

APPROVED

Public Arts Commission
CITY OF PALM SPRINGS, CALIFORNIA



MINUTES
Regular Meeting

Thursday, April 12, 2018
Palm Springs City Hall • 3200 E. Tahquitz Canyon Way
Large Conference Room

CALL TO ORDER: The meeting was called to order at 4:02 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	9		
Mara Gladstone	x	6	3	
Tracy Merrigan	x	9		
Alfonso Murray	x	9		
Russell Pritchard	x	9		
Ann Sheffer, Chair	x	9		
Thomas Yann, Vice Chair		8	1	

ALSO PRESENT: Jay Virata, Director, Community & Economic Development
Geoffrey Kiehl, Director of Finance and Treasurer
Jennifer Henning, Arts and Special Projects Coordinator

ACCEPTANCE OF AGENDA:

MOTION: by Commissioner Murray, second by Commissioner Brenner, to approve Public Arts Commission Regular Meeting Agenda for April 12, 2018; carried 6/0

PUBLIC COMMENTS:

Luiz Castro – Has spoken to Commissioner Pritchard; understands that the Mural Ordinance has been revised and that Palm Springs is looking forward to completing additional murals in the near future. Mr. Castro has completed murals in Cathedral City, Coachella and stretching out to the Salton Sea; would like to be involved in Palm Springs since he is a resident here.

APPROVAL OF MINUTES RECOMMENDATION:

MOTION: by Commissioner Murray, second by Commissioner Gladstone, to approve the Regular Meeting Minutes of March 8, 2018; carried 6/0

A. PRESENTATIONS

1. None

B. NEW BUSINESS

ITEM B.3: This Agenda item was moved to the beginning of the Agenda

B3. Palm Springs Cultural Center, Michael Green

Temporary Mural Proposal "Jump for Joy" by Artist Eyoälha Baker

Public Art proposal to discuss a temporary art mural for installation at the Palm Springs Cultural Center, 2300 East Baristo Rd., Palm Springs.

As requested by the commission, a test has been completed on the mural materials; will be working with Planet Print Works, they are working with the Cultural Center to determine the best paper and print types for the mural application; have tested four different types of paper that were recommended for this installation, as well as three types of UV coatings; the mural will be adhered using wheat glue. There has been no degradation to the naked eye and the glue is holding up beautifully; have completed a little bit of a water test and it is holding up exactly as anticipated.

The Jump for Joy mural is open to the public for participation; important that they reach the widest diversity of people possible; everyone is welcome; email address: jumpforjoy@psculturalcenter.org; they will schedule a photo session.

Chair Sheffer – we have been doing more in social media so we can get the word out; Chair Sheffer directed Commissioner Brenner to go forward with getting this information to Ms. Garza; also, suggested that the Cultural Center hand out flyers at VillageFest.

Michael Green – the other dimension to this project is there is a blog; each person photographed jumping also fills out a questionnaire about the experience and that is published on the blog with the photograph.

Chair Sheffer – the mural application is still in process; would like to propose that the commission conditionally approve the mural today based on the merits of the mural. The next meeting Agenda can include the Resolution that we will go to Council for approval.

MOTION: by Commissioner Pritchard, second by Commissioner Gladstone; approve the Mural Project No. 18-002 (Jump for Joy) presented by the Palm Springs Cultural Center, 2100 E. Tahquitz Canyon Way.

DISCUSSION: Commissioner Murray – This project has a driven audience participation, have you seen that happen? The mural has not yet been installed, however, the Cultural Center anticipates that this will turn the Cultural Center into a destination beyond the movies; we are starting to be recognized as a hub for arts and culture, not just film.

MOTION CARRIES: 6/0

Chair Sheffer: Staff will prepare a Resolution for the next meeting; the commission will vote officially and send to City Council for approval.

There was discussion regarding the order of the Agenda; it was suggested by Staff to return to the correct order of the Agenda and discuss Item B2; Chair Sheffer asked to continue to Item C4, and hold the budget discussion until after the commission had heard subcommittee reports. Geoffrey Kiehl, Director of Finance, was on his way to the meeting; Chair Sheffer advised that the Agenda items can be moved with consent of the Commission; would like to propose that and asked if there were any objections. Discussion began on Item C4.

ITEM B.2: This Agenda item was discussed after Item B.3

B2. Proposed 2018-19 Public Arts Budget – Review and Direction

RECOMMENDATION: Direct Staff as Appropriate

Geoffrey Kiehl, Director of Finance and Treasurer, Reported on the Proposed 2018-19 Budget (*Attached hereto and made a part of the record of this meeting*).

Chair Sheffer – has requested information on which developers have paid into the art fund, and how much was collected; in some cases they're going to ask for reimbursement; need to know the scale of those funds. Would like to know what fees have come in during the past two years.

Director Kiehl advised the commission that there are multiple departments involved and there is no system in place to track (by development) what has been paid; currently working on getting that information. Developers can present permits or evidentiary of what they have paid into the public art fund (stated on building permit(s)). Also, Development Services sometimes knows the intention of the developer to either install artwork or pay the in-lieu fee.

Chair Sheffer would like the names of the 3-5 largest commercial developers, hotel developers and residential developers to determine what has been paid into the fund. Staff will provide Chair with information currently available.

Chair Sheffer – would like the commission to do something significant in the new downtown park; need to know what is earmarked and the budget that can be used for the project(s).

Director Kiehl – has prepared the revenue projection based upon flow of funds trends. In FY 16-17 there was an unusually large influx and that isn't continuing so we're back to actually something lower than the revenue estimate that was set for last year.

Director Kiehl – personnel costs are a projection; the difference, in my understanding, is that the commission has asked Ms. Henning to work on days that she's normally not in when there are commission events even though she is budgeted as a half-time position. The budget right now is assuming that none of that will be happening; just to make you aware.

Chair Sheffer -- We want to know how much of the \$360,000 is potentially owed and within the next year or two, to developers who have legitimately paid into the fund. If we are not told, we are going to spend it, then when developers come for the money there's not going to be any.

Regarding Escena – Director Kiehl advised that the Agreement has been completed and we have not reimbursed art fees; due to the original developer's bankruptcy and the property has also transferred to another owner, and, the original developer maybe be back in the picture claiming that they have a right to the funds; the City is currently working on this conflict. The development is continuing to pay fees; they can come forward to collect the fees that are being paid.

Director Kiehl – the commission should look at \$200,000 - \$250,000 to work with.

Commissioner Gladstone – I think the revenue we are receiving is terribly small for any city especially one with a cultural heritage like Palm Springs; ¼ of one 1% is insulting and obscene; ½ percent is still really terrible.

Percentage of fees collected:

- (1) One half of one percent (½%) for new commercial and industrial construction.
- (2) One half of one percent (½%) for remodel or reconstruction of existing commercial or industrial property.
- (3) One quarter of one percent (¼%) for new residential subdivisions or developments of two or more units, whether by detached single-family residential structures, condominiums, apartments, duplexes, townhouses or other dwelling units being built in the same tract by the same owner or developer. A project shall be considered a development of two or more units when two or more building permits are issued to the same person for development of new residential structures within a one hundred and eighty (180) day period.
- (4) One quarter of one percent (¼%) for new individual single-family residential units constructed on a lot located in an existing subdivision for that portion of building permit valuation in excess of \$100,000.

Commissioner Gladstone – Would like to talk about some ways to address this issue; seeing major stores opening downtown; personnel costs are budgeted at 30% of our expenses and the projected is actually 41%; would like to see it more in line with 13%, that is the preliminary budget, which would mean I'd like to see our revenue increase quite a bit; even ¾ of 1% would make a real significant different in accumulating funds.

Director Kiehl – the City has hired Harriet Baron to help find grant opportunities; you may consider inviting her to a commission meeting.

C. UNFINISHED BUSINESS

4. Downtown Revitalization Project – Temporary Public Art Installations

Discuss and review artist contract for a temporary sculpture at Grit Development, Site Block F, by artist Michael Birnberg; present timeline for temporary art installations at this site and RFP distribution; discuss plaques announcing this is a temporary “art site”; and, identify and adopt a name for “Block F” of the Downtown Revitalization Project.

RECOMMENDATION: Receive verbal report from Subcommittee: Commissioners Gladstone, Pritchard and Yanni and direct staff as appropriate

Chair Sheffer – The three subcommittee reports are about programs for the next year; several subcommittees have asked if we could have a study session between now and the next meeting.

Chair Sheffer and Commissioner Pritchard attended the meeting regarding the downtown park; Rios Clemente indicated they would like to come and speak to the commission regarding their ideas for the park; they are available to come to Palm Springs on April 26th; could combine that with a Study Session we could address a lot of these things at once; Commissioner Brenner may not be able to attend or would arrive late; Commissioner Gladstone will not be able to attend. Chair Sheffer will go back to Rios Clemente with alternate dates; would like to have a combined Study Session.

Director Kiehl arrived – Agenda Item C4. Discussion will continue after Agenda Item B2.

Commissioner Pritchard reported for Subcommittee (Gladstone, Pritchard and Yanni) – met to discuss more specifically an outline for a plan for the Virgin Hotel Site, Site F; art babies will be installed; Michael Birnberg's contract is in process and he is waiting for the first installment payment to commence work; an engineering report will be turned in to the Building Department.

The final pieces of Site F, which is the Grit Development Art Pit, would be discussing preliminary information for doing signage and plaques identifying the site as an art location. Individual plaques will be needed for the Michael Birnberg piece and for the art babies. Need to discuss if we want to move forward with a mural component in the Art Pit; would complete the vision for that site.

Regarding the Virgin Hotel site; have discussed in general terms what the subcommittee has as a vision for the site operating with the Commission running the whole show on that site; determine process for selecting an artist, approving the installation, approving it as a rental as opposed to a purchase. Look at a couple of low budget installations that we could just quickly approve (over \$25,000). We've been talking about hiring Branded Art LLC as a consultant to orchestrate the whole thing.

Chair Sheffer – Branded Art LLC managed the mural at Desert Regional; they manage public art projects; for example, if you have more than one artist working on the site they could manage the process; by our paying them a consulting fee, and whatever the costs of the project were, they could then pay the artist which would mean fewer contracts that have to go through the City. *Branded Art LLC, Preliminary Project Outline is attached and made a part of the record of this meeting.*

Subcommittee discussed the possibility of doing two art installations with artists that have existing pieces that would be readily available; estimated cost at \$7,500 each, total \$15,000. And, perhaps one site specific in the \$10,000-\$15,000 range. Also set aside another \$5,000 for other art treatments to the existing concrete structures already on site. \$35,000 total if we are orchestrating the whole thing; if we raise the budget to \$45,000 that would give Warren Brand greater tools to do bigger, better things on this property.

Commissioner Gladstone, suggest we work with Warren Brand on one project and see how it goes; would like to consider a mural project on “the pink fence” at the project site; low cost, low impact, but there would be project management to oversee that installation.

Commissioner Pritchard – create a mural program running concurrently with whatever we're doing on the Virgin Hotel site to be an axillary to Site F. Would like to have a budget discussion on this; possibly \$20,000 to kick-start or identify a budget for just a mural program.

Chair Sheffer – would like to earmark a significant figure for the downtown park; \$75,000-\$100,000; possibly get a Philip Glass or something of that scale.

Commissioner Merrigan – can the downtown temporary art pieces be moved to City parks when they are uninstalled from the downtown site.

Commissioner Pritchard – There is information in the packet from Branded Art LLC.

Chair Sheffer – The Michael Birnberg piece is being purchased and we could move it to a different location.

5. Public Arts Commission 30th Anniversary Celebration Events

Discuss upcoming scheduled events and activities.

RECOMMENDATION: Receive verbal report from Subcommittee: Commissioners Brenner, Merrigan and Murray and direct staff as appropriate

Please refer to the email attached (2 pages) with suggestions for the 30th Anniversary Celebration, Thursday, October 11th launch party; “Art is Here” street party, and activities. Also, in the email are ideas for monthly art event partnerships, and tentative dates for PS Museum partnerships.

- Close the entire section of Museum Way for the entire day
- The event is on the Palm Springs Art Museum’s calendar for October 11th
- Talk to Melissa at the Museum to prepare a timeframe of when the commission will be using the museum’s facilities – get confirmed
- Start process of Museum Way street closure
- Determine if October 11th PAC meeting will be cancelled

- Kid-friendly community Art Festival
- Valley-wide community partners participation
- Highlight the public art collection – oldies but goodies
- Public participation/feedback of where public would like to see art installed
- Food trucks
- T-shirts

Also included in the commissioner packets are possible monthly events for September 2018 through June 2019.

Chair Sheffer – we have to remember that we are a volunteer commission with one-half staff person; we can't do these events, but we can partner.

The monthly event list was briefly discussed as well as tentative dates for PS Museum Pop-up events.

Chair Sheffer – asked that Commissioner Merrigan reformat the list in chronological order and maybe color code it for who it's with; we should set our goal by June for next year's schedule.

6. **Publicity and Outreach Report, GL The Very Best Services, Madalina Garza**
Report on approved contract for social media consultant for the unofficial Palm Springs Public Art Facebook page and status of current contract.
RECOMMENDATION: Receive report from Consultant and Commissioner Brenner

The commission viewed the statistical report received from Madalina Garza; Ms. Garza was unable to attend today's meeting.

Commissioner Brenner reported on setting up baselines so social media outreach is measureable; can check our ROI to see how we are doing. For instance, on Instagram we started with "zero", we now have 152 followers; in a few months we can see how that number grows. Commissioner Brenner advised that she does not know the legalities of sharing the report with the Commission and making it a public document.

The report includes details on items such as what days did the page have more viewing; was there more men than women; what time of day; all important details for marketing. Some analytics and demographics were shared. Would like to come next month with what goals the commission would like to set; and also at that point discuss extending the contract; impressed with her work, showing up, really being a part of the team.

Chair Sheffer – Over the summer Madalina will be photographing the pieces in the collection; would like to make sure Madalina is at next month's meeting.

Commissioner Murray – if we are thinking about extending this contract we need to keep the budget in mind. Commissioner Brenner will have a social media consultant budget for next month's meeting.

D. LEGISLATIVE

7. None

E. SUBCOMMITTEE REPORTS

No further reports.

COMMISSIONER COMMENTS/REPORTS/REQUESTS:

Commissioner Murray – Thanked Chair Sheffer for her leadership and attention to detail. Commissioner Murray also asked Ms. Henning about the food trucks for the 30th anniversary celebration. Chair Sheffer advised that it may not make sense since it is VillageFest night. Commissioner Gladstone does not think food trucks are allowed in Palm Springs.

Commissioner Gladstone – Look forward to hearing from Mr. Virata and Mr. Kiehl about seeing if there are ways for us to augment our budget.

Commissioner Merrigan – am wondering if when people pay their fees, if there can be a checkbox that says “keep my art fee” – or that the art fee expires?

Commissioner Pritchard – in meetings that I’ve had with Michael Braun, as well as art installations, Michael’s been very enthusiastic about our mural program and specifically about the Rowan Hotel; this past week I met with Artist Ryan Campbell and the General Manager (Abe) of the Rowan Hotel and we pitched an idea for a mural on the east facing wall of the Rowan. Abe was extremely delighted with the presentation so he’s running it through the design team with the Kimpton Group and we hope to hear back from him within a few days; will then meet with Michael and Ryan.

Commissioner Sheffer – have been talking to Leonardo Bravo, Education Director at the Museum; they will be having summer camps this summer and one of the artists he’s working with is Sofia Enriquez who worked on the Desert Maiden(s) project with Palm Springs Unified School District. She is interested in doing a mural, perhaps on the wall that borders what will be the “art park”, where Luminaire House is now.

The request would come from the Museum while she is working with the kids; early July. Ms. Enriquez went to Paris and she hooked up with a group of people who do graffiti street art in the middle of the night on buildings in Paris; she participated in four murals, the police would come and it would turn out that they were more interested in making sure the artists weren’t harassed by homeless people or drunks or whatever on the streets; they respected each other’s work; not sure if they were private or public buildings, but it was areas of the city where people are happy to have something on the walls.

Chair Sheffer – would like to have a study session and chance to talk to the park designers. Commissioner Gladstone will not be available April 26-17 or May 2-11. Commissioner Brenner is available on Mondays. Chair Sheffer would like to meet at the Desert Art Center. Various dates were discussed; Ms. Henning does not work on Mondays and is not available to attend; a date was not set.

REPORTS OF DIRECTOR/STAFF: None

ADJOURNMENT: The Public Arts Commission adjourned at 5:50 PM to a Regular Meeting, Thursday, May 10, 2018, at 4:00 PM, Palm Springs City Hall, 3200 E. Tahquitz Canyon Way, Palm Springs, California, Large Conference Room. Adjournment unanimously approved by a Motion of the City of Palm Springs Public Arts Commission this 12th Day of April, 2018; unanimously carried.

Respectfully submitted,



Paula J. Sweat
Economic Development Program Assistant



**CITY OF PALM SPRINGS
PLANNING DEPARTMENT APPLICATION
ART MURAL**

ART MURAL APPLICATION # 18-002

Definition: Mural – a painting or artwork temporarily or permanently affixed to a building wall, freestanding wall, or fence, on a commercial, industrial, or multi-family building, visible to a public right-of-way distinguished from signage in that it does not advertise a business, commercial endeavor, or product sold or offered on the site or offsite.

Applicant's Name: Palm Springs Cultural Center

Applicant's Address: 2100 E Tahquitz Canyon Way, Palm Springs CA 92262

Phone #: 760-325-2582 or 604-730-0540 Email: info@miriamblume.com

Site Address: 2300 E Baristo Rd. Palm Springs Site APN: 502-190-017

Property Owner: Palm Springs Cultural Center Phone # 760-325-2582

Property Zone: PD Sec: 13 Twp: 4S Range: E

Title of Mural: Jump For Joy

Description of Mural:

The Jump For Joy mural is a temporary public art installation planned for the back façade of the Camelot Theatres. It is a photo mosaic of 100+ photos the artist is taking of people throughout the Coachella Valley. It is a celebration of joy and the full diversity of people who live here.

Procedure: An application for an Art Mural Permit shall be submitted to the Department of Planning Services in compliance with all requirements of Section 5.81 of the Municipal Code and Section 93.20.03 of the Palm Springs Zoning Code. This application shall be accompanied by the following:

1. A processing fee of \$950, plus Notification fee of \$476.00.
2. Detailed drawings with color samples or photograph of sufficient descriptive clarity to indicate the nature of the mural including background information about the artist.
3. Detailed site plan showing the location of the mural in relation to immediate vicinity.
4. Photos of proposed mural location showing properties immediately adjacent to site.
5. Justification Letter.
6. Notice labels for all property owners within 500 feet from mural site.
7. Covenant agreement by property owner to be recorded.
8. Maintenance plan guaranteeing the mural be maintained in a first class appearance to the satisfaction of the City, including protection of the mural against physical defacement, or alteration.

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**PLANNING SERVICES
DEPARTMENT**

Applicant's Signature 	Property Owners Signature	Date of Submittal MARCH 8/18
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2100 Tahquitz Canyon Way, Palm Springs, CA 92262
760.325.2582

City of Palm Springs
c/o Department of Planning Services
3200 E. Tahquitz Canyon Way
Palm Springs, CA 92262

Re: Art Mural Permit

March 8, 2018

ABOUT THE JUMP FOR JOY MURAL

The Jump for Joy Photo Project is based on the belief that joy is contagious, and uses public art as the way to inspire joy on a mass scale.

The artist, Eyoälha Baker, is the inaugural Artist-in-Residence at the Palm Springs Cultural Center. Her residency marks the US debut of her global Jump for Joy Photo Project. During her 3-month stay, Baker hopes to create a temporary public art mural on the back façade of the Camelot Theatres, newly named the Palm Springs Cultural Center.

The mural will be comprised of hundreds of photos she's taking of people from all walks of life throughout the Coachella Valley. She photographs individuals jumping, with the intention of capturing the uniqueness of personal character and the uplifting, powerful energy of joy. The photos are shot in a variety of outdoor locations that highlight the cityscape and the individual's real-life experience within it. The entire community has been invited to participate, including those typically underrepresented.

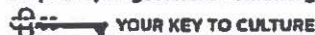
The joyful energy is shared collectively through the public art mural. The mural promises to be a contagious burst of joyful energy for all who experience it, and a powerful cultural mosaic reflective of the full diversity people who live here. The mural is expected to inspire the exponential sharing of joy through an endless number of selfies and social media postings of people who come upon it.

JUSTIFICATION

The Jump For Joy mural demonstrates the best in public art. It engages the entire community, literally from the country club set to the homeless. By putting a full diversity of people side by side, photo by photo, the mural bridges what divides us and celebrates what unites us - our human capacity for joy.

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DEPARTMENT

thepalmspringsculturalcenter.org



The Palm Springs Cultural Center is a 501(c)(3) non-profit public benefit corporation

18-002



2100 Tahquitz Canyon Way, Palm Springs, CA 92262
760.325.2582

The mural reflects our values as a Cultural Center and as a city. Jump For Joy activates us as a social connector in the community, and it celebrates the beauty of diversity and equality amongst cultures, races, sexual orientations, and socioeconomic strata.

ABOUT THE ARTIST

Eyoälha Baker is a passionate artist, photographer, muralist, public speaker, and the creative behind the Jump for Joy! Photo Project. Eyoälha has spent over five years taking photographs of people from all walks of life, jumping into the air to capture the energy of their individual joy and then sharing it the wider community through large-scale public art projects which have garnered international praise and inspired people worldwide. Her images and writing have been published internationally, and she was a recent keynote speaker at TEDx. She holds a BFA with Honours from Concordia University, a Media Resources Diploma and attended LAMP International Business Management Program at Capilano University.

ABOUT THE PALM SPRINGS CULTURAL CENTER

The PSCC is at the forefront of recognizing the interconnection between the cultural arts and food culture, and their combined importance to the vitality, collective consciousness and sustainability of the community. The Center incubates and produces a wide variety of programs and events including film festivals, farmers markets, live performances and lecture series, all of which act as a creative inspiration point to expanding our knowledge and building meaningful relationships with the people and natural environment around us.

New in 2018, the PSCC Artist-in-Residence Program brings emerging artists of merit from around the world to the Coachella Valley to create art interventions inspired by their experience here. In addition to their creative work, artists will engage students, seniors and the local artistic community through master classes and public talks, providing an opportunity for creative and cultural exchange meaningful to the artists practice and our community.

Founded by Ric and Rozene Supple in 2007, The Palm Springs Cultural Center is a 501(c)(3) nonprofit organization that embodies their life-long dedication to enhancing the lives and well-being of people living in the Coachella Valley.

INSTALLATION AND MAINTENANCE PLAN

This will be the third large-scale public art mural by the artist, so there is experience behind the application and maintenance of the proposed mural. The mural will consist of 100+ photos blown up to a size of approximately 4 feet x 4 feet. Regular printing paper has been used in previous murals and expected here, with the possible addition of a UV coating applied during the print process to make it

thepalmspringsculturalcenter.org



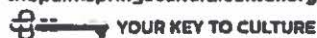
The Palm Springs Cultural Center is a 501(c)(3) non-profit public benefit corporation



2100 Tahquitz Canyon Way, Palm Springs, CA 92262
760.325.2582

more resistant to damage by sunlight. These will be pasted on to the wall with wheat glue. A clear application of anti-graffiti coating will be applied on top. The mural will be regularly inspected for damage. If any corners on any of the individual posters lift up, repairs are very easily done by simply repasting the edges with additional wheat glue. The mural is considered temporary. We anticipate that with proper care it could last up to one year. The Palm Springs Cultural Center and the artist are both committed to removing the mural before the integrity of the artwork is compromised.

thepalmspringsculturalcenter.org



YOUR KEY TO CULTURE

The Palm Springs Cultural Center is a 501(c)(3) non-profit public benefit corporation



**CITY OF PALM SPRINGS
PLANNING DEPARTMENT APPLICATION**

ART MURAL PERMIT

APPLICANT'S REQUIRED MATERIAL CHECKLIST

The following items must be submitted before an Art Mural Permit application is deemed complete. Please check off each item to assure completeness.

Applicant Check-Off

Application Information:

- Application Form
- Justification Letter
- Site Plan: 24" x 36" (3 copies folded, 1 rolled)
- Site Plan: reduced copies to 11" x 17" (10 color copies)
- Maintenance Plan
- Labels for property owners within 500 feet *PENDING*
- Covenant agreement by property owner *PENDING*
- Color and material sample board *PENDING*
- Detailed drawing or photograph of mural
- Site Photographs
- Electronic copy of plans and color exhibits in PDF image format (max 5 MB)
- Perspective or 3D images (1 color rolled; ten 11 x 17 color)
- Application fee of \$950 plus \$476 Notification

Review Process

- Application submission to Planning Department.
- Review before Public Arts Commission.
- Review before Historic Site Preservation Board if necessary.
- City Council to review application for final approval.

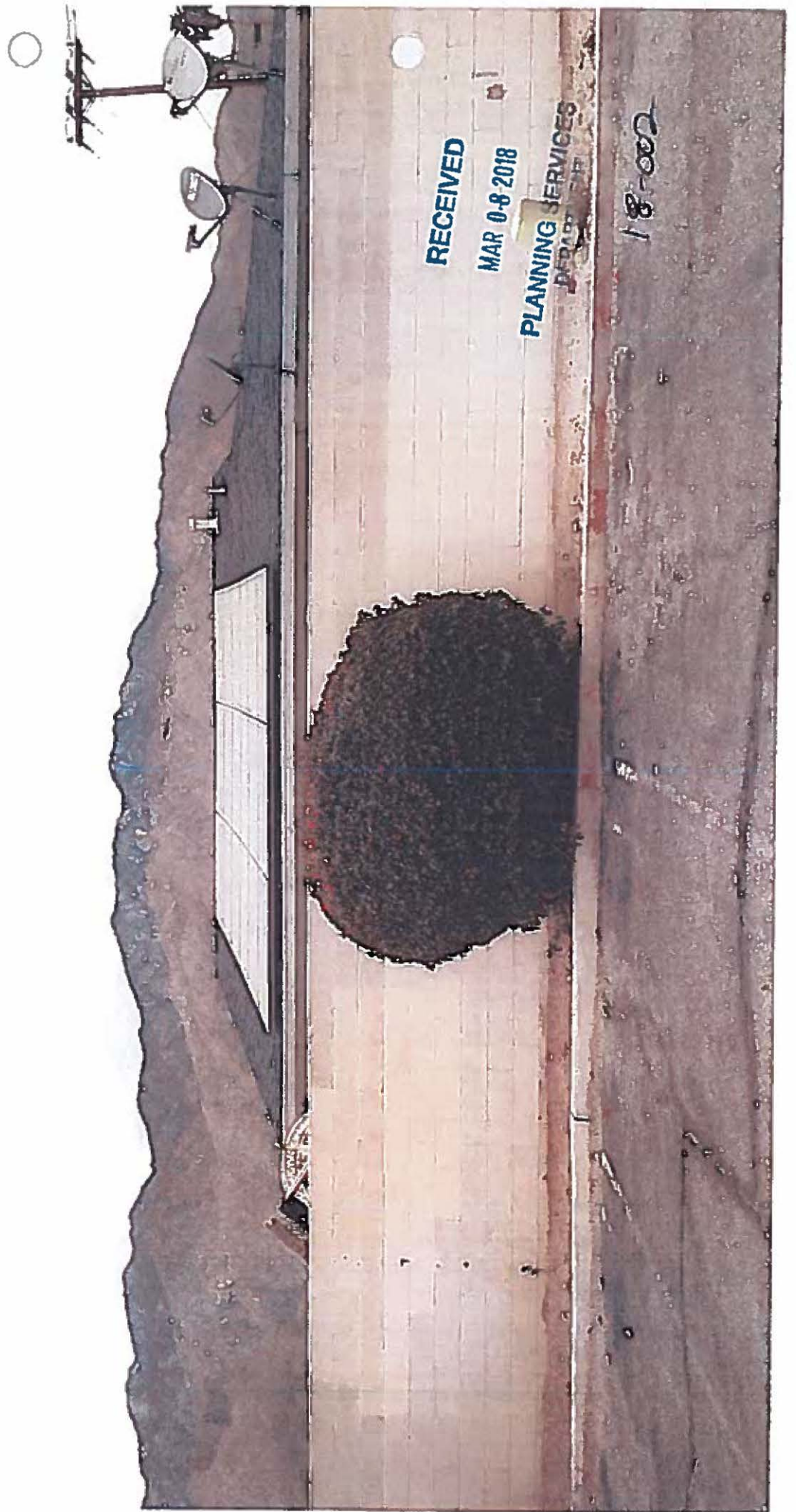
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PLANNING SERVICES
DEPARTMENT

18-02

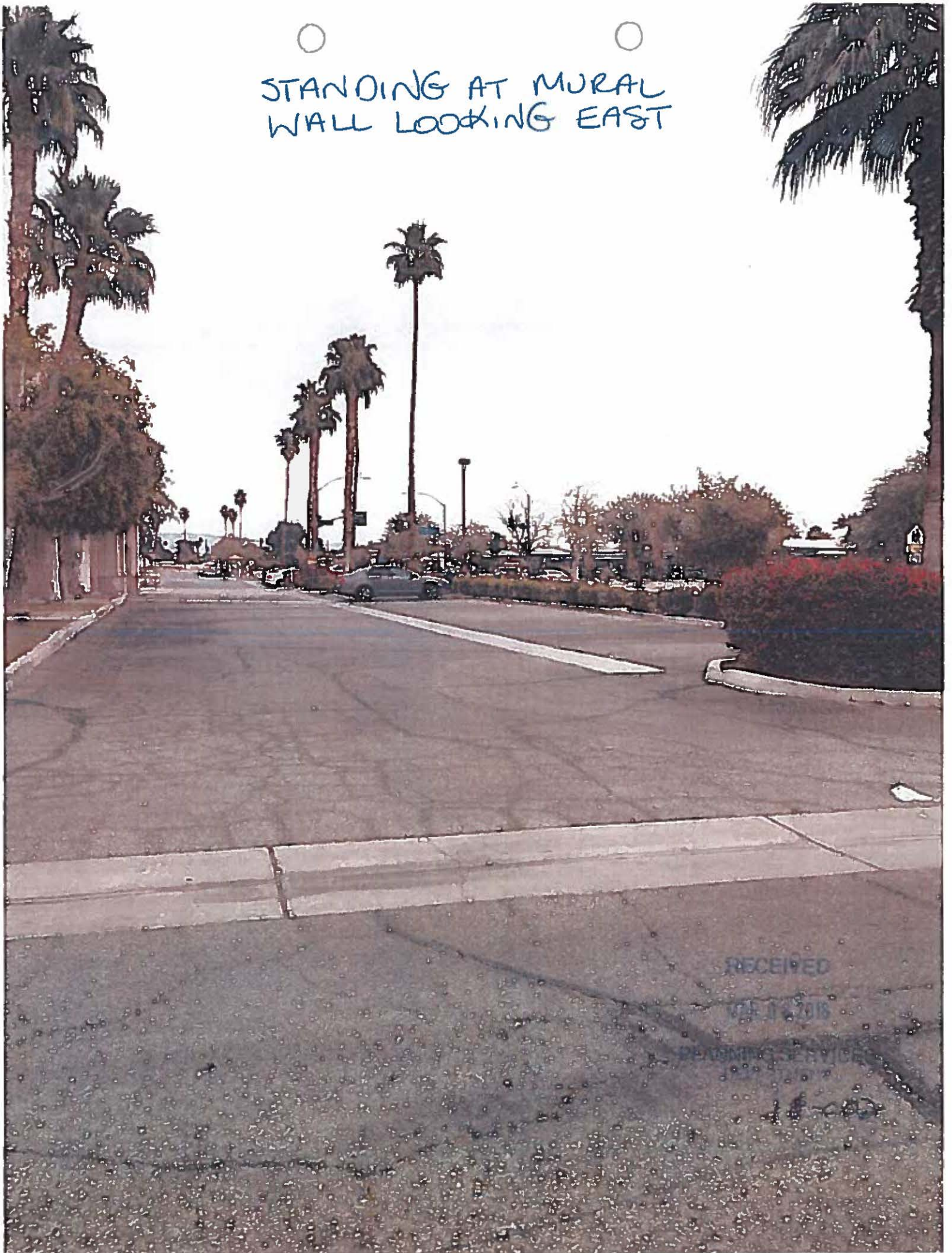
PROPOSED MURAL
WALL



STANDING AT MURAL
WALL, LOOKING WEST



○ ○
STANDING AT MURAL
WALL LOOKING EAST



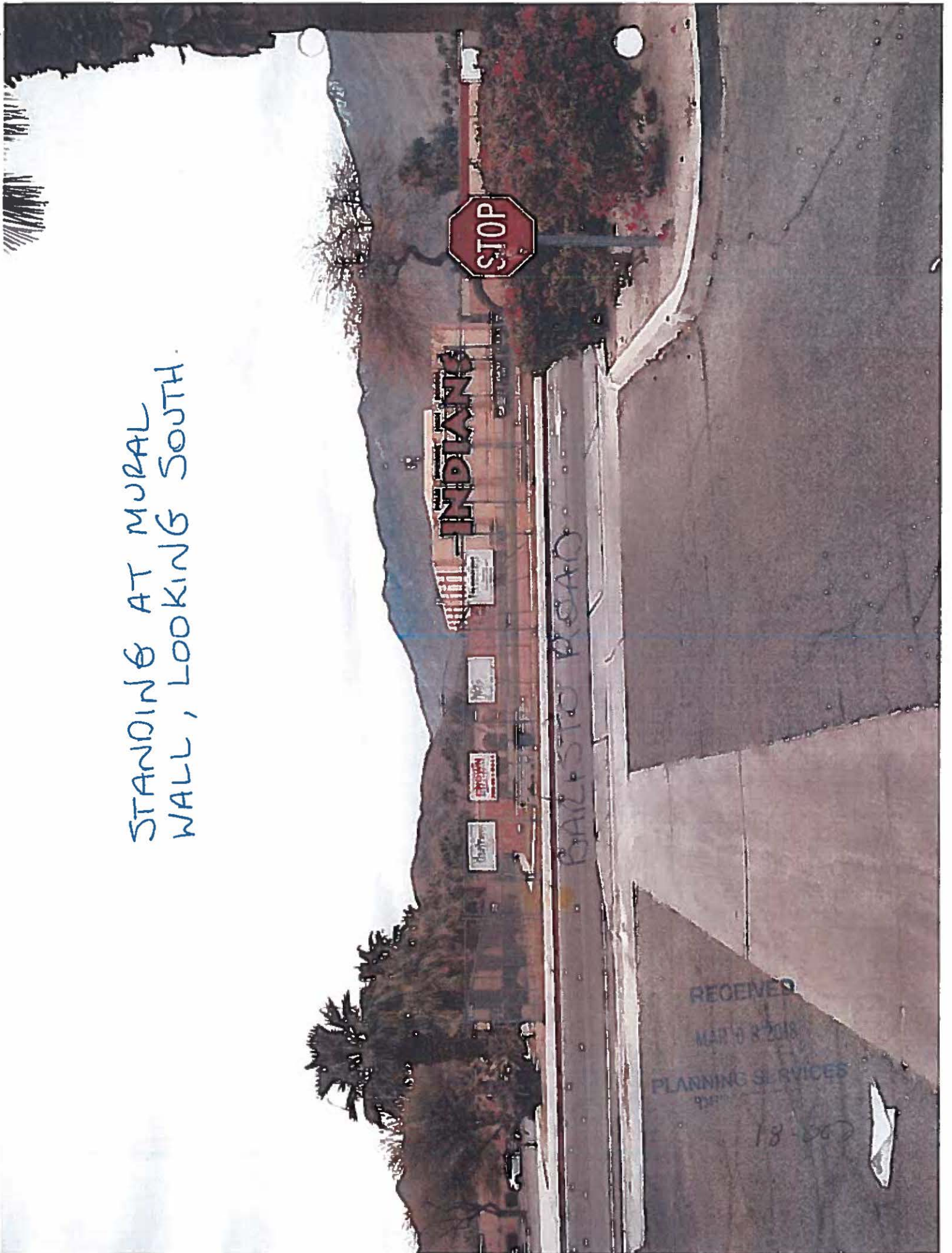
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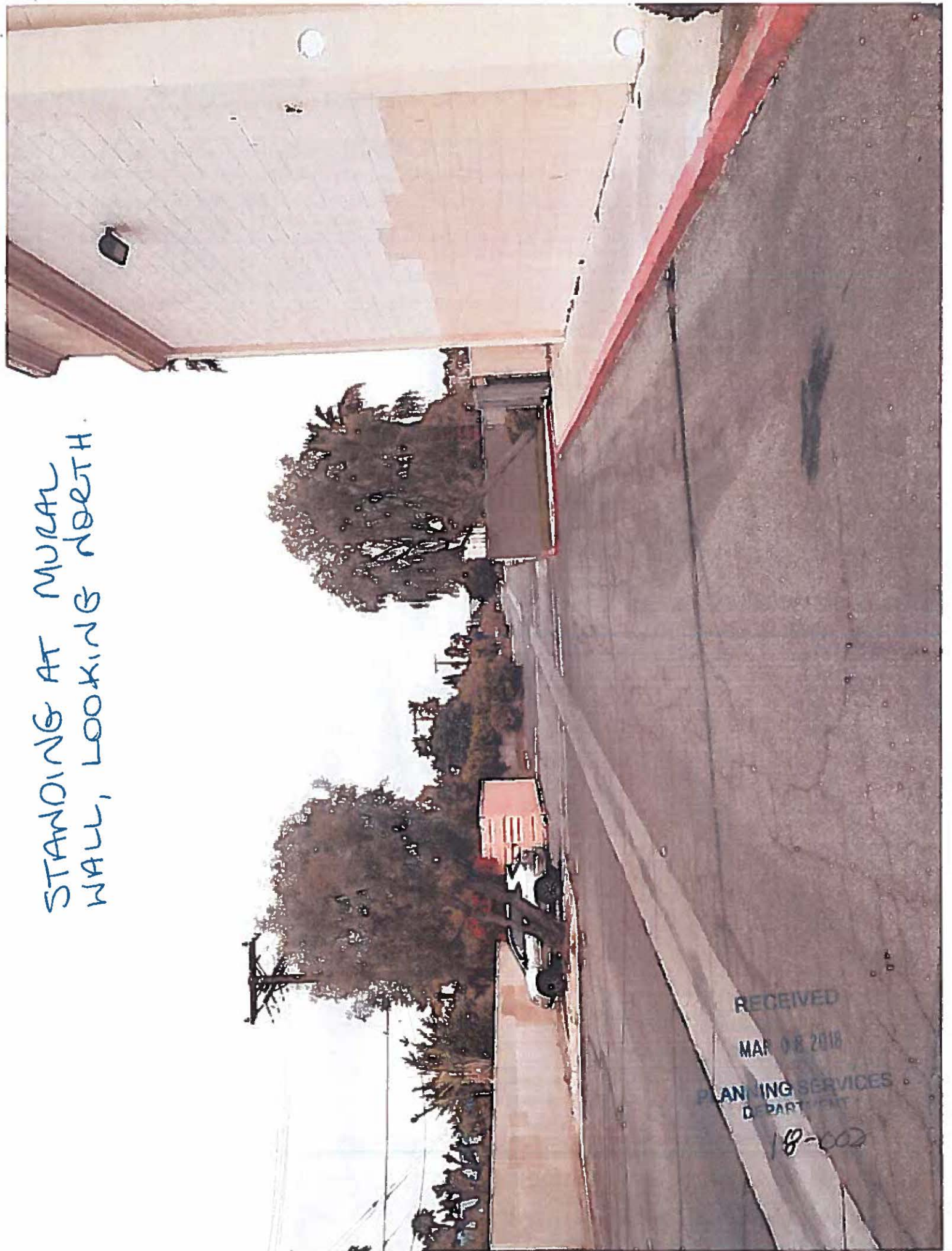
PLANNING SERVICES

18-000

STANDING AT MURAL WALL, LOOKING SOUTH.



STANDING AT MURAL
WALL, LOOKING NORTH.



RECEIVED

MAR 08 2018

PLANNING SERVICES
DEPARTMENT

18-002



**PERMIT CENTER
CITY OF PALM SPRINGS**

CASE#:	TYPE:	PROJECT NAME	APN1	ADDRESS
18-002	MURAL	PALM SPRINGS CULTURAL CENTE	502-190-017	2300 BARISTO ROAD EAST

ZONING FEES ACCT #001-32212

CHANGE OF ZONE APPLICATION	\$0.00
PRE APP FEE	\$0.00
CONDITIONAL USE PERMIT	\$0.00
PLANNED DEVELOPMENT DISTRICT APPLICATION FEE	\$0.00
FINAL DEVELOPMENT PLAN FEE	\$0.00
VARIANCE APPLICATION FEE INCLUDES SIGN VARIANCE	\$0.00
TIME EXTENSION FEES	\$0.00
MISCELLANEOUS / LAND USE	\$0.00

ENVIRONMENTAL ASSESSMENT FEES - #001-32212

NEGATIVE DECLARATION	\$0.00
MITIGATED NEG DECLARATION	\$0.00
CATEGORICAL EXEMPTION / EIR	\$0.00

MISCELLANEOUS FILING FEES ACCT #001-34303

ARCHITECTURAL APPROVAL FEE	\$0.00
ADMINISTRATIVE MINOR MODIFICATION FEES	\$0.00
PLAN CHECKS PLANNING FEE	\$0.00
PLANNING CC AND R	\$0.00
MISCELLANEOUS / HSPB FEES	\$950.00

MISCELLANEOUS FEES

SIGN #001 - 32205	\$0.00
IN LIEU OF - #132-34359	\$0.00
R V - #001-32210	\$0.00
PHN NOTICING - #001-34303	\$476.00
MISCELLANEOUS - #001-34308 / SPECIAL EVENT - #001-34303	\$0.00

SUBDIVISION FEES ACCT #001-32213

TENTATIVE MAPS FEES	\$0.00
FINAL MAPS FEES	\$0.00
LOT LINE ADJ/CERT OF COMPLIANCE FEE	\$0.00
ENVIRONMENTAL ASSESSMENT FEE	\$0.00
MISCELLANEOUS FEE	\$0.00

TOTAL FEE(S)

\$1,426.00

The acceptance of an application or of a fee is not an entitlement or a permit to construct, change or alter any portion of the property described in the application.

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Margaret Zuma

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[Signature]

DATE

3/8/2018

Customer Cashier Planning File Planning Copy

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Detail Budget for Fund 150 - Public Arts	<u>FY 17-18</u> <u>Budget</u>	<u>FY 17-18</u> <u>Projected</u>	<u>FY 18-19</u> <u>Preliminary</u>
Estimated Beginning Cash Available	\$489,711	\$489,711	\$435,244
Estimated Revenue	\$191,000	\$176,000	\$181,000
Estimated Expenses:			
Personnel:			
40000 Regular Employees	\$48,507	\$61,695	\$48,510
40050 Vacation / Sick Conversion	3,500	3,079	3,500
40800 Overtime	500	327	500
41600 PERS Contributions	13,650	18,121	15,046
41620 PERS - POB	2,612	2,612	2,593
41700 Medicare Tax	703	995	703
41900 Fringe Benefits	1,423	1,387	1,722
41920 Workers' Comp	2,920	2,920	2,920
41930-40 Retiree Health Benefit	3,760	3,460	3,760
Total Personnel	\$77,575	\$94,596	\$79,254
42100 Office Supplies	\$500	\$500	\$500
42195 Special Department Supplies	2,500	2,500	2,500
42490 Non-Capital Equipment	500	500	500
42500 Conferences	2,500	2,500	2,500
42530 Dues & Subscriptions	750	750	750
42570 Printing and Publishing	10,000	10,000	10,000
42920 PC/Hardware/Software Maintenance	500	500	500
43160 Artwork Maintenance	45,000	5,000	45,000
43200 Contractual Services	6,000	6,000	6,000
43220 Contractual Legal Services	2,000	500	500
45510 Photography	500	500	500
Total Materials, Supplies & Services	\$70,750	\$29,250	\$69,250
49000 Insurance	\$793	\$793	\$793
49010 Administrative Services	14,419	14,419	15,251
49070 Benefits Administration	409	409	409
Total Special Charges	\$15,621	\$15,621	\$16,453
50015 Specialized Equipment	\$36,000	\$36,000	\$36,000
65209 PS Art Museum - Free Admission	50,000	50,000	50,000
65231 Educational Outreach	5,000	5,000	5,000
56034 Artwork Acquisition / Program	0	0	360,287
Total Capital	\$91,000	\$91,000	\$451,287
Total Estimated Expenses	\$254,946	\$230,467	\$616,244
Estimated Ending Cash Available	\$425,765	\$435,244	\$0

FUND 150 - PUBLIC ARTS

	FY 17-18 Budget	FY 17-18 Projected	FY 18-19 Preliminary
<u>Estimated Beginning Cash Balance Available</u>	\$489,711	\$489,711	\$435,244
<u>Revenue</u>			
Public Arts Fee	190,000	175,000	180,000
Other Income	1,000	1,000	1,000
Total Revenue	\$191,000	\$176,000	\$181,000
<u>Expenses</u>			
Personnel Costs	77,575	94,596	79,254
Artwork Maintenance, Materials, Supplies & Services	111,750	70,250	110,250
Special Charges - Insurance, Admin. Service	15,621	15,621	16,453
PS Art Museum	50,000	50,000	50,000
Artwork Procurement / Program	0	0	360,287
Total Expenses	\$254,946	\$230,467	\$616,244
<u>Estimated Ending Cash Balance Available</u>	\$425,765	\$435,244	\$0

2018-19 BUDGET REQUEST
Current Fund Balance 04-12-18:

Public Arts

	Actual	Detail
PERSONNEL SERVICES		
40000 Regular Employees		
40200 Temporary Employees		
40700 Holiday Pay		
40800 Overtime		
41600 P.E.R.S. Contribution		
41700 Medicare Tax		
41900 Fringe Benefits		
41920 Workers Compensation		
Total Personnel Services		
MATERIALS, SUPPLIES AND SERVICES		
42001 Electricity	0	
Operation of Rainmaker fountain		0
42005 Water	0	
Operation of Rainmaker fountain		0
42100 General Office Supplies	500	
42195 Special Dept Supplies	2,500	
Catering - Art Receptions		1,200
Misc Supplies - Annual Juried		400
Other-Receptions/Development Lunches		900
42490 Non Capital Equipment	500	
42500 Travel and Training	500	
42520 Conferences	3,000	
Americans for the Arts		2,500
Continuing Education		500
42530 Dues & Subscriptions	1,000	
Americans for the Arts Dues		300
Public Art Review		40
Art in America		50
Artnews		50
Surface		30
Guild		30
Other dues & subscriptions		500
42570 Printing and Publishing	10,000	
Reprinting of Public Art Map		4,000
Printing of Public Art Event Material		3,000
Other artwork brochures & materials		3,000
43160 Arts Maintenance	63,000	
Regular Maintenance of collection		35,000
Repainting of Nines & Elevens		2,000
Repainting of Wave Rythms		2,000
Repainting of John Clement's		2,000
Recoat of Red Echo		2,000
Installation of plaques for artwork		5,000
Unschduled Conservation and Repair		15,000
42691 Unallocated	350,000	
42920 P.C. Hardware and Software Maintenance	500	
43200 Contractual Services	6,000	
43220 Contractual Legal Services	2,000	
45510 Photography	500	
65239 Developer Agreements	130,068	
Developer reimbursement for 64 @ the Riv		
Developer reimbursement for Andaz		
Developer reimbursement for Dream Hotel		
Developer reimbursement for Escena (New Valley)		4,844
Developer reimbursement for Alta Verde		57,610
Developer reimbursement for Beazer		
Developer reimbursement for Clubhouse		18,032
Developer reimbursement for Standard Paci		14,582
Developer reimbursement for Toll Brothers		
Developer reimbursement for Gene Autry Plaza		35,000
Developer reimbursement for GRIT Development		
Developer reimbursement for Miralon		
Total Materials, Supplies & Services	570,068	
50015 Specialized Equipment	31,000	
Sculpture acquisition, & installation costs		
Sculpture Acquisition		25,000
Other Sculpture Installations		5,000
Design Costs		1,000
65209 Special Events - Palm Springs Art Museum	50,000	
65231 Educational Outreach	5,000	
PSUSD Mural Program		1,000
Sculpture Program		1,000
Youth Art Show		1,000
Public Art Educational Tour		1,000
Educational Outreach		1,000
65214 Kennedy Bust MT-Donovan Trust	15,156	
Total Capital Outlay	671,224	
Total Department Budget Request	671,224	

- Honoring our Past and Creating our Future
- A Nod to the Past and Celebrating Our Future
- Working in the Present to Create our Future

Art is Here Street Party collaborate with:

- PS Art Museum
- CV Art Scene - reached out to Sarah S
- CA Desert Arts Council - talked to them in broad terms - Marie, Jasmine
- Local Cultural Institutions -
 - Palm Springs USD Foundation + Louisa Castrodale
 - Desert Arts Center
 - Cabot's Pueblo - talked to them in broad terms - Marie, Jasmine
 - Children's Discovery Museum
 - UC Master Gardeners
 - UCR
 - Coachella Valley Arts Center
 - Indio Performing Arts Center
 - La Quinta Museum
 - What other partners?

Activities

- Close Street - paint street mural over day with school kids and Tyler Knight (start early am to finish end of day) (reached out to Jasmine Waits) (reached out to Tyler K in broad terms)
- Art activation activity with CV Art Scene (reached out to Sarah S.)
- Windmill City t-shirts (4 diff shirts Oldies but Goodies (of art collection) and Hit the Streets Art (contemporary ideas)) (reached out)
- Food trucks - creating food like snow cones, cupcake bar, street taco as art
- Live Music - as improvisation
- Contest for new art placement - Have giant map of town locations where art can go and art that is possible to reposition/take out of storage - cut outs of art that public can place on map sticky (to vote) where they want art in city - then work over year to place the art by the end of the 30th celebration year to bookend the year
- What other ideas?

Partner each month for Art Event(s)

- Sept Hispanic Heritage Mth (9/15-10/15)
- Oct Nat Arts Human Mth/LGBT Heritage Mth
- Nov Native American Heritage Mth
 - (reached out to Kate Anderson, Direction of Comm and PR)
- Dec - Think about something on Walk of the Inns night partner with them and downtown
- Jan Int Creativity Mth
 - Community creativity event
 - Kids Superheroes Contest/MLK Day Jan 21 (this could wrap over multiple months)

- Feb Black History Mth
 - PS Art Show including Kids MLK Winners + Adult Superheroes
- March Women's Hist Mth/Youth Art Mth/Cesar Chavez Day March 31
 - Or have PS Art Superhero Show this month and include Kids Superhero art for Women's Hist Mthly, MLK and Chavez
- April Poetry Mth/Volunteer Mth/Jazz Appreciation Mth/Earth Day
 - (partner with Desert Horticultural on Earth Day and art)
- May Asian Pacific Heritage/Jewish American Heritage Mth
- June LGBT Awareness Mth
 - (celebration of end of 30th, placement of art in public places, mural dedication)

PS Museum Tentative

Unsettled Oct 27 - Feb 18 (lots of opportunities to program for our Western community around this show)

- 9/27 - Pop-Up Studio: Renee Petropoulos, LAMFS 12 hour program
- 11/15 – Pop-Up Studio: Porfirio Gutierrez + Ricardo Palavecino, Screening (this could create a demo on weaving - using native plants for dyes - applied arts - tribal art)
- 12/6 - gallery activation
- 1/31 lobby area or a Sheffer/Scheffler
- 3/21 lobby area or a Sheffer/Scheffler
- 5/16 - gallery talk
- Additional dates? Meeting with Melissa Hempel next week to touch base.

Tracy Merrigan

tracymerr@me.com

310 428 9500



BRANDED ART L.L.C.
801 Ocean Ave, Suite 601, Santa Monica CA 90403
PHONE (310) 877-2949

ATTN: Russell Pritchard, Ann Sheffer

Palm Springs x Branded Arts – Art Project Preliminary Project Outline

TABLE OF CONTENTS:

1. OVERVIEW
2. BACKGROUND
3. PROJECT IMPLEMENTATION
4. LOGISTICAL, CONCEPTUAL, AND THEMATIC NOTES
5. TARGET LOCATIONS
6. BUDGET

1. OVERVIEW

This project will include several large-scale temporary exterior art installation projects from the renowned contemporary artists to take place in the Palms Springs area.

Target installation date: TBD 2018-2019.

These projects will receive significant press along with being acknowledged by the international art community. The aim is to tailor unique pieces of art to the aesthetic of the locations and surrounding community, thus generating a cohesive and immersive experience. Branded Arts' staff will be onsite throughout the installation process to oversee, photograph, and document each project in its entirety. Upon completion of the desired display period, the art installations can sold or be donated to other locations for permanent display. Possible locations can include local schools and/or community organizations.



2. BACKGROUND

Over the last 8 years, Branded Arts has produced and curated over 350 public and private art installation projects around the world. Branded Arts offers a full spectrum of artistic services for communities and corporate settings alike. With years of experience as curators and consultants, we will find the perfect artwork to enhance any professional space. Whether it's a signature mural, sculpture, painting, or hundreds of pieces for a full-scale development, we will take care of every detail from the concept to the artwork installation. The Branded Arts staff is multi-talented, with backgrounds in architecture, design, gallery planning and production. We also offer full video coverage options, creating and producing professional content, time-lapse documentation, and social media exposure for each project.

Major projects include IO Playa Vista, The Sunset Media Center, The Continental Grand Plaza, The Tower Burbank, The Reserve LA, Robert F. Kennedy Community Schools, and The Los Angeles Memorial Coliseum.

3. PROJECT IMPLEMENTATION

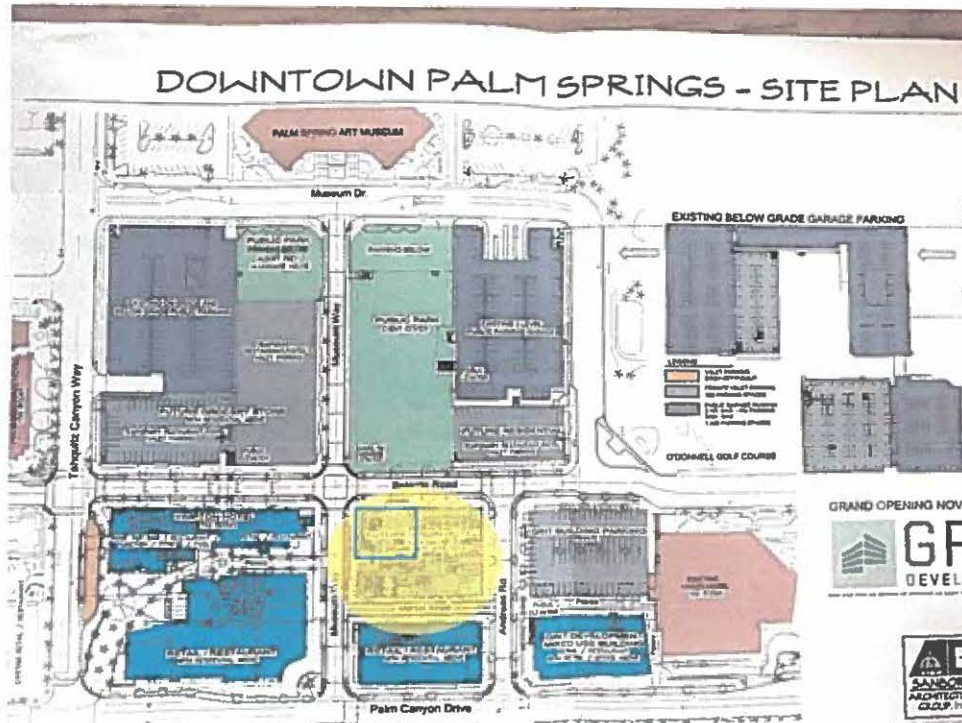
These projects will take place over an 18-month span. Exact display period for each installation is TBD. All artists must submit original concept design renderings prior to beginning the projects. All content will be subject to approval. Participating artists will be provided with all supplies and materials needed.

PLEASE NOTE** The designs and concepts of the artwork are meant to be site specific, and may not be moved, repurposed, or reproduced in any form without the written consent of the artist.

4. LOGISTICAL, CONCEPTUAL, AND THEMATIC NOTES

- Our top priority is to differentiate from all of the other public artwork that currently exists in the community.
- All art pieces will have a style and aesthetic that is easily digestible for the general public.
- Our aim is to compliment the architecture of the surrounding area in a positive and tasteful way, while still maintaining a contemporary edge.
- Our key area of opportunity at this time is the outdoor area at the future site of the Virgin Hotel.
- Seating areas and pathways may be placed around the installation areas.
- There is an opportunity to unveil different art installations during special events happening in the community.
- Every 6 months, a new installation can be unveiled.
- Another opportunity that was mentioned are the steps leading up to the museum entrance.
- These art installations may include the following elements:
 - 3D sculptural works
 - Pattern-based, decorative style aesthetic
 - High energy, vibrant bursts of color
 - Color gradients, stripes, and creative line work
 - Abstract geometric artwork
 - Typography artwork
 - Character and illustrative work
 - Integration of local materials that are in line with the Palm Springs design aesthetic
 - Up-cycled materials from local businesses
 - Use of solar powered panels, paint and sustainable materials

5. TARGET LOCATIONS



6. BUDGET

The total all-in budget will be **TBD**.

This will include:

- Production and administrative oversight of the project
- Artist fees
- Travel and accommodations
- Installation fees
- All materials and art supplies
- Equipment rentals
- Taxes
- Custom informational placards
- Insurance (Branded Arts currently holds General Liability and Workers Compensation policies)
- Photo Documentation
- Video Documentation

Payment allocation structure is flexible. Invoice structure TBD.