

Public Arts Commission  
CITY OF PALM SPRINGS, CALIFORNIA

APPROVED



MINUTES  
Regular Meeting

Thursday, February 8, 2018  
Palm Springs City Hall • 3200 E. Tahquitz Canyon Way  
Large Conference Room

**CALL TO ORDER:** The meeting was called to order at 4:01 PM by Chair Sheffer

**ROLL CALL:**

	<u>Present This Meeting</u>	<u>Present to Date</u>	<u>FY 2017/2018 Excused Absences</u>	<u>FY 2017/2018 Unexcused Absences</u>
Melanie Brenner	x	6		
Mara Gladstone	x	4	2	
Tracy Merrigan	x	6		
Alfonso Murray	x	6		
Russell Pritchard	x	6		
Ann Sheffer, Chair	x	6		
Thomas Yanni, Vice Chair	x	6		

**ALSO PRESENT:** Jay Virata, Director, Community & Economic Development  
Jennifer Henning, Arts and Special Projects Coordinator

**ACCEPTANCE OF AGENDA:**

**MOTION:** by Vice Chair Yanni, second by Commissioner Brenner, to approve Public Arts Commission Regular Meeting Agenda for February 8, 2018; carried 7/0

**PUBLIC COMMENTS:** There were no Public Comments

**APPROVAL OF MINUTES RECOMMENDATION:**

**MOTION:** by Vice Chair Yanni, second by Commissioner Brenner, to approve the Regular Meeting Minutes of January 11, 2018 with one correction from Commissioner Murray, Page 6, Line 1 – to read as long as it's fair and transparent, (adding "and transparent"); carried 6/0 (Commissioner Gladstone absent January 11, 2018)

**A. PRESENTATIONS**

1. Branded Arts, Warren Brand, Founder/President  
Public art proposal to discuss an art mural installed at Desert Regional Medical Center on Via Miraleste north of Tachevah Drive, by Artist Ryan Campbell

Warren Brand, Branded Arts (Project Management) – gave a brief overview of his company “Branded Arts” – an informational brochure is attached and made a part of the record of this meeting.

Ryan Campbell, Artist, has completed a mural at Desert Regional Medical Center; project was done in conjunction with Covered California to promote their open enrollment which ended on January 31.

Chair Sheffer spoke regarding how this mural project was completed during the time period that the mural ordinance was being updated; fees paid are in accordance with the new fee schedule.

Artist Ryan Campbell spoke on his experience while painting the mural.

Commissioner Murray – [the next time] would be interested in some of our young people documenting the process, e.g., Digicom.

No action can be taken during Presentations, however, Chair Sheffer will write to the City Manager/City Council to ask how they would like the commission to wrap up this particular mural project.

## **B. NEW BUSINESS**

2. Temporary Sculpture Project at Grit Development Site, Block F  
Presentation and proposal by Artist Michael Birnberg to install a temporary public art installation in the amount of \$20,500 at Block F of the Downtown Revitalization Project

**RECOMMENDATION:** Receive verbal report from subcommittee, discuss possible options, and direct Staff as appropriate

Commissioner Pritchard – getting closer to specifics on Grit Development site location (Block F) and timeframe; installation site should be accessible as early as March 1. This is the first location of possibly three specific art installation sites available at the downtown revitalization area.

Commissioner Pritchard has spoken to Engineering Dept. Staff regarding the easement needed to put a public art installation on private property; very simple procedure; Pritchard is drafting a letter to Grit Development; Planning Department advised Pritchard that an easement is not needed with city planning; property owner (Grit Development) will need to prepare an authorization letter giving the city usage of the property; will need to go through City Manager’s office.

Dates for installation: March 1, 2018 – February 28, 2019; possible extension of six months. Commissioner Gladstone would like to consider a shorter period of time; Chair Sheffer suggested considering six months with an option to renew for six months.

Chair Sheffer – are we buying this piece, or renting it? Pritchard advised that we are commissioning Michael Birnberg to create this piece and lend it to us/rent it to us for the period of the installation; it remains the property of Michael Birnberg; at the end of the installation period he can take it back and do with it whatever he wishes; perhaps give it to the City as a donation; we will not own the piece.

