



## THE CATHEDRAL CITY PUBLIC ARTS COMMISSION

### MEETING MINUTES

MONDAY, JANUARY 11, 2016

**Public Arts Commission**  
Minutes for January 11, 2016

#### ATTENDANCE

Present: Alan Carvalho, Simeon Den, Tim Parrott, Sue Townsley, Pam Price  
Absent Excused: Denise Rodriguez Bowman, Greg Murphy  
Absent Not Excused: None

Staff Present: Deanna Pressgrove, Pat Milos, Laura Garcia

#### CALL TO ORDER

5:05 p.m.

#### AGENDA FINALIZATION

#### PUBLIC COMMENTS

1. Presentation by Leanna Bonamici regarding Shorts Showcase Awards Ceremony. Recap is attached to these meeting minutes.
2. Presentation by Dimitri Halkidis President and Founder of Boo2Bullying.

#### URGENCY ITEMS

None

#### APPROVAL OF MINUTES

Tim Parrott made the motion to approve the October 2015 meeting minutes, Simeon Den second (5/0)

Simeon Den made the motion to approve the December 2015 meeting minutes, Alan Carvalho second (5/0)

#### STUDY SESSION

##### 1. D.A.T.A Program. Alan Carvalho and Pam Price

Debra Applebaum from the D.A.T.A. Program presented a PowerPoint presentation on the program.

Simeon Den made the comment: Is the program part of the school district? Debra Applebaum: No the program is just at the Cathedral City High School.

Tim Parrott made the comment: Details on the internship program? Debra Applebaum: Any store or business where the student learns directly from a professional can participate.

Debra Applebaum: Formal Demonstration Day will be in May 2016.

##### 2. Report on the 36<sup>th</sup> District Congressional Art Competition, Pam Price

Staff informed Commission that Tony Aguilar sent an email asking to speak at the February meeting, which will allow the organizers to finalize the dates, flyers and other promotional materials to distribute at the February meeting.

##### 3. Rainbow Crosswalk. Alan Carvalho

Alan Carvalho presented a PowerPoint presentation that is attached to these meeting minutes.

Sue Townsley made the comment: Great program, what about when it fades? Alan Carvalho: At that time ask City Council to install permanently.

Simeon Den made the motion to submit a request to City Council to consider supporting the Rainbow Crosswalk program. The Public Arts Commission will support the program in an amount not to exceed \$200 for materials and organizing volunteers to paint the crosswalk. Tim Parrott second (5/0)

**4. Process for exhibition space at City Hall Reception Area. Alan Carvalho and Simeon Den**

Simeon Den made the motion to create a subcommittee to explore the process for featuring artist(s) within the City Hall Exhibit space. Tim Parrott second (5/0)

Tim Parrott made the motion to nominate Alan Carvalho and Simeon Den for the subcommittee. Sue Townsley second (5/0)

**5. Exhibit space City Hall. Alan Carvalho / Simeon Den**

Deanna Pressgrove informed the Commission that there is a meeting on Thursday with a building inspector to walk the building (Boneyard). Staff will provide update.

Simeon Den made the motion to send City Council a letter requesting temporary use of the former Chamber offices as a Public Arts Exhibition Space. Sue Townsley second (5/0)

Tim Parrott made the comment that he supports the letter to City Council but the Commission should consider Plan B which could be the Study Session Room.

Sue Townsley supports the letter but not the Study Session Room idea.

**6. Presentation on Public Arts Commission APP referred to as “Cathedral City Where Art Lives”. Alan Carvalho and Simeon Den**

Alan Carvalho informed the Commission that the APP went live today.

Staff will add information to the mass mailer.

Sue Townsley made the comment: Restaurants that feature artists should be listed in the APP.

Tim Parrott made the comment: Send information to the Senior Center for distribution.

**7. Ramon Road Pedestals. Alan Carvalho / Simeon Den**

Whispering Palms pedestal location:

Tim Parrott made the motion to explore with staff the possibility of adding an art piece in this location with a nexus to the nearby Boys and Girls Club.

Landau and Ramon Rd:

Tim Parrott: the budget for an art piece at this location should be \$50,000 plus.

Simeon Den: agrees with Tim Parrott on the budget but not locked into that amount.

Sue Townsley: agrees the budget should be substantial.

Pam Price: Concerned that \$50,000 is a high amount and could cause some negative backlash.

**8. Placement of donated pieces. Subcommittee**

Correction to the January agenda: Sue Townsley is on the committee not Alan Carvalho. Place update on February agenda.

