

**PUBLIC ARTS COMMISSION
CITY OF PALM SPRINGS, CALIFORNIA**

REGULAR MEETING AGENDA

**Wednesday
December 16, 2020**



5:30 PM

Ann Sheffer, Chair
Shawnda Faveau

Tracy Merrigan, Vice-Chair
Russell Pritchard
Thomas Yanni

Alfonso Murray
Mara Gladstone

Pursuant to Executive Order N-29-20, this meeting will be conducted by teleconference and there will be no in-person public access to the meeting location.

To join meeting, please use the following link:

<https://us02web.zoom.us/j/84079166269?pwd=eUpKMEEExOG1jTVdOMW1Qb0tmU21MUT09>

Dial by your location: 669 900 6833 US (San Jose); 346 248 7799 US (Houston); 253 215 8782 US (Tacoma); 929 436 2866 US (New York); 301 715 8592 US (Washington D.C); 312 626 6799 US (Chicago)

Meeting ID: 840 7916 6269
Passcode: 080480

Public comment may also be submitted to jay.virata@palmspringsca.gov. Transmittal prior to the meeting is required. Any correspondence received during or after the meeting will be distributed to the Commission and retained for the official record.

CALL TO ORDER:

ROLL CALL:

ACCEPTANCE OF AGENDA:

PUBLIC COMMENTS:

This time has been set aside for members of the public to address the Public Arts Commission on items of general interest within the subject matter jurisdiction of the Commission, and agenda items if the member of the public cannot be present later in the meeting at the time the item is heard by the Commission. Additionally, members of the public may address the Commission on each item listed on the posted agenda at the time each item is heard. Although the Public Arts Commission values your comments, pursuant to the Brown Act, it generally cannot take any action on items not listed on the posted agenda. Five (5) minutes are assigned for each speaker.

A. PRESENTATION:

1. Lawrence Crossley "Art Park" -- Bob Heinbaugh and Paul Hinrichsen*

B. REPORT FROM THE CHAIR

C. ITEMS FOR DISCUSSION / APPROVAL

1. Extension of contracts through June 30, 2021 for artistic services*
 - a. Sarah Scheidman (\$25,000)
 - b. Madalina Garza (\$10,000)
 - c. Patrick Sheehan (\$20,000)
2. Additional Mini-Grant funding up to \$45,000
3. Tahquitz Canyon Median Desert X proposal fee and installation waiver*

D. COMMITTEE REPORTS/ASSIGNMENTS:

1. Future Maintenance and Repair priorities (Tom Yanni, Mara Gladstone)
2. CARES grants (Tracy Merrigan, Russell Pritchard)
3. Lawrence Crossley Art Park (Shawnda Faveau, with Patrick Sheehan)
4. AIDS Memorial Sculpture proposals/commissions (TBD)
5. Proposed revisions to Public Arts and Mural Ordinances (Ann Sheffer, Russell Pritchard)

E. COMMISSIONER COMMENTS/REPORTS/REQUESTS

F. REPORT FROM DIRECTOR/STAFF

*Materials related to the agenda items marked with * are attached.

ADJOURNMENT: The Public Arts Commission will adjourn to a Regular Meeting, Wednesday January 20, 2021 5:30 p.m. via teleconference.

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

Pursuant to G.C. Section 54957.5(b)(2) the designated office for inspection of records in connection with the meeting is the Office of the City Clerk, City Hall, 3200 E. Tahquitz Canyon Way (760) 323-8204.

AFFIDAVIT OF POSTING

I, JAY VIRATA, Community & Economic Development Director for the City of Palm Springs, California, certify this Agenda was posted at or before 4:00 p.m. on December 10, 2020, as required by established policies and procedures.

/s/ Jay Virata

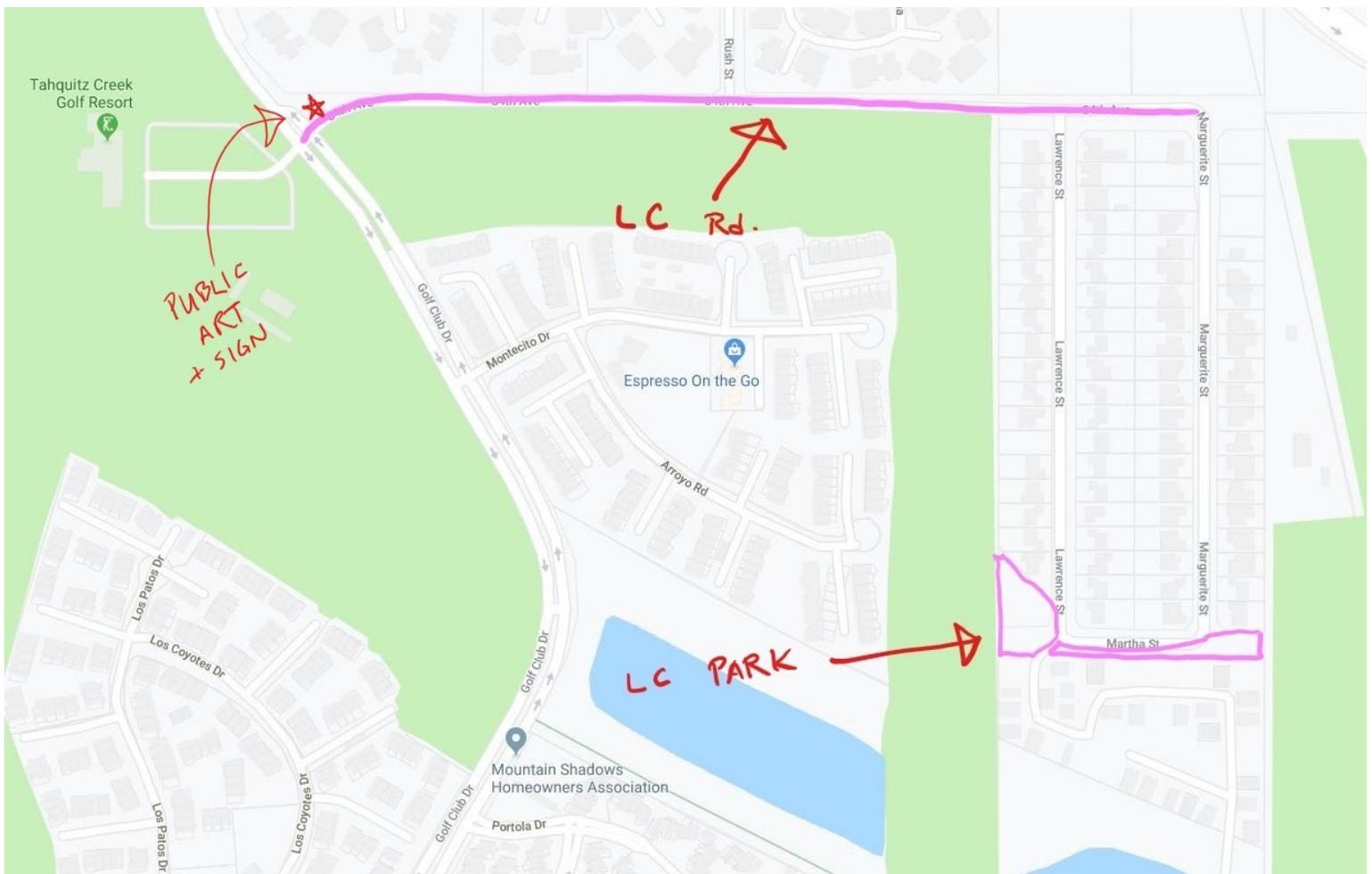
Jay Virata, Director
Community & Economic Development

