

**PUBLIC ARTS COMMISSION
CITY OF PALM SPRINGS, CALIFORNIA
STUDY SESSION AGENDA**

**Tuesday
June 2, 2020**



4:00 PM

Shawnda Faveau
Mara Gladstone
Tracy Merrigan, Vice-Chair
Alfonso Murray

Russell Pritchard
Ann Sheffer, Chair
Thomas Yanni

Pursuant to Executive Order N-29-20, this meeting will be conducted by teleconference and there will be no in-person public access to the meeting location.

CALL TO ORDER:

ROLL CALL:

ACCEPTANCE OF AGENDA:

PUBLIC COMMENTS:

This time has been set aside for members of the public to address the Public Arts Commission on items of general interest within the subject matter jurisdiction of the Commission, and agenda items if the member of the public cannot be present later in the meeting at the time the item is heard by the Commission. Additionally, members of the public may address the Commission on each item listed on the posted agenda at the time each item is heard. Although the Public Arts Commission values your comments, pursuant to the Brown Act, it generally cannot take any action on items not listed on the posted agenda. Five (5) minutes are assigned for each speaker.

A. REPORT FROM THE CHAIR

B. ITEMS FOR DISCUSSION / APPROVAL:

1. Agreement with Scene Creative for Project Management and Consulting Services.
2. Agreement with The Very Best Services for Social Media Strategy and Web Management Services.
3. Extension of Agreement with The Art Collective for one year at a cost of \$30,000 for Continuing Maintenance of Art.
4. Discussion of "Community Art Responds to Economic Shutdown" (CARES) Mini-Grant Program.
5. Discussion of Neighborhood Grants Program.
6. Discussion of Mural on West Elm Building.

C. COMMISSIONER COMMENTS/REPORTS/REQUESTS

D. REPORT FROM DIRECTOR/STAFF

ADJOURNMENT: The Public Arts Commission will adjourn to a Regular Meeting, date to be determined, at Palm Springs City Hall, Large Conference Room, 3200 E. Tahquitz Canyon Way, Palm Springs, CA 92262.

It is the intention of the City of Palm Springs to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, or in meetings on a regular basis, you will need special assistance beyond what is normally provided, the City will attempt to accommodate you in every reasonable manner. Please contact the Office of the City Clerk, (760) 323-8204, at least 72 hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible.

Pursuant to G.C. Section 54957.5(b)(2) the designated office for inspection of records in connection with the meeting is the Office of the City Clerk, City Hall, 3200 E. Tahquitz Canyon Way (760) 323-8204.

AFFIDAVIT OF POSTING

I, ANTHONY J. MEJIA, City Clerk of the City of Palm Springs, California, hereby certify this Notice was delivered to each Public Arts Commissioner, provided to all parties who have requested such notice and posted at City Hall and on the City website, on or before 5:30 p.m. on May 28, 2020, as required by established policies and procedures.



Anthony Mejia, MMC
City Clerk

SCENE CREATIVE, LLC
SCOPE OF SERVICES

This is an agreement with Scene Creative to provide Project Management and Consulting Services to the Public Arts Commission from July 1, 2020 to January 31, 2021. Projects may include the list below, which is subject to change. The scope of work to include support with planning, execution, payment for artists and materials, and reporting.

Outline of Projects

1. Create and manage application process for Mini-Grants projects.
2. Oversee and report on Mini-Grant projects.
3. Manage payments for artists and materials, to be reimbursed with proof of receipts.

Payment

1. Contractor will be paid \$45/hour for services as billed each month.
2. Contractor will submit detailed invoices outlining all work completed.
3. Contractor will be reimbursed separately for any related expenses with proof of receipts or invoice, and separately for any Project costs (artists and materials).

