



THE CATHEDRAL CITY PUBLIC ARTS COMMISSION

MEETING MINUTES

MONDAY, OCTOBER 12, 2015

Public Arts Commission

Minutes for October 12, 2015 meeting

ATTENDANCE

Present: Alan Carvalho, Simeon Den, Greg Murphy (late 5:15pm), Tim Parrott, Denise Rodriguez-Bowman (left early 6:35pm), Sue Townsley

Staff Present: Deanna Pressgrove, Pat Milos, Chris Parman

CALL TO ORDER

5:03 p.m.

AGENDA FINALIZATION

None

PUBLIC COMMENTS

Valerie Schechter introduced herself as the new liaison between the Public Arts Commission and the Parks & Community Events Commission.

URGENCY ITEMS

None

APPROVAL OF MINUTES

Denise Rodriguez- Bowman made the motion to approve the September 14, 2015 meeting minutes, Simeon Den second (5/1 Tim Parrott)

STUDY SESSION

1. **Fire Department Multi- Media Specialist Terry Martin Alan Carvalho / Simeon Den**

Hunter Martin presented his app to the Commission. Alan Carvalho asked that Hunter Martin put together a proposal to include the cost to maintain the Public Arts app.

2. **Master Plan Alan Carvalho / Simeon Den**

Alan Carvalho made the motion to change the name of the Master Plan to the "General Plan". Simeon Den second (4/3 Sue Townsley, Pam Price, Greg Murphy)

Simeon Den made the motion to form a subcommittee to review the General Plan and report back to the Public Arts Commission at the November meeting. Tim Parrott second (5/2 Pam Price, Greg Murphy)

Simeon Den nominated Tim Parrott for the subcommittee, Alan Carvalho second (5/2 Pam Price, Greg Murphy)

Tim Parrott nominated Alan Carvalho for the Subcommittee, Denise Rodriguez- Bowman second (5/2 Pam Price, Greg Murphy)

Simeon Den nominated Sue Townsley for the subcommittee, Pam Price second (6/1 Greg Murphy)

3. **Liaison to the Parks and Community Events Commission Alan Carvalho / Simeon Den**

Sue Townsley made the motion to nominate Denise Rodriguez- Bowman as the liaison between the Public Arts Commission and the Parks and Community Events Commission. Simeon Den second (7/0)

4. Upcoming Artist Exhibit Alan Carvalho / Sue Townsley

Sue Townsley would be interested in featuring Robert Reeves.

Greg Murphy would like to see 139 panels featured the artist is local. Greg Murphy would recommend that the City consider possibly acquiring the panels.

Simeon Den would like to find more space for the exhibits.

Tim Parrott asked if the Commission could use the Study Session Room for exhibit. STAFF: Security might be an issue

5. General Operating Policies of the Commission Alan Carvalho / Tim Parrott

The subcommittee Tim Parrott, Sue Townsley and Alan Carvalho are working on the review of the General Plan and will look at incorporating general operating policies of the Commission into the General Plan.

6. Requests for Proposals for Public Art Tim Parrott / Alan Carvalho

Alan Carvalho nominated Greg Murphy, Sue Townsley second (7/0)

Greg Murphy nominated Tim Parrott, Denise Rodriguez- Bowman second (7/0)

Alan Carvalho made the motion to authorize the subcommittee to develop and approve request for proposal for Ramon Road. Pam Price second (7/0)

7. No agenda item for number 7 - numbering was off on agenda

8. Trips to SoCal Museums Alan Carvalho / Tim Parrott

General discussion

9. No agenda item for number 9 – numbering was off on agenda

10. Boneyard Alan Carvalho / Simeon Den

Simeon Den distributed proposal which is attached to these meeting minutes for discussion.

Tim Parrott is in support of the proposal.

Alan Carvalho, we need to develop proposals / projects to determine funding sources like grants.

Greg Murphy – Concerned about long term funding, would be good if building could be used as a multipurpose building.

Pam Price – Complicated and expensive, we have other projects to focus on.