Grit Development will supply power; the piece will be illuminated.

Chair Sheffer – the next one of these installations should be done through a competition or request for proposals (local, state or national artist).

Chair Sheffer – we should advise City Council that we are doing this; we don’t need their approval for this amount of money; if we do one that is more than \$25,000 we will.

**MOTION:** by Commissioner Pritchard, second by Commissioner Gladstone, to approve temporary art installation titled "Moment Movement Change" by Artist Michael Birnberg for installation on Site F of the Downtown Palm Springs site plan, northeast lot at Museum Way and Belardo Road; budget \$20,500; installation period March 1, 2018 for a period of six months with a possible extension of three months; carried 7/0

Artist proposal is attached and made a part of the record of this meeting.

#### C. UNFINISHED BUSINESS

##### 3. Education and Community Outreach Programming

Review upcoming 2017-18 Outreach events, including: 19<sup>th</sup> Annual Juried Art Show; Cesar Chavez "Excellence in Art" Student Exhibition and Awards Presentation; 2018 Artist-In-Residence Program update and review confirmed Spring Programs

**RECOMMENDATION:** Staff Update and Direct Staff as Appropriate

Commissioner Pritchard thanked Ms. Henning on the stellar job of hanging the juried art show; it looks spectacular; very high turnout for the opening reception; very positive results.

Ms. Henning – over 118 artists submitted pieces for the show; there were 98 artists juried in; Marianne Falk, Managing Director of Desert X was this year's juror, she did an amazing job; happy to have a chance to work with her; the exhibit will remain up until February 24.

Ms. Henning reported on the Cesar Chavez "Excellence in Art" Student Exhibition – the Prospectus has gone out to all the students; opening reception March 20, 6:30 PM, Palm Springs Library; trying to confirm Congressman Ruiz' attendance to be there to give awards; the Martin Luther King, Jr. exhibit comes down on March 1.

Ms. Henning – 2018 Artist-In-Residence Program update – A meet-and-greet was held today; all selected subjects were invited to meet the students; very good turnout for "zero" period at 7:00 AM. The project is going incredibly well. Opening reception will be held at Gallery 500; date to be confirmed.

"Desert Maidens" (subjects chosen): Jackie Autry, Karen Barone, Keisha D., Patty Delgado, Helen Galen, Lisa Houston, Barbara Keller, Sandra Lyon, Donna MacMillan, Ruth Moir, Karen Riley, Bonnie Ruttan and Susan Stein.

Free Thursdays at the Palm Springs Art Museum was briefly discussed.

#### D. LEGISLATIVE

##### 4. None

#### E. SUBCOMMITTEE REPORTS

##### 5. Publicity and Outreach: Commissioner Brenner

Report on approved contract for social media consultant GL The Very Best Services LLC (Madalina Garza)

**RECOMMENDATION:** Commissioner Brenner will provide an update regarding the details, terms, and approval of this contract

Commissioner Brenner – hats off to Ms. Henning for the juried art show; the quality of the work is so impressive and it is beautifully hung.

Reporting on GL The Very Best Services, Madalina Garza – Ms. Garza is very excited about being brought on; reported that there is now a 5-month contract; will carry us through the rest of the season. After the contract is finalized will be coming up with goals; Ms. Garza would like to speak with each commissioner to get feedback. Ms. Garza is currently finalizing paperwork with the City.

Commissioner Brenner, my report is...my understanding is that she will be coming on board under contract for the next five months; I will be working with her getting her in touch with the city and then she will be contacting each commissioner to get feedback as far as your ideas and thoughts so we can do goal setting.

At the invitation of Commissioner Murray, Ms. Garza attended the Black History Month gala at the Hilton Hotel. Commissioner Murray reported briefly on the Black History Month art exhibit at the Palm Springs Art Museum taking place on February 11.