Palm Springs Honoring Mr. Lawrence Crossley

1. Rename E. 34th St. to **Lawrence Crossley (Ave. Dr. Rd. Blvd. Ln. or ?)** which is the only artery connecting the historic Lawrence Crossley neighborhood to the rest of the city. It's an important road.
2. Build the "**Lawrence Crossley Memorial Park**" in the historic Lawrence Crossley neighborhood on the Palm Springs city owned lots located at the south end of Lawrence St. and Martha St. This is a much needed resource for the neighborhood and a great way to keep our youth connected to Mr Crossley's very important story. Note, a lot line adjustment with the immediate neighboring lot to the north on Lawrence St., may be mutually beneficial to the neighbor and the park's design and use.
3. Art in the Lawrence Crossley Memorial Park, and for it to be designed by local African American artists to tell **Mr. Crossley's story** so his legacy may continue to be shared and inspire us all.
4. Also install a piece of eye-catching **public artwork** at/near the intersection of Lawrence Crossley Ave. and Golf Club Dr. so to draw attention to all, that there is something important to discover and enjoy by venturing down the road to the park, plus a **sign** "*This way to the Lawrence Crossley Park*" or something like that.

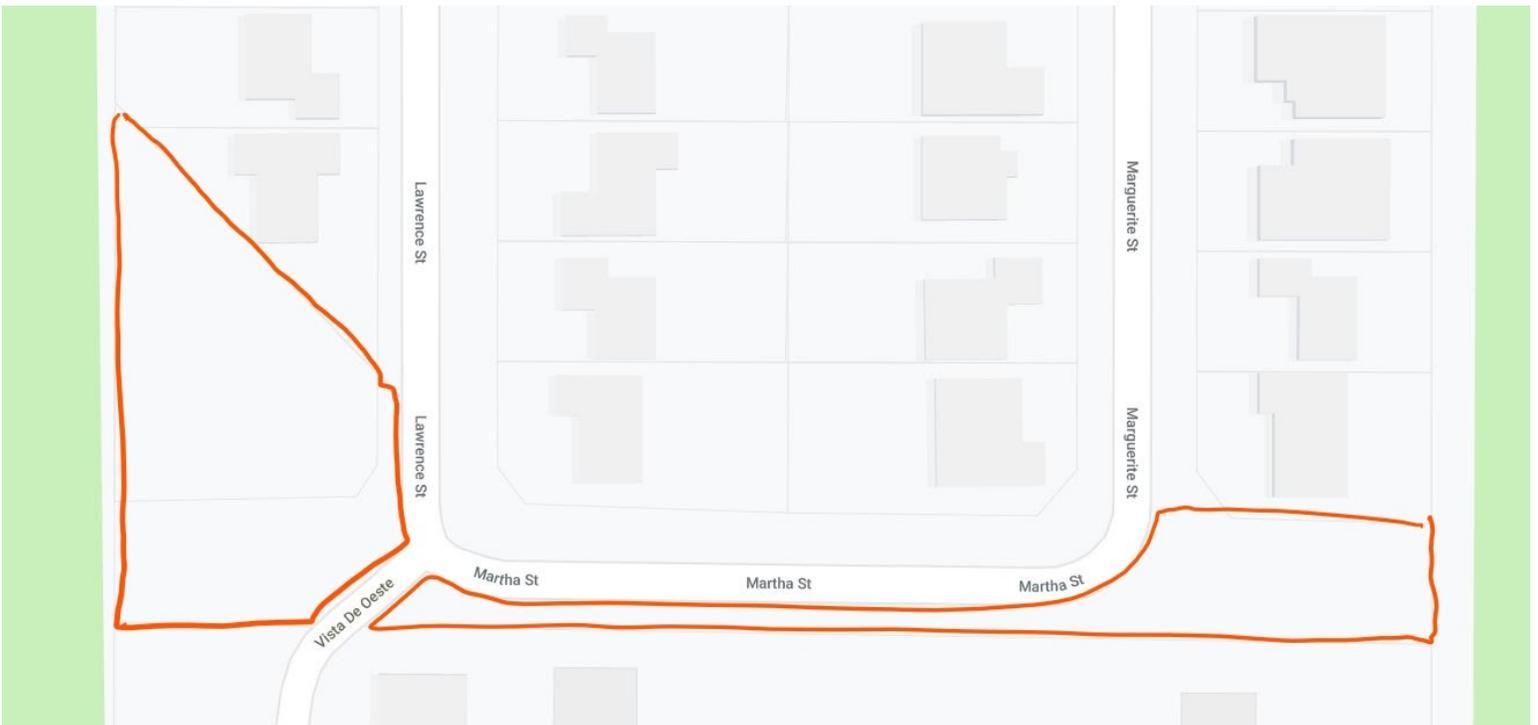
Please reference the following maps and their highlighted notations. Also following the maps are some examples of public park memorial artworks.

