

# Shaping Public Art through Public Input at the Downtown Connection Center and Cleo Murdoch Park

Beautification, Arts & Sciences Program  
Jana Weldon (Manager)  
Cristen Crujido (Project Administrator)





# Community & Public Art Process



The Beautification, Arts & Sciences program is aspirational!  
We seek to put the public in public art.





# Many Tools



- Interested and vested community members on selection panels
- Community wide surveys, currently using Connect Flagstaff
- Community Association interactions
- Creative encounters with the artists prior to design
- Active City and County Citizen Commissions/Councils





# Agenda



## Highlights of the community input of two projects:

- *Southside Grove* Time-Table (newly installed sculpture at the Downtown Connection Center)
- *Rustle* (sculpture soon to be installed at the Cleo Murdoch Park)



# Artist Selection

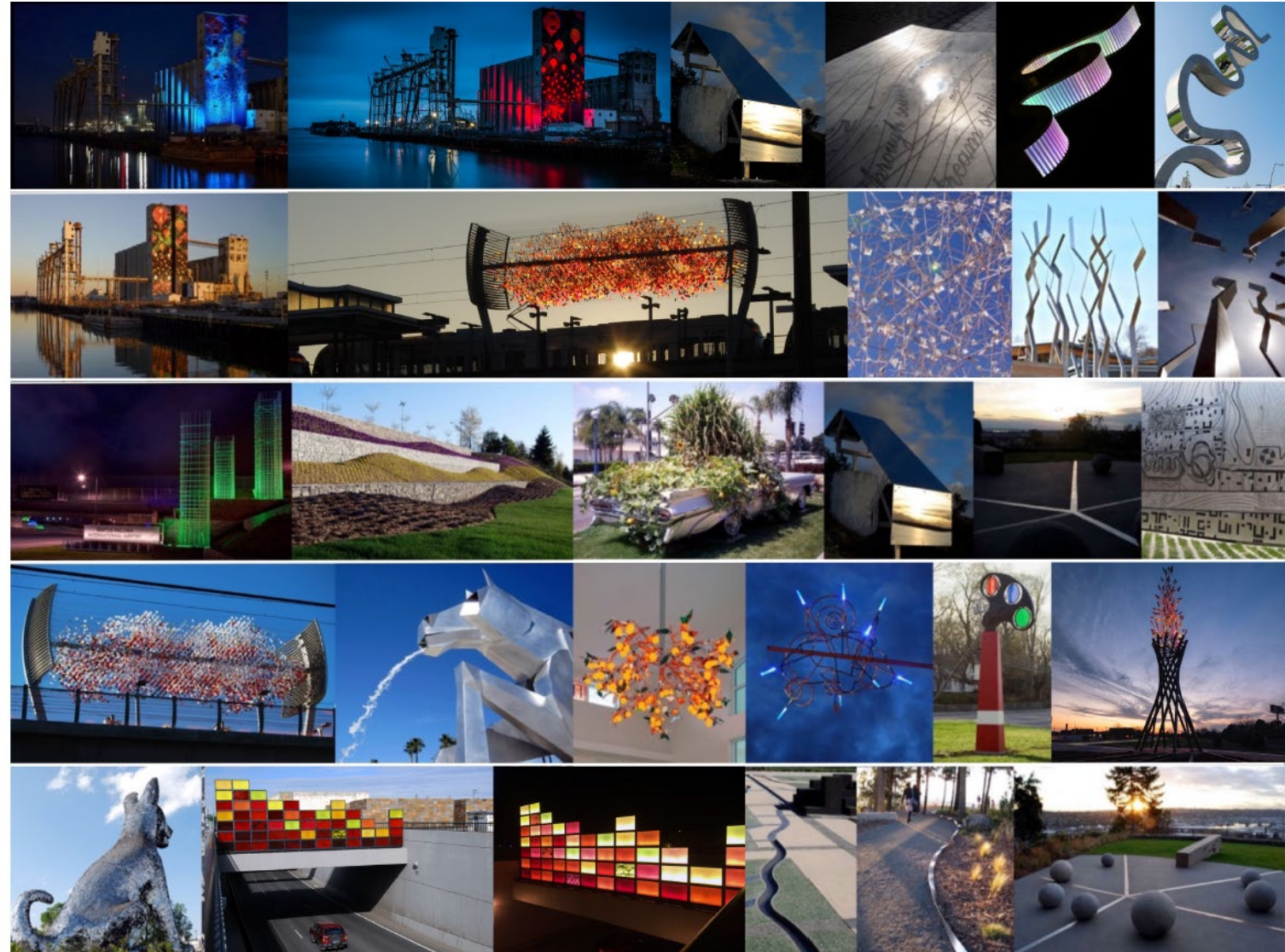
**Inclusion of community in the selection of the artist chosen for the project to identify and add multiple integrated art and beautification elements in tandem with the entire site design for the Downtown Connection Center. Artist to work with Mountain Line's cross-disciplinary team.**

## Selection Panelists:

- 2 members of the Beautification and Public Art Commission;
- A Senior Urban Designer, AECOM
- A Mountain Line Representative
- City Planning Representative
- Southside Business Owner
- Community Member who grew up in the Southside; Southside Property Developer

# Artist Selection

# HADDAD | DRUGAN



**TEAM FLAGSTAFF**

WE MAKE THE CITY BETTER



# Community Input Prior to Design

**Inclusion of vested community prior to preliminary concepts– an opportunity to have the artist hear the stories and the significance of the place.**

- Community Survey
- Photo Contest
- On Site Community Meeting
- Neighborhood & Cultural Center Tours



# Community Input Prior to Design

## Photo Contest

“This contest will help the Artists learn more about the Southside community, both the physical and social landscape by seeing how the community sees and reveals itself and the places that foster its unique identity. For each photo, please provide a sentence as to why or how the photo reveals something about the Southside.”