6. Sites and Installations: Commissioners Pritchard and Yanni  
Discuss proposals for temporary downtown art installations to be placed at the Grit Development site and other locations

**RECOMMENDATION:** Review Proposals and Direct Staff as Appropriate

John Clement Sculptures – Mr. Virata reported that they have checked with the City Attorney; have not received any definitive information on the sculptures.

All three pieces have been painted.

7. Murals: Chair Sheffer and Commissioner Pritchard  
Update on revised mural ordinance  
**RECOMMENDATION:** Report by Chair Sheffer

No Discussion

8. City Council Downtown Park Ad Hoc Committee: Chair Sheffer  
Assignment of Chair Sheffer to the Committee and Commissioner Pritchard as an alternate  
**RECOMMENDATION:** Report by Chair Sheffer

Chair Sheffer – would like to do something to celebrate the anniversary of the Public Arts Commission; propose having a celebration on October 11 during National Arts and Humanities month; would like to have a Study Session on February 22 at Desert Art Center (staff will confirm space availability).

Agenda topics include: Public Art anniversary celebration; commissioning temporary projects; coordinate with the downtown park; promotional campaign for the mural.

***Commissioner Gladstone left the meeting at 5:22***

Chair Sheffer – City Council has asked that the new mural ordinance be publicized; Madalina Garza will be invited to the Study Session; public awareness; social media goal setting; overview planning for 2018-19; subcommittee items will be set.

Commissioner Merrigan – reported that on the 23<sup>rd</sup> the park designers are giving a modernism presentation on the park from 12:00-2:30.

**COMMISSIONER COMMENTS/REPORTS/REQUESTS:**

Commissioner Merrigan – requested clarification on installation of murals in conjunction with the new mural ordinance; Chair Sheffer responded. Also, the art show had really great energy and Ms. Henning did an amazing job, congratulations; the Mayor was so enthusiastic.

Vice Chair Yanni – thanks to everyone for participating in the juried art show; this is my third year and it seemed that there were far more entries than we've had in the past. Ms. Henning did a terrific job in hanging all the pieces and lighting them; it looked really good and the vibe was really nice that evening. Glad we are still doing this art show.

Chair Sheffer – do we have all the information to prepare a contract for Michael Birnberg? Who will handle the contract? Ms. Henning advised that she takes care of the contracts; we have had temporary installations in the past; there is a standard city contract and provisions that we typically require.

**REPORTS OF DIRECTOR/STAFF:**

Ms. Henning – juried art show: we have not had this many entries in several years; it was encouraging to see several young artists and new artists that had not applied before.

Mr. Virata – at last night's Council meeting commission liaisons were selected; the liaison for the Public Arts Commission will be Mayor Moon; he is not required to attend meetings, but he is the direct line [to Council] should commissioners feel they need to communicate with Council.

**ADJOURNMENT:** The Public Arts Commission adjourned at 5:46 PM to a Study Session, Thursday, February 22, 2018, at 4:00 PM, location to be determined. Adjournment unanimously approved by a Motion of the City of Palm Springs Public Arts Commission this 8<sup>th</sup> Day of February, 2018; unanimously carried.

Respectfully submitted,  
Paula Jean Sweat  
Economic Development Program Assistant

***ORIGINAL APPROVED/SIGNED MINUTES ON FILE IN CITY CLERK'S OFFICE***

# BRANDED ARTS

BRANDEDARTS.COM

## Enhancing Professional Spaces and Developments



Verve Talent and Literary Agency



Amobee Headquarters



The Reserve - Playa Vista

**BRANDED ARTS** offers a full spectrum of artistic services for communities and corporate settings. With years of experience as curators and consultants, we will find the perfect artwork to enhance your professional space. Whether it's signature murals, sculptures, paintings or hundreds of pieces for a full-scale development, we take care of every detail from the concept to the artwork installation.

The Branded Arts staff is multi-talented, with backgrounds in architecture, design, gallery planning and production. We can also offer

media packages, creating and producing professional content, time-lapse documentation, and social media exposure for each project.

Over the last 5 years, Branded Arts has produced over 100 public and private mural projects around Los Angeles. Branded Arts recently completed a group of murals at **THE RESERVE LA**, a new 20 acre creative campus in Playa Vista, housing Microsoft, Sony PlayStation and TMZ. The Reserve won the 2014 Best Office Project Award from the Los Angeles Business Journal.