Respectfully submitted,
Bob Heinbaugh & Paul Hinrichsen





Possible vision design with the southern portion along Martha St. and the portion on Marguerite St. to be a legacy walk interdigitated with shade trees and seating. The large section on Lawrence St. to be additional memorial installations and play areas for the youth and some large shaded picnic areas for celebrations.





The following are some examples of public park memorial artwork.





C.1.a. Contract extension for Scene Creative (Sarah Scheideman)

EXHIBIT A

Scene Creative, LLC
Scope of Services/Work

This is an agreement with Sarah Scheideman of Scene Creative to provide Project Management and Consulting Services to the Public Arts Commission from **January 1 – June 30, 2021**. Projects may include the list below, which is subject to change. The scope of work to include support with planning, execution, organization, management, marketing, and reporting.

Scope of Work

1. Create and manage application process for CARES Mini-Grants (\$500-\$2500) including artists' registry, application forms, and contact with artists and sponsors; match businesses with artists, oversee creation of project idea.
2. Review CARES grant artist's invoices and receipts for work and materials, to be forwarded to City for payment to artist once complete.
3. Submit detailed invoices for Scene Creative management activities monthly, including breakdown of all work performed.
4. Publicize projects on social media.
5. Create and manage Neighborhood Grant program, including artists' registry, application forms, and contact with artists and sponsors; oversee creation of project idea and manage projects.
6. Continue ongoing and upcoming website content projects.
7. Project manage special projects and community projects.
8. Submit monthly reports on projects completed.

Payment

1. Contractor will be paid **\$50/hour** for Consulting Artistic Services as billed each month, in an amount not to exceed **\$25,000**.
2. Contractor will submit detailed invoices outlining all work completed.

C. Contract Extension for Madalina Garza

For January 1 – June 30, 2021

Note: Monthly fee to be increased to \$1500

SOCIAL MEDIA STRATEGY AND WEB MANAGEMENT

PROPOSAL FOR
PALM SPRINGS PUBLIC ARTS COMMISSION



INSTAGRAM

- ◆ Current followers: 2857
- ◆ Impressions: approx 8,000 per week

FACEBOOK

- ◆ Current followers: 1429
- ◆ Reach: approx 6,000 per week

PALM SPRINGS PUBLIC ARTS COMMISSION GOALS

We will implement new strategies and create different content to grow our audience and increase participation from the public. Some of the goals are:

- Increasing brand awareness
- Promoting public art projects and documenting the process
- Community building and engagement through Social Media.
- Driving visitors to the new website and encourage registrations to the Artist Directory. Improve communication with the growing Latino community in the city and the Valley.
-

INCLUDED SERVICES

SOCIAL MEDIA:

- Evaluation and goal setting for Palm Springs Public Arts Commission social media platforms.
- Content creation for Facebook and Instagram.
- Social Media monitoring. Continuous monitoring of messages, comments and notifications in all accounts.
- Creation of Facebook ads and campaigns.

Audience, locations, interests, budget, duration and reach settings will be provided to the client to approve for each campaign. Campaign budget is not included in this proposal.

- Campaign Conversion / results tracking.

Conversions will be tracked with a Facebook Pixel to properly measure the impact of a campaign and the return on ad spend. Examples of conversions include website clicks, sign-ups or leads. Facebook pixel will be installed on the website.

- Campaign specific reports.

A report with results for ad campaigns will be provided at the end of the campaign.

SPECIAL PROJECT (Mini-Grants)

- Manage the technical aspect of application process for Mini-Grants through the website
- Promotion of Mini-Grant projects on social media channels
- Photo and video coverage of Mini-Grant projects. Including "coming soon" announcements, interviews with artists and installations.

ONGOING SOCIAL MEDIA

- Public art pieces in Palm Springs
- Benches, Maintenance, Videos, etc.

SPANISH-LANGUAGE CAPTIONS AND POSTS

- Spanish captions will be added to all future posts under the english caption on Facebook and Instagram. (Video interviews and stories excluded)

WEBSITE:

- Website maintenance and updates
- Creation of new pages or features for website as needed (including public art map)



TRACKING RESULTS

A monthly report including all organic and paid results will be provided to the client to easily evaluate the effectiveness of published posts and strategies on social media accounts.

ANALYTICS AND REPORTING WILL INCLUDE:

Follower / Like growth - the number of people you have reached / liked your accounts.

Posts volume, reach and engagement.

Website and Newsletter Analytics. Conversion results and content evaluation. How much traffic are we sending to your website? How many new leads for the newsletter? What content is generating clicks?

Campaign Conversion / results tracking.

Conversions will be tracked with a Facebook Pixel to properly measure the impact of a campaign and the return on ad spend. Examples of conversions include website clicks, sign-ups or leads. Facebook pixel will be installed on the website.

Campaign specific reports. A report with results for ad campaigns will be provided at the end of the campaign.

B. Contract Extension for Coachellart

Exhibit A

Coachellart
Scope of Services/Work

This is an agreement with Patrick Sheehan of Coachellart, for a pilot project as Artist-in-Residence for the Department of Parks and Recreation from **January 1 – June 30, 2021**.

The Artist-in-Residence will work with the Director of the Parks Department, with the assistance of the Public Arts Commission, to plan and execute projects that restore and add artwork in Parks facilities, with a goal of offering opportunities for young people to participate.

