



Cathedral City

PUBLIC ARTS COMMISSION

AGENDA

CITY COUNCIL CHAMBERS

68-700 AVENIDA LALO GUERRERO

CATHEDRAL CITY, CA 92234

Monday, April 10, 2017

REGULAR MEETING

5:30 PM

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS

Members of the public may address the Commission on any matter not listed on the Agenda. Please complete a "Request to Speak" form and limit your comments to three minutes. When you are called to speak, please come forward and state your name and city of residence for the record.

In response to Government Code Section 54954.2, members of the Commission may only: 1) respond briefly to statements made or questions posed by the public; 2) ask a question for clarification; 3) make a brief report on his or her own activities; 4) provide a reference to staff or other resources for factual information; 5) request staff to report back to the Commission at a subsequent meeting concerning any matter raised by the public; or 6) direct staff to place a matter of business on a future agenda. Unless otherwise authorized by the Commission, public comments shall be limited to three minutes.

AGENDA FINALIZATION

At this time the Public Arts Commission may announce any items being pulled from the agenda or continued to another date.

URGENCY ITEMS

Urgency Items ("Added Starters"): The Brown Act, which governs public meetings, permits the Commission to take action on any item that does not appear on the agenda only if 2/3rds of the Commission (if all are present) or all members of the Commission (fewer than all members are present) determine there is a need to take immediate action on the item and the need to take immediate action came to the Commission's attention after the agenda was posted.

APPROVAL OF MINUTES

AGENDA

Commissioners are required to submit future agenda items 5 business days prior to the upcoming meeting. All submittals must include the following information: Agenda Title, sponsors (2

required), Background and Recommendation.

1. DESERT X CLOSING EVENT UPDATE

Sponsors: Pam Price, Alan Carvalho

Background: Alan Carvalho and Pam Price will explain the follow up meetings involving Chris Parman and agreements that have been made since our commission authorized the expenditures of \$4500 for a closing party for Desert X.

Recommendation: Motion to approve removing the expenditure of \$4,500 for the Desert X Closing Event from the Public Arts fund budget.

2. GROUP ART SHOW AT PALM CANYON PLAZA

Sponsors: Pam Price, Alan Carvalho

Background: A local art gallery across from The Desert Cinema is co-sponsoring a fundraising event with the property owners to benefit the Boys & Girls Club of Cathedral City, and the sponsors are requesting the Public Arts Commissions support for this event, in kind and in advertising. The recommendation would be to approve support as a city cosponsored event promoting the expansion of art galleries throughout our city, all to benefit a non-profit children's organization. Encouraging more attendees could result in more purchases, supporting more revenue for the Boys & Girls Club.

- **Exhibit:** Saturday, April 22 – Sunday, April 30, 2017

- **Reception:** Saturday, April 22, 4:00-8:00 pm

Recommendation: Motion to approve support of event by providing in kind services such as assistance with advertising.

3. SPANISH LANGUAGE FILM FESTIVAL

Sponsors: Tim Parrott, Josie Diaz, Denise Rodriguez Bowman

Background: Discuss the finances of co-sponsoring an annual Spanish Language Film Festival in Cathedral City. In researching the concept we found: Hola Mexican Film Festival in Los Angeles. They have a program where they put together the ten best films from the Festival and package them on a hard disk drive and send them out to various cities for showing. We are proposing to work with HMFF and the Management of the Desert Cinemas to hold a showing of these films Thursday, Sept. 21 through Sunday, Sept. 24, 2017. Commissioner Parrott will provide an update on his meeting with Ted Hane, General Manager of the Mark Pickford.

Recommendation: Motion to approve providing financial support for this annual event co-sponsored by the Public Arts Commission as a Mary Pickford Presents Event.

4. LATINO CULTURAL SEPTEMBER EVENT (FROM HERE ON OUT REFERRED TOO AS TEX-MEX CULTURAL ARTS FESTIVAL)

Sponsors: Tim Parrott, Josie Diaz, Denise Rodriguez Bowman

Background: Committee members/Commissioners Tim Parrott and Josie Diaz met with Chris Parman to discuss City support and co-sponsorship of the September event. Chris is on board to co-sponsor the event with some suggestions; name change, working with in a budget and to have it a one day event versus 2 days for the first time. The PAC committee will work with Chris on recruiting sponsors to cover costs not within the allocated budget. The event is scheduled as presented last month; artesian vendors, Latino artists to display their work at Museum Gallery for 1 month, culminating with Tex-Mex dance Saturday, Sept. 16th, 2017.

Recommendation: Motion to approve the Tex-Mex Cultural Arts Festival on September 16 2017 in collaboration with the City of Cathedral City, with a \$4500.00 budget as presented by the subcommittee.

5. CATHEDRAL CITY HIGH SCHOOL STARDUST EXPO FINANCIAL SUPPORT

Sponsors: Alan Carvalho, Tim Parrott

Background: At our last meeting, we proposed revisiting further financing of the Cathedral City High School music program involving student trips to both Hawaii and Australia.

Recommendation: Motion to approve allocating Public Arts funds to the student organizations in support of the trips.

6. 3rd ANNUAL DATA PHOTO AND VIDEO COMPETITION

Sponsors: Alan Carvalho, Tim Parrott

Background: Our 3rd annual event would take place at the Mary Pickford Theatre in the middle of May. Last year, the Commission spent \$1300 on gift cards for the winners. This year, we are requesting to increase that budget by \$500 to cover the cost of refreshments.

Recommendation: Motion to approve the funding of the DATA Photo and Video Competition in the amount of \$1300 for gift cards for the winners and \$500 for the cost of refreshments.

STAFF COMMENTS

COMMISSIONER COMMENTS

ADJOURNMENT

NOTES TO THE PUBLIC

Agendas for the Commission meetings are posted at City Hall at least 72 hours before the meeting and on the Cathedral City website, www.cathedralcity.gov. The agenda is available for public inspection in the City Hall lobby or the City Clerk's office the Thursday preceeding the meeting. Any document or writing that relates to an agenda item on the Public Arts Commission meeting that is not distributed at least 72 hours prior to the meeting is also available for public inspection in the City Hall lobby or the City Clerk's office.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in a Public Arts Commission meeting or other services offered by the City, please contact the City Clerk's Office at (760) 770-0322. Assisted-listening devices are available at this meeting. Ask the City Clerk if you desire to use this device. Notification at least 48 hours prior to the meeting or at the time when services are needed will assist city staff in assuring reasonable arrangements can be made to provide accessibility to the meeting or service.