- 1) Photos of special places or features that “bring light” to the Southside.
- 2) Photos that represent community or connection in the Southside.
- 3) Photos that evoke going places, or the future of the Southside.





# Community Input Prior to Design

## Community Forum Survey

Sample Questions:

- What is your favorite aspect of Northern Arizona's or Flagstaff's landscape or history?
- Who are the past and present heroes of the Southside and why?
- What is the most fascinating discovery you've found on the Southside?

**Received approximately 70 responses to share with artists**



# Community Input Prior to Design

## Artist visit highlights May 11-13, 2021

- Community meeting with Southside residents & business owners
- City Team for Rio de Flag
- Walking tour with Historic Preservation officer and administrator of the Southside Plan
- Regional Hiking
- Lowell Observatory & other cultural centers





# Community Input On Early Design



- Southside Community Association
- Flagstaff Downtown Business Association
- Beautification and Public Art Commission
- Mountain Line Board



# Design at City Council Work Session



- Six ponderosa pine and telescope inspired “trunks” made from weathered steel, positioned in a circle to form a grove and to reflect the strong circle of community that is the Southside
- Trunks are angled toward center  $2.5^\circ$  to enhance sense of enclosure and are approximately 20 feet high



Perimeter "bark" texture will be hand carved:



Treelines and text will be sandblasted:





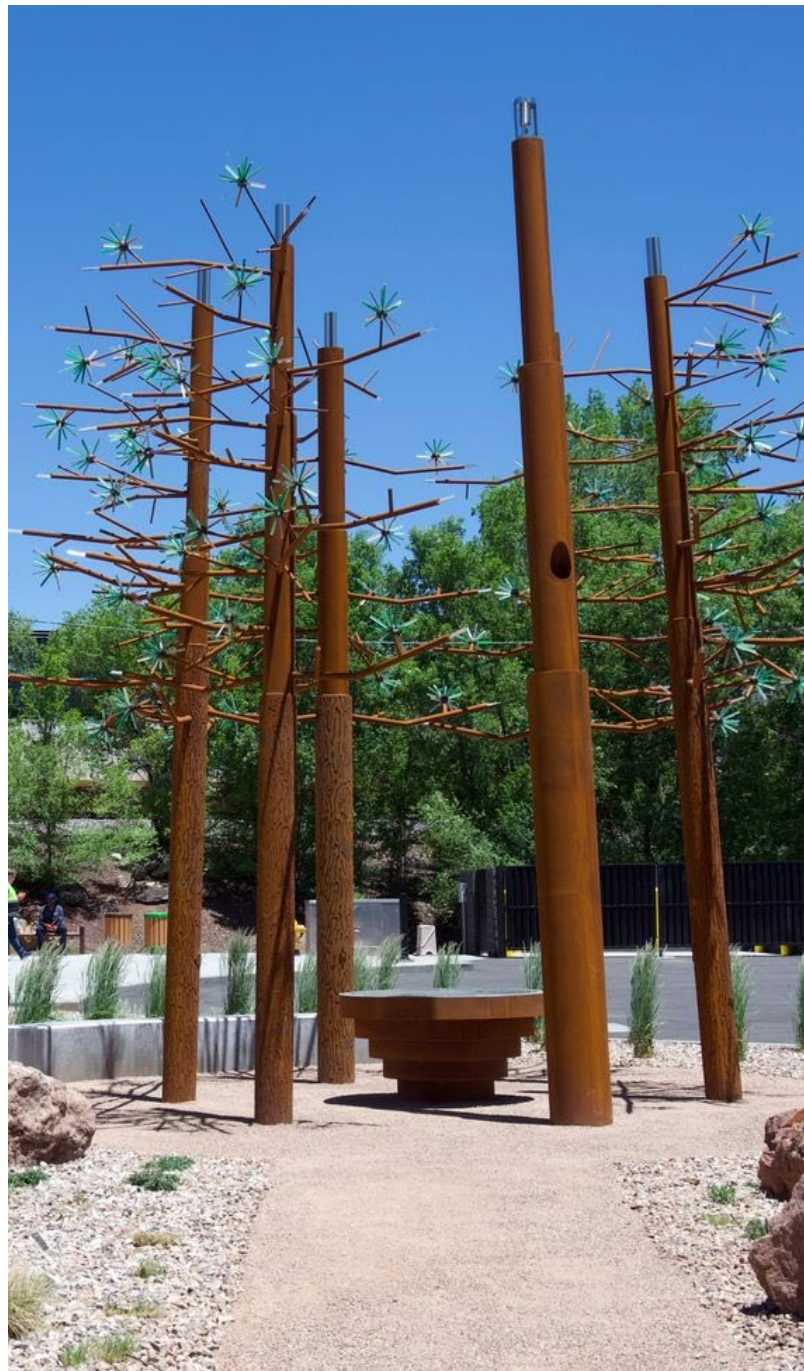


# Input & Resources



- Council Work Session
- Arizona Pioneer Museum
- Lowell Observatory
- Southside Community Association
- Dr. Ricardo Guthrie
- NAU Cline Library
- Delia Munoz
- Rose Toehe, CoF Indigenous Initiatives Administrator
- CoF Indigenous Commission







