



Cathedral City

MEETING OF THE CATHEDRAL CITY

Public Arts Commission

City Hall

68700 Avenida Lalo Guerrero

Cathedral City, CA 92234

Study Session Conference Room

Monday, August 10, 2015

5:00 p.m.

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

Review of meeting minutes from previous meeting.

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. CHILDREN'S COMMUNITY THEATER

Sponsors: Denise Bowman and Simeon Den

Background: Implementation of a little to no cost children's community theater that would encompass three performing arts components: 1. Glee (voice) 2. Improv (acting) 3. Set design and technical support (art). Looking to secure a facility for this weekly program (Saturdays). Explore providing a stipend for the instructors. Also create and include a subcommittee that would also include people outside of the commission.

Recommendation: Vote

2. ENLISTING/HIRING GRANT WRITER

Sponsors: Alan Carvalho and Simeon Den

Background: Given the various projects that PAC are being proposed, there has been discussion that several of them, particularly the long term, ambitious items will require substantive budgets to complete. Strategy going forward is to investigate and utilize as many resources as available.

Recommendation: Identify projects that will require funding and discuss budget, funding, and particulars for hiring a grant writer.

3. SOCIAL & TRADITIONAL MEDIA

Sponsors: Alan Carvalho, Tim Parrott

Background: The PAC wishes to be able to communicate with the various public groups it serves through traditional and social media. This would include having traditional news releases sent out regarding special events and activities; having a Facebook page created to post information and requests for feedback and information; and potentially other social media accounts such as Twitter, Instagram and Reddit for the same reasons. This item is meant to be written so that any new social media not currently known about would be included in the request.

It's the understanding of the PAC that the process to use all these traditional and social media is as follows:

- **Step A** - PAC Commissioner(s) drafts something to be sent out or posted and sends it to the two Co-Chairs.
- **Step B** - Co-Chairs review, edit, ask for changes or reject. After review the Co-Chairs proceed to Step C (unless rejected).
- **Step C** - Information for distribution or posting is sent to the City's Events/ PR Manager who will review, edit, ask for changes, corrections or reject the information from the Co-Chairs. Once these issues are worked out proceed to step D.
- **Step D** - City's Events/PR Person would post to the appropriate social media site or distribute through traditional media. It's understood that PAC Members would not be able to post directly to the Facebook page or other social media. Only the City's Events/PR Manager would be allowed to make public posts. Any comments to a PAC social media page by a Commissioner would have to be pre-approved by the City's Events/PR Person.

Recommendation: Vote

4. TRADITIONAL WEBPAGE TO SHOWCASE ALL OF THE CITY'S PUBLIC ART

Sponsors: Alan Carvalho, Tim Parrott

Background: Currently the City's collection of Public Art is posted on a "phone App." It is the desire of the PAC to also have a full web page which will function across multiple platforms outlining all the current art holdings. This effort would be a combination of a PAC member subcommittee along with the City's Events/PR Manager. Most of the work has been done previously by the former PAC Chairman and now just needs to be edited for inclusion on a web page. This page could be stand alone or part of the City's DiscoverCathedralCity.com or some other site as decided by the City's PR/Events Manager.

Recommendation: Vote and Appoint Subcommittee

5. ART ACQUISITION AND PLACEMENT AND LOCATION CHANGES OF CURRENT PLACEMENTS

Sponsors: Alan Carvalho, Sue Townsley, Tim Parrott

Background: The PAC wishes to compile a comprehensive file of potential site locations for the placement of three dimensional art. Also, the PAC wishes to review the current placement of three dimensional art to see if any of it should be moved to a different location. To do this we recommend the PAC appoint a subcommittee of at least two persons and no more than three to survey the City for new locations and review current locations. This committee would then report back to the PAC no later than the December 2015 meeting with its recommendations.

Recommendation: Vote to approve the concept and then appoint Commissioners to complete the project.

6. MULTIPURPOSE ART EXHIBITION SPACE

Sponsors: Tim Parrott, Simeon Den

Background: The PAC desires to have a location within the City where some of the City's current collection of public art could be publicly displayed other than the current location of City Hall's main lobby. This space could also be used to display traveling exhibits that relate to City events and also serve as a function space for receptions, meeting and other activities related to the City.

Recommendation: Vote to approve the concept and send to the City Council for discussion and eventual action. Appoint a subcommittee, if allowed, to work with City Staff to identify potential locations, budget for operations, staffing, etc.

7. RENOVATION OF THE CITY BONEYARD BUILDING

Sponsors: Alan Carvalho and Simeon Den

Background: The possible repurposing of the Boneyard building and property for the joint use of interim exhibition space/ open artists workshop/ storage space for S.C.R.A.P. Gallery. We have met separately with concerned parties and after these initial inquiries agreed with Councilmen Pettis and Kaplan that next step is for city staff to make an assessment of building and costs of bringing it up to Code.

Recommendation: Commissioners to discuss, consider the costs and available resources, and take a vote to go forward.

STAFF COMMENTS

Massive and Big X locations

Ramon Rd Pedestals

Artist Outreach Form

COMMISSIONER COMMENTS

ADJOURNMENT

NOTES TO THE PUBLIC

Agendas for 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 preceding 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 of 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)770-0385. 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.