**AN ART COMPONENT** in the workplace increases creativity, elevates productivity, reduces stress, broadens employee appreciation and enhances morale. It not only improves the environment, but employees state that it increases quality of life, builds relationships and leads to networking opportunities.



The Tower - Burbank



Sunset Media Center - Hollywood



The Reserve - Playa Vista

### Previous Projects

The Reserve - Playa Vista - Worth Real Estate Group  
Sunset Media Center - Hollywood - Kilroy Realty Corp.  
Unispace Headquarters - Los Angeles  
Verve Talent and Literary Agency - Los Angeles  
The Tower - Burbank - Worth Real Estate Group  
Black Ocean Firehouse - New York City  
Amobee Headquarters - Silicon Valley  
IO - Playa Vista - Clarion Partners, LPC and Gensler

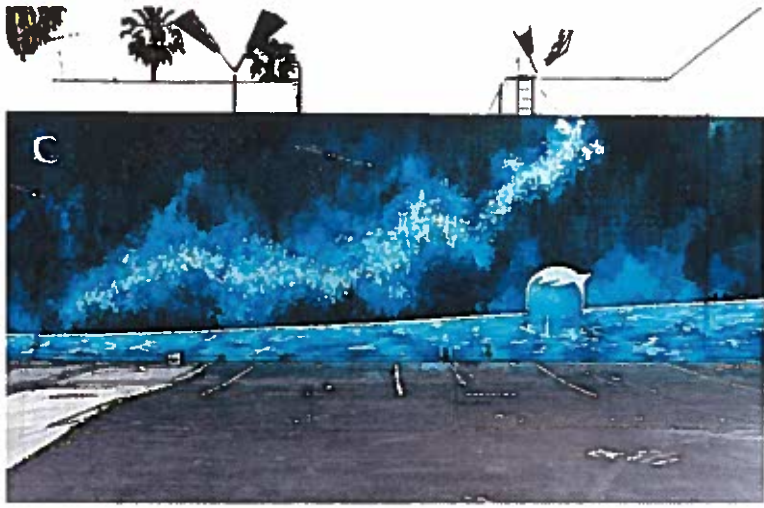
Want to learn more about how you can transform your space into an artistic landmark for the community?  
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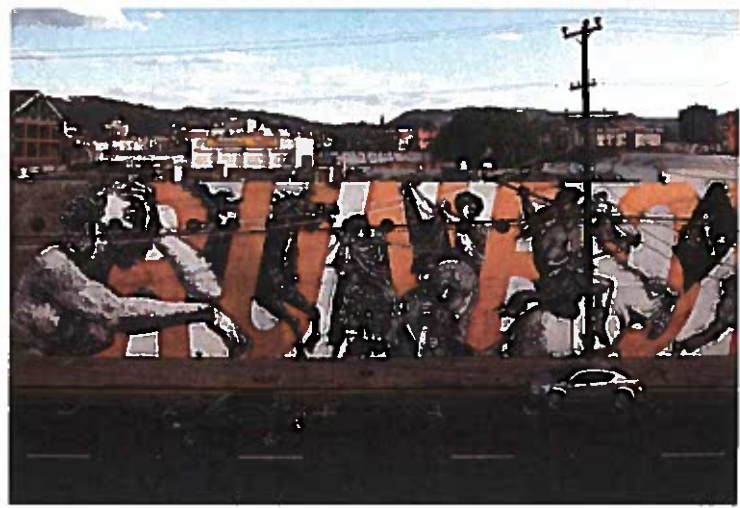
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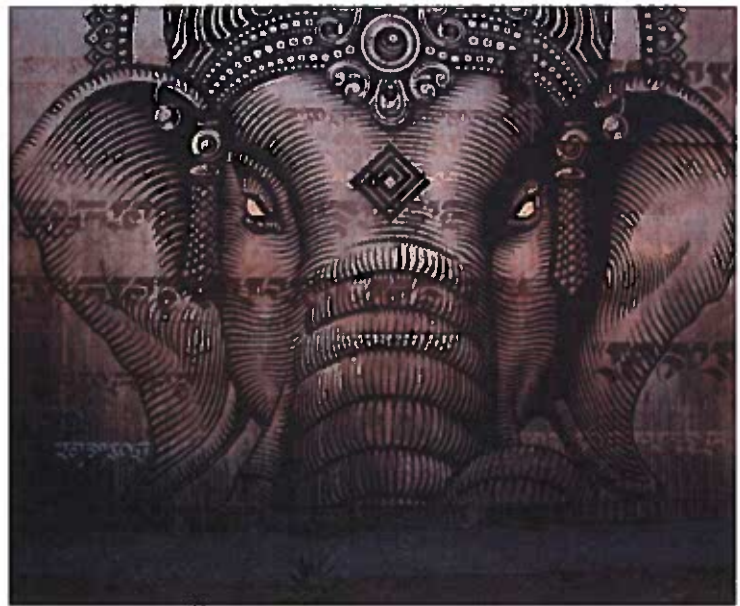
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*West Hollywood*



