

Public Arts Commission
CITY OF PALM SPRINGS, CALIFORNIA

APPROVED



MINUTES
Study Session

Thursday, February 22, 2018
Desert Art Center • 550 N. Palm Canyon Drive
Palm Springs, CA 92262

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	7 – Arrived 5:19		
Mara Gladstone		4	3	
Tracy Merrigan	x	7		
Alfonso Murray	x	7 – Arrived 4:11		
Russell Pritchard	x	7		
Ann Sheffer, Chair	x	7		
Thomas Yanni, Vice Chair	x	7		

ALSO PRESENT: Jennifer Henning, Arts and Special Projects Coordinator

ACCEPTANCE OF AGENDA:

MOTION: by Vice Chair Yanni, second by Commissioner Pritchard to approve Public Arts Commission Study Session Agenda for February 22, 2018; amended to reflect that Item A.1 will be discussed after Item A.3; carried 4/0

PUBLIC COMMENTS:

Madalina Garza, GL The Very Best Services LLC – self introduction; Web Developer; Social Media Manager.

A. STUDY SESSION TOPICS

ITEM A.1 WILL BE DISCUSSED AFTER ITEM A.3

1. Social Media Goals

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

RECOMMENDATION: Receive report from Commissioner Brenner with details and terms of contract

The commission discussed and/or commented on:

- Ms. Garza will need contact information for all commissioners – Make contact to set priorities
- Official and Unofficial Public Art Facebook pages
- Official newsletters for the City are managed by the City Manager / Public Information Officer and Director of the Office of Neighborhood Involvement
- Social media interactive content
- Interviews / photos to start creating content for events
- Promoting 30th Anniversary Celebration
- Meet with Office of Neighborhood Involvement – consider including content in weekly newsletter
- Have a presence at the PS Neighborhood Picnic
- The Brown Act – rules apply while making contact with commissioners, sending emails, meetings, etc.
- Using public funds for unofficial social media pages
- Distribution of social media content for official use

2. Commissioning of Temporary Public Art Installations

Discuss and evaluate commissioning and installing various public art projects, budgets and schedules

RECOMMENDATION: Receive report and direction from Chair Sheffer

The commission discussed and/or commented on:

- Chair Sheffer reported that she has purchased a piece of artwork for installation (photo attached and made a part of the record of this meeting); artist is willing to reinstall at various sites every couple of months; would like to install at Downtown site first (Block F).
- Art Babies (photo attached and made a part of the record of this meeting) – recently uninstalled in Prague due to wind conditions; became too dangerous; a set of ten are being sent here (by Grit Development); consider for installation at Downtown site.
- Need parameters to complete an RFP for temporary artwork to be installed at Virgin Hotel site; discussed four methods of selecting artwork (per Arts Ordinance), 1) direct purchase, 2) direct commission, 3) limited competition, and, 4) open competition.

COMMISSIONER MURRAY ARRIVED AT 4:11

- Marianne Falk, Managing Director, Desert X – Desert X Exhibition will take place February 9 – April 21, 2019; Downtown site could be possible artwork installation site or for possible pavilion; there have been no official discussions with the City.
- Start to plan for the next six months; culminating with the PAC anniversary celebration. Chair Sheffer would like Proposals subcommittee and Sites and Installations subcommittee work together on temporary art at the downtown site. Staff advised that this item will be agendaized for the March meeting; create Ad Hoc subcommittee.
- 6 month goal; assign the Virgin Hotel site as the next major site; available June 2018-June 2019. Set goal for June 1st; open RFP; set a budget for the project; work with Marianne Falk to achieve the greatest look for the Virgin Hotel site.
- Budget discussion – refund of public art fees; Grit Development will be able to apply for art-in-lieu fee; also, approximately \$180,000 is still due to Escena which remains unresolved.
- Michael Birnberg Installation update; Staff reported all art installations on public or private property, have always gone to City Council whether temporary, donated or permanent. All art installations,

including Desert X (last year), had to go through Building and Planning Departments; complete building permits; inspections, receive approvals. After this piece has gone to City Council a contract can be prepared; artist will be required to submit drawings, plans, specs and engineering calculations.