Tim Parrott made the motion to take proposal to Study Session City Council meeting, Simeon Den second (5/2 Pam Price, Greg Murphy)

11. Cathedral City Murals project Alan Carvalho / Simeon Den

Simeon Den made the motion to establish a subcommittee to develop policies related to murals, Tim Parrott second (5/1 Pam Price)

Simeon Den made the motion to nominate Alan Carvalho for subcommittee, Tim Parrot second (5/2 Pam Price, Greg Murphy)

Alan Carvalho made the motion to nominate Simeon Den for subcommittee, Sue Townsley second (5/2 Pam Price, Greg Murphy)

12. Gallery Drop-In Simeon Den / Tim Parrott

General discussion.

Greg Murphy – Great idea; only concern would be traffic along Perez. Restaurants along Perez might want to offer food.

Sue Townsley – Great idea; what is Arts participation?

Chris Parman – Would be great to have the Commission sponsored the event. Try to keep the cost minimal.

Alan Carvalho made the motion for the Public Arts Commission to sponsor the Perez Road Art Walk, Simeon Den second (7/1 Denise Rodriguez- Bowman left early)

13. Social Media Outreach Alan Carvalho / Tim Parrott

Chris Parman is waiting for chairs to submit material to add to Cathedral City Public Arts.

Valerie Schechter made the comment to use the high school to like the websites.

Staff Comments

Deanna Pressgrove distributed roster to confirm the names that will be placed on badges and name plates.

Simi Dabah pieces – Simi would like the Arts Commission to consider returning Massive and Big X to 29 Palms yard until permanent placement of the art pieces can be determined. The cost to return the pieces will be \$800.00. Item will be added to the November Agenda.

Deanna Pressgrove will email Simi website to Commissioners.

Commissioner Comments

- Simeon Den: Agnes Pelton upcoming event October 17, 18 at 4:00pm, cost \$20.
November 6th Photo Exhibit Peter Palladino, Snap at Smith Fergus Gallery.
- Sue Townsley: Tim Townsley flyer attached to these meeting minutes.
License plate holder – Cathedral City Where Art Lives
- Alan Carvalho: November 8th, Rebecca Fine Art Gallery “Readings” from 2:00 – 4:00pm, focus living in New York in the 70’s.
I was supposed to work on proposal for use of the Code Compliance Room. I will work on details and present to Commission.
Alan Carvalho read letter submitted by Marilyn Cooper to the Commission regarding Betty Gold. The letter is attached to these meeting minutes.
- Tim Parrott: Would like to receive meeting minutes earlier. Are we stating to have a plan B for El Nino, that may affect all events?
- Greg Murphy: none
- Pam Price: Annual Congressional District through Raul Ruiz.

Adjournment 7:30pm

	Term Expires	Elected Co-Chair	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Murphy	6/30/17		A	P	P	P								
Price	6/30/18		P	P	E	P								
Carvahlo	6/30/17	7/13/15	P	P	P	P								
Bowman	6/30/18		P	P	P	P								
Den	6/30/18	7/13/15	P	P	P	P								
Parrott	6/30/18		P	P	P	P								
Townsley	6/30/18		P	E	P	P								

P=Present, E=Excused Absence, A=Absent, C=Cancelled

If a member is absent without advance permission of the board or commission or of the appointing authority, from three consecutive regular meetings or from twenty-five percent of the duly scheduled meetings of the board or commission within any fiscal year, the member’s position shall thereupon become vacant and shall be filled as any other vacancy.



