

**Public Arts Commission
CITY OF PALM SPRINGS, CALIFORNIA**



**MINUTES
Regular Meeting**

Thursday, October 13, 2016
Palm Springs City Hall • 3200 E. Tahquitz Canyon Way
Large Conference Room

CALL TO ORDER: The meeting was called to order at 2:00 p.m. by Chair Sheffer

ROLL CALL:

	<u>Present This Meeting</u>	<u>Present to Date</u>	<u>FY 2016/2017 Excused Absences</u>	<u>FY 2016/2017 Unexcused Absences</u>
Melanie Brenner	x	2		
Joshua Edmundson		1	1	
Mara Gladstone	x	2		
Alfonso Murray	x	2		
Bonnie Ruttan	x	2		
Ann Sheffer, Chair	x	2		
Thomas Yanni, Vice Chair	x	1	1	

ALSO PRESENT: David H. Ready, Esq., Ph.D., City Manager
Jennifer Henning, Arts and Special Projects Coordinator

ACCEPTANCE OF AGENDA:

MOTION: by Vice Chair Yanni, second by Commissioner Brenner, to approve Public Arts Commission Agenda for October 13, 2016; unanimously carried

CITY MANAGER COMMENTS:

- Requested that Agenda Item D6. (Wells Fargo Bank Mural) be moved to the beginning of today's Agenda; if approved by the commission it will be going to Council for approval next week; Council Agenda is being finalized this afternoon.
- Reported that recruitment has begun for the new Director of Community & Economic Development replacing Ms. Aylaian; this position oversees Public Art.
- Requested additional information on the Desert X project – currently drafting an agreement and would like to take this to City Council for approval next month.
- There will be a City Council special study session to discuss the downtown park in January 2017.

PUBLIC COMMENTS:

Donna Chaban, Board of Advisors, Racquet Club Estates Neighborhood Group – looking forward to the rededication of the totem pole; may have a couple of speakers lined up. The RCE Neighborhood Group will be reviewing their budget; in light of the recent tragedy they have decided to make a contribution to the Police Officers Association; they will still be making a contribution to the Public Arts Commission for the totem dedication.

Would it be possible for staff to find out if there is a security camera at the fire station facing the direction of the totem pole in case any vandalism may occur?

APPROVAL OF MINUTES:

MOTION: by Commissioner Gladstone, second by Commissioner Murray, to approve Regular Meeting Minutes of June 9, 2016; unanimously carried

MOTION: by Commissioner Brenner, second by Commissioner Gladstone, to approve Regular Meeting Minutes of September 7, 2016; unanimously carried

Per the request of City Manager, David Ready, Item D.6 will be discussed first on today's Agenda.

D. LEGISLATIVE:

6. MAKE A RECOMMENDATION TO THE CITY COUNCIL REGARDING A REQUEST FOR APPROVAL OF AN ART MURAL APPLICATION BY WELLS FARGO BANK FOR THE COMMERCIAL BUILDING AT 543 SOUTH PALM CANYON DRIVE IN ACCORDANCE WITH THE GUIDELINES SET FORTH BY SECTION 5.81 OF THE MUNICIPAL CODE AND SECTIONS 93.20.00 & 93.20.03 OF THE PALM SPRINGS ZONING CODE.

RECOMMENDATION: Review Art Mural Application #06-001 and adopt a resolution of the Public Arts Commission making a recommendation to City Council for consideration.

Beth Currie, Wells Fargo Bank – Presented a brief background on the Wells Fargo Mural program. They have been meeting for over a year with the Palm Springs Historical Society and Palm Springs Pride to specifically take images that depict the history and diversity of Palm Springs, e.g., the movie industry, the Palm Springs International Airport, golf, and the LGBT community; wanted to incorporate Palm Springs rich history, including Hollywood, beautiful buildings and hotels.

A mural “key” will be included with the installation of the mural. The piece will be created on vinyl, applied like wallpaper and then laminated; should last 6-10 years.

