



## **PUBLIC ARTS COMMISSION MINUTES**

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

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Monday, April 10, 2017      REGULAR MEETING      5:30 PM

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### **CALL TO ORDER**

*Public Arts Commission Meeting call to order at 5:30 p.m.*

### **ROLL CALL**

*Present 6 - Chairperson Alan Carvalho, Commissioner Pam Price, Commissioner Robby Sherwin, Commissioner Greg Murphy, Commissioner Jossie Diaz, Commissioner Tim Parrott*

*Vice Chairperson Denise Rodriguez Bowman arrived at 5:51 p.m.*

### **PUBLIC COMMENTS**

*None*

### **AGENDA FINALIZATION**

*Approved by Commission with no changes.*

### **URGENCY ITEMS**

*None*

### **APPROVAL OF MINUTES**

*Commissioner Josie Diaz motion to approve March 13, 2017 minutes. Seconded by Commissioner Pam Price. Motion carried 6/0.*

### **AGENDA**

#### **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.**

*Commissioner Greg Murphy made the motion to approve removing the expenditure of \$4,500 for the Desert X Closing Event from the Public Arts funds budget. Seconded by Commissioner Robby Sherwin. Motion carried 6/0.*

**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.

*Commissioner Greg Murphy made the motion to approve the Cathedral City Public Arts Commission sponsorship of the Group Arts Show at Palm Canyon Plaza benefiting the Boys & Girls Club and to allocate \$500 of the Public Arts fund in support of the event. Seconded by Commissioner Robby Sherwin. Motion carried 6/0.*

**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.

*Progress report presented by Commissioner Tim Parrott.*

**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.

*Commissioner Josie Diaz made the motion to approve the Tex-Mex Cultural Arts Festival on September 16, 2017 in partnership with the City of Cathedral City with an informal budget of \$4,500 with the understanding that the Subcommittee will present a detailed budget in May for final approval. Seconded by Commissioner Tim Parrott. Motion carried 7/0.*

**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.

*Direction was given to staff and the Chairperson Alan Carvalho to work with the school district or principal of Cathedral City High School to develop an annual sponsorship funding program benefiting Cathedral City High School Art Program.*

**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.

*Vice Chairperson Denise Rodriguez Bowman made the motion to approve the funding of the DATA Photo and Video Competition in the amount of \$1300 for gifts cards for the winners and \$500 for the cost of refreshments and the creation of the DATA Photo and Video Competition.*

*Subcommittee with members Commissioner Pam Price, Chairperson Alan Carvalho and Commissioner Tim Parrott with the objective of coordinating the annual DATA Photo and Video Competition.*

*Seconded by Commissioner Greg Murphy. Motion carried 7/0.*

**STAFF COMMENTS**

**COMMISSIONER COMMENTS**

**ADJOURNMENT**

*The Public Arts Commission Meeting adjourned at 6:49 p.m.*

**NOTES TO THE PUBLIC**