

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



**MINUTES**  
**Regular Meeting**

Thursday, October 12, 2017  
Palm Springs City Hall • 3200 E. Tahquitz Canyon Way  
Large Conference Room

**CALL TO ORDER:** The meeting was called to order at 2:13 PM by Chair Sheffer

**ROLL CALL:**

	Present <u>This Meeting</u>	Present <u>to Date</u>	FY 2017/2018 <u>Excused Absences</u>	FY 2017/2018 <u>Unexcused Absences</u>
Melanie Brenner	x	2		
Mara Gladstone	x	2		
Tracy Merrigan	x	2		
Alfonso Murray	x	2		
Russell Pritchard	x	2 (Arrived 2:23 PM)		
Ann Sheffer, Chair	x	2		
Thomas Yanni, Vice Chair	x	2 (Arrived 2:37 PM)		

**Administrative correction made to attendance record – Present to Date changed to 2 for all commissioners**

**ALSO PRESENT:** David H. Ready, Esq., Ph.D., City Manager  
Jay Virata, Director, Community & Economic Development  
Jennifer Henning, Arts and Special Projects Coordinator

**ACCEPTANCE OF AGENDA:**

**MOTION:** by Commissioner Gladstone, second by Commissioner Brenner, to approve Public Arts Commission Regular Meeting Agenda for October 12, 2017; unanimously carried, 5/0

**PUBLIC COMMENTS:**

Ms. Sally Hedberg, Desert Art Center – Thanked Ms. Henning; she has been a big support and coordinator bringing the City of Palm Springs and the Desert Art Center together. Ms. Hedberg also thanked the commission for their work, “art is the great communicator”. What is most important is supporting the kids; Ms. Hedberg spoke briefly about a few of the Desert Art Center’s programs, i.e., Middle School Art Project (MSAP), Scholarships and Art for Kids Day. Ms. Hedberg requested that the commission possibly make a monetary donation to the Susan Smith-Evans Memorial Fund. Ms. Smith-Evans participated in many programs at the Desert Art Center including the activities for Art for Kids Day.

Chair Sheffer – The discussion for a contribution towards the Susan Smith-Evans scholarship fund is later on today's agenda. Chair Sheffer advised that since the Desert Art Center is in a City facility we feel a special responsibility to help the programs there.

**CITY MANAGER'S COMMENTS:** Dr. Ready welcomed the two new commissioners; would like to answer any questions the commission might have. Dr. Ready advised the commission that the final iteration for the downtown park is on next week's City Council Agenda; the public arts commission's input on the sculpture garden will be needed; Dr. Ready will speak to Mark Rios, lead architect from Rios Clementi Hale Studios, to see if he is available to attend an upcoming commission meeting, if not, one of his associates who are working closely on this project, may be able to attend.

Mr. Virata – Nate Cormier from Rios Clementi Hale has agreed to speak at either the November or December commission meeting.

**APPROVAL OF MINUTES RECOMMENDATION:**

**MOTION:** by Commissioner Gladstone, second by Commissioner Merrigan, to approve the Regular Meeting Minutes of September 14, 2017; unanimously carried 5/0

**A. PRESENTATIONS:**

1. None

**B. NEW BUSINESS:**

2. Discussion Regarding Possible Revisions to the Resolution of the Palm Springs Public Arts Commission Establishing Two-Year Term Limits for the Seat of Chair and Vice Chair  
**RECOMMENDATION:** Discussion and Motion to Vote on Amending or Rescinding the Established Resolution

Chair Sheffer – read a new resolution of the Palm Springs Arts Commission abolishing term limits for the seat of Chair and Vice Chair.

**COMMISSIONER PRITCHARD ARRIVED 2:23 PM**

**MOTION:** by Commissioner Brenner, second by Commissioner Merrigan, to abolish the existing Resolution that was passed in 2010 and create a new one where there is no term limit on the positions of Chair and Vice Chair; unanimously carried 6/0 – Commissioner Yanni not present

3. Selection of Chair and Vice Chair for 2017-18 Term  
**RECOMMENDATION:** Direct Staff as Appropriate

Dr. Ready – requested nominations for the seat of Chair for the 2017-18 term.