Commissioner Gladstone – would like to see an image(s) of the Agua Caliente Band of Cahuilla Indians included.

Commissioner Murray – would like to see an educational aspect incorporated; students could write essays; artists could place artwork in the bank branch; would like a way for the community to respond.

Commissioner Ruttan – why was Palm Springs chosen for a mural installation by Wells Fargo Bank?

Ms. Currie responded that Wells Fargo looks for ways in which a community is celebrating, and how they can give back. Wells Fargo was approached by Palm Springs Pride as they are celebrating their 30th anniversary.

Commissioner Ruttan would like to see the LGBT community represented in a different way; Bottom Line magazine is no longer in publication and it leans more towards advertising; some of the images do not completely depict Palm Springs.

Vice Chair Yanni – there seems to be French flags in one of the images?

Ms. Currie – the images depict banners hanging in downtown Palm Springs advertising Desert Circus week in 1939, an annual event which started in 1934, parades, old west activities and parties.

Chair Sheffer – there are some wonderful old images in the mural; even with the contemporary photos; love the colors of the time.

Chair Sheffer – The architectural advisory committee has asked that the mural come back for review of an updated landscape plan (included with this presentation).

MOTION: by Commissioner Brenner, second by Commissioner Gladstone, to accept the design and aesthetic merit of the proposed Wells Fargo Bank mural acceptable under the Palm Springs Art Mural Ordinance Chapter 5.81 of the Palm Springs Municipal Code Art Murals on Private Property; **MOTION CARRIES:** AYES 5; NOES 0; ABSTAIN 1 - Ruttan; ABSENT 1 - Edmundson

A. PRESENTATIONS

1. None

B. NEW BUSINESS

2. Education Outreach – 2016/17 Programming – Discussion and proposals for two new programs:
 - 1) Review proposal for an Art Demonstration/Educational presentation at Palm Springs Art Museum, review dates and possible topics
 - 2) Proposal for Dr. Martin Luther King, Jr., Student Art Competition and Exhibition, January 2017, review possible show theme, location and logistics.

RECOMMENDATION: Receive verbal subcommittee report and staff update

- 1) Commissioner Murray reported – Commissioner Murray and Chair Sheffer met with Mr. Leonardo Bravo, Education and Public Programs Director at the Palm Springs Art Museum.

Discussed having the public art map displayed at the museum beginning with the celebration of the Day of the Dead. It was also discussed to partner with the Museum on Free Thursdays, participating in art projects; help engage the community.

Chair Sheffer would like all commissioners to bring ideas to the next Regular meeting.

Commissioner Gladstone – the new Director has a strong interest in partnerships. There will be a newly refurbished entrance soon that will be able to accommodate small gatherings or performances; could consider giving grants to small groups (such as the square dancing group), by doing that we wouldn't be directing the money towards the museum. It could be a test for something we could implement at other venues that would also benefit.

Ms. Henning – there are a few questions that should be considered; this discussion is regarding giving grants; we are not a granting organization; we are public dollars and we need to be mindful of offering these funds to the public; we have to make funding opportunities available to everyone. Since we do sponsor Free Thursdays at the museum we could perhaps write something into the

scope of services in the agreement for 2016-17 that is part of the deliverables that could also make use of space for an event(s); a broader scope of services that would include what the City would receive and the city residents would receive.

Commissioner Brenner – should not think short term; maybe have a program on the second Thursday of each month; more for the subcommittee, but the commitment would be there for the public. Maybe look forward at programs for about 6 months.

Chair Sheffer – if we come up with a few ideas we could ask that they be written into the contract.

Commissioner Ruttan – someone mentioned we could draw attention to things at the museum; I don't want us to be working for the museum; we are already giving the museum \$50,000; I want us to use the museum and be driving the events; we should be putting on the programs for the community.

