

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



**MINUTES
Regular Meeting**

Thursday, January 11, 2018
Palm Springs City Hall • 3200 E. Tahquitz Canyon Way
Large Conference Room

CALL TO ORDER: The meeting was called to order at 4:35 PM by Chair Sheffer

ROLL CALL:

	Present <u>This Meeting</u>	Present <u>to Date</u>	FY 2017/2018 <u>Excused Absences</u>	FY 2017/2018 <u>Unexcused Absences</u>
Melanie Brenner	x	5		
Mara Gladstone		3	2	
Tracy Merrigan	x	5		
Alfonso Murray	x	5		
Russell Pritchard	x	5		
Ann Sheffer, Chair	x	5		
Thomas Yanni, Vice Chair	x	5		

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 January 11, 2018; unanimously carried, 6/0

PUBLIC COMMENTS: None

APPROVAL OF MINUTES RECOMMENDATION:

MOTION: by Vice Chair Yanni, second by Commissioner Pritchard, to approve the Regular Meeting Minutes of November 9, 2017; unanimously carried 6/0

MOTION: by Vice Chair Yanni, second by Commissioner Pritchard, to approve the Regular Meeting Minutes of December 14, 2017; unanimously carried 6/0

A. PRESENTATIONS

1. None

B. NEW BUSINESS

2. None

C. UNFINISHED BUSINESS

3. Education and Community Outreach Programming
Review upcoming 2017-18 Outreach events, including: Martin Luther King, Jr., "Excellence in Art" Student Exhibition; and, Review confirmed winter/spring programs
RECOMMENDATION: Receive Verbal Subcommittee Report

Commissioner Murray:

Martin Luther King, Jr., "Excellence In Art" Student Exhibition, Opening Reception and Awards Presentation, Sunday, January 14, 2018, 1:30-3:30 PM, St. Paul of the Desert Episcopal Church, 125 W. Alameda, Palm Springs, CA. Keynote speakers will include world champion boxer Timothy Bradley, Jr., football legend and actor, Fred "The Hammer" Williamson; Reverend Keyphyan Sheppard, and Zjarvre Crawford, President of the Palm Springs High School Associated Student Body. Local singing artist Keisha D will perform.

Jurying of the student artwork submissions will take place tonight at 7:00 PM, following the meeting.

Awards: Best in Show \$150; 1st Place \$100; 2nd Place \$75; 3rd Place \$50; Commissioner's Choice \$25.

Chair Sheffer – The Juried Art Show is not on the Agenda, however, it does take place before our next meeting; asked Ms. Henning to review any dates that commissioners are needed.

Ms. Henning – 19th Annual Juried Art Show, Opening Reception, Friday, February 2; reception will begin at 5:30 PM; awards presentation at 6:00 PM. Location: Desert Art Center, 550 N. Palm Canyon Dr.

This year's juror is Marianne Falk, Managing Director, Desert X. Jurying will take place Tuesday, January 30; Commissioners can come by in the afternoon (after 12:00 PM) to select their piece for commissioner's choice award. An email reminder will be sent to all commissioners.

Artwork drop-off is Monday, January 29, 10:00 AM; if commissioners are available to help check-in artwork it would be very helpful. Ms. Henning will also be sending a schedule for commissioners to volunteer for various shifts during the exhibition to be "ambassadors" for the program.

Art Talk with Cathy Allen will take place on January 20, 2:00 PM; Desert Art Center, 550 N. Palm Canyon Dr., Palm Springs.

Chair Sheffer – Artwork from the "Portraits of a City" student exhibition are currently on display at the Richards Center at Palm Springs High School (display runs concurrent with the Palm Springs Film Festival).

Chair Sheffer -- This exhibit may be viewed by the public only when there is an event at the Richards Center. The Richards Center is part of the Palm Springs High School campus; there are restrictions and tighter controls for accessibility at this venue due to campus security.

March 2018: 3/8, Youth Education *Artist-in-Residence Program* with PSUSD, exhibit opening reception; 3/20, 2nd Annual Cesar Chavez *Excellence In Art Student Art Competition*; 3/24 Art Talk: *Looking at Alternative Art Forms* with Tysen Knight, Graffiti Artist; 3/28, *Family Fun Fest*, Palm Springs Stadium; 3/31 *Artist-In-Residence Student Art Exhibition* closes.

Ms. Henning – The Artist-in Residence program begins on Tuesday, 1/16, 7:00 AM; after the morning class the Martin Luther King, Jr., exhibition will be installed at the Library.

Student exhibition will be held at the 500 building, Palm Canyon Drive and Ramon Road (March 2018).