Nomination by Commissioner Brenner, second by Commissioner Merrigan to select Commissioner Sheffer for the seat of Chair for the 2017-18 term; there were no further nominations; unanimously carried 6/0 – Commissioner Yanni not present

Nomination by Commissioner Brenner, second by Chair Sheffer to select Commissioner Yanni for the seat of Vice Chair for the 2017-18 term; there were no further nominations; unanimously carried 6/0 – Commissioner Yanni not present

4. Discussion to Reschedule the Established Monthly Meeting Time of the Public Arts Commission  
**RECOMMENDATION:** Discussion and Motion to Vote on Amending or Retaining the Established Meeting Time

**MOTION:** by Chair Sheffer, second by Commissioner Merrigan, to move our monthly meeting time to 4:00 PM on the second Thursday of each month; unanimously carried 6/0 – Commissioner Yanni not present

5. Discussion Regarding Proposed Changes to the Guidelines Set Forth by Palm Springs Municipal Code Chapter 5.81 Sections 93.20.00 & 93.20.03 of the Zoning Code Relating to Art Murals on Private Property  
**RECOMMENDATION:** Review Art Murals Ordinance and make a recommendation to City Council for consideration

Chair Sheffer – background regarding this item:

At the last City Council meeting a Staff Report with suggested amendments to the mural ordinance was to come before the Council. After looking at it, while there are a lot of changes having to do with fees, and timing and stuff, the involvement of the Planning Commission and the Architectural Advisory Committee (AAC) are proposed to be taken out of it, which would leave the arts commission as the only commission that would make recommendations to City Council. I asked if they would withdraw it in order to let the Arts Commission take a look at writing some standards. The ordinance is pretty vague as it is right now as to what the commission's role is. If we are the only commission that is going to comment on this, there should be a clear set of standards to judge a mural against. Chair Sheffer asked the Proposal Review Subcommittee (Gladstone/Pritchard) to get together and come up with a set of proposals that we could look at and pass on to City Council.

Commissioners Gladstone and Pritchard agreed.

Chair Sheffer – there are changes regarding fines and fees in relation to creating a mural prior to approval. There should be a fine for not putting in an application ahead of time. The application fee has also been reduced. Need to define the role of the arts commission. How can we bring it into conformity with standards around the country?

Commissioner Pritchard – felt the fee for the application permit was on the high side; getting it lowered to \$950 is a little bit of a decrease. Would like to see the commission establishing a grant program where the commission pays the permit fee for 3-4 mural presentations per year.

Dr. Ready – gave a brief background on the inception of the mural ordinance; the arts commission should have some jurisdiction in determining the criteria for art; Council will still want community outreach to ensure the process of mural placement does not become contentious.

**VICE CHAIR YANNI ARRIVED 2:37 PM**

Commissioner Murray – In terms of national standards as it relates to murals, the standard now in some places is to do an indoor mural.

**C. UNFINISHED BUSINESS:**

6. Project and Event Review 2017-18  
Confirm Public Arts project list and calendar for January-May 2018  
**RECOMMENDATION:** Direct Staff as Appropriate

Ms. Henning – reported on the upcoming October 14 Art Talk with Chari Godakanda at the Desert Art Center. Mr. Godakanda will be speaking on the student exhibition and photography project, *Portraits of a City*.

The 2017-18 Arts Education and Outreach Events card was discussed. Staff shared the public arts webpage showing updates on upcoming events and provided a jpeg file that can be shared on social media; staff also advised the commission on the progress of the TDOR sculpture base; the base will be delivered to the TDOR organization in time for the November 20<sup>th</sup> event; The TDOR organization is planning the event and we have not been advised of a location at this time. Staff will be looking into fabrication of an acrylic protective cover for the piece.

Chair Sheffer – the commission committed to finishing a base at a cost of \$5,000; does not feel it is necessary to spend any further money; the original discussion was to accept a temporary loan of the sculpture and it would then be loaned to other cities.