1883 Arizona becomes an independent territory

1887 Arizona Territory and Territory of Colorado are established

1891 The first school in Flagstaff is founded

1892 The first newspaper in Flagstaff is published

1893 The first hotel in Flagstaff is built

1894 The first fire in Flagstaff is recorded

1895 The first streetcar in Flagstaff is introduced

1896 The first bridge in Flagstaff is built

1897 The first hospital in Flagstaff is founded

1898 The first library in Flagstaff is established

1899 The first telephone in Flagstaff is installed

1900 The first electric streetcar in Flagstaff is introduced

1901 Northern Arizona Normal School's first graduating class includes four women

1902 The first automobile in Flagstaff is recorded

1903 The first fire in Flagstaff is recorded

1904 The first fire in Flagstaff is recorded

1905 The first fire in Flagstaff is recorded

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1918 The first fire in Flagstaff is recorded

1919 The first fire in Flagstaff is recorded

1920 The first fire in Flagstaff is recorded

1921 The first fire in Flagstaff is recorded

1922 The first fire in Flagstaff is recorded

1923 Rio de Flag floods

1924 Southwest Lumber Mills opens, employing many Flagstaff residents

1925 The first fire in Flagstaff is recorded

1926 The first fire in Flagstaff is recorded

1927 The first fire in Flagstaff is recorded

1928 The first fire in Flagstaff is recorded

1929-1929 All-Indian Pow Wow is held annually in Flagstaff on the fourth of July

1930 The first fire in Flagstaff is recorded

1931 The first fire in Flagstaff is recorded

1932 The first fire in Flagstaff is recorded

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1944 The first fire in Flagstaff is recorded

1945 National Flood Insurance Program is established by U.S. Congress

1946 The first fire in Flagstaff is recorded

1947 The first fire in Flagstaff is recorded

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1949 The first fire in Flagstaff is recorded

1950 The first fire in Flagstaff is recorded

1951 The first fire in Flagstaff is recorded

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1954 Brown v. Board of Education results in nationwide desegregation of schools

1955 The first fire in Flagstaff is recorded

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1967 The first fire in Flagstaff is recorded

1968 The first fire in Flagstaff is recorded

1969 Ted Johnson becomes first African American faculty member of NAU

1970 The first fire in Flagstaff is recorded

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2002 The first fire in Flagstaff is recorded

2003 The first fire in Flagstaff is recorded

2004 City of Flagstaff and Army Corps of Engineers execute agreement to cooperatively impact the Rio de Flag flood

2005 The first fire in Flagstaff is recorded

2006 The first fire in Flagstaff is recorded

2007 The first fire in Flagstaff is recorded

2008 The first fire in Flagstaff is recorded

2009 The first fire in Flagstaff is recorded

2010 The first fire in Flagstaff is recorded

2011 The first fire in Flagstaff is recorded

2012 The first fire in Flagstaff is recorded

2013 The first fire in Flagstaff is recorded

2014 Diane Humelawa, Hopi, becomes first female Native American Federal Judge

2015 The first fire in Flagstaff is recorded

2016 The first fire in Flagstaff is recorded

2017 The first fire in Flagstaff is recorded

2018 The first fire in Flagstaff is recorded

2019 The first fire in Flagstaff is recorded

2020 lived Black Experience Community Coalition formed

2021 The first fire in Flagstaff is recorded





# Sampling: Text at the Center

- **13.8 billion years ago: Big Bang initiates the Universe.**
- **13.6 billion years ago: Milky Way Galaxy is formed.**
- **4.5 billion years ago: Earth is born.**
- **1.8 million years ago: Stratovolcanic basin in Northern Arizona is scoured by glacial ice to form mountain ranges.**
- **The ancient names for the Sacred Peaks are Dook'o'oosłíid (Diné/Navajo) and Nuva'tukya'ovi (Hopi), home of sacred Deities and healing medicines.**
- **Indigenous peoples have their own origin & creation stories that place them in these homelands amongst mountains sacred to them.**
- **16,000–10,000 BCE: First Peoples are dwelling in the region.**
- **1085 CE: Sunset Crater erupts, resulting in fertile soil due to volcanic ash.**
- **1100–1250: Pueblos at Wupatki and Walnut Canyon are built and lived in.**
- **1539: Fray Marcos de Niza, Franciscan friar and explorer for Spain, scouts region.**
- **1600s: [Franciscans](#) settle at Hopi village of Oraiba and bestow the name San Francisco Peaks on the mountains, after St. [Francis of Assisi](#).**
- **1821: Mexico wins independence from Spain and takes control of all former Spanish territory including Arizona.**
- **1848: U.S. Army prevails in war with Mexico and Arizona Territory becomes part of the U.S.**
- **1853: Army Lieutenant Whipple arrives in Flagstaff with survey crews at Antelope Spring.**