Specific responsibilities include:

1. Identify locations in City parks facilities where art could be added or repaired/restored, in coordination with Director of Parks and Recreation.
2. Involve other artists in projects where possible, to ensure diversity.
3. Plan/Schedule times when young people can participate in painting - engaging young people in the community and enrolled in Parks programs (in coordination with Director of Parks and Recreation.)
4. Assemble all materials and support equipment.
5. Provide materials to publicize projects on social media, through the Public Arts Commission and the Parks and Recreation Department.
6. Report monthly to both the Public Arts and Parks and Recreation Commissions.
7. Submit detailed invoices for Coachellart activities monthly, including a breakdown of all work performed.

Payment

1. Contractor will be paid **\$50/hour** for Consulting Artistic Services as Artist-in-Residence for the Parks and Recreation Department, as billed each month, in an amount not to exceed **\$20,000**, including materials and supplies.
2. All invoices for time and materials must be reviewed by the Director of Parks and Recreation and the Chair of the Public Arts Commission.

Coachellart
PO Box 414
Palm Springs, CA 92263
Tax EIN 84-3425677
A 501(c)(3) non-profit organization

Desert X 2021

A site-specific contemporary art exhibition in the Coachella Valley



Free to the public and in the open air, Desert X is the new paradigm for a contemporary art exhibition. With the third edition, it will once again take inspiration from the desert landscape of the Coachella Valley to create original site-specific installations, activations, and community initiatives by some of today's most engaging and diverse contemporary artists.

Desert X 2021
February 6 – April 11, 2021
Coachella Valley, CA



Artist Project

Christopher Myers



Christopher Myers

Born 1974 | New York, NY

Christopher Myers (b. 1974, US) is a multidisciplinary artist whose projects manifest across visual art, theatre, and literature. Through a practice deeply rooted in collaboration, Myers mines the intimate dimensions of the global—creating works that unveil relationships between distinct peoples and places. His work has been exhibited at MoMA PS1, NY, the Art Institute of Chicago, Prospect New Orleans, and Contrasts Gallery, Shanghai. Myers has also curated exhibitions in Vietnam, designed theater that has travelled from PS122 in New York City to the Genocide Memorial Theater in Kigali, Rwanda, and collaborated with artist Hank Willis Thomas on a short film, *Am I Going Too Fast*, which premiered at Sundance. Myers writes and publishes frequently and is currently working on a book comparing global censorship methodologies. Recent solo exhibitions include *Christopher Myers: Drapetomania*, Fort Gansevoort, New York, NY, USA (2020); *Rotherwas Project 5: Christopher Myers, The Red Plague Rid You for Learning Me Your Language*, Mead Art Museum, Amherst College, Amherst, MA, USA (2019); *Christopher Myers: Nobody is my Name*, The Mistake Room, Los Angeles, CA, USA (2019); and *Urban Inspirations: The Visions of Christopher Myers*, Akron Art Museum, Akron, Ohio, USA (2003) amongst others.

[Artist's Website](#)

Christopher Myers | *Altanviro and Loper*

On six stations along Tahquitz Canyon stand sculptures with draping banners that tell the story of two ranchers—one Mexican and one African-American—whose personal adversities and love for raising horses lead them to creating a welcoming commune in the place that would eventually become Palm Springs. While the story is fictional it speaks broadly to the truths that exist in the slippage between history and mythology. *Altanviro* stands in for the thousands of Mexican migrants who've come to call the Coachella Valley home and *Loper* reminds us that long ago many who fled bondage in search of freedom traveled South, perhaps even through this desert, on their way to free townships along Mexico's northern border. This story of acceptance, although never perfect, echoes amongst many communities who have found a welcoming home in this place.



Artwork and Materials:

~5ft steel horse sculpture

Steel poles

Textile Flag

The sketch represents the same art piece on each pad.

Artwork Installation Specs:

Column height: ~10 foot

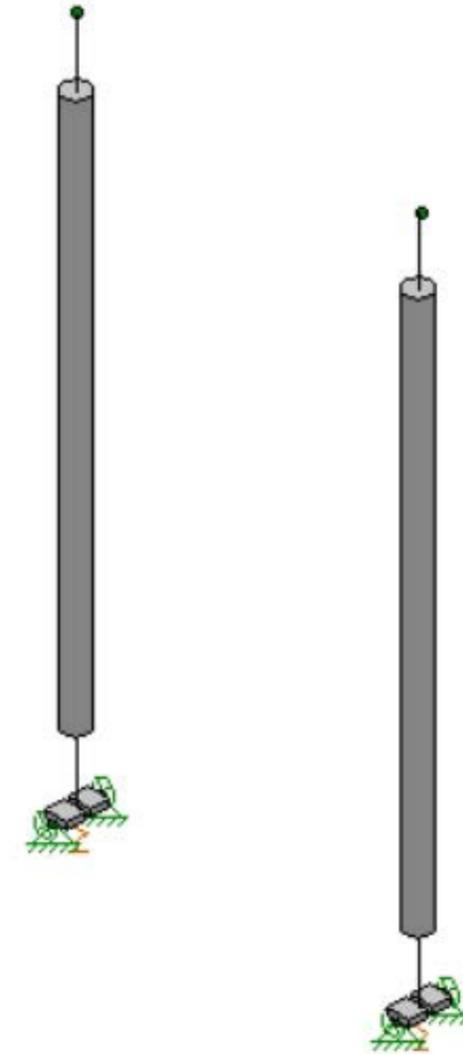
Column size: 4" round tube with 3/16" wall

Base plate per leg: 4"x8"x1"

The flag height: ~4 foot tall

Four 5/8" bolts per plate epoxied to the concrete

Placed 6" from the center of the bolt to the edge of the concrete, so the center of the pole will be ~10"-12" from the edge of the concrete



Educational Programs

- Artist engagement and talks with community and youth groups
- Mobile video journalism with students and teachers