- 2) Proposal for Dr. Martin Luther King, Jr., Student Art Competition and Exhibition, January 2017, review possible show theme, location and logistics.

Commissioner Murray – Have put together a draft with Ms. Henning; will come back at the next meeting with more information.

Ms. Henning – still working with Ms. Castrodale to go forward; have spoken briefly with airport personnel to possibly display student artwork; the other possibility for a display is the new auditorium at Palm Springs High School.

C. UNFINISHED BUSINESS

3. Assignment of Subcommittees and Members
RECOMMENDATION: Direct Staff as Appropriate

Fundraising/Partnerships/Sponsorships
Mara Gladstone, Chair – Joshua Edmundson, Tom Yanni

Community Art Exhibitions
Bonnie Ruttan, Chair – Tom Yanni, Melanie Brenner

Publicity & Arts Outreach
Melanie Brenner, Chair – Mara Gladstone, Ann Sheffer

Sites & Installations
Joshua Edmundson, Chair – Tom Yanni, Melanie Brenner

Bridge Projects
Bonnie Ruttan, Chair – Mara Gladstone, Vacant

Education
Alfonso Murray, Chair – Mara Gladstone, Bonnie Ruttan

Budget/Grants Committee
Tom Yanni, Chair – Ann Sheffer, Vacant

4. Community Outreach and Publicity – 2016-17 Programming
 - 1) 18th Annual Juried Art Show, review 2017 show and prospectus
 - 2) All Valley Public Arts Meeting, discuss hosting next event and review dates.

RECOMMENDATION: Direct Staff as Appropriate

- 1) The art show prospectus was reviewed; art show details i.e., fees, advertising and social media were briefly discussed.
- 2) The All Valley Public Arts meeting is tentatively set for Thursday, February 9, 2017, in Palm Springs; may possibly be held in the late afternoon after the regularly scheduled Public Arts Commission meeting.

5. Hunt Family Totem Pole Restoration Project; Rededication and unveiling project update

RECOMMENDATION: Receive verbal staff update

Ms. Henning reported that she has heard back from the Principal from Vista Del Monte and they are closer to a date selection for the totem pole unveiling.

Commissioner Edmundson created a draft “pamphlet” with historic details and information on the restoration of the totem pole. The Studio will continue to finalize a compilation of photographs on the restoration process.

There was discussion regarding the book the commission would like to create; staff would also like to have a “website” version that can be downloaded from the City’s website.

E. SUBCOMMITTEE REPORTS

7. Partnerships/Sponsorships, Commissioner Gladstone

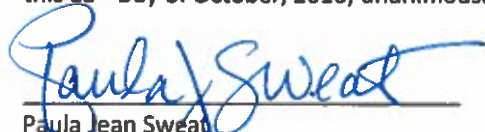
Commissioner Gladstone – Unfortunately, Artist Jimmie Durham, will not be able to participate. The artist that will be participating is Hank Willis Thomas. Vice Chair Yanni met with the Desert Highland Community Association and representatives of Desert X. Elizabeta Betinski (Desert X) gave a presentation to the community association on Desert X. The artist has been to visit the site. The commission will need to approve the new artist for this project and review the new details of their proposal for installation. This item will be on next month’s Agenda for approval.

COMMISSIONER COMMENTS/REPORTS/REQUESTS:

Chair Sheffer – would like to get an update on the public art app.
Vice Chair Yanni – Welcomed new Commissioner Melanie Brenner.

REPORTS OF DIRECTOR/STAFF: No Reports

ADJOURNMENT: The Public Arts Commission adjourned at 4:21 p.m. to a Regular Meeting, Thursday, November 10, 2016, at 2:00 p.m., Palm Springs City Hall, Large Conference Room, 3200 E. Tahquitz Canyon Way, Palm Springs, California. Adjournment unanimously approved by a Motion of the City of Palm Springs Public Arts Commission this 13th Day of October, 2016; unanimously carried.



Paula Jean Sweat
Economic Development Program Assistant