Scope of Contract

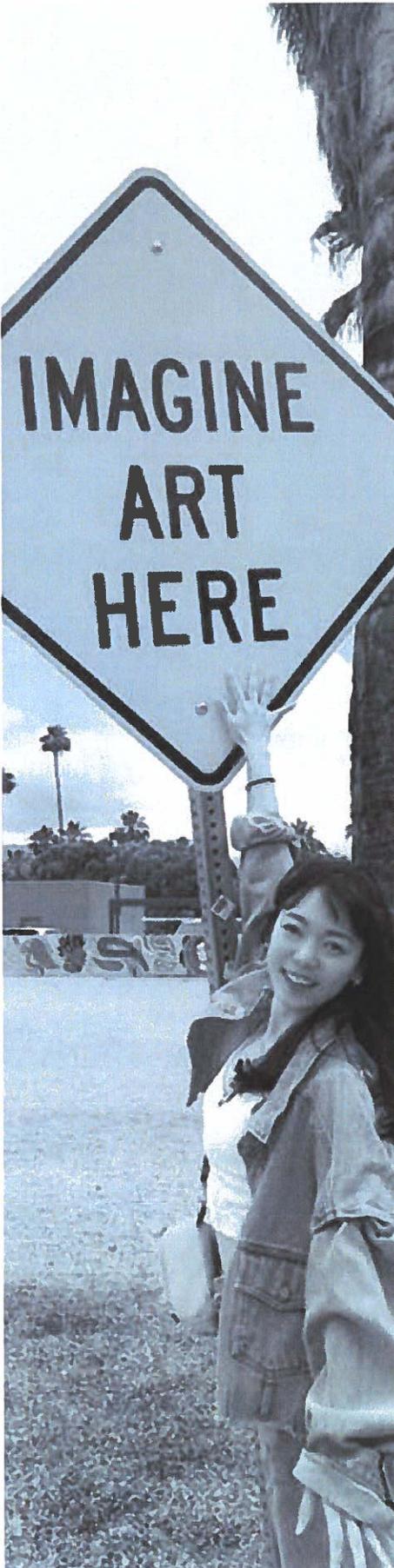
1. Hourly work by Contractor shall not exceed \$20,000 for the term of this agreement.
2. Contractor will receive \$5,000 for artist fees at the commencement of the project; additional reimbursements for artist fees will be made monthly after reporting.
3. Contractor will provide a status update and/or completion report with each billing cycle.

Types of project for Mini-Grants

1. Artwork to enliven re-opened businesses and draw foot traffic, as requested by owners.
2. Storefront installations on temporarily or permanently closed businesses
3. Loan of artwork for storefronts, medians, empty lots, or other public places

SOCIAL MEDIA STRATEGY AND WEB MANAGEMENT

**PROPOSAL FOR
PALM SPRINGS PUBLIC ARTS COMMISSION**



INSTAGRAM

- Current followers: 2,330
- Impressions: aprox 8,000 per week

FACEBOOK

- Current followers: 690
- Reach: aprox 6,000 per week

PALM SPRINGS PUBLIC ARTS COMMISSION GOALS

We will implement new strategies and create different content to grow our audience and increase participation from the public. Some of the goals are:

- Increasing brand awareness
- Promoting public art projects and documenting the process
- Community building and engagement through Social Media.
- Driving visitors to the new website and encourage registrations to the Artist Directory.
- Improve communication with the growing Latino community in the city and the Valley.

INCLUDED SERVICES

SOCIAL MEDIA:

- Evaluation and goal setting for Palm Springs Public Arts Commission social media platforms.
- Content creation for Facebook and Instagram.
- Social Media monitoring. Continuous monitoring of messages, comments and notifications in all accounts.
- Creation of Facebook ads and campaigns.

Audience, locations, interests, budget, duration and reach settings will be provided to the client to approve for each campaign. Campaign budget is not included in this proposal.

- Campaign Conversion / results tracking.

Conversions will be tracked with a Facebook Pixel to properly measure the impact of a campaign and the return on ad spend. Examples of conversions include website clicks, sign-ups or leads. Facebook pixel will be installed on the website.

- Campaign specific reports.

A report with results for ad campaigns will be provided at the end of the campaign.

SPECIAL PROJECT (Mini-Grants)

- Manage the technical aspect of application process for Mini-Grants through the website
- Promotion of Mini-Grant projects on social media channels
- Photo and video coverage of Mini-Grant projects. Including “coming soon” announcements, interviews with artists and installations.

ONGOING SOCIAL MEDIA

- Thursday Nights at the Museum
- Public art pieces in Palm Springs

SPANISH-LANGUAGE CAPTIONS AND POSTS

- Spanish captions will be added to all future posts under the english caption on Facebook and Instagram. (Video interviews and stories excluded)

WEBSITE:

- Website maintenance and updates
- Creation of new pages or features for website as needed (including public art map)

TRACKING RESULTS

A monthly report including all organic and paid results will be provided to the client to easily evaluate the effectiveness of published posts and strategies on social media accounts.

ANALYTICS AND REPORTING WILL INCLUDE:

Follower / Like growth – the number of people you have reached / liked your accounts.

Posts volume, reach and engagement.

Website and Newsletter Analytics. Conversion results and content evaluation. How much traffic are we sending to your website? How many new leads for the newsletter? What content is generating clicks?

Campaign Conversion / results tracking. Conversions will be tracked with a Facebook Pixel to properly measure the impact of a campaign and the return on ad spend. Examples of conversions include website clicks, sign-ups or leads. Facebook pixel will be installed on the website.

Campaign specific reports. A report with results for ad campaigns will be provided at the end of the campaign.



RECENT PROJECTS

WITH PS PUBLIC ARTS

WEBSITE:

- Design and development of the new PS Public Arts website (pspublicarts.com)
- Development of infrastructure for the new Artist Directory on the website.