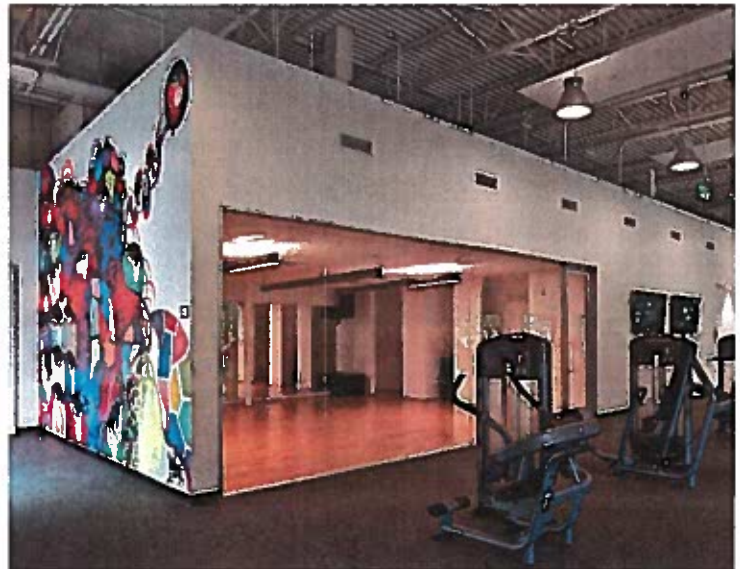
*Culver City*



*Venice Beach*



*Unispace Headquarters*



*The Reserve*



Palm Springs  
2018

**NOTE TO SELFIE**

Block F Site Proposal



# MOMENT MOVEMENT CHANGE

Time and place shape and inform the context of change.

The Moment.

From then to now. From now to then again.

The Movement.

From here to there. From there to here and there again.

But our change comes from within us.

An incredible capacity to create.

Something. Anything. Our world.

It is an awesome power.

It is our greatest responsibility.

Like any important tool; use with caution,

use with care, use with deference.

This moment is the movement of our change.

**MOMENT MOVEMENT  
CHANGE**



## PAST PROJECTS

Michael produced installations for the Joshua Tree music festival *Desert Daze* in 2016 & 17. He also currently creates video art installations for live performances. His work spans sculptural text, vintage electronics, metal structural fabrication, short range wireless broadcast technology, and video art.

### Desert Daze 2016

- One 8'x4' sculptural text.
- One FPV wireless broadcast system networking seven televisions in two locations.
- Curated video art content from himself and one L.A. based video artist.

Budget: \$850.00

### Desert Daze 2017

- Three 8'x4' sculptural text.
- One FPV wireless broadcast system networking 25 televisions in four locations.
- Two 10'x4.5' vintage television towers holding a total of 19 TVs.
- Curated video content in partnership with Adult Swim.