Dr. Ready – the TDOR organization wants to hold the November 20<sup>th</sup> event at City Hall (parking lot); the details have not been finalized.

Events and dates need to be confirmed to finalize the January-May 2018 event card in a timely manner (must be completed by December).

Dr. Ready – on a different topic for a future agenda; City Council would like a recommendation as to what the commission would like to do with the John Clement sculptures; place them at a different location or leave them where they are; need to close the loop as the sculptures have been abandoned; need to formalize the legal side of this issue.

Mr. Virata – John Clement (artist) is no longer the owner of the pieces, however, the City Attorney has been researching this matter and has found law that would enable an abandoned art piece to be reclaimed by the artist; John Clement is willing to donate the sculptures to the City to dispose of, or do with as we please.

7. Community Art Exhibitions 2017-18

Review Upcoming Exhibitions including: 19<sup>th</sup> Annual Juried Art Show, Update; Martin Luther King, Jr. "Excellence In Art" Student Exhibition, January 14, 2018, confirm dates/details; Cesar Chavez "Excellence In Art" Student Exhibition, March 23, 2018, exhibition and dates/details.

**RECOMMENDATION:** Receive Verbal Subcommittee Report

Commissioner Brenner reported for the Community Art Exhibitions Subcommittee – the subcommittee met on September 21<sup>st</sup>, all subcommittee members were present (Brenner, Merrigan, Pritchard)

- Brought new commissioners up-to-date on commission business
- Discussed schedule of events; reviewed event card and staff was advised that the card could be released
- Thanked the new commissioners and Commissioner Murray for attending the October 5<sup>th</sup> event at VillageFest – it was a great event and wonderful evening
- Would like to have the January-May 2018 event card ready for distribution by the first of the year
- The subcommittee also discussed the upcoming 19<sup>th</sup> Annual Juried Art Show; would like the commission to discuss if there will be a guest juror for the 2018 show.

Possible suggestions for a guest juror:

- Lisa Soccio, Gallery Director, Walter N. Marks Center for the Arts at College of the Desert
- The new Director at Desert X
- Cathy Allen, Copper Mountain College
- Katherine Hough, Chief Curator, Palm Springs Art Museum  
(Commissioner Gladstone advised that Ms. Hough will probably not be available for the 2018 Art Show; a good candidate in the future)

The decision on this year's juror will be done at the subcommittee level.

Commissioner Yanni – will contact some of the possible jurors and keep in touch with the subcommittee.

The subcommittee discussed the BoHo Bazaar: The subcommittee would like to tie this in to an event the evening prior (ethics meeting); could be a preview event and fund-raiser; invite elected officials and commissioners from the various boards and commissions; it was also discussed to have an honorary Chairperson.

Commissioner Brenner – Not sure how to move forward on community outreach for the Martin Luther King, Jr. "Excellence In Art" Student Exhibition and the Cesar Chavez "Excellence In Art" Student Exhibition since Commissioner Murray is a very large part of the exhibition, but not on the Community Art Exhibitions subcommittee

Chair Sheffer – advised that there is some overlap with the Community Art Exhibitions and Education & Partnerships.

#### 8. Education and Community Outreach Programming

Review Upcoming 2017-18 Outreach events including: PSUSD *Artist in Residence Program*: starts January 8, 2018; Art for Kids Day: February 4, 2018, partner event with Desert Art Center, discuss contributing \$500 towards Susan Smith-Evans Scholarship fund for local high school students attending College of the Desert pursuing arts education; Family Fun Fest participation: March 28, 2018, confirmation is needed.

**RECOMMENDATION:** Receive Verbal Subcommittee Report

Commissioner Murray – the Education & Partnerships subcommittee (commissioners Murray & Merrigan present) met with Ms. Henning; discussed the Susan Smith-Evans scholarship fund (\$500 contribution). Has completed an impact statement; feels the commission has an opportunity for a far greater reach into the community. Would like to see programming include the homeless and senior citizens; we do a lot with the school district. Feels there is a gap as it relates to teachers in our community; we lose a lot if we don't partner with the museum (who reaches out to teachers). Would like to know if there is a job description for the Artist-in-Residence program? Is this just for the Palm Springs Unified School District? Can this be spread out (some of the work) to the homeless or to senior citizens? Can we have more than one Artist-in-Residence?