A Staff Report has not been prepared; was left that this did not have to go to Council; staff was advised that Chair Sheffer was working with the City Manager; Chair Sheffer stated that was to find out how much of this process we had to do.

Staff advised there are only a few items exempt from Building Code which include an interior counter; a play structure (size restrictions); minor electrical (and one other thing); should the proper permits not be pulled, a code enforcement officer can shut down the project.

Staff is waiting to receive direction from the City Manager as to how he wants to handle the process.

The Birnberg piece is 20' X 10' X ¼" plate steel; it is going to be in "the pit"; what type and how tall are the footings going to be to make that steel panel viewable to the public on the sidewalk? Do not know what will be required of the artist for plans, specs and engineering calculations he needs to submit. The artist will need to fill out an application for a permit, submit plans showing the footings, what the wind load calculations are, etc. An Easement will also be required since this piece will be on private property. Chair Sheffer would like to get an expedited process approved.

3. Public Arts Commission Anniversary Celebration

Discuss 30th celebration

RECOMMENDATION: Receive report and direction from Chair Sheffer

The commission discussed and/or commented on:

- CA Desert Arts Council – creating a public art app; need a list of our art pieces sent to Steven Biller
- Having a street festival; possible chalk art, interactive
- Something that would highlight 30 years of the public art collection
- Art on construction fences / murals
- Focus on the collection and 30th Anniversary for the season
- Launch in October – October 11th street festival (Museum Drive)
- Big City Hunt – Palm Springs Art and Infamy ("scavenger hunt" app)
- Work with Agua Caliente Grammar School – 2nd graders
- Continue to work with Palm Springs Art Museum
- Create second Ad Hoc Committee to work on anniversary events (discuss details at March Regular meeting)
- Well In The Desert Project - Partnership
- Native American Cultural Museum – Partnership
- Art that "collects" money for the homeless
- Meet with Councilmember Holstege
- Chalk art wall
- Art Tee Shirts

COMMISSIONER BRENNER ARRIVED AT 5:19

- Closing Museum Drive for Public Art Street Festival (discuss details at March Regular meeting)

4. Mural Ordinance

Discuss promotion and recommendations for the new mural ordinance

RECOMMENDATION: Receive report and direction from Chair Sheffer

The commission discussed and/or commented on:

- March 8 Agenda Topic – Approval of completed mural at Desert Regional Medical Center
- Public Hearing Notices will be sent out – will be published February 23rd
- Off Agenda topic – need to set timeline and budget for 30th anniversary
- Consider sponsoring permit fee for three (3) murals per year – promotion of new mural ordinance

5. Project and Event Review 2018-19

Discuss and evaluate current and upcoming Public Arts project list and calendar including Art Education Programs; 20th Annual Juried Art Show; Library Exhibitions; Student Exhibitions and Palm Springs Art Museum Programs

RECOMMENDATION: Direct Staff as Appropriate

The commission discussed and/or commented on:

- Focus on next year
- Desert Maid(ens) invitation is complete – Commissioners are always welcome to attend the class
- Desert Maid(ens) exhibition was briefly discussed
- Keep partnerships in mind

B. PRESENTATIONS

6. None

C. NEW BUSINESS

7. None

D. UNFINISHED BUSINESS

8. None

E. LEGISLATIVE

9. None

F. SUBCOMMITTEE REPORTS

10. None

COMMISSIONER COMMENTS/REPORTS/REQUESTS:

Commissioner Merrigan – would like a better presence at the Palm Springs Library for our exhibitions; staff advised that we do not have any control as to placement in the Library; the open area “in front/center” of the Library is not available; Commissioner Merrigan would like to know how many people view the exhibits; consider additional venues.

