

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

APPROVED



**MINUTES
Regular Meeting**

Thursday, March 9, 2017
Palm Springs City Hall • 3200 E. Tahquitz Canyon Way
Large Conference Room

CALL TO ORDER: The meeting was called to order at 2:04 PM 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	6	1	
Mara Gladstone	x	7		
Alfonso Murray	x	7		
Bonnie Ruttan	x	7		
Ann Sheffer, Chair	x	7		
Thomas Yanni, Vice Chair	x	6	1	

ALSO PRESENT: David Ready, Esq., Ph.D., City Manager
Denise Goolsby, Director of Neighborhood and Community Relations
Jennifer Henning, Arts and Special Projects Coordinator

ACCEPTANCE OF AGENDA:

MOTION: by Vice Chair Yanni, second by Commissioner Murray to approve Public Arts Commission Agenda for March 9, 2017; unanimously carried, 5/0

CITY MANAGER COMMENTS:

David Ready, City Manager – introduced Denise Goolsby, Director of Neighborhood and Community Relations. It has taken longer than expected to fill the position of Community & Economic Development Director; normally there are Department Head liaisons to commissions; in the absence of a Director Ms. Goolsby will be assisting as the liaison for Public Art; she will be available to help with any policy issues and to help Ms. Henning should she need additional assistance.

Commissioner Brenner Arrived at 2:06

David Ready, City Manager – Would like the Public Arts Budget placed on the April 2017 agenda. Public Art Funds will be available in the "Unallocated" line item of the Public Art budget. Dr. Ready advised the commission that funds can also be used from the general fund and "paid back" by the arts commission. A presentation on the

downtown "park" will be addressed in the future; the commission's input will be appreciated. Dr. Ready advised the commission that there is the possibility of a joint meeting with City Council, Parks & Recreation Commission and Public Arts Commission to discuss the downtown park area; would like to get input from both commissions with City Council present.

PUBLIC COMMENTS: There were no public comments

APPROVAL OF MINUTES:

MOTION: by Commissioner Gladstone, second by Vice Chair Yanni, to approve Regular Meeting Minutes of February 9, 2017; carried 6/0

A. PRESENTATIONS

1. None

B. NEW BUSINESS

2. None

C. UNFINISHED BUSINESS

3. Community Outreach and Publicity – 2016-17 Programming

1) Update: 18th Annual Juried Art Show, February 3-25, 2017; 2) Review upcoming outreach events schedule.

RECOMMENDATION: Receive verbal subcommittee report and Staff update

- 1) The 18th Annual Juried Art Show was very successful; there were four (4) private sales. The People's Choice Award votes have not yet been tallied.

Commissioner Ruttan reported that Susan Smith Evans, a celebrated artist and teacher in the Coachella Valley, who exhibited in this year's juried art show and received the Commissioner's Choice award, has unfortunately passed away in a tragic accident.

- 2) Review upcoming outreach events schedule. No discussion.

- 1 March: Martin Luther King, Jr. Student Exhibition: Art Work return, all district schools PSUSD
- 9 March: Photography Workshop with PSUSD, "Portraits of a City"
- 16 March: "Labyrinth Walk" and artist demo at Palm Springs Art Museum
- 23 March: Public Outreach for "Portraits of a City" program, photo shoot #1 to be held at Street Fair
- 24 March: Cesar Chavez "Excellence In Art" Student Exhibition: Artwork pick-up from all PSUSD High Schools
- 25 March: Cesar Chavez "Excellence In Art" Student Exhibition: Jurying of artwork and exhibition preparation
- 27 March: Cesar Chavez "Excellence In Art" Student Exhibition: Exhibition installation and preparation
- 31 March: "Excellence In Art" Student Exhibition: Awards Presentation location TBD
- 5 April: Public Outreach for "Portraits of a City" program
- 12 April: Family Fun Fest Event, Palm Springs Stadium
- 30 April: Desert X: Exhibition Closes
- TBD: "Portraits of a City" Photography Workshop Exhibition / Reception
- June 2017
TBD: Continued, "Portraits of a City" Photography Workshop Exhibition

For the purpose of the March 9, 2017 Minutes, all events prior to March 2017 have been removed.

4. Education Outreach – 2017 Programming

1) Discuss Spring Student Art Competition and Exhibition: jurying dates, show location and reception; 2) Student Photography Class: "Portraits of a City", review class dates, exhibition and field trip.

RECOMMENDATION: Receive verbal subcommittee report and Staff update

1) Students are currently working on artwork for the Cesar Chavez "Excellence in Art" student exhibition; Artwork will be picked-up from PSUSD High Schools on Friday, March 24. Arts commissioners were encouraged to volunteer to jury the exhibit; Commissioners Brenner and Murray volunteered to help on March 24.

