



## **PUBLIC ARTS COMMISSION MINUTES**

CITY COUNCIL CHAMBERS      68-700 AVENIDA LALO GUERRERO      CATHEDRAL CITY, CA 92234

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Monday, February 13, 2017      REGULAR MEETING      5:30 PM

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### **CALL TO ORDER**

### **ROLL CALL**

*Present-Chair Alan Carvalho  
Present-Vice Chair Denise Rodriguez Bowman  
Present-Commissioner Pam Price  
Present-Commissioner Josie Diaz  
Present-Commissioner Tim Parrott  
Present-Commissioner Robby Sherwin  
Present-Student Commissioner Sebastian Gonzalez*

*Absent-Commissioner Greg Murphy*

### **PUBLIC COMMENTS**

### **AGENDA FINALIZATION**

### **URGENCY ITEMS**

### **APPROVAL OF MINUTES**

*January & February minutes will be ready March 2017*

### **AGENDA**

#### **1. REPAINTING OF THE RAINBOW CROSSING**

**Sponsors:** Alan Carvalho, Tim Parrott

**Background:** Last year the Commission approved the rainbow crossing project that was painted near the bell tower in Townsquare. The rainbow crossing has since faded. This proposal is to repaint the crossing prior to the upcoming LGBT event which is March 24 2017. The paint will be donated. Several volunteers have already committed to helping repaint and refresh the rainbow crossing in time for the upcoming LGBT Days event.

**Recommendation:** Motion to approve repainting the rainbow crossing by March 24 2017 at no cost to the Public Arts Fund.

*Commissioner Denise Rodriguez Bowman motion to approve the rainbow crossing by March 24 at no cost.  
Seconded by Commissioner Robby Sherwin. Motion carried 6/0*

**2. PROPOSAL TO SPONSOR CATHEDRAL CITY HIGH SCHOOL'S ANNUAL MUSIC CONCERT EVENT, THE STARDUST ARTS EXPO****Sponsors:** Tim Parrott, Josie Diaz, Alan Carvalho**Background:** The Cathedral City High School is hosting The Stardust Arts Expo in February an event for the students and parents. The sponsors of this item are requesting that the Public Arts Commission become a sponsor of this event and support the program by donating \$1000 to cover the cost to have professional local musicians perform and talk to the students during the event. Below is information on the event:**The event:** Stardust Performing Arts Expo,**When:** Saturday, February 25, 2017**Time:** 4:00-5:00 pm**Where:** Cathedral City High School Auditorium**Cost:** \$3.00**Recommendation:** Motion to approve the Public Arts Commission sponsorship of Cathedral City High Schools Stardust Arts Expo event and donate \$1000 towards the event. .

Chair Alan Carvalho made a motion to approve the Public Arts Commission sponsorship of Cathedral City High Schools Stardust Arts Expo event and donate \$1000 which would go towards the artist. Seconded by Commissioner Tim Parrott. Approved by Commissioner Pam Price, Chair Alan Carvalho, and Commissioner Tim Parrott. Not approved by Commissioner Denise Rodriguez Bowman and Commissioner Josie Diaz. Robby Sherwin abstain.

**3. 7TH ANNUAL CHALK ART FESTIVAL & COMPETITION IN PALM SPRINGS****Sponsors:** Denise Rodriguez Bowman, Alan Carvalho, Tim Parrott**Background:** The 7th annual Chalk Festival event is Saturday March 11 at Palm Springs High School (2401 East Baristo Rd). The annual event is cosponsored with the Palm Springs Rotary. The Cathedral City Public Arts Commission has supported this event in the past with funding and assistance with judging at the event. The organizers of the event are requesting support from the Cathedral City's Arts Commission for this year's event. Attached to this agenda is a list of sponsorship options.**Recommendation:** Discuss motion to approve sponsorship of program and contributing Public Arts Funds towards the event.

Chair Alan Carvalho made motion to approve Cathedral City Public Arts Commission sponsorship of the 7th Annual Chalk Art Festival. Seconded by Commissioner Robby Sherwin. Motion carried 6/0.

Chair Alan Carvalho made motion to approve the gold sponsorship to approve Seconded by Commissioner Pam Price. Motion carried 2/3

Commissioner Josie Diaz made motion to approve Cathedral City Public Arts Commission silver \$500 sponsorship of the 7th Annual Chalk Art Festival. Seconded by Commissioner Denise Rodriguez Bowman. Motion carried 6/0

**4. CREATE A LIST OF ANNUAL SPONSORSHIP EVENTS WHICH WOULD BE UPDATED AS NEEDED.****Sponsors:** Alan Carvalho, Tim Parrott

**Background:** Since the Commission sponsors annual events, maintaining a sponsorship log will help the Commission prepare financially for future activities. This would coincide with projected gallery event budgets. Attached is a draft log to review. Discuss which Commissioner should manage the list and update when needed. The list can be distributed along with the budget sheets monthly and updated as needed.

**Recommendation:** Discussion

*Discussed the list of annual sponsorship events which will be updated as needed. Tim Parrott will work with Deanna Pressgrove to update the list.*

**5. RENAME OUR CITY GALLERY THE CATHEDRAL CITY CULTURAL ART MUSEUM****Sponsors:** Alan Carvalho, Tim Parrott

**Background:** Business owners in Cathedral City see tourism increased with an ongoing attraction such as the Cathedral City Cultural Arts Museum. Adding Museum to the name would help qualify the Commission for possible county, state and federal grants focusing on local culture, diversity, youth art projects, and outreach to local artists. There are private funding options for museums as well, which we can apply for through grant writers. The renaming could allow for a naming rights fund raising option.

**Recommendation:** Motion to rename City Gallery to Cathedral City Cultural Arts Museum.

*Chair Alan Carvalho made motion to rename City Gallery to Cathedral City Cultural Arts Museum. Seconded by Commissioner Tim Parrott. Motion carried 6/0.*

**6. MURALS PROJECT****Sponsors:** Alan Carvalho, Tim Parrott

**Background:** Discuss the issues involved with starting a city-wide mural program in Cathedral City coordinated by a Sub Committee of the Public Arts Commission.

**Goals/Activities:**

**Coordinate City Regulations** regarding murals with the PAC's Long Range Plan (correct title).

**Meet with City Staff** to discuss current regulations and any anticipated changes.

**-Develop specific plans** for how to announce and seek locations for murals.

**Build a budget** for the program

**Name a subcommittee** of PAC Commissioners and seek community members for the subcommittee.

**Recommendation:** Discuss options, with at least one PAC Member to lead the committee and work with city council.

*Chair Alan Carvalho made the motion to create a subcommittee to develop Cathedral City Public Arts Mural Program. Subcommittee- Commissioner Denise Rodriguez Bowman, Commissioner Josie Diaz and Commissioner Robby Sherwin. Seconded by Commissioner Denise Rodriguez Bowman, Motion carried 6/0.*

**STAFF COMMENTS**

**COMMISSIONER COMMENTS**

**ADJOURNMENT**

*Alan Carvalho adjourned the meeting at 6:28 p.m.*