera's design, fabrication, transport, and

installation will be funded out of Aviation Capital Fund 613. [The appropriating document is R-23-150\(039\) line item 17 on page 2.](#)

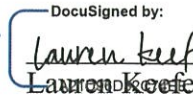
Recommendation of Award for a Public Art Work at the Albuquerque Sunport

Approved:

Approved as to Legal Form:

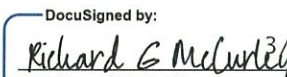
 3/11/25

Samantha Sengel, EdD Date
Chief Administrative Officer

DocuSigned by:
 3/6/2025 | 9:53 AM MST
Lauren Keefe Date
City Attorney

Recommended:

DS
M M
for
form

DocuSigned by:
 3/3/2025 | 3:23 PM PST
Richard G. McCurley Date
Director

Cover Analysis

1. What is it?

The Recommendation of Award appropriates the funding for public art work at the Albuquerque International Sunport.

2. What will this piece of legislation do?

This Recommendation will appropriate the funding for the contractual agreement with the selected artist, Jodie Herrera.

3. Why is this project needed?

To enhance the Albuquerque International Sunport's art collection as a key initiative of the Dream of Flight terminal renovation.

4. How much will it cost and what is the funding source?

\$170,000.00 to secure design, fabrication, transport, and installation of the selected art work. Funding source is pre-appropriated capital funding in fund 613.

5. Is there a revenue source associated with this contract? If so, what level of income is projected?

No, there are no revenues associated with this project.

6. What will happen if the project is not approved?

This public art work would not be implemented.

7. Is this service already provided by another entity?

No.

FISCAL IMPACT ANALYSIS

TITLE: Public Artwork Appropriation Request for ABQ Sunport Terminal Renovation. R: O:
 FUND: 613
 DEPT: 7000613

- No measurable fiscal impact is anticipated, i.e., no impact on fund balance over and above existing appropriations.
- (If Applicable) The estimated fiscal impact (defined as impact over and above existing appropriations) of this legislation is as follows:

	Fiscal Years			
	2025	2026	2027	Total
Base Salary/Wages				-
Fringe Benefits at				-
Subtotal Personnel	-	-	-	-
Operating Expenses		-		-
Property		-	-	-
Indirect Costs	-	-	-	-
Total Expenses	\$ -	\$ -	\$ -	\$ -
[X] Estimated revenues not affected				
[] Estimated revenue impact				
Revenue from program				0
Amount of Grant		-	-	
City Cash Match				
City Inkind Match				
City IDOH	-	-	-	-
Total Revenue	\$ -	\$ -	\$ -	\$ -

These estimates do not include any adjustment for inflation.

* Range if not easily quantifiable.

Number of Positions created

COMMENTS: This artwork is being purchased using existing funding within the Aviation Capital Fund 613

COMMENTS ON NON-MONETARY IMPACTS TO COMMUNITY/CITY GOVERNMENT:

This artwork will add to the Sunport's art collection and enhance the customer experience.

PREPARED BY:

APPROVED:

Signed by: Isabella Castellano-Gonzalez 2/26/2025 | 11:39 AM MST
 FISCAL Manager

DocuSigned by: Richard G. McWhirley 3/3/2025 | 3:23 PM PST
 DIRECTOR (date)

REVIEWED BY:

DocuSigned by: Christina Owens 3/3/2025 | 4:31 PM MST
 EXECUTIVE BUDGET ANALYST

DocuSigned by: Wanna Sandoval 3/3/2025 | 4:33 PM MST
 BUDGET OFFICER (date)

Signed by: Christine Banner 3/6/2025 | 9:40 AM MST
 CITY ECONOMIST

Jodie Herrera and Mercedes Montoya Exit Corridor

Concept Design



This rendering is of the design on original/old wall dimensions.