Ms. Henning – There is not a specific Artist-in-Residence program. This came out of the educational component while working on *Portraits of a City* – at Palm Springs High School.

Chair Sheffer – There are many cities that are doing amazing programs with the homeless.

Commissioner Brenner – our programs with the school district is an established relationship; if we are going to work with the homeless and/or senior citizens we will need to find an organization to establish a partnership with.

Commissioner Yanni – we would need to put together something quickly; maybe towards the end of May. Would like the subcommittee to continue this discussion and bring back their findings to the next meeting.

Ms. Henning – if we are going to go in a different direction, other than the Artist-in-Residence, the commission will need to make that decision rather quickly; Ms. Castrodale is already in the planning stages and we will need to let her know.

Commissioner Merrigan – the subcommittee was brainstorming; with the new name of the committee it could lead to other new exciting projects.

Commissioner Gladstone – if you look at our programs, many of them are with the Desert Art Center and Palm Springs Unified School District, they are great and valuable programs; I agree there are ways we can have more impact. Would like to alleviate the burden that we have to have an exhibition all the time; you can have community impact and outreach without having to do exhibitions.

Chair Sheffer – We’ve had sort of a breakthrough in the notion that we could contract with someone to do our social media. If we had a campaign that we wanted to run it is entirely possible to contract with someone who does this.

Ms. Hedberg, Desert Art Center – Spoke briefly regarding the Susan Smith-Evans Scholarship Fund, Art for Kids Day; a memorial fund for students attending College of the Desert; the memorial fund is perpetuating; six (6) \$1,000 scholarships are given out by the Desert Art Center.

Chair Sheffer – does not think the commission can spend funding on scholarships; we’ve co-sponsored events and have paid for some of them.

Ms. Hedberg – the funds could be used to buy needed supplies for Art for Kids Day, rather than the funds going towards a scholarship.

Ms. Henning – reminded the commission that last year they approved \$250 for Art for Kids Day.

Chair Sheffer – would like to table this item and receive more clarity on this type of expenditure.

Ms. Hedberg – thanked the commission for having her here today; Very happy that Mayor Moon was at the Desert Art Center’s opening; we also partner with the Palm Springs Art Museum on Art for Kids Day; we’re all working together in partnership.

*Family Fun Fest participation: March 28, 2018*

Ms. Henning – gave background information on Family Fun Fest for the new commissioners. Various commissioners have helped with the activity booth at Sunrise Park; it is on a volunteer basis.

**MEETING DISCUSSION CONTINUED ON ITEM 7.**

Commissioner Murray – asked if the Cesar Chavez “Excellence In Art” Student Exhibition took place this year; was it cancelled?

Ms. Henning – it did take place, it was not cancelled; an article ran in the Desert Sun; the Library posted it on the City’s website; the exhibition was up for at least 4 weeks; it was discussed here at the commission.

We have been asked by the Library to have the exhibition again; was very popular and generated a lot of interest, as well as the Martin Luther King, Jr. exhibit.

Ms. Henning reported – the Martin Luther King, Jr., Exhibition opening ceremony will again be held at The Church of St. Paul in the Desert, Sunday, January 14, and will be installed at the Palm Springs Public Library on January 16<sup>th</sup>; the artwork will be on exhibit at the Library through February for Black History Month. Shortly after the Cesar Chavez Exhibit will be installed, should the commission decide they want to go forward with that exhibit.

Last year members of the commission, Brenner, Murray and Ruttan, also members from the Black History Committee juried the student's works.

***MEETING DISCUSSION CONTINUED ON ITEM 8.***

Commissioner Merrigan – would like to ask a question regarding Arts for Kids Day; we had discussed at the subcommittee meeting (ties-in with Family Fun Fest) having a booth at Arts for Kids Day that we would use for public arts education. The subcommittee talked about doing a tour of the fountain; maybe incorporate art from Frances Stevens Park into the coloring book. Also, discussed having kids create art on the spot of the public sculpture that's at the park.