# Sampling: Text at the Outer Edge

- **1996: Delia Ceballos Muñoz begins Southside Community Oral History Project.**
- **2004: City of Flagstaff and Army Corps of Engineers execute agreement to cooperatively enact the Rio de Flag Flood Control Project to reduce flooding in the Southside.**
- **2005: Southside Community Association is formed with the purpose of improving the quality of life for Southside residents and preserving the history and culture of its original inhabitants.**
- **2011: Murdoch Center mural, celebrating Black history in the Southside, is painted under direction by NAU Professor Dr. Ricardo Guthrie.**
- **2012: Memo of Understanding is established between City of Flagstaff and Navajo Nation Human Rights Commission to improve relations.**
- **2016: Coral Evans, third-generation Southside resident, is elected as Flagstaff's first Black female Mayor.**
- **2016–2017: Indigenous Circle of Flagstaff City-wide Forums are held and recommendations are accepted by City Council.**
- **2014: Diane Humetewa, Hopi, becomes first female Native American Federal Judge.**
- **2020: Lived Black Experience CommUnity Coalition Forums are held at Murdoch Center.**
- **2022: Dr. Evangeline Parsons Yazzie, Diné language scholar at NAU, passes away.**
- **2024: Dr. Chip Thomas, known for his work on the Navajo Reservation, contributes to a mural on the back of the Nackard Building celebrating Southside African Americans.**
- **2024: Juneteenth and Indigenous Peoples Day are established as official holidays by Flagstaff City Council.**
- **2025: Downtown Connection Center opens in Flagstaff's Southside.**





# *Project Two*



## *Rustle* by Beth Nybeck

Cleo Murdoch Park



# Artist Selection

Community members were included in the selection of the artist for a 3D artwork that responds to the historic context and is aspirational either in its beauty or its content. Artist worked in close collaboration with staff on outreach messaging and actively participated at public events.

## Selection Panelists:

- Two members of the Beautification & Public Art Commission
- NAU Ethnic Studies professor\*
- Four Southside residents, one Black community activist with legacy Southside roots\*, one an artist recommended by former Councilmember Harris
- Lived Black Experience member

\*Two selection panelists did not submit scores

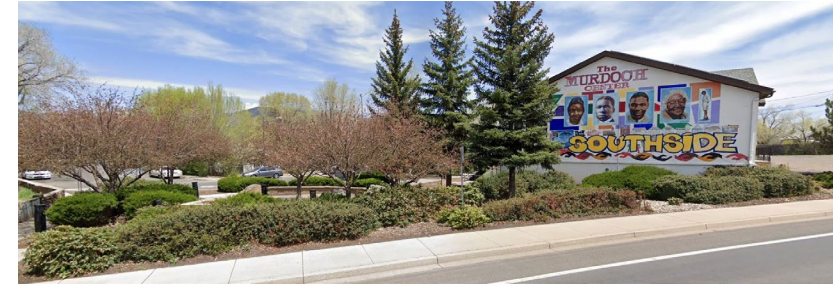


# Community Input Prior to Proposals

Five finalists selected to do proposals

Site visit for finalists included this outreach:

- Walking tour of the Southside with Historic Preservation
- Focus Group Creative Exercises (results given to all finalists)



Sample Exercise Question+Answer: Think on the Murdoch Community Center and all the history of this site. What type of music comes into your head? Describe the feelings that are in this music. Is there a particular song you might be humming?