A reception and awards presentation will take place on March 31. Awards: Best in Show, \$150; First Place, \$100; Second Place, \$75; Third Place, \$50; Commissioner's Choice, \$25.

2) Ms. Henning attended the first class (today) for "Portraits of a City" being taught at Palm Springs High School; excited to see what the students are going to produce from this class; Chari Godakanda, The Studio, is teaching the class.

On Thursday, March 23, there will be an open call for "public shoot #1"; the open call will take place during VillageFest from 7:00-10:00 PM; Ms. Henning encouraged all commissioners to attend.

Ms. Henning will speak to the instructors to see if there is availability to be present at the Palm Springs Neighborhood Picnic at Ruth Hardy Park on Saturday, March 25.

Ms. Goolsby will get the word out to neighborhood groups and a press release will be made available for Ms. Blaisdell, Director of Communications.

Commissioner Gladstone left the meeting at 2:23

Ms. Henning – briefly explained some of the curriculum for the class including, but not limited to, Release of Liability; the process that follows the photo shoot; processing, developing, editing, apparatus, exposure, etc.

A second photo shoot will take place on April 5 from 7:00-9:00 PM, at The Back Street Art District.

Commissioner Gladstone returned to the meeting at 2:27

April 27 will be the last session for this class; an exhibition will follow.

Commissioner Murray – would like to know what he can do help; would like to take the "behind the scenes" photos.

5. Museum Sponsorship Agreement 2016-17

Discuss current Sponsorship Agreement and Description of Programming for the current contract period.

RECOMMENDATION: Direct Staff as Appropriate

The Museum Funding Agreement (2016-17) has been fully-executed. Free Thursday Evenings Attendance for FY 2015-16 was 31,260; average attendance/week for a 49 week period was 638.

Exhibit "A" (Description of Programming) reads as follows:

EXHIBIT "A"
DESCRIPTION OF PROGRAMMING

Palm Springs Art Museum accepts funding in the amount of Fifty Thousand Dollars (\$50,000) for the Programming described herein and located at Recipient's property at 101 Museum Drive, Palm Springs, California, or as specified:

Free Thursday Evenings at the Palm Springs Art Museum

Free Thursday Evenings Recipient will provide the City of Palm Springs with prominent acknowledgement of sponsorship at each *Free Thursday Evenings* event and in *InSight* magazine

Annual Report

Sixty (60) days after the Term of the agreement, the Palm Springs Art Museum will provide City with an Annual Report showing attendance at the *Free Thursday Evenings* Program.

Educational Programming Opportunities

Recipient shall provide the City of Palm Springs up to four (4) opportunities to provide free arts related education programming in conjunction with *Free Thursday Evenings*. Museum Staff, City Staff and Public Arts Commissioners shall jointly direct the development and/or modification of existing programs, as appropriate, for special educational events. Prior to the event the Museum shall assist with marketing via newsletters, press releases and social media.

Commissioner Murray – The labyrinth walk has been scheduled for Thursday, March 16; this event will be held at the Palm Springs Art Museum during "Free Thursday Events at the Palm Springs Art Museum"; other community organizations involved with the event include The Church of St. Pauls of the Desert, Rites of Passage, and BRAAF (Building Resilience in African American Families).

Commissioner Gladstone – an e-blast will go out in the list of upcoming events; it will not be sent out separately.

There was a brief discussion regarding honorariums for participants on Free Thursdays; honorariums are not to be expected from the museum as part of the Funding Agreement; it is the responsibility of the Arts Commission.

Commissioner Ruttan – has concerns with the contract and transparency; was not aware of Section 1.6 that requires the museum to provide the City with one table of preferred seating to the Palm Springs Art Museums' Annual Gala, which also includes a photograph with the headlining talent and invitation for two guests to attend a VIP reception; does not see how this benefits the citizens of Palm Springs. We are here to support the arts and provide arts programs for the citizens. Also, the museum should be providing the programs rather than the Arts Commission.

Commissioner Gladstone – we do not approve the contracts; we make recommendations. We did not want to give the museum additional funding, but we did want to see more programming for the community; we thought by having the Arts Commission sponsor four events per year, it would be a good way to grow this partnership.

Chair Sheffer – one of the goals this year was to have a complete report of the Public Arts Commission's accomplishments ready for City Council by June 2017.

D. LEGISLATIVE

- 6. MAKE A RECOMMENDATION TO THE CITY COUNCIL REGARDING A REQUEST FOR APPROVAL OF AN ART MURAL APPLICATION BY TRIO RESTAURANT FOR AN EXISTING MURAL ON THE COMMERCIAL BUILDING AT 707 NORTH PALM CANYON DRIVE (CASE 17-001 MUR) 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 #17-001 MUR and adopt a Resolution of the Public Arts Commission making a recommendation to City Council for consideration.