SOCIAL MEDIA:

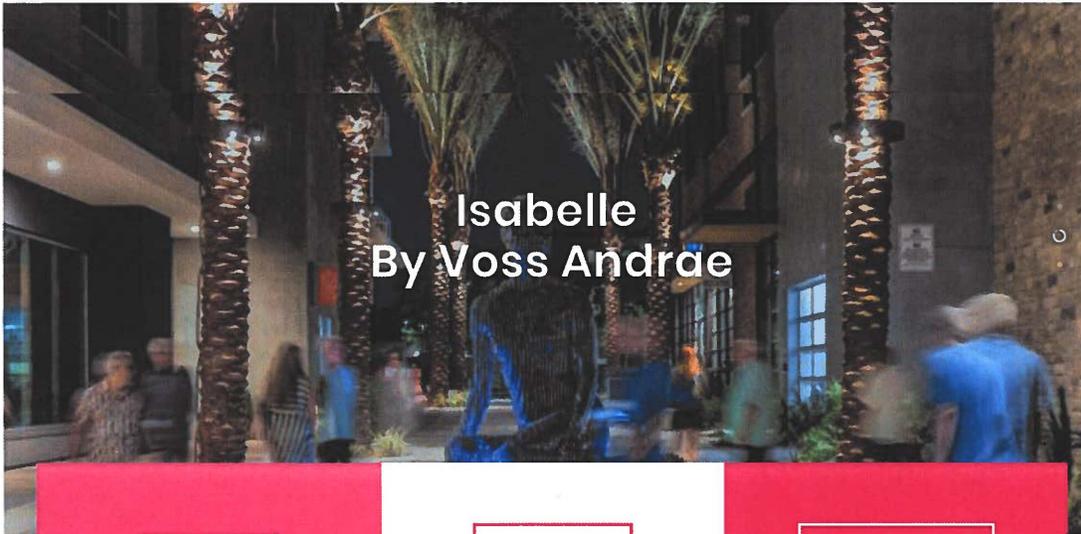
- Behind the Scenes / Video Interview and Promotion of “Visiting Mirage” mural by Gabby Vasquez
- Video and Promotion of Icon Street Benches by Tysen Knight
- Promotion of new mural “One Love – Flowers + Love Everlasting Love and Beauty” by @damonnyc
- Video and coverage on art maintenance work performed by The Art Collective Fine Art
- National Arts in Education Week content creation
- Video - Celebrating Arts in Education Week with Sarah Scheideman!
- Video and promotion of - “directional signage” by Scott Froschauer
- Promotion of “A Tale of Survival” installation at PS Airport
- Announcement of ‘History of Suspended Time: Monument for the Impossible’ by Mexican artist Gonzolo Lebrija
- Public Art Night graphics and promotion / Public Art Night coverage
- National Arts and Humanities Month Challenge
- Ryan Campbell pop-up studio at PS Art Museum promo
- Coming Soon stories promo for Jevpic piece



Are you an artist? Sign Up for the Artist Directory.

We have created this Artist Portal for Public Arts to help local desert artists expand their public profile to the greater Coachella Valley community. Our goal is to expand public art opportunities for local artists with the general public and local public arts officials.

[Create Your Profile](#)



Isabelle By Voss Andrae

[Artist Directory](#)

Search for local artists

[Create Your Profile](#)

Are you an artist? Sign up for our Artist Directory

[Public Art Grant Program](#)

Submit or request ideas for a neighborhood project

Supporting the arts in Palm Springs.

The goal of the Public Arts Commission of the City of Palm Springs is to engage our community in our public art collection, create a dialogue on the importance of public art and to determine a vision for the next years of stewardship for public arts in Palm Springs.



Upcoming Events

The Palm Springs Public Arts Commission sponsors Free Thursday evenings at the Palm Springs Art Museum from 4-8pm

Gerald Clark "Roadsigns" - [Learn More](#)

*Due to COVID-19, the Palm Springs Art Museum will be closed temporarily and the installation of the Gerald Clark signs has been postponed.





Meet the Commissioners

The City of Palm Springs established the Public Arts Commission in 1988. This seven member Commission is appointed by the City Council, to serve at the pleasure of the Council and currently meets at 4:00 PM the third Wednesday of each month at Palm Springs City Hall, Large Conference Room, 3200 E Tahquitz Canyon Way, Palm Springs, CA.



2018/2019 Season Projects

Building upon the Commission's work in 2017/2018 with "Imagine Art Here", this season became a year of "Art is Here" in celebration of the Commission's 30th year.



The Graffiti Yard

Organized by Public Arts Commissioner, Russell Pittchard. Flat Black Art Shop was commissioned to curate and manage the Graffiti Yard project located behind West Elm. Graffiti serves as



Free Thursday Evenings at Palm Springs Art Museum

Lectures, conversations, collections and more! Thursday Nights feature a series of events and activities, as well as FREE museum admission from 4:00 - 8:00 pm. This program is sponsored by the Palm Springs Public Arts Commission.



