

**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**

July 25, 2023



5:30 P.M.

**Daniel Gonnella, Chair**  
**Celia Garton, Vice Chair**  
**David Anderson, Board Member**  
**Gregory Roberts, Board Member**  
**Cheryl Idell, Board Member**  
**Antonio Alvarez, 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.*

---

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

---

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.

This meeting will be held in person in the Large Conference Room at City Hall. Pursuant to Assembly Bill 361 and will also be accessible via video-conference.

• To view/listen to the meeting live, please use the following link:

Join Zoom Meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/88085821951?pwd=M05oam1wSm1GVm9UcEpsSStxSmV2QT09>

- Submit your public comment to the VillageFest Board electronically. Material may be emailed to jasmine.waits@palmspringsca.gov. Transmittal prior to the start of the meeting is required. Any correspondence received during or after the meeting will be distributed to the Board and retained for the official record.
- The meeting will be recorded, and the audio file will be available from the Office of the City Clerk and will be posted on the City's YouTube channel, as soon as practicable.

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 July 25, 2023, VillageFest Board Agenda.

#### **4. B. APPROVAL OF MINUTES**

**RECOMMENDATION:** Approve the VillageFest Board Minutes of the July 11, 2023.

## **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:**

- 5. A. BRIAN PESCADOR (BRIAN PESCADOR) **ENTERTAINMENT** – POP UP PHOTO STUDIO, BLACK AND WHITE PORTRAITS
- 5. B. HOOK & LINE (SEAN PULLIAM) **FARMERS MARKET** – PRE-PACKAGED SALMON, COD, HALIBUT
- 5. C. LIAFER (LIANNA FERRER) **ARTS & CRAFTS** – JEWELRY, EARRINGS, BRACELETS
- 5. D. NAPTIME NEWS (DAVID TANG) **ENTERTAINMENT**– ACOUSTIC MUSIC
- 5. E. FREEZE DRIED SNAX BY MAMA LOVE (LISA MARIE GONZALES) **FARMERS MARKET** – DRIED FRUITS/VEGGIES/CANDIES
- 5. F. ALMALY JEWELRY (LAURA PEN BERTEN) **ARTS & CRAFTS** – MALA, BRACELETS, ANKLETS, NECKLACES, CHOKERS, EARRINGS, RINGS

**6. UNFINISHED BUSINESS: NONE**

**7. NEW BUSINESS:**

- A. SUSTAINABILITY

**8. REPORTS AND REQUESTS:**

- A. PUBLIC -
- B. BOARD -
- C. MAIN STREET COMMENTS

**9. SUBCOMMITTEE REPORTS:**

- A. RECRUITMENT/RETENTION

**10. STAFF REPORTS:**

**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 July 20, 2023, and on the City's website as required by established policies and procedures.

---

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