



MEETING OF THE CATHEDRAL CITY  
**Public Arts Commission**

**AGENDA**

**City Hall**  
**68700 Avenida Lalo Guerrero Cathedral City, CA 92234**

**Study Session Conference Room**

**Monday, October 12, 2015**

**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. FIRE DEPT MULTI-MEDIA SPECIALIST TERRY MARTIN.**

**Sponsors:** Alan Carvalho and Simeon Den

**Background:** A 14 year old son of Fire Dept Multi-media specialist Terry Martin be invited to speak addressing the public arts app that we are working on completing. This young man was approached by former Mayor Kathy DaRosa about creating an app, which we had no knowledge of, and went ahead and purchased a year subscription to a similar template app for our city. He has created this app, so I'd like to propose we hear what this young man has to offer to either merge the two apps, or that he offer us a price for either maintaining our app or that we switch over to using his app, and have him transfer our info to his. Our current contract will be up for renewal in June, so this will give us ample time to consider our options.

**Recommendation:** Discussion

**2. MASTER PLAN**

**Sponsors:** Alan Carvalho and Simeon Den

**Background:** That we discuss renaming the Master Plan for Public Arts to General Plan. Also, that we create a sub-committee to review each of the items in the plan, starting with the murals and how we can best serve our community desire to engage in more mural projects throughout the city, including the new city park walls.

**Recommendation:** Vote on Subcommittee

**3. LIAISON TO THE PARKS & COMMUNITY EVENTS COMMISSION**

**Sponsors:** Alan Carvalho and Simeon Den

**Background:** That we elect a liaison representative to attend future Parks & Events commission meeting to update us on how we can all work together for the best interests of the community.

**Recommendation:** Vote to Elect Liaison

**4. UPCOMING ARTIST EXHIBIT**

**Sponsors:** Alan Carvalho and Sue Townsley

**Background:** To discuss the next local artist to be featured in our upcoming exhibit at city hall

**Recommendation:** Discussion

## 5. GENERAL OPERATING POLICIES OF THE COMMISSION

**Sponsors:** Alan Carvalho and Tim Parrott

**Background:** Commissioners would like to develop a set of Operating Policies and Commissioner Standards that could be added to over time. Initially we see:

**DRAFT POLICY:** The Commission will not be a part of putting on public events at which an entrance fee or ticket price is required to help pay for the event. All events put on by the Public Arts Commission shall be free and open to the Public. However, from time to time the Public Arts Commission may ask the City Council to approve Commission funds to "sponsor" a particular event or activity which may have an entrance fee or ticket price put on by an outside promoter.

**DRAFT POLICY:** It is expected that each commissioner will be in charge of at least one Commission activity during the fiscal year. This could range from studying a concept to putting on an activity.

**Recommendation:** Discussion

## 6. REQUESTS FOR PROPOSALS FOR PUBLIC ART

**Sponsors:** Tim Parrott and Alan Carvalho

**Background:** The Public Arts Commission directs staff to develop Requests For Proposals For Three Dimensional Public Art to fill the vacant bases on Ramon Road and in the proposed Park locations and any other appropriate locations. The RFP's should include, among other things.

1. Description of each location we desire public art with photos and maps.
2. Statements about art fitting into the environment, being safe, etc.
3. Deadline for Submission (sometime in the Spring?)
4. Decision Making Process which would include an ad hoc selection group made up of the public and PAC members. Recommendations would then go to the Council for final vote.
5. Priority points in scoring the art work would first go to Cathedral City Artists; Second to Coachella Valley Artists and third to SoCal Artists. Artists from around the world would be invited to submit but priority points would only be awarded as outlined above.

**Recommendation:** Vote to move forward with the RFP's and bring back a draft at an upcoming meeting.

## 8. TRIPS TO SOCAL MUSEUMS

**Sponsors:** Alan Carvalho and Tim Parrott

**Background:** To broaden the Commissioner's exposure to art in SoCal we would like to discuss the concept of taking "field trips" places such as the new Broad Museum in LA and the Museum of Latin American Art in Long Beach to just name two. These could be agenized and prearranged bus tours to the museums or groups of three could go on their own and then have a formal discussion/presentation at a following meeting.

**Recommendation:** Discussion

## 10. BONEYARD

**Sponsors:** Alan Carvalho and Simeon Den

**Background:** Review Proposal

**Recommendation:** Consider the proposal and take a vote.

## 11. CATHEDRAL CITY MURALS PROJECT

**Sponsors:** Alan Carvalho and Simeon Den

**Background:** Discuss, set-up sub-committee to set up guidelines, adjudication process, budget

**Recommendation:** Discussion

## 12. GALLERY DROP-IN

**Sponsors:** Simeon Den and Tim Parrott

**Background:** Introduce proposal to co-sponsor with Perez Road Business Association and City Events, a monthly "Gallery Drop In"

**Recommendation:** Discussion

## 13. SOCIIAL MEDIA OUTREACH

**Sponsors:** Alan Carvalho and Tim Parrott

**Background:** Update from Chris Parman regarding progress

**Recommendation:** Discussion

## STAFF COMMENTS

## COMMISSIONER COMMENTS

Alan Carvalho: Letter

Pam Price: Annual Congressional District Art Competition

## 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](http://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.*