D. LEGISLATIVE

4. None

E. SUBCOMMITTEE REPORTS

5. Publicity and Outreach: Commissioner Brenner
Report and approve proposed social media consultant contract with Madalina Garza
RECOMMENDATION: Review Contract and Direct Staff as Appropriate

Commissioner Brenner – Through a very dear friend Ms. Brenner was put in touch with Madalina Garza (DBA The Very Best Services, LLC); Chair Sheffer and Commissioner Brenner met with Ms. Garza; she has a social media management company (a two page proposal is attached and made a part of the record of this meeting). Ms. Garza’s proposed fee is \$1,000 per month for five (5) months for a total of \$5,000. Thought it a good idea to hire Ms. Garza for a few months to ensure it is a good fit [for both of us].

Commissioner Murray – Thinks this is great; however, for the sake of integrity and protecting our integrity as a commission, we may want to talk to at least one more company (whether it is an advertising or social media company; there are several Hispanic and African-American social media groups that can assist (not trying to bring race into it). Commissioner Brenner advised that Ms. Garza is a female-owned, minority business.

Commissioner Brenner – for staff: don’t know what we are obligated to do in going forward with something like this; was thinking the contract amount is small enough that we wouldn’t have to go through a whole RFP process; appreciates the idea of integrity and would be more than happy to talk to anyone, would just ask that you give me the names of some people that we could talk to.

Chair Sheffer – we did think of this as a trial; one of the things that she’s going to do is give us monthly reports on the exposure that this gets. We have to point her in the right direction; for example, she could be there for the Martin Luther King, Jr., event; take videos, photographs and interviews. There are city Facebook accounts and neighborhood accounts (and things like that) where you can post things.

Director Virata – advised the commission that Amy Blaisdell manages our social media so she may be one to get involved in this process. Also, in terms of issuing RFPs, even where a formal RFP may not be needed, it is always good practice to get more than one quote; that is something that staff would be happy to approach. It would also be important for us to get a better sense of the overall scope of work; it is sounding like this is more along the lines of social media management, in that sense we would want to get input from Ms. Blaisdell. Ms. Blaisdell can guide us and provide more information. Ms. Henning has been doing a great job on Facebook with promoting some of the events we have.

Chair Sheffer – this is more than just promoting things and announcing them; having video; having content. What we’re looking for is not something official, but something that starts to be sort of a record of what we are doing, get people interested; it would not be official, it is not meant to replace what Ms. Blaisdell sends out, or the publicity that we do. Chair Sheffer advised she has an unofficial Facebook page.

Commissioner Murray – Agrees with Mr. Virata; we need to be fair.

Commissioner Brenner – would like to talk about process; we are going to be in February; if we can bring people in or figure out how to create the process, at least at the February meeting we can agree to bring someone on board so we don't miss another whole season; I only ask for those companies and then what would the process be so we can hopefully do this sooner rather than later.

Commissioner Murray – if we could get this person to the table and maybe one or two others to be interviewed I think the community would feel comfortable with that.

Chair Sheffer – Asked Ms. Henning, as a comparison, what process we went through to hire Chari Godakanda.

Ms. Henning – our procurement rules state the way we handle soliciting bids and getting contracts; anything \$5,000 and above we are required to have three (3) bids; Procurement encourages us to do an RFP so that we are getting bids for exact services (apples to apples). We are not just talking to someone and asking them to do social media because one person's idea of that is different from someone else's. It's going to have to be a formal written proposal of what we are seeking. Even below \$5,000 we have to get three (3) bids.

Chair Sheffer – Did not agree; asked what the process was that we went through for hiring Sofia Enriquez for the Artist-In-Residence program.

Ms. Henning – We did not hire Sofia Enriquez; she is working with us and we are offering her a stipend. The Palm Springs Unified School District and Louisa Castrodale have artists they go through and vet. Ms. Enriquez and Mr. Godakanda were vetted by Ms. Castrodale and go through her program and her process.

Chair Sheffer – If this were a stipend, well, this is a trial; we don't have a title scope of work, some of it is to figure out what would work; I think if perhaps we can simply recast it as giving a stipend to someone to manage this scope of work; she wants to talk to commissioners about what the goals are. I don't think we could write an RFP at this point because we don't know what will make the programs that we do somewhat more worthwhile.

Director Virata – perhaps if we have just a little time to confer with our procurement manager and Amy Blaisdell, our social media coordinator, we'll get more direction and be able to lay out a path forward; we can look at the work done by Madalina Garza; that will give us a better idea of what the goal is and we can review that with our staff.

Vice Chair Yanni – asked staff if anything comes to mind that's comparable?