- A request of the Public Arts Commission to provide input and comment on the appropriateness of an Art Mural Application for a mural on the commercial building at 707 North Palm Canyon Drive.
- The mural was applied to the building in August 2016.
- The Planning Commission will be reviewing the mural application at the Wednesday, March 22, 2017 Planning Commission Meeting.

Commissioner Brenner – It is very disconcerting that we have a policy and this business completely went around that; it sets a precedent that anyone can just paint their wall and then come back to arts commission; knows for a fact that this mural was created as a publicity stunt to bring attention to this business. A statement needs to be very clearly made that you cannot come to the commission after the fact. What are we going to do, tell them to go paint over it?

Chair Sheffer – someone could tell them to paint over it. If we register our concern, that this was once again put out before anyone followed the procedures, I think we can say we are not recommending that it be approved because it did not go through the process.

Chair Sheffer – Wells Fargo did go through the proper process; we are invited to the unveiling on March 21.

Commissioner Ruttan – concurs with Commissioner Brenner. They are asking for forgiveness rather than permission.

MOTION: by Commissioner Brenner, second by Commissioner Ruttan, that we do not approve this mural because proper procedures were not followed in accordance with the guidelines set forth by Chapter 2.24 of the Palm Springs Municipal Code (Section 2.24.010) The Public Arts Commission; and Chapter 5.81 of the Palm Springs Municipal Code (Section 5.81.010) the process and procedures for the installation of original art murals on private property prior to it being created; Motion Carried: Ayes 5; Noes 0; Abstain 1 - Gladstone

E. SUBCOMMITTEE REPORTS

7. Sites & Installations

Review possible sites for the installation of artistic bike racks and locations for new artwork acquisitions.

Subcommittee Report – Vice Chair Gianni

Artistic Bicycle Racks:

There are two artistic bike racks completed and ready for installation: 1) palmSPRING (spring design) and 2) Palm Springs Modern (house design).

The commission discussed three possible installation sites: 1) 650 E. Sunny Dunes Rd., 2) 622 N. Palm Canyon Dr., and 3) 333 S. Palm Canyon Dr.

Chair Sheffer – would like Artistic Bike Racks on the April 2017 Agenda – would like to see if there is an additional bike rack the commission would like to purchase for a third site.

Vice Chair Yanni – so at this time we will consider installing palmSPRING at 650 E. Sunny Dunes Rd., and Palm Springs Modern at 333 So. Palm Canyon Dr.

Commissioner Ruttan – because the building where Bev Mo is located is very architectural it might be better to place a different bike rack at that location instead of the Palm Springs Modern bike rack; would rather see palmSPRING at that location.

Chair Sheffer – feels Palm Springs Modern complements the corner; it is across from the Architecture and Design Center.

The commission authorized Ms. Henning to go forward with the installations: installing palmSPRING at 650 E. Sunny Dunes Rd., and Palm Springs Modern at 333 So. Palm Canyon Dr.

Possible installation site: Palm Canyon Theatre, 538 N. Palm Canyon Dr. – There is an empty sculpture pad available in front of the theater; the sculpture “Squeeze”, by John Clement is also installed in front of the theater, but will eventually be moved.

Possible installation site: Elevated berm at southeast corner of Vista Chino and Farrell Dr.

Chair Sheffer – would like Sites & Installations agendaized for the April 2017 meeting; would like recommendations for moving/installing 4-5 art pieces. Would like to consider the relocation of “Frank Bogert on Horseback”, update/consideration of sculpture previously presented by, Thomi Clinton, CEO Transgender Community Coalition.

8. Publicity and Arts Outreach

Discuss the development of a public art mobile app and event calendar to promote Commission sponsored events.

This item will be added to the Study Session Agenda as an Added Starter.

COMMISSIONER COMMENTS/REPORTS/REQUESTS:

Vice Chair Yanni – thanked Commissioner Ruttan, whose last commission meeting is today, for her many years of service and extreme dedication to the City’s artists and arts community; Commissioner Ruttan was always instrumental in helping with the annual Juried Art Show; have learned a lot from Commissioner Ruttan and was a pleasure to serve with her.

Chair Sheffer – Sorry to see Commissioner Ruttan step down from the commission.

REPORTS OF DIRECTOR/STAFF: Ms. Henning thanked Commissioner Ruttan; have been working together since their time at the Palm Springs Art Museum working with the Artist’s Council and going strong 14 years later working on numerous art projects together. The City will miss you, your historical knowledge and you have been a true asset to this commission.

ADJOURNMENT: The Public Arts Commission adjourned at 3:44 PM to a Study Session, Thursday, March 9, 2017, at 4:00 PM, 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 9th Day of March, 2017; unanimously carried.


Paula Jean Sweat
Economic Development Program Assistant