

**VILLAGEFEST BOARD**  
**CITY OF PALM SPRINGS, CALIFORNIA**  
REGULAR MEETING AGENDA  
Large Conference Room ▪ Palm Springs City Hall  
3200 E. Tahquitz Canyon Way ▪ Palm Springs, California 92262  
[www.palmspringsca.gov](http://www.palmspringsca.gov)

**AGENDA**

September 24, 2019



3:30 P.M.

**Dorothy Watson, Chair**  
**Chris Campbell, Vice Chair**  
**Celia Garton, Board Member**  
**Darryl Flick, Board Member**  
**Daniel Gonnella, Board Member**  
**Julie Montante, Board Member**  
**Darrell Baum, Board Member**  
**Joy Brown Meredith, Main Street**

*City of Palm Springs Vision Statement: Palm Springs aspires to be a unique world class desert community, where residents and visitors enjoy our high quality of life and a relaxing experience. We desire to balance our cultural and historical resources with responsible, sustainable economic growth and to enhance our natural desert beauty. We are committed to providing responsive, friendly and efficient customer service in an environment that fosters unity among all our citizens.*

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**Jasmine Sullivan-Waits, Special Events Manager**  
**Faith Roche, Program Coordinator, VillageFest**

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Complete VillageFest Board agenda packets are available for inspection at the VillageFest Office, 401 S. Pavilion Way, and the City Clerk's Office, 3200 E. Tahquitz Canyon Way. The Agenda is available on the City's website at [www.palmspringsca.gov](http://www.palmspringsca.gov). Copies of agenda and reports are available upon request by calling (760) 320-3781.

Pursuant to G.C. Section 54957.5, the designated office for inspection of public records in connection with the public meeting of the VillageFest Board is the VillageFest Office, 401 South Pavilion Way, Palm Springs, California.

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 48 hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible.

**CALL TO ORDER:**

**ROLL CALL:**

**1. PUBLIC COMMENTS:** (3-minute limit/person)

*Pursuant to Ca. Govt. Code 54954.3 each agenda for a regular meeting shall provide an item entitled "Public Comment". The purpose of such an item shall be to provide an opportunity for members of the public to address the VillageFest Board on items contained on the agenda, and on items of general interest within the subject matter jurisdiction of the VillageFest Board. In order to assure that the intent of Cal. Govt. Code 54954.3 is carried out, three (3) minutes is the amount of time allocated for each individual speaker.*

**2. BOARD COMMENTS:** (5-minute limit/person)

**3. CORRESPONDENCE:** NONE

**4. CONSENT CALENDAR:**

*The following routine matters may be acted upon by one motion. Individual items may be removed from the Consent Calendar by the Members of the VillageFest Board for separate discussion and/or vote.*

4. A. REPORT ON THE POSTING OF THE AGENDA

**RECOMMENDATION:** Receive and file Report on the Posting of the September 24, 2019 VillageFest Board Agenda.

4. B. APPROVAL OF MINUTES

**RECOMMENDATION:** Approve the VillageFest Board Minutes of the July 09, 2019, September 10, 2019 and the Special Meeting August 28, 2019.

**EXCLUDED CONSENT CALENDAR ITEMS:**

*This is the time the VillageFest Board will discuss and/or vote on items removed from the Consent Calendar by the Members of the VillageFest Board.*

**5. LEGISLATIVE ACTIONS:**

Vendor Applications for Review and Determination (5-minute limit/person)

5. A. CHERRY'S FAMOUS RUGELAH (MARK CHERRY) **FARMERS MARKET** – CURRENT VENDOR

5. B. NORA'S EMPANADA FACTORY (FRANCO SOLITRO) **FOOD SERVICE** – CURRENT VENDOR – ADD ALFAJOR, CHIMICHURRI SAUCE, YERBA MATE DRINK

- 5. C. PALM SPRINGS UNITED METHODIST CHURCH (CRAIG STUMPENHORST) **NON-PROFIT** – PROMOTE CHURCH
- 5. D. OUTSIDE THE MESA (JUAN CARLOS BARAJAS) **FOOD SERVICE** – MEXICAN FOOD, TAMALES, TACOS, QUESADILLAS, BURRITOS, AGUA FRESCA, RICE, BEANS, WATER, SODA
- 5. E. ESMERALDA DESIGNS (CHRISTINE BJENNING) **ARTS & CRAFTS** – RINGS, NECKLACES, PENDANTS, BANDS, CUFFS, BAGS
- 5. F. CANAIMA VENEZUELAN DELIGHTS (FRANCISCO AVALOS) **FOOD SERVICE** – VENEZUELAN FOOD, AREPA ASSORTED, TEQUENO, PASTELITO, WATER, SODA, AGUAPANELA, PARCHITA
- 5. G. CONCRETE DETAIL (RICHARD HOLLENBECK) **ARTS & CRAFTS** – CONCRETE ARTISAN, FRUIT BOWLS, JEWELRY TRAY, CACTI, HORNED TOAD, JARS, SKULLS, PLANTERS, CUPS
- 5. H. REMAX AREA EXPERTS/BIG BEAR VACATIONS (TOBI STARK/KIM HERMAN) **COMMERCIAL** – PROMOTE BUSINESS
- 5. I. BOBO JEWELRY (BOBO WINCE) **ARTS & CRAFTS** – HANDCRAFTED JEWELRY, RINGS, EARRINGS, BRACELETS, CUSTOM HATS

**6. UNFINISHED BUSINESS:**

- A. VILLAGEFEST POSTER CONTEST

**7. NEW BUSINESS: NONE**

**8. REPORTS AND REQUESTS:**

- A. PUBLIC -

- B. BOARD

- 1. BOARD COMMENTS (5-MINUTE LIMIT/PERSON)

- 2. SUBCOMMITTEE REPORTS

- A. COMPLIANCE

- B. SOCIAL MEDIA

- C. FOOD COURT

- C. MAIN STREET COMMENTS

D. STAFF REPORTS

9. ADJOURNMENT:

**AFFIDAVIT OF POSTING**

State of California    )  
County of Riverside   ) ss.  
City of Palm Springs   )

I, Faith Roche, Program Coordinator of the City of Palm Springs, California, hereby certify this Agenda of the Palm Springs VillageFest Board, was posted at or before 12:00p.m., Thursday September 19, 2019, and on the City's website as required by established policies and procedures.

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Faith Roche, Program Coordinator, VillageFest  
City of Palm Springs, California