Budget: \$1,500



The Most Beautiful People of Desert Daze 20  
laweekly.com



**LAWEEKLY**

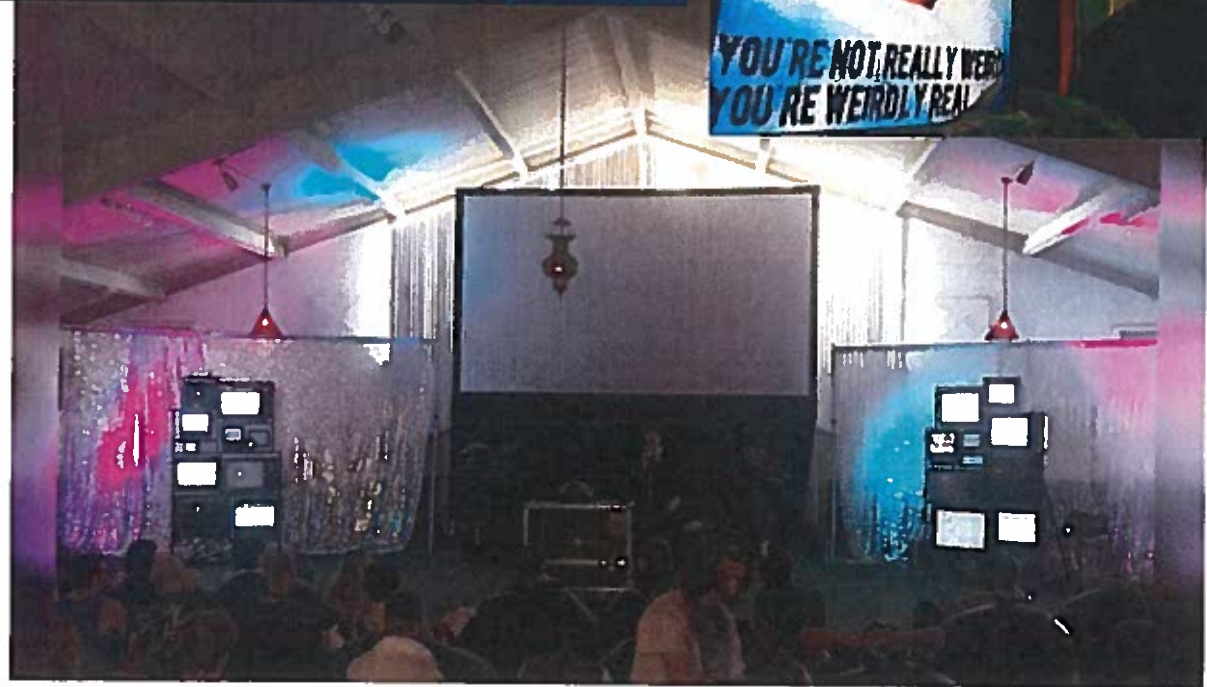
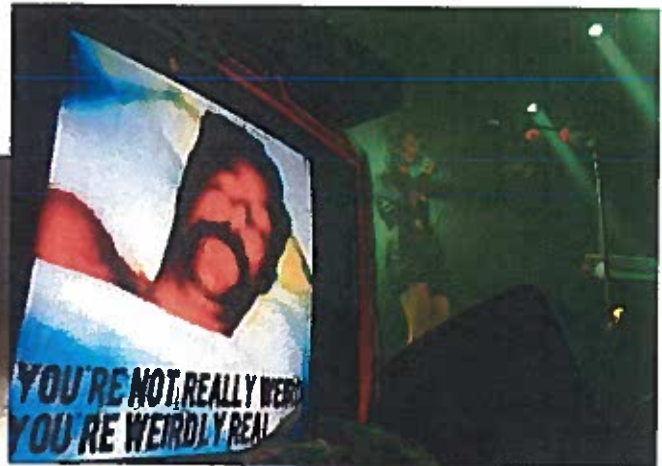
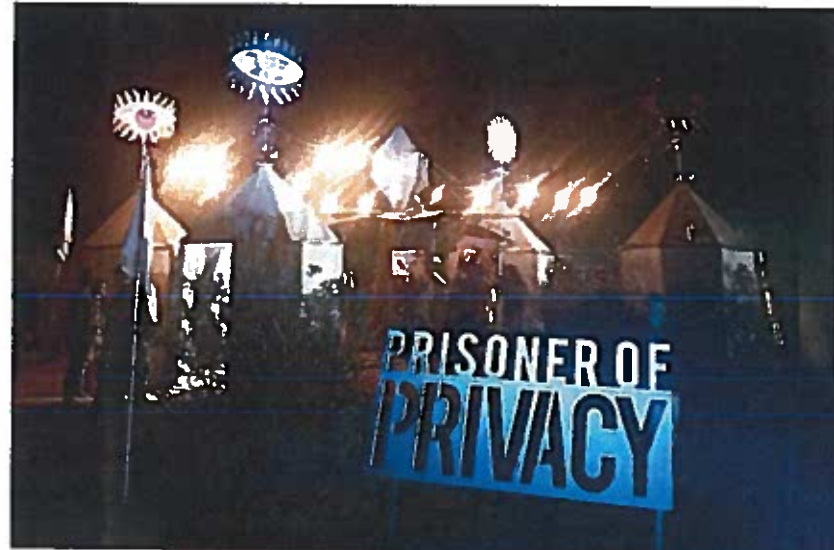


SIGN UP  
LOG IN

THE ONLY OTHER THING IS  
**NOTHING**



4/42



## **ADDITIONAL INFO**

Michael holds a bachelor's degree in Media and Cultural Studies from UC Riverside, and a master's degree in International Counseling Psychology from Alliant International University, Mexico City campus.

Michael's professional exposure spans art, entertainment, journalism, politics, government, and more.

Michael follows an artistic lineage starting in the 1950's when his great grandmother Rose Matlin moved to Palm Springs, buying property across the Coachella Valley, and establishing an art school out of her home in the Little Tuscany neighborhood. A home that remains in the family to this day.

Michael was born in the SoHo neighborhood of New York City, a block from his other grandmother, a painter.

Michael moved to Palm Springs in 1998. He currently splits time between Los Angeles and Palm Springs.

\*references available upon request

## **BUDGET**

### **Sign**

20' x 10', 1/4" thick steel sheet  
CNC laser cutting & hand welding  
Metal frame  
\$10,000.00

### **Paint & Hardware**

Industrial grade paint  
Spray rig setup and application  
\$1,800.00

### **Installation**

Concrete footings  
Steel support architecture  
Labor based on 4 persons  
Tools and equipment  
\$2,700.00

### **Personell**

Artist, technical design, fabrication & install mgt.  
\$5,000.00

Proposed contingency of \$1,000.00 returned if not used.

Total \$20,500.00

## **TIMELINE**

### **Sign & Supports**

1-3 Weeks for materials delivery and fabrication.

### **Paint**

2-4 Days on site.

### **Installation**

3-5 Days on site.

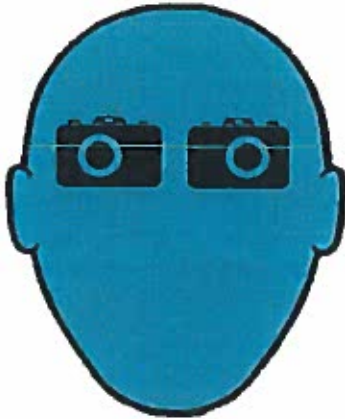
Total: 2-4 Weeks.

## **MAINTENANCE**

Periodic cleaning of the sign when necessary using water and soap. Automotive polish may be applied as well.

A structural integrity review after 6 months, and again at 12 months, or after any significant seismic event.

\*review will be performed by Anders Hanson Remodel, Inc.



**NOTETOSELFIE**

Michael Birnberg

2325 N Girasol Ave.  
Palm Springs, CA 92262

—

Eastern Lion LLC  
18 Stuyvesant Oval  
Apt. 6A  
New York, NY 10009

- [www.notetoselfie.org](http://www.notetoselfie.org)

- @notetoselfie



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Palm Springs City Business Lic  
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Exp 11/30/18

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