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CITY OF PALM SPRINGS

Jill Beede

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JILL BEEDE
CITY CLERK

December 22, 2009

Office of the City Clerk
City of Palm Springs
3200 E. Tahquitz Canyon Way
Palm Springs, CA 92262

RE: Resignation from VillageFest Board

It is with some regret that I submit my resignation from the VillageFest Board. As stated in my application, I believed that my 20 years of related experience could enhance the work of the Board:

- *Background* in art, civic, and educational event planning, including selecting many types of vendors, speakers, entertainers, and food vendors.
- *Experience* as a gallery owner organizing shows and demonstrations for the more than eighty artists and artisans I selected and represented, and as a vendor myself, selling my books at arts and authors events.
- *Understanding* that when things are successful, they are to be built on, not necessarily changed. Consistency and dependability is important not only to the vendor, but attendee.
- *Research skills* necessary to find examples of others who are already using some of the ideas the board is considering implementing - such as broadening the vendor categories, changing the layout, having food courts, etc.

Item No. **2.M.**

- *Marketing skills* (traditional and non-traditional) to promote businesses, artists, non-profits, and tourism.

However, this evening, I was appointed to the finance sub-committee and not the marketing/vendor selection criteria committee - the area I am experienced in and passionate about. Since being a member of the VillageFest Board is a voluntary appointment, I no longer choose to be on the Board. I have little or no interest in working on the financial sub-committee and feel I would have little to contribute.

I believe this appointment was made in spite by the Board Chair with the pre-knowledge and encouragement of the Director and at least one other Board Member - in hopes that I would resign. If not, then regretfully he (or they) did not understand the negative impact that decision would make on me - considering my background, interests, the extensive research I had already done related to craft selection criteria and the reasons for my applying to be on this particular Board in the first place.

In any case, I wish the VillageFest Board well, and the City Council much success in finding the - *now two* - appointments to fill. I hope those selected will be less stubborn and/or outspoken and will "fit in" better than I.

Sincerely,



Jill Beede

c.c.

Sharon Heider, Director City Parks and Recreation

Ginny Foat, City Councilmember

Rick Hutcheson, City Councilmember