*This is a **ROUGH** rendering of the design on the New Wall Dimensions. It will be adjusted to fit composition perfectly. 25.9wx10.8*

Jodie Herrera and Mercedes Montoya Exit Corridor

As a proud New Mexican artist with deep familial roots in the Land of Enchantment, I propose a meaningful collaboration with my mother, Mercedes Montoya. Mercedes is a skilled artist and potter, who harvests and processes clay from our land in Coyote, New Mexico. Coyote, and its surrounding areas, is where my mother, grandma, great grandmother and many more maternal lineages before were raised and found solace. We have forged a deep connection with this land that continues to this day and through this project. Together, our collaboration will birth a large-scale, multi-media Mural. The Mural will feature a hand-harvested clay mosaic portion by my mother and a hand painted portion by me. Both mediums will be integrated seamlessly together. Our concept for the Exit Corridor is a celebration of the diverse women in our state and the enduring strength of matriarchal lines that keep us going as a collective community. The handmade clay creation process for the mosaic reflects the enduring legacy of intergenerational skills passed down through our matriarchs, while the imagery in the painting honors the strength and wisdom of the diverse women who shape our communities, nurture our traditions, and have kept our cultural heritage alive for generations.

Our installation will consist of two primary mediums: mosaic tile work, created by my mother, that will make up all of the colorful design patterns; and painting, executed by me, which will depict all the photorealism imagery. This intersection of our artistic skills will honor traditional and contemporary modalities.

Jodie Herrera and Mercedes Montoya Exit Corridor

The Painted Portion of the Mural

I will depict five women of diverse races, sexual orientation and ages with their hair braided together, weaving together the solidarity in their difference and also their mutual ties to New Mexico and Feminine Identity. If selected, I can refine the current models in my mockup, or ideally, I would organize a photoshoot to recreate the composition with real women from New Mexico, subject to approval from the airport and its constituents. At the center of the composition, three stages of a butterfly metamorphosis unfold, symbolizing generational transformation as well as migration. The background features a cactus flower to represent our peoples' resilience to thrive and blossom beautifully, despite our arid landscapes.



Jodie Herrera and Mercedes Montoya Exit Corridor

The Mosaic Portion of the Mural

The mosaic designs add layers to the narrative as well as adding a visual and tactile dimension to the installation. The linear “turquoise band of seeds” signifies positive growth and prosperity; the “turquoise adobe steps” to the right and left represent earth plaster and clay work, which is traditionally carried on by the matriarch of traditional New Mexican households; and a rainbow symbolizing how bringing together differences allows for us all to shine brighter and be more beautiful together.

The “hand arches” on both the left and right corner tell the story of clay creation in nature; Rainfall on a mountain weathers the rocks, and the resulting particles travel with streams and rivers, forming collections of clay deposits. This clay is later harvested and processed by our hands to create wonderful things that shape our lived experience in New Mexico.

Furthermore this symbol represents when my mother was a child, she would watch my grandmother adobe plaster the family home, which is a method I have learned and applied in my own home. My grandmother did not use a trowel, but instead, her hands. The adobe plaster would dry and leave her hand prints in the wall.

My mother and I will harvest and process clay from Coyote, incorporating it into the mosaic to further symbolize the matriarchal connection to the land and each other. This is a process that has generational meaning for us.



Jodie Herrera and Mercedes Montoya Exit Corridor

In conclusion

My mother and I are a great team and we have worked and collaborated together on many projects both in building and artistically. It would be an honor to work with her on this piece showing the importance of traditional connection between New Mexican artists, family ties, and the land.

The airport isn't just a gateway; it's a symbol of our cultural identity and pride, showcasing our vibrancy through local arts and crafts. While the current representation at the Sun Port beautifully reflects our appearance, I'd love the chance to take our visitors deeper by sharing insights into what makes us who we are. This project will evoke emotion and respect for the land they are visiting. By honoring the women who keep our culture and traditions alive and give birth to future generations in New Mexico, we not only showcase our values to the world but also deepen understanding of our true essence.

This concept is visually dynamic for an airport visitor quickly passing through and provides deeper context and meaning for Sunport visitors who have more time to spend with the work. I plan to hire a team to document the entire process in beautiful and captivating video that will accompany the work via a QR code if permitted.

Hand harvested and processed clay steps for TSA tile installation sample



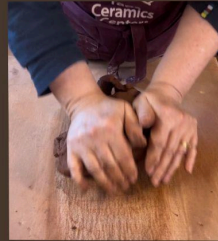
Harvesting clay in coyote New Mexico



Sieving clay



Slacking and Settling clay



Wedging clay (100 times)



Shaping and drying clay



TSA sample of color glazed hand built tiles installed and Grouted on drywall. Colors and grout will be color matched correctly for actual install. This is just a reference for depth and process



TSA sample of tile depth Installed and grouted on drywall Side view

Mock-up of Materials

Jodie Herrera and Mercedes Montoya Exit Corridor

Installation Process

My mother and I will be fabricating all of the essential elements of the artwork. The clay will be hand harvested from our family land in Coyote, New Mexico and the tiles created in my mother's studio. We will have additional team members through the process:

- Documentarian to create a video piece about the artwork fabrication.
- Photographer to document about the artwork fabrication.
- Painting assistant to help with mural installation. This is an opportunity for a young artist to gain experience with large-scale work.
- Professional tiler to help install the mosaic. Both myself and my mother have experience tiling, but we will require additional hands for the installation of the mosaic.
- Pollytab Teacher/workshops

The equipment needed for fabrication and installation:

- 2 scissor lifts (one for the mural painting and an additional lift during mosaic installation)
- Temporary fencing to secure installation site

Jodie Herrera and Mercedes Montoya Exit Corridor

Project Timeline

Mosaic Tile Production off site (8-12 weeks)

- Hand harvest clay Coyote, New Mexico
- Fabrication of handcrafted clay mosaic tiles in studio
- Tile production will simultaneously be happening while the mural is being painted
- Mosaic will be made off site in home studio

Painting the Mural off site (8 to 12 weeks)

- Hire assistant
- Polly Tab learning and material testing
- Painting will be hand painted on PollyTab material
- Painting will be off site in rented studio

Site Preparation (1-3 Days)

- Erect temporary fencing and signage for safety and to secure work zone
- Buy materials and rent all necessary equipment
- Prepare drop cloth protection
- Prepare wall

Mosaic Integration (1-2 weeks)

- Install clay mosaic tiles onto the painted mural

- Ensure each mosaic section aligns seamlessly with the surrounding mural
- Additional scissor lift required
- Hire a professional tiler for this process

Polly Tab Mural Installation (1-2 weeks)

- Hire assistant to adhere Pollytab Mural to wall
- Adhere Polly Tab mural to wall
- Scissor lift will be required to adhere mural to wall

Final Touches (1 week)

- Address any imperfections of gaps in the mosaic to ensure a polished finish
- Touch-up the painted elements
- Hired assistant and professional tiler to help with process
- QR code and plaque, installed by hired professional
- Protective barrier, installed by hired professional
- Clean up

Documentation

- Professional videographer and photographer hired and started at the beginning of Mural to document the full project. Video will be shared via QR code plaque displayed by mural

Budgets for ABQ Sunport Mural \$170,000 Budget

Wall Dimensions : 25.9'W x 10.8'H

1. Artist Design and Project Management Fee (about 25%)

- Artists Fee Details: Includes artist design fee.

Also will be used to pay project management and other management consultants hired by each artist.