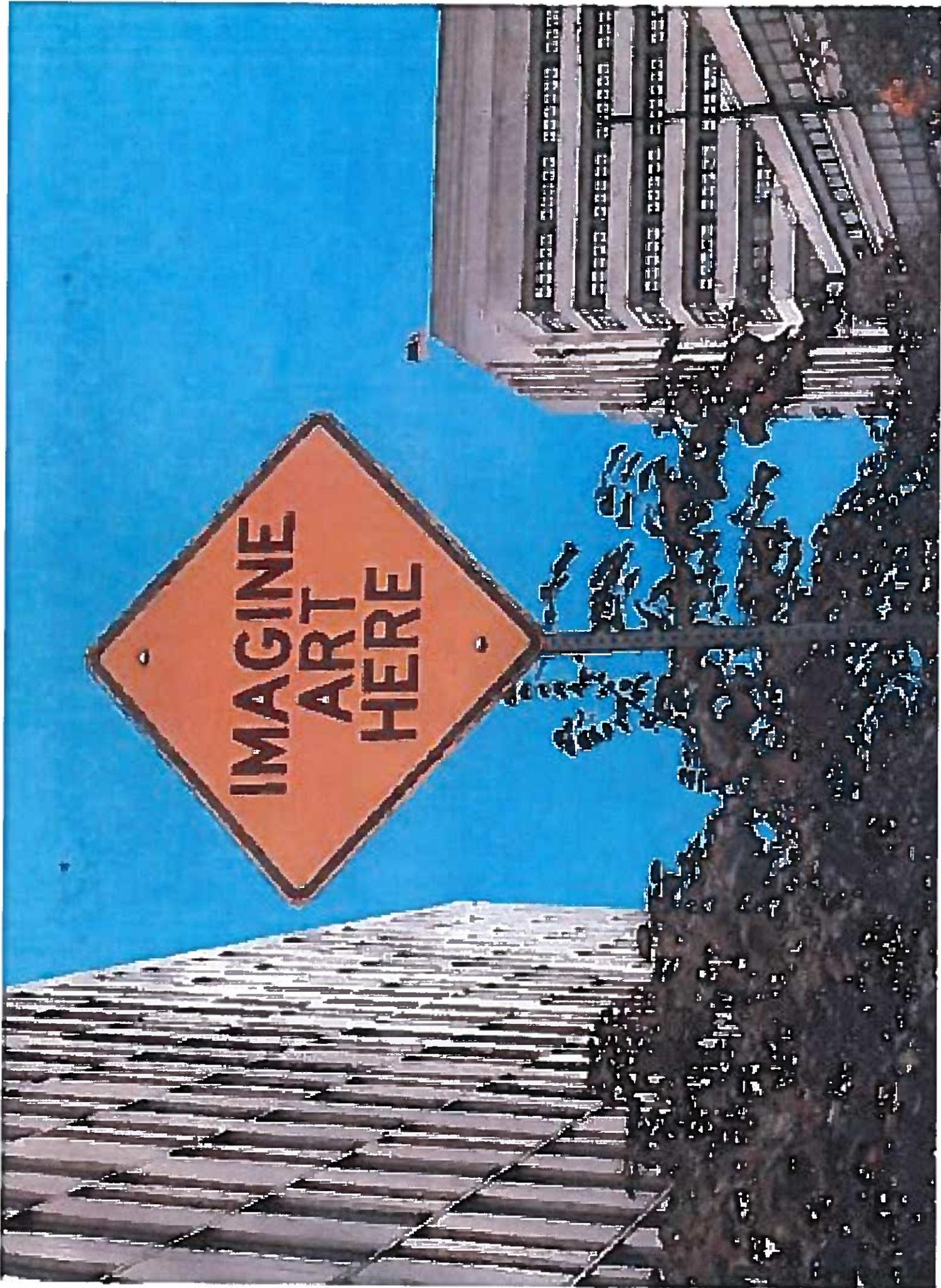
REPORTS OF DIRECTOR/STAFF:

Ms. Henning – Awards Presentation for the Cesar Chavez Excellence in Art Student Exhibition will take place March 20th, 6:30 PM, Palm Springs Public Library, Learning Center. Commissioner volunteers are needed to jury the exhibition. Congressman Ruiz may be available to present the awards.

ADJOURNMENT: The Public Arts Commission adjourned at 6:08 PM to a Regular Meeting, Thursday, March 8, 2018, 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 22nd 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



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ART
HERE**