**9. Hosting Valley Wide Public Arts Meeting. Subcommittee**

Sue Townsley made the motion to remove Pam Price from the subcommittee and replace with Sur Townsley. Alan Carvalho second (5/0)

**Staff Comments**

None

**Commissioner Comments**

None

**Adjournment**

Motion was made to adjourn @ 7:05pm

	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	P	P	E					
Price	6/30/18		P	P	E	P	P	P	P					
Carvahlo	6/30/17	7/13/15	P	P	P	P	P	P	P					
Bowman	6/30/18		P	P	P	P	P	P	E					
Den	6/30/18	7/13/15	P	P	P	P	P	P	P					
Parrott	6/30/18		P	P	P	P	P	P	P					
Townsley	6/30/18		P	E	P	P	P	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.

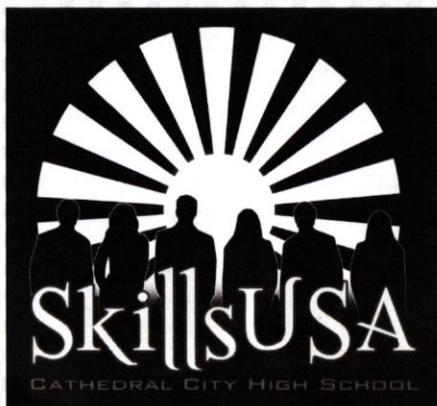


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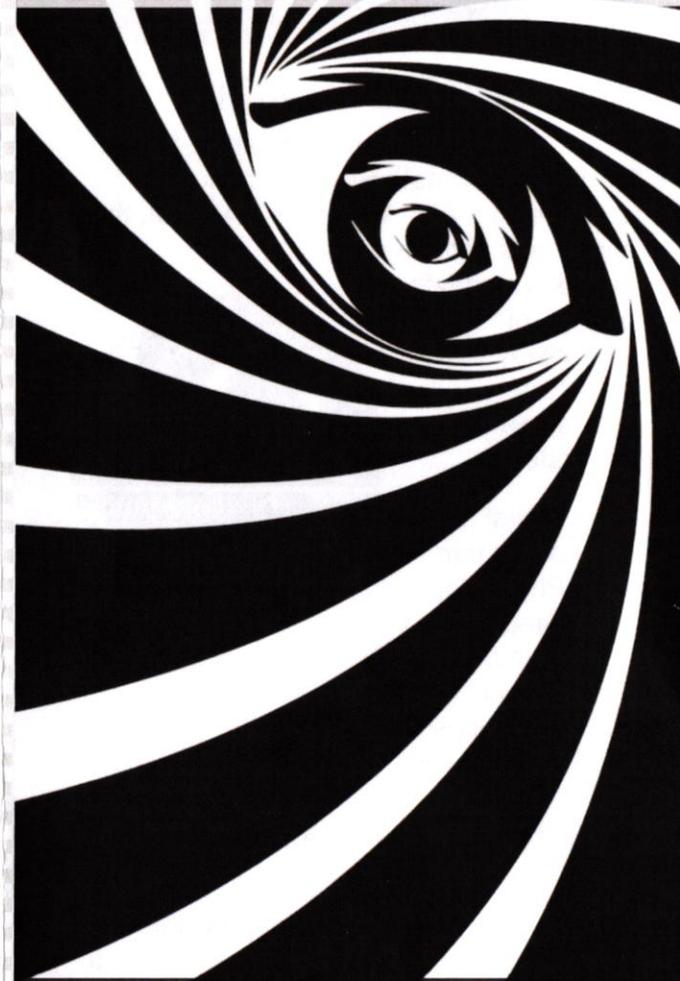
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# DATA

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## Focus Your Creativity!



## DATA Digital Imaging

threads art, technology, and career-based learning with creativity and community collaboration. Also known as **DATA-DI**, this career arts pathway provides students with a range of technology-based visual arts projects which integrate