About the Curators

Neville Wakefield

Artistic Director / Co-Curator



Neville Wakefield is a modern curator interested in exploring the ways in which art behaves outside of institutional contexts. This interest led him to co-found Elevation1049, a site-specific biennial in Gstaad, Switzerland, while his role as artistic director of Desert X has been instrumental in shaping the recurring exhibition that attracted over 400,000 visitors to the Coachella Valley region of Southern California. With Saudi curators Raneem Farsi and Aya Alireza he is co-curator of Desert X AlUla 2020, a site-specific exhibition of international artists, taking place in AlUla, northwest Saudi Arabia, home to the country's first UNESCO World Heritage Site, Hegra. As senior curatorial advisor for PS1 MoMA and curator of Frieze Projects, he gained a reputation for challenging the conditions that shape art in both commercial and noncommercial contexts. He has worked extensively with international institutions, including the Schaulager Switzerland, where he curated the Matthew Barney retrospective *Prayer Sheet with the Wound and the Nail*.



César García-Alvarez

Co-Curator

César García-Alvarez is the Founder and current Executive & Artistic Director of The Mistake Room (TMR)—LA's international non-profit contemporary art space. At TMR García-Alvarez has organized projects and exhibitions with Oscar Murillo, Korakrit Arunanondchai, Ed Clark, Vivian Suter, Diana Thater, Mandy el-Sayegh, Thomas Hirschhorn, Henry Taylor, Christopher Myers, Eduardo Sarabia, Tuan Andrew Nguyen, and Serge Attukwei Clottey amongst others. Prior to founding TMR García-Alvarez was Associate Director and Senior Curator of LAXART (2007-2012). He was one of the curators of Made in L.A. 2012, the first iteration of the Hammer Museum's LA Biennial, and from 2012-2013 served as the US Commissioner for the 13th International Cairo Biennial in Egypt. García-Alvarez's recent books include monographs on artists Eduardo Sarabia and Brenna Youngblood. He is currently at work on an edited volume titled *The Anthology of Errors* which documents the history and work of TMR's first five years. He lives and works between Los Angeles, CA and Guadalajara, Mexico.



Land Acknowledgement

We acknowledge and honor the Cahuilla people, who are the traditional custodians of the land where Desert X takes place.

We respect the Cahuilla culture and identity which has been bound up for generations with the land upon which we live, learn and create.



Thank You

Month Summary for Palm Springs Public Arts Commission

October 2020



Composed by
Sarah Scheideman, *Scene Creative*

October 2020: The month of October was dedicated to the continuation of the grant programs that were launched in July and August. In October we extended upon the original Main Street Bench Project and offered 25+ new opportunities for artists to paint benches.

Many of the C.A.R.E.S Grant Programs reached final phase of production.

New projects that we launched were Phase 3 City Bench Program, Airport "Pilot" Program, Palm Springs High School's Public Art Master Class and new C.A.R.E.S. commissioned projects.

In addition to managing these grant programs, I also maintained the website and Artist Directory.

MAIN STREET *Palm Springs*

DOWNTOWN & UPTOWN BUSINESS ASSOCIATION

Scope of Project

As a continuation of, and in collaboration with The Main Street Merchants of downtown Palm Springs, the Palm Springs Public Arts Commission is excited to announce the third phase of the "artists painted" downtown bench project.

This phase is for the 16 benches located on North Palm Canyon from Alejo up to Tachevah. (11 benches without backs and 5 with backs)

This is an open call for artists who like to be considered for this phase of the project. The deadline for photoshop proposals is Saturday, August 15th. Please see the budget guidelines and a photoshop image as guidelines.

The project will be supervised by Tysen Knight, who painted the first set of benches, including proper materials, protective coating, and skateboard guards.



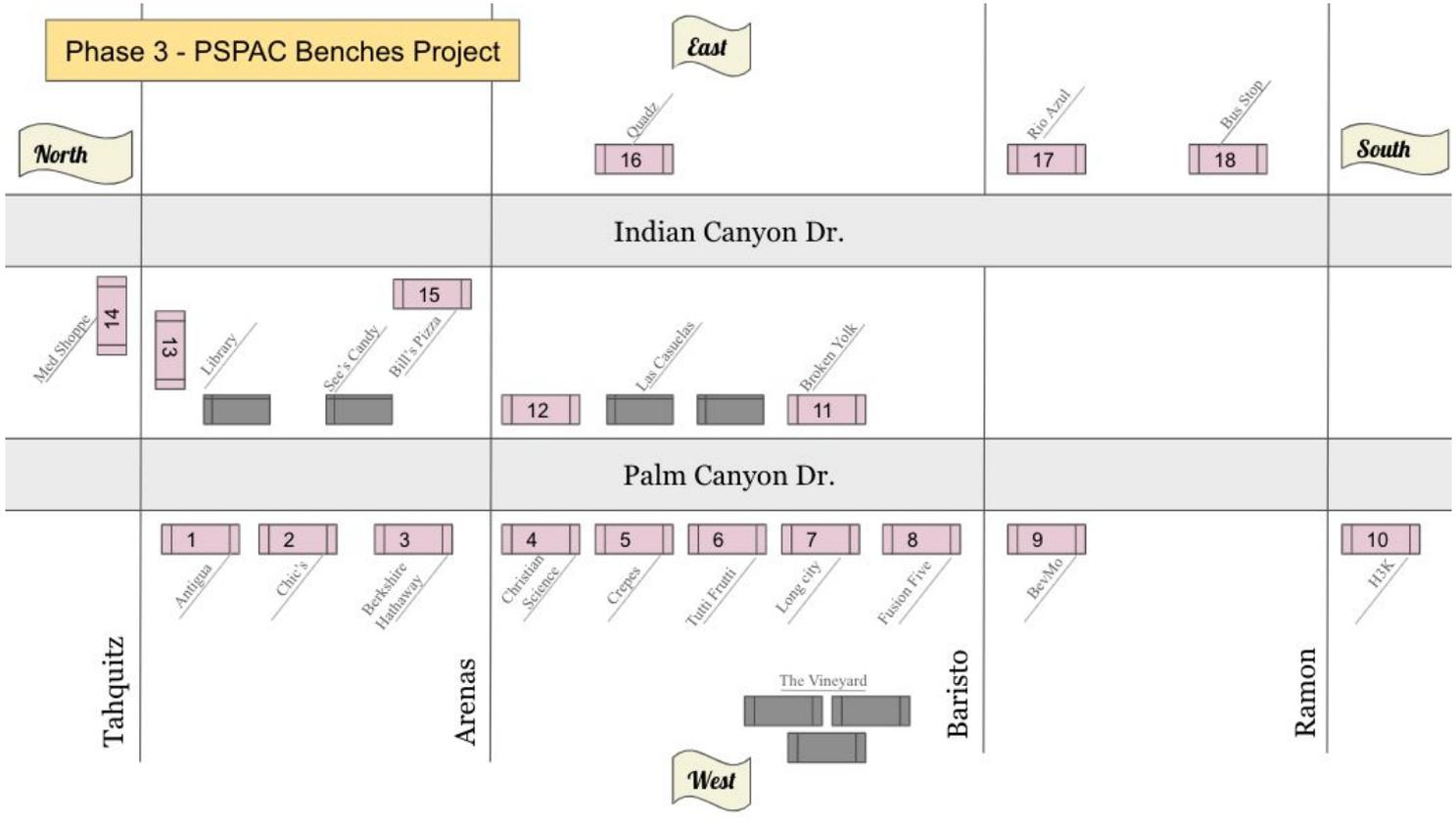
MAIN STREET BENCH PROJECT //

Project Management

Assisted in the Phase III organization and production of artist submissions and voting ballots for our committee.

Project Overseen by Commissioners Ann Sheffer and
Russell Pritchard

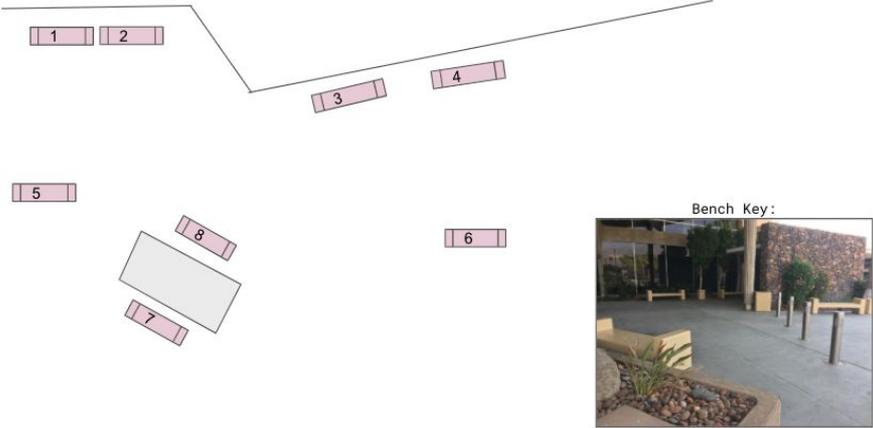
Phase 3 - PSPAC Benches Project



AIRPORT “PILOT” BENCH PROJECT //

Airport “Pilot” Bench Program

Art Submissions presented by
Palm Springs Public Arts Commission



Project Management

Assisted in the Airport “Pilot” Bench program organization and production of artist submissions and voting ballots for our committee.

Project Overseen by Commissioners Ann Sheffer and Russell Pritchard

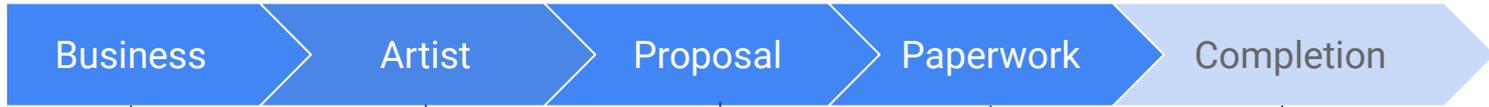
C.A.R.E.S. Grant //



- Well in the Desert
- Angel View
- Palm Springs Pride
- Palm Springs Film Society (PSIFF)
- Great Shakes
- El Mirasol
- Baducci's (old business)

Project Overseen by Commissioners Tracy
Merrigan and Thomas Yann

Angel View



Status:

Operating

Type:

NonProfit
Organization

In Production

Artwork by Jasmin Jue

Commissioners:

Tracy Merrigan
Thomas Yanni

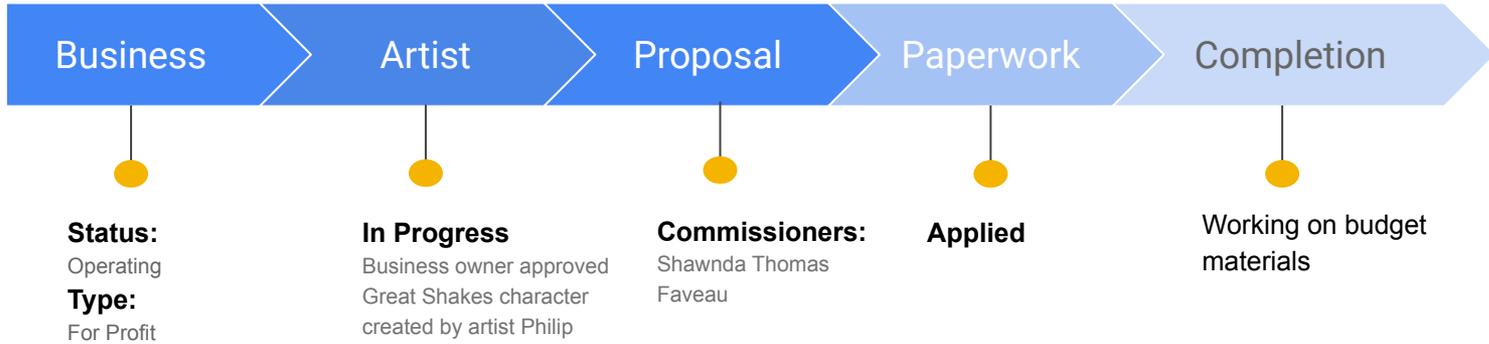
Turned In

Currently in production

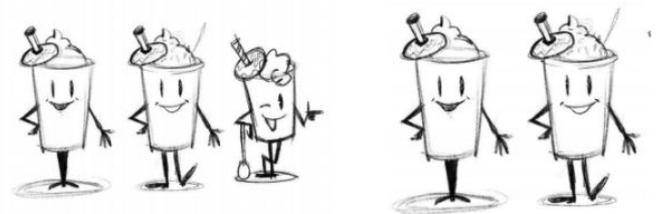
Need to figure out
billing situation - either
artist or Scene or City?



Great Shakes



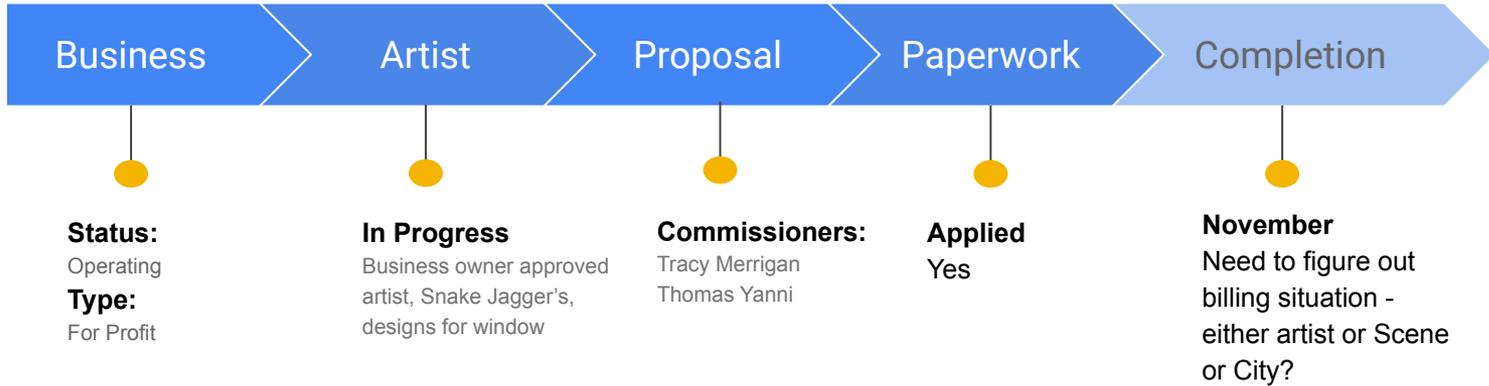
featuring artist Philip Lumbang



A.R.E.S. Grant proposal, lead by Commissioner Shawnda Tho

Sculpture will be fabricated by Anthony Hart
- Metal or wood, depending on allocated budget

El Mirasol

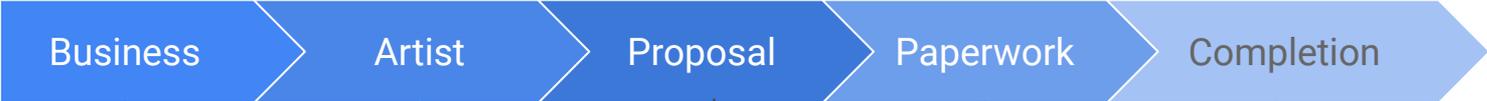


El Mirasol Restaurant



El Mirasol has a long time history of supporting local artist, Snake Jagger. Snake will cover El Mirasol's windows with digital sticker imagery of paintings that the El Mirasol family have grown fond of. These windows face Palm Canyon and are located at the waiting area for outdoor seating.

Baducci's (old business name)



Status:
Non-operational
Type:
For profit

In Progress
Business owner approved
Marconi Calindas artwork

Commissioners:
Tracy Merrigan
Thomas Yanni

Applied
Yes

November
Need measurements
for windows, will be a
sticker

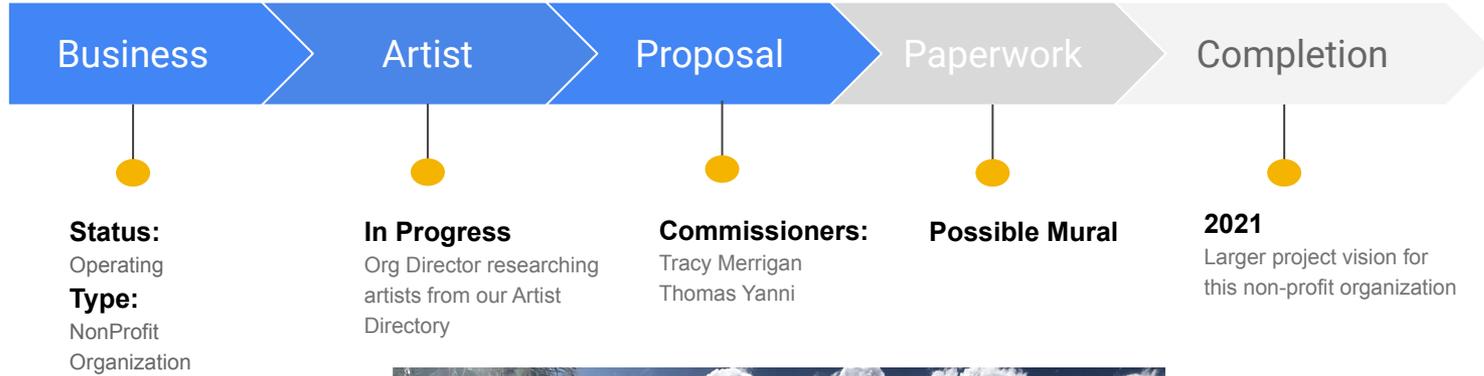
(formerly known as) "Banducci's"



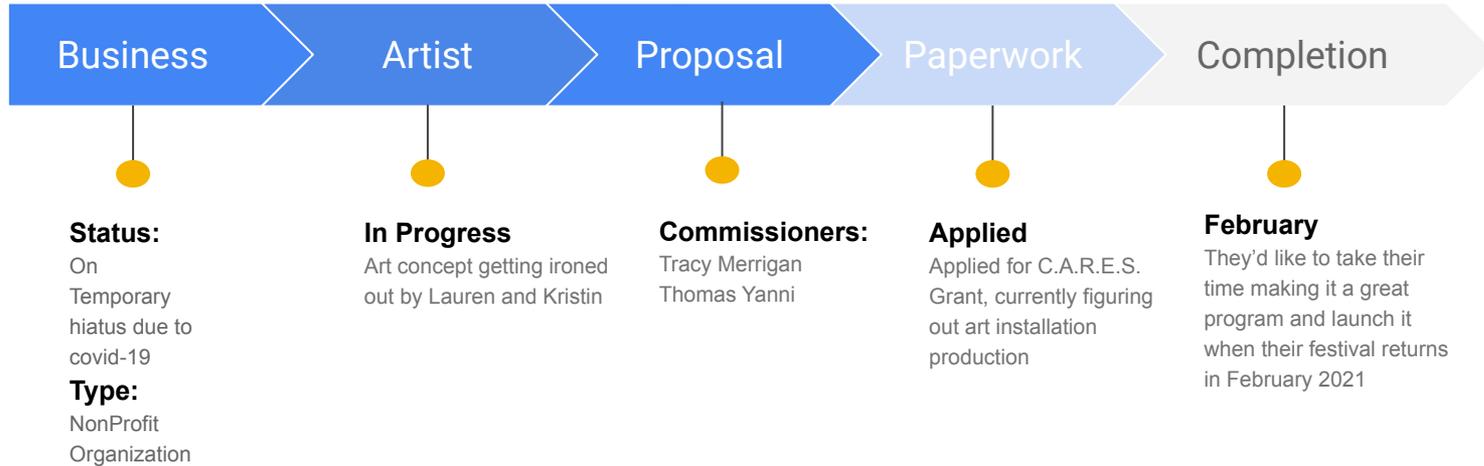
Address: 1268 S Palm Canyon Dr Palm Springs, CA 92264

This building formerly known as Banducci's has been empty for years, however a new business will move in late 2021. To bring attention back to this building the owners have worked with local artist Marconi Calindas to come up with a 'desert scape' window design that is reminiscent of stained glass windows that will attract passer-byers eyes.

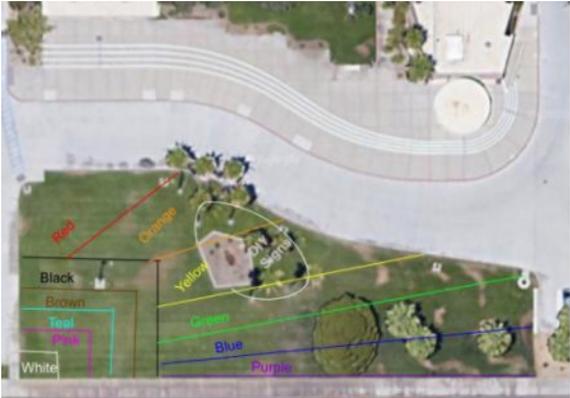
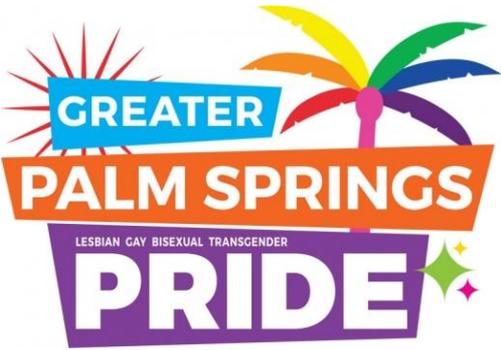
Well in the Desert



Palm Springs Film Society



Palm Springs Pride



PUBLIC ART MASTERCLASS

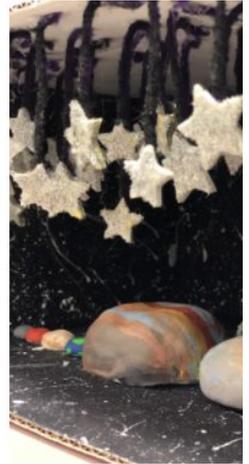
Developing a Zoom Public Art Masterclass for Kara Iverson's Art class, over 100 students.

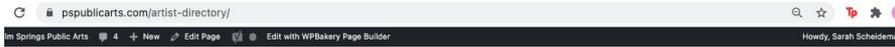
Class was on schedule for 2020, however was put on hold due to Covid-19.

Class will resume online during the month of December for 2020 and again in January for 2021.

We will be working with both art classes, Pattersons Art 1 and Iverson's Arts 2+3.

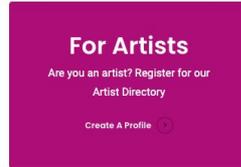
Project Overseen by Commissioner Tracy Merrigan





ARTIST DIRECTORY Search for artists by category!

- Painting
- Sculpture
- Mixed Media
- Murals
- Photography



Mike Ritch



Private: John Fox Haag



Michael Platt



Low



Artist Directory

- Updates over 20 new profiles in month of August
- Creating an Artist Profile:
 - Photo Download + Upload to backend of website
 - Copy + Paste all text to backend of website
 - Editing of individual boxes and formats
 - Publish profile and double check all hyperlinks

Project Overseen by Commissioner Tracy Merrigan