Jazz Standards

Ornette Coleman

*Featuring the work of
Tim Townsley*

Exhibition on display

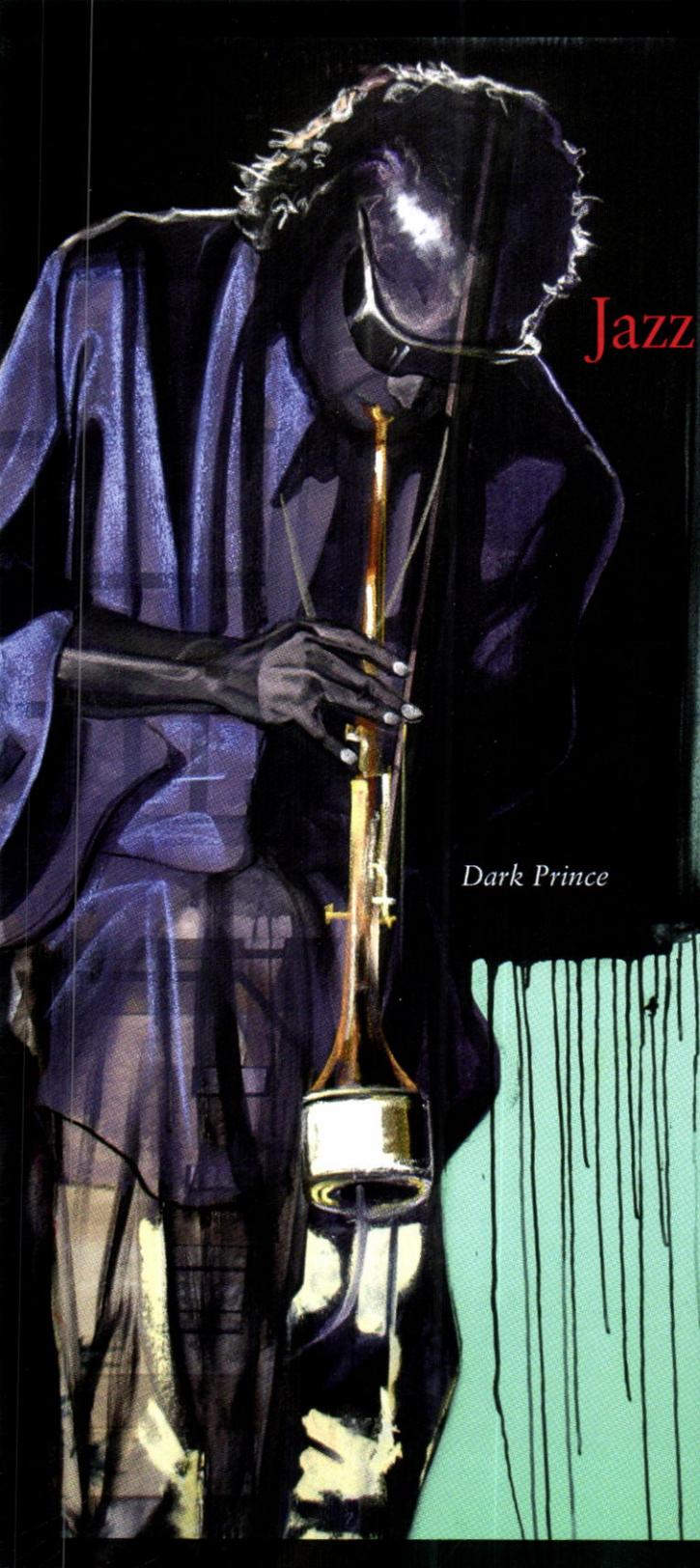
On campus in the lobby of Building B
October 22-December 18, 2015

Opening Reception

**October 22, 2015
5:30-7:30pm**

UCR | PALM DESERT

UCR Palm Desert, 75080 Frank Sinatra Drive, Palm Desert, CA • 760.834.0800



Dark Prince

*Featuring
the work of
Tim Townsley*

Jazz Standards

*“Jazz has
been a
recurring
theme in my
work since
I was 17
years old.
This one-
man show
exhibits over
25 paintings
and
drawings of
some of my
favorite
icons.”*

Deanna Pressgrove

Subject: FW: BettyGold sculpture
Attachments: Betty Gold.docx; VARA.docx

From: marthist@aol.com [<mailto:marthist@aol.com>]
Sent: Tuesday, September 29, 2015 10:17 AM
To: Deanna Pressgrove; Tami Scott; cambridgevideo@gmail.com; simeonden@gmail.com
Subject: Re: BettyGold sculpture

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Hi Deanna,

There have been some rumblings going around that the Public Arts Commission spurred on by the City is determined to move the Betty Gold sculpture. Whether true or not this is very disturbing to me as an art historian and to the others on the previous commission who worked so hard to get an internationally recognized artist in our collection and in a highly visible location. It took us over a year to finally decide on the location befitting an international artist whose work is displayed at the Palm Springs Museum, the sculpture garden in Palm Desert and Cal State campus in Palm Desert and several other locations. (see attached) The value of the work on the open market is worth \$60,000 but the PAC was able to negotiate and purchase it for \$35,000. The artist personally came to the opening of her sculpture and was very happy for its location. Out of deference to a living artist (and artist rights of integrity) it would be respectful to keep the sculpture in situ until after she passes. To remove it now would be a slap in the face not only for the artist's reputation but to those who know and understand the value of her sculpture within the context of art history. When she passes (and she is in her 80s) the value of the artwork will go up! I've included a synopsis of the **Visual Artist Rights Agreement** that became law in the 1990s. This work is an asset that provides the City with more prestige than any of the others in our collection. The Commission struggled with its location for over a year and determined after much thought, research and deliberation that it should be placed there. There was never any thought of the area being used as an exercise venue. (consider the City Center). It replaced *Friends of the Heart* (cubistic totem sculpture) which was donated to the PAC by a family that has since died off and it was originally intended to be a garden sculpture. Its back side is flat as it is meant to be seen from the front. Another point-the Betty Gold sculpture is Not a dangerous piece unless one is drunk, climbs on top and falls or is **thrown** into it from a high elevation. That scenario can occur even with the Fountain in Town Square. No person or animal has been injured by this piece since its inception in 1977. If you or others are concerned about the angular shapes then I suggest you post on top of the pedestal a label or two to keep people off (Please do not sit or stand on the base)..and continue covering it to be more cost effective because it will cost thousands of \$\$ to remove it and relocate) Consider covering the sculpture on those occasions where there will be physical fitness or Zumba dancing in the breezeway. Another options it to take those roped stations that we invested in for the Agnes Pelton Exhibition and place them around the sculpture as a temporary visual barrier. Before you consider moving it for the purpose of dance classes please remember that the value of this artwork will outlast the temporary dance classes or Zumba events. If you are concerned about the liability also consider the liability that already exists for the Fountain of Life and the activities involving children on the fountain itself. I sure hope you aren't considering moving it as a personal decision or to please some members of the PAC so that they can promote their own interests. This would not go over well in the community at large once word gets out that such a valuable art work is being relocated (to where?) to provide space for exercise and dance classes (just ask Brett Fiore who knows Betty Gold personally) . It may show Cathedral City's lack of art historical appreciation of modern art and disrespect for the artist especially if her work in put in storage.. Then we are back to square one. I'm attaching some art history information regarding this artist (our proposal to the council a few years ago before it was approved and accepted by the Council) and information on VARA. I do hope that **reasonable minds will prevail**.

Thank you.
Marilyn

**Proposal to Convert the “Boneyard”
to an Arts Workshop, Learning Center, and Exhibition Space**

Sponsors: PAC Co-chairs Simeon Den and Alan Carvalho

The Public Arts Commission would like Council to consider a proposal that the property known as the Boneyard, formerly the Cathedral City Public Works Department, be restored, brought up to building code requirements, and remodelled as an open-to-the-public artists workshop and exhibition space for Cathedral City artists and classroom for teaching childrens art and theater production classes. We have renamed the location and project “The Art Block.”

We envision a Work , Learn, and Exhibition space for Cathedral City and aligned with the City’s theme of “...Where Art Lives.”

We recommend that Council will conduct a study to research and determine the feasibility of costs, time, and effort required to refurbish the building and restore for public use.

The Pubic Arts Commission has formed a subcommittee and as soon as Council and City Staff has determined how much it will cost and that it is a project worth pursuing, our sub-committee will work and strategize with Council and City Staff to develop a working plan on how it will be appropriately funded, how it would be staffed, and how the future of The Art Block may be integrated into the future of the Cathedral City and the revised General Plan.