

**LINKED MINUTES OF A SPECIAL MEETING OF THE BEAUTIFICATION
COMMITTEE OF THE CITY OF CARLSBAD, NEW MEXICO, HELD IN THE
JANELL WHITLOCK MUNICIPAL COMPLEX BUILDING ON JULY 23, 2026, AT
2:00 P.M.**

Present:	Ashley Walterscheid	Chairman
	Erika Palmer	Vice-Chairman
	Aaron Ruiz	Board Member
	Jean Prominski	Board Member
Absent:	Charles Betts	Board Member
Also Present:	Mary Garwood	Beautification Coordinator
	Stephan Brown	Compliance Clerk

Time Stamps and headings below correspond to recording of meeting and the recording is hereby made a part of the official record.

0:00:16 **1. ROLL CALL AND DETERMINATION OF QUORUM**

Roll was called determining the presence of a quorum.

0:00:39 **2. APPROVAL OF MEETING MINUTES – APRIL 9, 2026**

0:01:43 **MOTION**

The motion was made by Mrs. Palmer and seconded by Mrs. Prominski to approve the meeting minutes from April 9, 2026

0:01:50 **VOTE**

The vote was as follows; Yes - Walterscheid, Palmer, Prominski, Ruiz; No - None; Absent - Betts; the motion carried

0:02:22 **3. CONSIDER APPROVAL TO ADOPT THE BEAUTIFICATION
PLAN**

0:02:31 **MOTION**

The motion was made by Mrs. Palmer and seconded by Mr. Ruiz to approve the Beautification Plan

0:02:38 **VOTE**

The vote was as follows; Yes - Walterscheid, Palmer, Prominski, Ruiz; No - None; Absent - Betts; the motion carried

0:04:12 **4. DISCUSSION OF NEW MEXICO CLEAN & BEAUTIFUL FY27 GRANT APPROVAL**

Ms. Garwood stated the grant was approved for just under \$24,000. She said \$10,000 of the grant funds would be used for a public mural project, \$10,000 would support Youth Group Cleanups, and the remaining funds would be used for Riverblitz advertising and for her to attend the Keep America Beautiful Summit Conference in February 2027. She said the grant has not yet been accepted and will be accepted by the Grants Department. **Ms. Garwood** stated the grant was awarded at the same amount as last year's grant.

Mrs. Walterscheid asked if an artist had been selected for the public mural. **Ms. Garwood** said no, she explained she would need to advertise for an artist.

Ms. Garwood asked about advertising to local artists for the mural and how local the artist should be. **Mrs. Palmer** stated she believed "local" referred to the immediate city area. She said if it was difficult to find someone within the immediate city area, the advertisement could be expanded to attract artists from a broader region. **Ms. Garwood** stated she appreciated community participation; however, it is difficult to find artists in the area with the experience needed to complete a large project such as a mural.

0:15:00 **5. DISCUSSION OF NEWGEN STRATEGIES & SOLUTIONS/CITY OF CARLSBAD PRESENTATION AT THE NM RECYCLING COALITION MEETING – MAY 28, 2026**

Ms. Garwood stated she attended the New Mexico Recycling Coalition Meeting on May 28, 2026. She said she co-presented with NewGen Strategies & Solutions on the results of the study completed last year. She said she received many recommendations, with several suggesting the city begin with a small project, such as purchasing a baler to recycle cardboard.

Mrs. Prominski asked where recycled cardboard is sent. **Ms. Garwood** said it is transported to El Paso and then shipped to a mill in Mexico.

Mr. Ruiz asked what the next steps would be if the board wanted to encourage the city to begin recycling cardboard. **Ms. Garwood** stated the first step would be identifying a location for the baler.

Mrs. Walterscheid asked if it would be easier to place a baler on existing city property, such as the convenience station. **Ms. Garwood** stated it could serve as a trial run to determine whether the program is feasible.

Mrs. Palmer stated if the baler were located at the convenience station, it could become overused by the public. She said it might be difficult to maintain and could become overwhelming if used constantly.

Mrs. Walterscheid said the initial cost should be kept as low as possible while demonstrating how successful a single baler could be. She said if one baler proved successful, it would support future expansion. She asked what steps would be required to place roll-off containers at designated locations to serve as cardboard drop-off sites.

Mr. Brown said the Solid Waste Department would need to be contacted, and the Director of Utilities would need to be informed of the board's intentions. He said Ms. Garwood could contact the Director of Utilities to determine whether the topic could be presented to the Solid Waste Board and to discuss the project's feasibility with the Solid Waste Department.

Mr. Ruiz asked if any revenue could be generated from recycling cardboard. **Ms. Garwood** said yes. She stated the revenue would not be significant but would generate some income.

Mrs. Palmer asked if there was information available on how much revenue could be generated per bale or pallet of cardboard. **Ms. Garwood** said yes. She explained a monthly commodity pricing list provides the average market value for cardboard.

Mrs. Prominski asked if the City's pursuit of a cardboard recycling program could affect CARC's client base. **Ms. Garwood** said CARC did not believe the City's efforts would negatively affect its recycling program.

Mrs. Walterscheid asked if information should be gathered before the Solid Waste Board meeting on August 10, 2026, or if the Beautification Committee should simply attend and listen. **Mrs. Palmer** said she would like information gathered before the meeting so the proposal could be presented to the Solid Waste Board to determine whether it was interested in moving forward with the idea.

1:05:33 **6. DISCUSSION OF CURRENT AND UPCOMING PROJECTS**

1:05:36 **A. Racquetball Court Mural**

Ms. Garwood stated the mural will be completed in October. She said the Public Works Department is finishing the stucco on the wall between now and the end of September.

1:06:00 **B. Electrical Boxes Mural**

Ms. Garwood stated the advertisement for the Electrical Box Public Art Project will be sent out on Monday the 27, or Tuesday the 28.

1:08:54 **C. C-Hill Mural**

Ms. Garwood stated she had asked the artist to add ocotillo trees into the mural for the final draft.

1:10:39 **D. Carlsbad MainStreet/Pearl of the Pecos Dempster Painting for Project Neon Alley**

Ms. Garwood stated this project is to be placed between Milton's and Clayton Bradley's Law Office. She said supplies will be provided and the dumpsters located in the alley would be painted. She stated there will be around seven murals done with history depicting the mural.

1:14:55 **E. Six Mile Dam Disc Golf Course Project**

Ms. Garwood stated this project will be done in phases. She said eight paths have already been laid for the first four holes on the course.

1:16:08 **F. MLK Park Improvement Project Update**

Ms. Garwood stated this project will be for the South West corner where everything was demolished last October.

1:18:38 **7. PUBLIC COMMENTS AND ANNOUNCEMENTS. ALL COMMENTS MUST BE RESPECTFUL AND COURTEOUS (THREE-MINUTE TIME LIMIT PER PERSON)**

Mrs. Walterscheid asked if the board would be interested in meeting more frequently.

The board all agreed a bi-monthly meeting would be preferable to the quarterly meeting.

Mr. Brown stated the if the board would like to meet more frequently the board would have to take a vote at the next meeting.

1:23:57 **Adjourned**

With no further business to discuss, Chairman Walterscheid declared the meeting adjourned at 2:24 PM.

Ashley Walterscheid, Chairman

Date