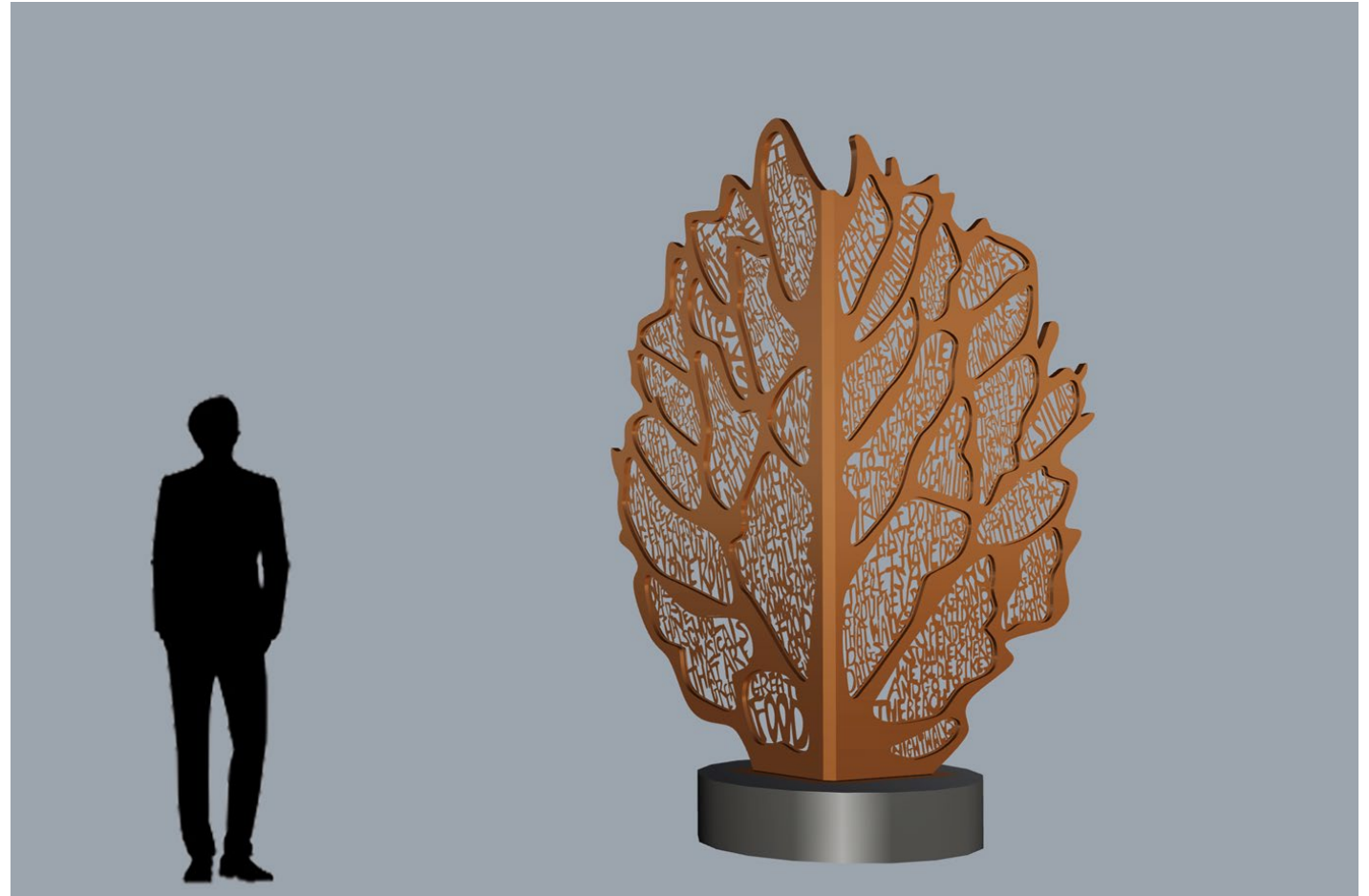
*When I think of the Murdoch Community Center and all of its history, I think about my family and the community that I was raised in. I think of my grandma's favorite hymns in church. I also think of the African drums that I heard during a Kwanza celebration one year, or my family singing 'Happy Birthday' to my nephew turning 1 or when my grandma turned 92, or even music for a friends' high school graduation party. I hear a lot of good memories. I feel at peace, reminiscent, and proud.*

Proposal  
Selection:

Reviewed with  
SCA &  
Approved by  
BPAC



*Rustle* by Beth Nybeck





# Community Input for Sculpture Text

## Outreach Plan

**Objective:** To engage the Southside community in sharing personal and collective memories that will be incorporated into *Rustle*, a public art sculpture by artist Beth Nybeck to be installed at Cleo Murdoch Park in 2025.

**Target Audience:** Current and previous Southside residents or community members with ties to the Southside neighborhood, including families, seniors, and youth

### Key Messages

**Inclusion:** Your memories matter. Shape the public art sculpture through your story.

**Collaboration:** Your memories, along with others' memories, will help create a public artwork that is impactful and long-lasting.

**Community Pride:** Celebrate the Southside neighborhood, its history, and its people.



# Community Input for Sculpture Text

THE SOUTHSIDE NEIGHBORHOOD

## What is Important Not to Forget?



Rustle by Beth Nybeck

### Share your memories!

If you are a current or previous Southside resident, or a community member with a significant tie to the Southside neighborhood, we want to hear from you! Words from the community will be incorporated into a large-scale sculpture that will be placed in Cleo Murdoch Park, next to the Murdoch Community Center. This 8-foot-high weathering steel artwork, entitled "Rustle," will contain within its structure the memories and history that make the Southside special.

To participate, scan the QR code or visit [connect.flagstaffaz.gov/southsidememories](https://connect.flagstaffaz.gov/southsidememories)



## Ways to Participate

### Fall 2024

- Two public events at Murdoch Community Center
- Attended by eight community members

### Spring 2025

- **Connect Flagstaff online survey**
  - 859 views, 780 visits, 23 submissions received
  - Hard copies of the survey provided upon request



# Community Input for Sculpture Text

## Fall 2024 & Spring 2025

- Neighborhood Canvassing
  - Southside (80 residences), La Plaza Vieja (60 residences)
- Print and digital advertisements (10,000 impressions) in AZ Daily Sun (fall 2024)
- Interviews on KAFF Country Radio
- Flyer Distribution (Downtown, Southside Businesses & Churches)
- Social Media Announcements (CoF & community organization platforms)
- Personalized emails to community members and neighborhood associations
- E-blasts to 600+ subscribers
- Feature in Amigos NAZ (fall 2024)
- Feature in Arizona Daily Sun (spring 2025)
- **Survey on Connect Flagstaff (spring 2025)**

SOUTHSIDE HISTORIC DISTRICT

### What shouldn't we forget?



**Share memories!** All those with Southside ties are invited to a gathering to share remembrances, both personal and universally important recollections that have shaped the Southside and its people. The community's words will be incorporated into a large-scale sculpture that will be installed at Cleo Murdoch Park in 2025. Entitled "Rustle," this 8-foot-high weathering steel artwork will contain within its structure that which we should not forget about the Southside, a community and location steeped in happenings and history.

*"Rustle" by Beth Hylbeck*

**Public Participation Days with Artist Beth Hylbeck**  
Two sessions to choose from!  
Tuesday, September 17 | 6-7:30 pm  
Wednesday, September 18 | 6-7:30 pm

Murdoch Community Center  
203 E. Brannen Avenue, Flagstaff  
Refreshments provided.

RSVP encouraged. Please email Annalisa Hansen at [Annalisa.Hansen@flagstaffaz.gov](mailto:Annalisa.Hansen@flagstaffaz.gov) or call 928.213.2906.



THE SOUTHSIDE NEIGHBORHOOD

### What shouldn't we forget?

**PUBLIC PARTICIPATION  
Sept. 17 & 18, 6 pm**



BEAUTIFICATION  
ARTS & SCIENCES  
CITY OF FLAGSTAFF





# Community Input for Sculpture Text

## The Southside Neighborhood

+ Follow

What is Important Not to Forget?

Home / The Southside Neighborhood: What is Important not to Forget?

### About the project

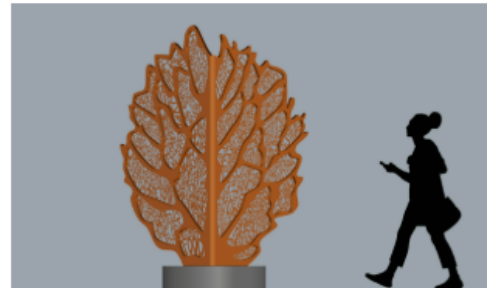
With input from local community members, artist Beth Nybeck's proposal was chosen for a sculpture at the newly named Cleo Murdoch Park, located next to the Murdoch Community Center at 203 E. Brannen Avenue in the Historic Southside.

Common themes for this artwork from the selection panel and community input include the importance of Southside history, the unity of the neighborhood, how the neighborhood is supportive of one another, equity and justice, multicultural experience, and embedded memories. What stood out to the artist is the phrase: "It is important that we do not forget."

The sculpture's inspiration is to intertwine nature, interconnectedness, and history. Within the leaf form will be words and phrases from the community. If you are a current or previous Southside resident, or a community member with a significant tie to the Southside neighborhood, the artist wants to hear from you! **What is important not to forget about the Southside?**

### How to participate

Share your memories! Everyone connected to the Southside neighborhood is invited to **share at least two remembrances**, both personal and collective, that have shaped the neighborhood and its people. Words from the community will be incorporated into a large-scale sculpture that will be placed in Cleo Murdoch Park. This 8-foot-high weathering steel artwork, entitled "Rustle," will contain within its structure the memories and history that make the Southside special.



### Timeline

- ✓ Gathering
- ✓ Sorting
- ✓ Design
- ★ Sculpture Fabrication

[See less](#)

## Connect Flagstaff

### Survey details

- About the project
- How to participate
- A video message from the artist
- Survey form
  - Memory submissions (2)
    - Paragraph
    - Two sentences
    - Few words
- Contact Information (optional)
  - **Key to success!**