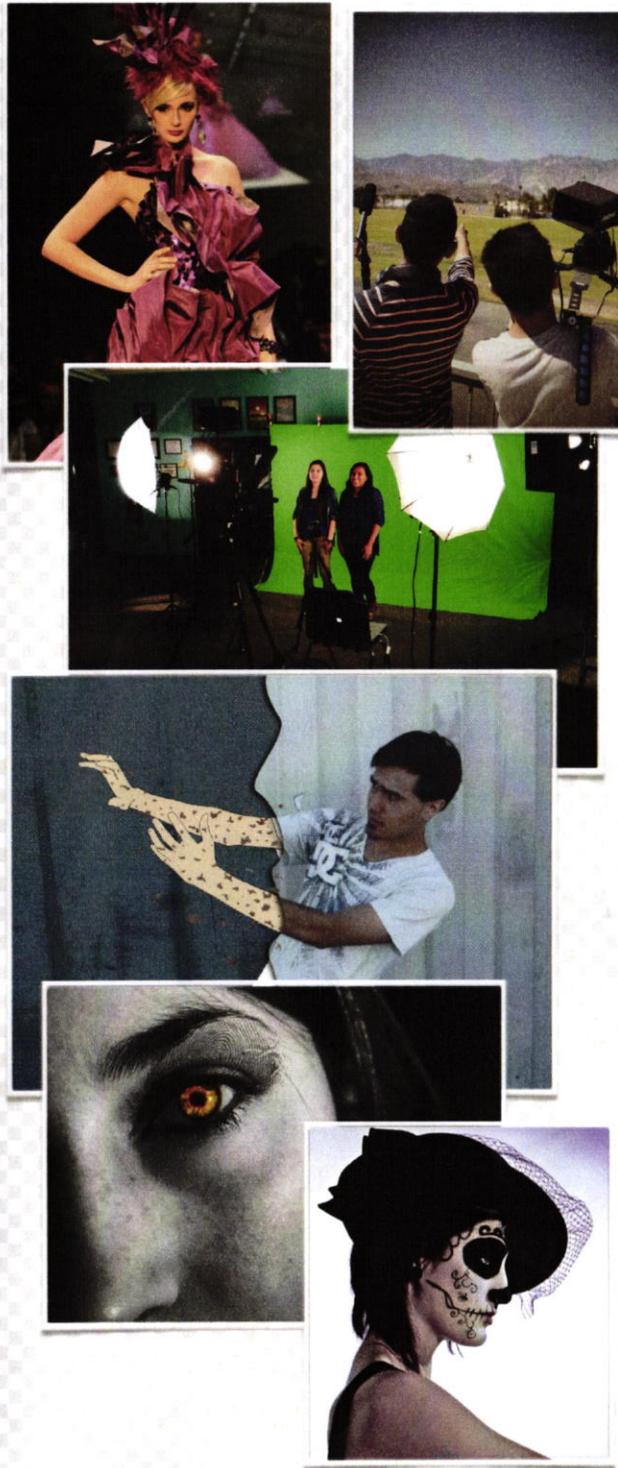


- Digital photography
- Photoshop
- Graphics
- Animation
- 3D printing
- Game design
- T-shirt design

in a cutting edge high school studio environment.

Students are encouraged to apply creative skills learned in class to exciting interactions with local professionals, build dynamic art and media content, and submit award winning works to local, regional, and global competitions and collaborations.

[www.DATA-Di.us](http://www.DATA-Di.us)



## DATA Digital Storytelling



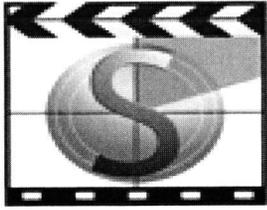
students focus their creativity through film, video, audio, and more. Working with peers and collaborating with professionals, students

use industry standard software and equipment to create media projects for festivals, organizations, and local television. Students are also encouraged to pursue their passions and build skills in new areas.



**DATA-DS** students also maintain the *CCNews app*. The first of its kind in the nation, *CCNews* allows students to take part in their community by showcasing student work along with the publication of news stories, photo galleries, and short documentaries created specifically for the app.

[www.DATA-Ds.com](http://www.DATA-Ds.com)



**Shorts Showcase**  **KVCR**  
shortsshowcase.com  
**Shorts Showcase App**

On Air, On Line, On All Your Devices



**Mary Pickford Theatre**  
CATHEDRAL CITY

[www.shortsshowcase.com](http://www.shortsshowcase.com)

### **SHORTS SHOWCASE:**

- PBS TV Show – station KVCR, covering So Cal – 5.7 million homes: Counties of Los Angeles, Orange, San Bernardino, Riverside and North County San Diego. On PBS, weekly, since 2011.
- Online Film Festival – Approximately 200,000 views
- Mobile Festival – over 51,000 votes this year alone (voting period of 75 days)
- Annual Awards Ceremony
- Monthly short film screenings at the Mary Pickford Theatre
- Increasing Social Media outreach

### **Benefits of Supporting Shorts Showcase:**

- Live in-Theater Screenings every month
- Logo on Event Signage and Digital Display
- Billboard ad in TV episodes
- Banner ad on Website
- Logo on weekly email blasts – reaching over 9,000 weekly and growing
- Sponsor Passes
- Preferred Seating
- 7 levels of Sponsorships available we can work with your budget!
- Interviews and monthly video update

We will invite the filmmakers to attend, do Q&A, tape interviews for the TV show, bring product and industry information in for attendees – and tape that for the filmmakers and our audience!

This is a perfect opportunity to **SHOWCASE YOUR BUSINESS** with Shorts Showcase, the ultimate Short Film festival – providing exposure **Online**, on **Mobile**, on **Traditional Television** (on **PBS, no less!**) and **NOW - live, in the Mary Pickford Theatre every month!**

Please let us know how you would like to be involved! Thank you for your support!

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