Public Art Masterclass

The Public Art Masterclass is led by Palm Springs Public Arts Commission Co-Chair Tracy Merrigan and artist Sarah Scheremian. Together they educate the Palm Springs High School Art 2 class on what is Public Art, demonstrate examples from around the world, in the neighborhood and ultimately inspire the students to create their own.

Students then design their own piece of public art and showcase their talents at a local art exhibition hosted by the PSPAC. Our goal is to one day commission a student piece for installation on the High School campus.



Road Signs by Gerald Clark

"The 'Road Signs' are a series of works I've been making since the mid-1990's as a way to illustrate the importance of indigenous languages and the history of place. As a Cahutla artist, I feel a responsibility to my tribal community and the signs were a way for me to engage them with my art." - Gerald Clark

About The Project

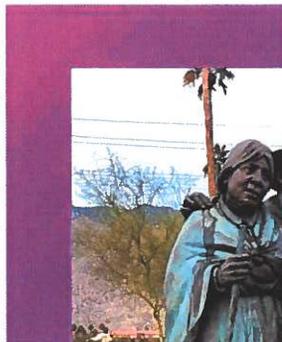
Gerald Clark was commissioned by the Palm Springs Public Arts Commission to create a road sign project for the City. His series of 13 "Road Signs" will be installed throughout the City of Palm Springs. Commissioner, Mara Gladstone, is coordinating this project in conjunction with the Gerald Clark retrospective at the Palm Springs Art Museum. Image: An example of the project. Cahutla word for basket 36" x 36".



Public Art Maintenance Project

The PSPAC has contracted with The Art Collective to survey and clean the city's public art collection. Part of the PSPAC's mission is maintenance of the city's public art collection. There are over 75 pieces in the city's collection, ranging from outdoor sculpture, installations at the Palm Springs Airport, murals and to art that is on loan to the city.

Our first step, in instituting an ongoing maintenance program, is the current survey and cleaning of the collection. Once the survey and cleaning of the collection is complete, a plan will be



Murals



pspublicarts 9+



See COVID-19 Business Resources



467 Posts

2,329 Followers

470 Following

Palm Springs Arts Commission

Community

Get an inside scoop on what the commission is working on! Celebrating Public Art and Artists in Palm Springs. #pspublicarts Tag us in your photos! linktr.ee/pspublicarts Palm Springs, California

Edit Profile

Promotions



New



Coming Soon



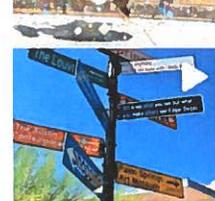
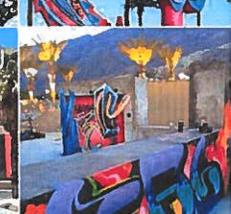
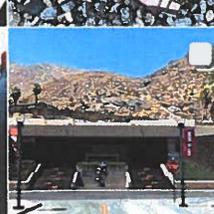
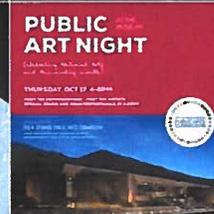
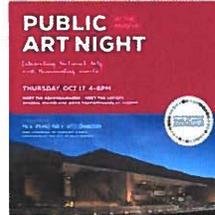
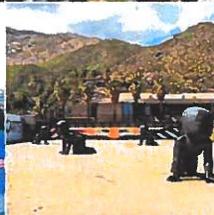
Lately



New Murals!



Graffiti



LET'S WORK TOGETHER!

From our roots as web development freelancers, we have grown and honed our skillset to offer unique digital strategies that make it possible to connect with your target audience.

We look forward to continue our work with the Palm Springs Arts Commission!

MONTHLY FEE

\$1,000.00

Consulting Services

June 1, 2020 to December 31, 2020.

CONTACT

Madalina Garza
GL the Very Best Services

T. 760.902.0962
madalinagarza@gmail.com



coachellart

INSPIRING YOUNG PEOPLE TO MAKE ART

Mural Concept

A special tribute mural to Coachella Valley residents who have lost their lives to COVID-19. The mural, with painted circles in vibrant colors, helps to celebrate and honor those individuals. The feel of the art is free-flowing and contemplative. The mural will be an on-going tribute and will be updated bi-monthly by Coachellart.

Location: South wall of West Elm Building

Organization:

Coachellart (a 501(c)(3) arts non-profit organization located in Palm Springs, CA

Artist:

Patrick Sheehan

Artist fee: \$7500

Materials \$500

\$4,000 deposit due on approval

\$4,000 due on completion

Location:

North-facing wall of West Elm between Hyatt Regency.

Proposed design:

