



CITY OF ALBUQUERQUE
Route 66 Visitor Center Commission Meeting
May 27, 2025 – Minutes

City Councilor – Klarissa Peña

City Councilor – Brook Bassan

Department of Arts & Culture - Shelle Sanchez, Ph.D.

Department of Arts & Culture - Diego Lucero

Visit Albuquerque Position – Tania Armenta

Albuquerque Hispano Chamber of Commerce - Erik Contreras

West Central Community Development Group - Twyla McComb

West Central Community Development Group - Lorenzo (House) Otero

West Central Community Development Group - Joe Chavez

Mayoral Appointee - JR Rael

Support Staff - Jeff Hertz, Steven Pettingill, Tanya Lenti

1. Call to Order

- a. JR called the meeting to order at 3:02 p.m.

2. Review & Approve Minutes from January Meeting

- a. JR moved to approve the minutes of the last meeting at. Minutes were unanimously approved at 3:03 p.m.

3. Updates

- a. Maintenance and Repair Updates - Steven gave an update on the facility repairs and projects. The fire suppression and HVACs issues have been repaired. The landscaping is fully functioning and the facilities supplies was delivered.
- b. Staffing Updates – Diego reported that Visitor Center Manager position closed and they had a very good pool. They found a candidate that would be a good fit for the position, and will start the hiring process.
- c. Project Committees - Shelle and Diego gave updates on all projects:
 - i. Sign Park- Working on moving the Valentine Diner, and a sign project so guests can still visit when the center is not open. There is a goal to have eleven attractions at first, however not all attractions will be signs, and there could possibly be thirty attractions.
 - ii. Exhibit Development and Design – Shelle discussed how the outside will be the key attraction, and key exhibit. Working on a wow factor when you walk inside with the 1950-1975 era in mind, with the idea of murals, Albuquerque Route 66, neon signs, possibly floor and wall treatment, and touch tables.
 - iii. Site Masterplan - Architect are working on concepts. A discussion was had that more parking is needed.

4. Discussion Topics

- a. Prioritizing Activations and Operations - Discussion on prioritizing operational focus with current budget and positions continued. Shelle discussed what staffing and operation hours could potentially be, and asked the commission what's the main focus with limited staffing. Councilor Bassan commented whatever is decided for operational hours they need to be consistent, and even if it was just Fridays and Saturdays. Starting with two days, and progressing to more.

5. Announcements

- a. The next meeting will be held July 22 at 3 p.m.

Meeting was adjourned at 4:14 p.m.