Chair Sheffer – I think we should give ourselves one more meeting before finalizing the 2017-18 event card; continue work at the subcommittee level.

***MEETING DISCUSSION CONTINUED ON ITEM 7.***

Vice Chair Yanni – would like to hear from other commissioners on the exhibitions they would like the commission to do, or most committed to, etc.

Including:

- Martin Luther King, Jr. "Excellence In Art" Student Exhibition
- Cesar Chavez "Excellence In Art" Student Exhibition
- Artist-in Residence/other program
- Arts for Kids Day
- Family Fun Fest

**COMMISSIONER COMMENTS/REPORTS/REQUESTS:**

Commissioner Pritchard – involvement in all of the above is what I would push us to do; temper our schedules so we can participate in as much as we can; expanding to form other relationships with other organizations that exist, expand our reach to include citizens such as the homeless, elderly, disabled.

Commissioner Gladstone – very happy with the event calendar; thanked Ms. Henning for putting it together early in the season. I would like to encourage the commission to take this year, maybe as part of our subcommittee meetings, to use that time to meet the people that work at these organizations we want to partner with, and introduce ourselves. Also, think a little bigger about what we want to see the public art commission doing in the next 2-3 years. I would like us to think about commissioning something. The events are all great and have an impact on an individual level. We should move forward with this great plan that we have for this year; use this year for what we want to implement next year.

Chair Sheffer – The downtown park will also be a priority. Michael Braun is considering calling the sculpture "Isabelle" which is his daughter's name.

Commissioner Brenner – Thrilled to hear the conversation about moving outside of just the school district and also support other organizations such as the Homeless Coalition or the Senior Center.

Commissioner Murray – Looking forward to an exciting year.

Commissioner Merrigan – agrees with Commissioner Gladstone; feels it is a great schedule; maybe we can think about starting a Palm Springs City Artists-in-Residence program.

Vice Chair Yanni – it’s a great schedule; nice to have it all together in one place. Inclined to support the things we have done in the past, including, Art for Kids Day and also Family Fun Fest; thanked Ms. Henning for the Hunt Family Totem Pole booklet.

Ms. Henning – The Hunt Family Totem Pole booklet was distributed at VillageFest, along with art maps, coloring books and other collateral materials.

Chair Sheffer – October is National Arts and Humanities Month, the Mayor issued a proclamation celebrating Arts and Humanities Month; the proclamation was given at the museum’s Free Thursday event which coincided with a museum pop-up event (not a Public Art Commission event). Chair Sheffer also spoke briefly regarding taking photographs of the public art pieces and the public art map.

Ms. Henning – spoke to Mary Jo Ginther (Palm Springs Tourism) about ways to promote the upcoming arts events. Advised the commission that there is now an official Instagram account; Palm Springs Tourism holds Instagram contests, will continue to work on this further as well as the phone app.

**COMMISSIONER GLADSTONE LEFT AT 4:08**

Commissioner Merrigan – the pop-up event was wonderful; some of the people I spoke to did not know the museum is free on Thursdays. Great to have this available and affordable to the public.

**D. LEGISLATIVE:**

9. None

**E. SUBCOMMITTEE REPORTS:**

10. None

**REPORTS OF DIRECTOR/STAFF:** None

**ADJOURNMENT:** The Public Arts Commission adjourned at 4:11 PM to a Regular Meeting, Thursday, November 9, 2017, at 4:00 p.m., Palm Springs City Hall, 3200 E. Tahquitz Canyon Way, Palm Springs, California (Large Conference Room). Adjournment unanimously approved by a Motion of the City of Palm Springs Public Arts Commission this 12<sup>th</sup> Day of October, 2017; unanimously carried.

***APPROVED – with administrative correction***  
***ORIGINAL SIGNED DOCUMENT ON FILE IN CITY CLERK’S OFFICE***

***Paula J. Sweat***  
***Economic Development Program Assistant***