Ms. Henning – In the past when the commission was going to hire a PR firm, we were going to hire Brighthouse Marketing, we were told we could not because the point person at the City that handles media and social media, is Amy Blaisdell. That was previously, but we have always respected that going forward. Ms. Blaisdell is the one that handles social media content; she handles the City's Facebook pages. We do have the City of Palm Springs Public Art Facebook page; as do others such as Denise Goolsby for the Neighborhood organizations, etc.

Director Virata – we do have outside social media management for the BUZZ; it's very expensive; so I think we do need to get the apples to apples comparison as to how we would manage this going forward.

Chair Sheffer – I think we should, at the same time, recast this if we can as an alternative, like paying a stipend to an artist. We are not trying to override the City's efforts.

Commissioner Murray – requested an update on the public art app.

Chair Sheffer – The California Desert Arts Council, a new organization that was started in La Quinta, but involves all the cities in the Coachella Valley is creating an app; they've asked each city to send them photos of their public art. There will be no cost; they are undertaking this. Chair Sheffer spoke briefly about a scavenger hunt app in downtown Palm Springs.

Ms. Henning – In terms of Facebook reports, I've been getting those with what we've been doing on Facebook with the City's Public Art page; will be happy to share those reports; it gives us all the reports of how many people we're reaching out to in surrounding counties and the high desert area; it's been a great tool that we've been using and have success with.

Commissioner Pritchard – one thought on the proposal; perhaps we could do a short term trial period; would Ms. Garza be interested in doing perhaps a three month period to also help us develop what our thoughts are on what we need. See if it is something that fits the gap that we have.

Ms. Henning – I think this is something that's going to have to go to procurement; going from contract to stipend, that's a procurement issue. I know what rules I'm bound by and have to adhere to in terms of procurement and contracting. If the commission wanted to do an internship and have someone come on board as an intern and volunteer their time, the City does have an internship program. We are talking about paying public dollars to a professional, for a service, so I'm not the one that can say we're not going to follow the rules that exist.

Commissioner Brenner – this is the single, biggest thing we've talked about in the year or so I've been on the commission; nobody really knows what we're doing. I appreciate that we are now doing more with Ms. Henning's time on this; this comes from our subcommittee, and what I don't want to start seeing happen, is we come here as a group to decide on whether or not to move forward, but if this becomes something that we do as a whole commission then what's the point of having a subcommittee. I would suggest that this comes back to the subcommittee, we figure out what the requirements are; happy to talk to other potential people, then bring back at the next meeting, e.g., the subcommittee has met with these three vendors and this is our recommendation, that this is the one; then we are not using our time here; we're not adequately, efficiently using the subcommittee.

Chair Sheffer – essentially what's involved in this discussion is that we think that it would be helpful to have someone like this as a consultant in order to develop a social media strategy. I would like to propose that if everyone agrees that this is a good strategy to go with, that we ask the staff to come up with the way to do it.

Vice Chair Gianni – there seems to be two ideas, one is hiring someone to help develop a strategy and the other would be hiring someone to implement the strategy. Seems like two different processes. Agree it's something that the subcommittee can continue to do in discussions with staff.

Director Virata – the only caveat to that would be the subcommittee reaching out to potential vendors and then possibly voting on them is probably why there's the procedure to have staff collect whoever you want us to collect and organize it into like-for-like for you all to review and then consider. I hope with a discussion with our procurement manager that we can bring these answers back to you very quickly. We just want to clarify the processes and procedures that the city does have.

Commissioner Merrigan – I think it's important that we have better PR to get more numbers for our events; I think it's critical because if we're doing these things for the city we want the city to be able to come to them and know about them.

Vice Chair Gianni – any other comments on this item before we move on to the next Agenda item?

Commissioner Murray – as long as it's fair and transparent.

6. Sites and Installations: Commissioners Pritchard and Yanni
Review proposals for art installations in the downtown development areas
RECOMMENDATION: Review Proposals and Direct Staff as Appropriate

Artist Michael Birnberg, present at today's meeting.

Commissioner Pritchard – have been discussing at subcommittee (and at commission meetings) about doing temporary art installations, primarily in the downtown core where new development is underway.

Grit Development will allow us to use the Virgin Hotel site (directly behind their office at 201 N. Palm Canyon).

The subcommittee has been discussing what direction to go for a temporary art installation; my input with Michael is to talk about the excitement of the change that's happening downtown; give our public an indication there's a lot of great things going on; art is going to be a strong component.

Once we learned that the Virgin Hotel site was available the presentation was fine-tuned and it is in today's commission packet.