# Community Input for Sculpture Text

**Special thank you to the following individuals for helping BAS staff with outreach and community engagement:**

- John Dunlap
- Cecily Warden
- Crystal Warden-Gant

**THANK  
YOU**



# Community Input Prior to Design

## Community Memories

### Submissions (in no particular order):

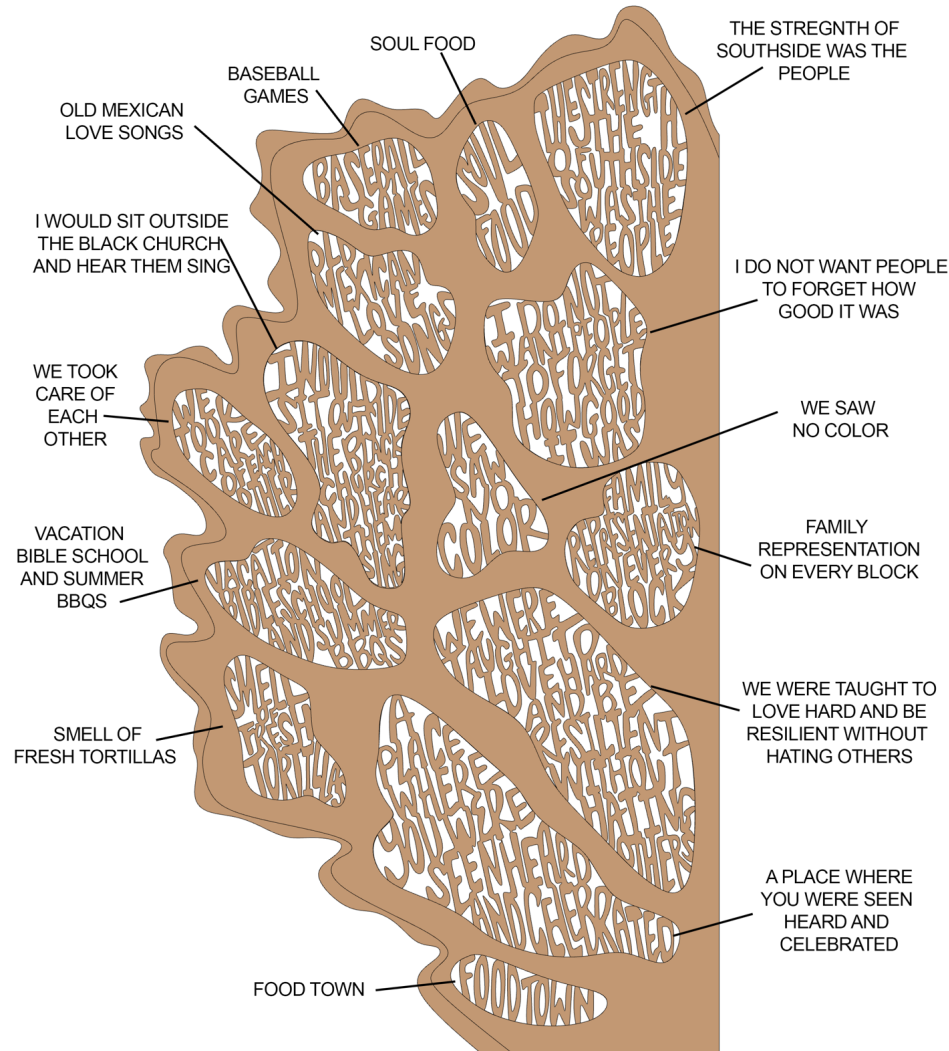
1. Smell of fresh tortillas
2. Old Mexican love songs
3. The Dog House (Cogdill Recreation Center)
4. Soul Food
5. We took care of each other
6. The strength of the Southside was its people.
7. Flagstaff will forever reside in the depths of my heart.
8. Baseball games
9. Community support
10. Falling in love
11. We were taught to love hard and be resilient without hating others.
12. Vacation bible school and summer BBQs
13. A place where you were seen, heard, and celebrated.
14. We felt alive through music and dancing.
15. Family representation on every block
16. Unconditional love
17. I don't want people to forget how good it was
18. We biked everywhere
19. I knew where I belonged and that felt good
20. We saw no color
21. Churches were the hubs for the neighborhoods
22. Everyone knew everyone and their entire family
23. My mother's strength
24. The Molino
25. Food Town
26. I would sit outside the Black Church to hear them sing.
27. Our Lady of Guadalupe



# Community Input Prior to Design

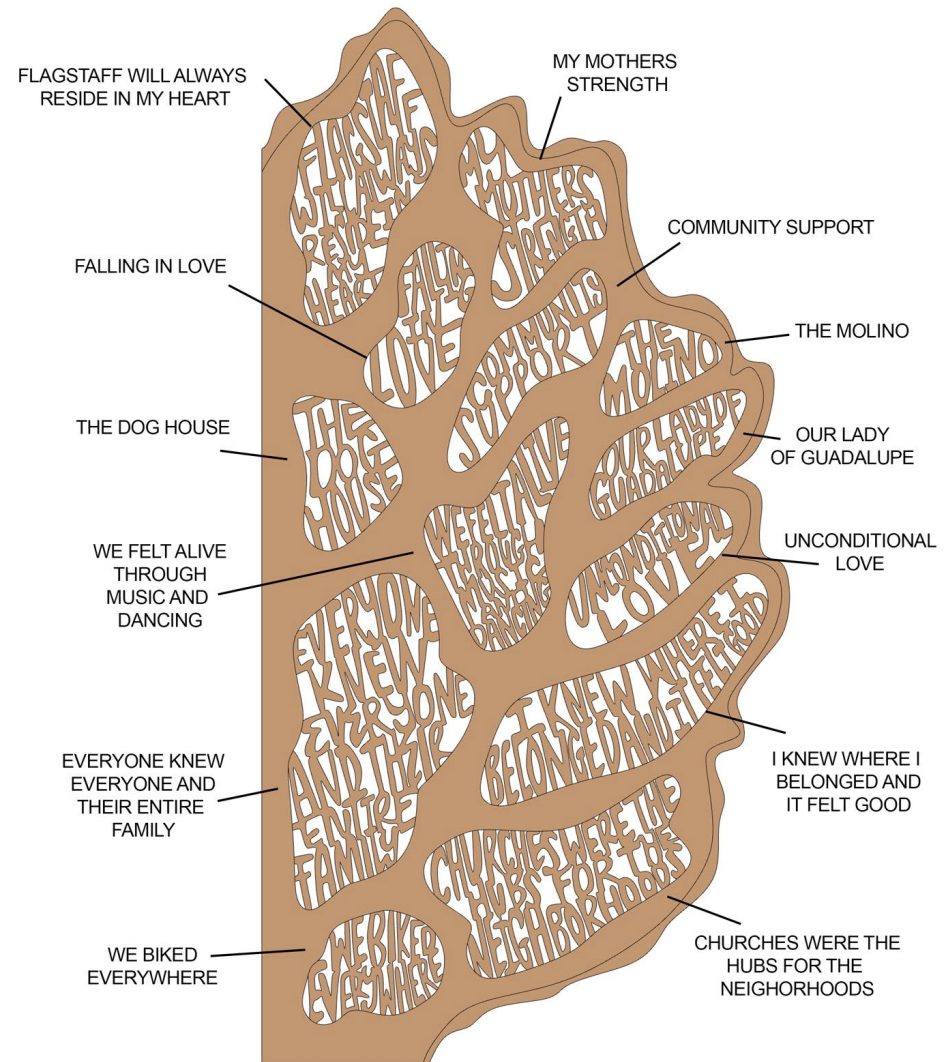
## “RUSTLE” Sculpture: Beth Nybeck

Left Side



## “RUSTLE” Sculpture: Beth Nybeck

Right Side





# Community Input Prior to Design

## **Feedback opportunities:**

- Rendering shared via email with participants
- Presentation to the Southside Community Association

## ***Share your thoughts!***

- *How well do the phrases taken together connect to the Southside of Flagstaff?*
- *What are the particular phrases you like most?*
- *Do you have questions, suggestions, concerns, or support?*



# Final Design

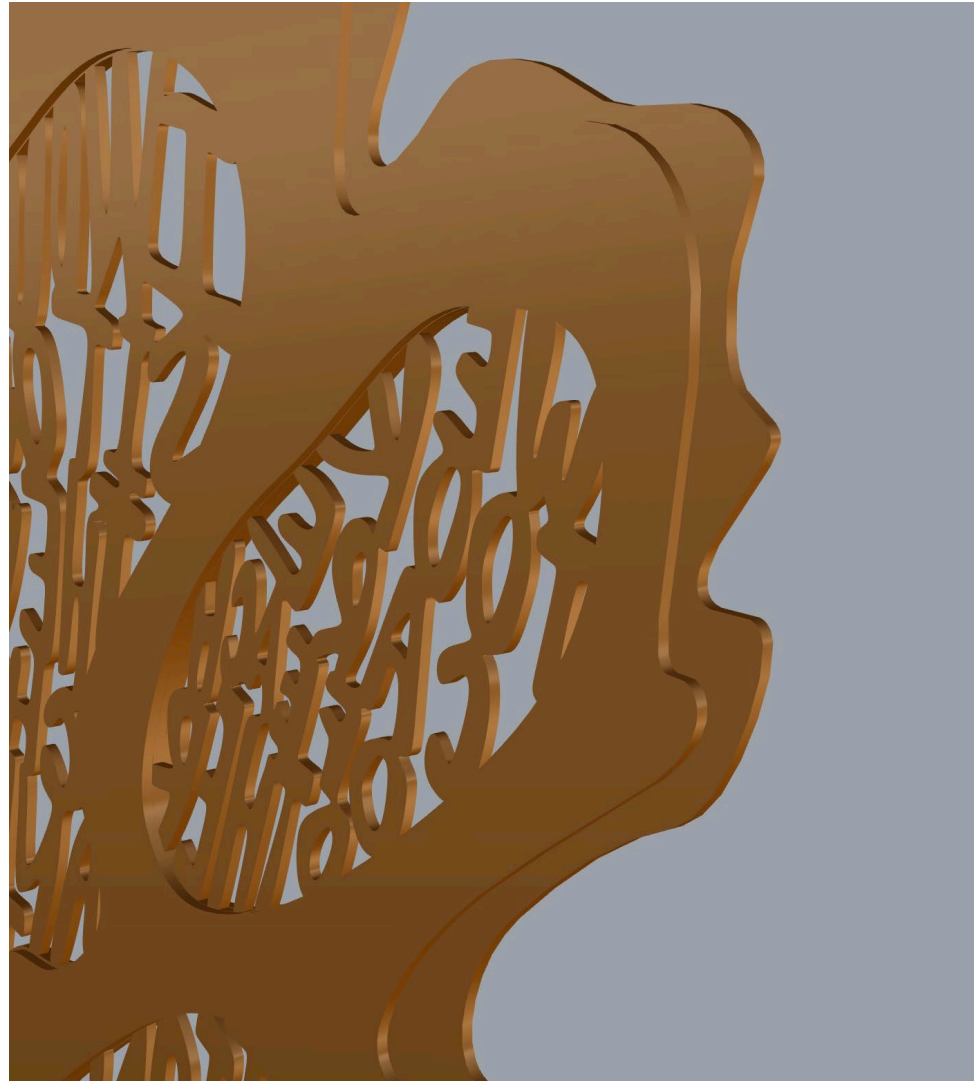


*Rustle* by Beth Nybeck





# Final Design





# Thank you!



## Thank you to the following individuals for their contributions:

Teresa Baca

Armando Ceballos

Margaret Ceballos

Kathryn Cooney

Becca Delap Ceballos

Jose (Jesse) Dominguez

Irene Dominguez

John Dunlap

Brittani Rae Hannah

Richard Hernandez

Tyrone Johnson

Phillip Magana

Delia Munoz

Danny Neal

Ceasar Polk

RAEchel Running

Tamara Tate

Guadalupe Velasco

Loretta Velasco

Cecily Warden

Crystal Warden-Gant



**Questions?**

**Comments to guide future engagement!**