\$43,564.53 for each artist (Jodie and Mercedes)

Total for Artist Design and Project Management fee costs: \$85,000

2. Fabrication (about 20%)

PollyTab Mural Painting

- PollyTab Material (300 sq ft): \$300
- Adhesive for PollyTab: \$150–\$250
- Application Tools (rollers, brushes, trowels): \$100
- Acrylic Gesso (for priming PollyTab): \$150
- Acrylic or Oil Paints and Brushes: \$2,000
- Studio Rental (10–11 weeks): \$3,500
- Assistant Labor (for painting): \$4,000
- Heat Gun: \$50–\$75
- Touch-Up Paint and Brushes: \$150
- PollyTab Durability and Safety Testing: \$100

Jodie Herrera and Mercedes Montoya Exit Corridor

PollyTab Mural Workshops and On-Site Instruction

- Cost Estimate: \$1,500
- Details: Includes instruction and workshops for on-site work, focusing on material handling, testing, safety protocols, and installation techniques.

Mosaic Tile Production

- Clay (hand-harvested from Coyote, NM): \$500
- Pugging Machine: \$4,500
- Mosaic Tile Glazes: \$2,000
- Mercedes Montoya Labor: \$9,600
- Assistant Labor: \$3,200
- Kiln Rental: \$2,500
- Tile Cutter and Specialty Tools: \$1,000
- Mosaic Workshop and Supplies: \$500
- Tile Drying Racks: \$400
- Tile Firing Costs (Electricity or Gas): \$1,000
- Test Tiles (Material Testing and Prototyping): \$1,000
- Storage material of Finished Tiles: \$200

Total for Fabrication Costs: \$38,000-\$38,525.

3. Installation (about 11.05%)

PollyTab Installation

- Scissor Lift Rental and all other equipment (2 weeks): \$2,000
- Assistant Labor for Installation: \$2,000
- Adhesive and Materials for PollyTab (additional): \$500

Jodie Herrera and Mercedes Montoya Exit Corridor

- Protective Coating (varnish, 2-3 gallons): \$400

Mosaic Tile Installation

- Professional Art Tiler Labor (2 weeks): \$5,000
- Additional Scissor Lift Rental and all other equipment: \$2,000
- Grout and Adhesive (for tile work): \$500
- Trowels, Gloves, Buckets, Sponges, and Additional Installation Materials: \$500

Site Preparation

- Temporary Fencing Rental: \$1,000
- Signage (safety, project description): \$500
- Drop Cloths and Protection: \$500
- Permanent Mural Barriers: Estimated \$3,000
- Details: Barriers to protect the mural from damage due to foot traffic in the airport. These would be durable, possibly made of clear acrylic or low-profile stanchions with ropes. Labor costs for the installation of the permanent protective barriers, including setup and adjustments.

Art Transportation Costs

PollyTab Mural Crating and Packaging

- Materials for Custom crating and packaging for the PollyTab mural based on the wall dimensions. \$400-\$800

Mosaic Tiles Crating and Packaging

- Cost Estimate: \$600 to \$1,000
- Materials for Custom packaging and crating costs for the handmade mosaic tiles to ensure safe transport.

U Haul Rental for two days \$130-250

Insurance for Art Transport

- Cost Estimate: \$500 to \$1,000
- Details: Insurance cost based on 1-2% of the artwork's value during transit.

Total for installation costs: \$19,400- \$22,450

Jodie Herrera and Mercedes Montoya Exit Corridor

4. Installation Labor (about 2.5%)

Total Costs: \$4,750 to \$6,638

5. Administration Costs (about 2%)

- Insurance(1% of budget) \$1,900
- Proposal and Consultants : \$1,000

Total Administration Costs: \$2,900- \$3,000

6. Contingency (10%)

- Fund for unforeseen costs, delays, or changes in materials and labor

Total Contingency Costs: \$17,000 Total

7. Documentation of Artwork (about 5.5%)

- Videographer and editor for Documentation: \$6,000
- Photographer: \$3,000
- QR Code Plaque: \$250
- Educational Materials and Description Signage: \$500

Total Documentation of Artwork Costs: \$9,750-\$10,450

Jodie Herrera and Mercedes Montoya Exit Corridor