A meeting has been scheduled with Michael Braun for Thursday, January 25.

Commissioner Pritchard has questions regarding the specifics of the site, including: When can we have possession of the site and for what period of time? What will be left on the site? Currently there is some construction material. Will there be fencing? Will there be public access? Would like to have answers to these questions prior to our Special PAC meeting on January 18.

Michael Birnberg, Artist – Gave a brief background; Title of piece: Moment Movement Change (*presentation attached and made a part of the record of this meeting*).

There was some discussion as to the placement of the piece at the site.

Commissioner Pritchard – I see this installation being the first of perhaps two or three other installations that may exist on the same site; would like to see us think more about temporary art installations.

Vice Chair Yanni – there are a lot of other items that we need to discuss; traditionally the Arts Commission installs pieces on City property, not private property; will the piece be purchased or a rental?

Commissioner Merrigan – exciting to have temporary art pointing to what we're going to have as permanent; can signage be placed "of things to come".

Ms. Henning – this item is a staff report; this will need to be agenda'd at a later date so action can be taken.

Commissioner Brenner – There is a fairness issue (since we've opened that Pandora's Box); this is great, but what about other artists? At what point do we open that process?

Ms. Henning – reiterated the processes for purchasing artwork for the commission.
This item will be agenda'd for the Regular Meeting of February 8.

7. Murals: Chair Sheffer and Commissioner Pritchard
Update on revised mural ordinance and discussion to schedule a Special Meeting, Chair Sheffer
RECOMMENDATION: Review Proposal and Direct Staff as Appropriate

Mural revisions were submitted and discussed at City Council meeting of January 3.

Chair Sheffer – changes discussed include application process; time period for a mural to be up; fine for not applying for a permit; fees have been reduced; 10-day notification (prior to Arts Commission meeting discussion) to property owners within 500 feet.

Director Virata – (regarding the Desert Regional Medical Center mural by Artist Ryan Campbell); an application has been submitted to the Planning Department; the fee has been paid.

At this time it is not clear if Planning has sent notification to property owners.

A Notice of Special Meeting Agenda will be posted today to take place, Thursday, January 18, 4:00 PM, Desert Regional Medical Center, 1150 N. Indian Canyon Dr., Sinatra Education Center.

Agenda topic: Presentation and discussion regarding proposed art mural project for Desert Regional Medical Center.

Director Virata – has been asked by the Assistant City Manager to appoint one member of the Public Arts Commission to be on the Downtown Park Ad Hoc Subcommittee; we will need to agendaize that item also.

COMMISSIONER COMMENTS/REPORTS/REQUESTS:

Commissioner Murray – was approached by a citizen who is concerned about the sculpture that used to be at the Library, and why it was removed. *Ms. Henning has spoken to, and updated, this individual regarding the sculpture.*

Ms. Henning reported – currently working with the Library on having the sculpture repaired (it had been damaged by possible vandalism); it has been removed from the interior courtyard at the Library and is in storage; it is a lovely sculpture by Philip Culbertson.

Commissioner Merrigan – would like to receive a mid-month update on commission items; would like to get some things earlier in the month, prior to the meeting. *Chair Sheffer – we are trying to have subcommittees meet sometime between meetings, depending on how much is going on; possibly subcommittee to advise staff (reminding of various items) via email, and in turn forward them to the commission members.*

Commissioner Brenner – The Boho Bazaar was a lovely event; it was a really interesting group; want to thank staff and everybody that worked on this event; hope we are willing to do it again next year; we learn a lot in the first year.

Commissioner Merrigan – Boho Bazaar was a great event; hopefully there was a good turnout; it was a great group of artists.

Ms. Henning – thank you for the comments; the bazaar did turn out well, especially on Saturday considering it was the one day this year that it was cold. The committee is planning on sending out a survey to participating artists to get feedback on the event.

REPORTS OF DIRECTOR/STAFF:

1. John Clement Sculpture Relocation Update

Ms. Henning – the City Attorney’s office is currently working with Artist John Clement; moving forward and trying to finalize the ownership status of the pieces.

ADJOURNMENT: The Public Arts Commission adjourned at 6:14 PM to a Special Meeting, Thursday, January 18, 2018, at 4:00 PM, Desert Regional Medical Center, 1150 N. Indian Canyon Dr., Sinatra Education Center, Palm Springs, California. Adjournment unanimously approved by a Motion of the City of Palm Springs Public Arts Commission this 11th Day of January, 2018; unanimously carried.

JANUARY 11, 2018 MINUTES APPROVED FEBRUARY 8, 2018
Original Signed Document on File in City Clerk’s office