

CULTURAL ARTS COMMITTEE

CITY OF PALM DESERT

MEETING AGENDA

Wednesday, June 11, 2025

9:00 a.m.

Administrative Conference Room, City Hall

73-510 Fred Waring Drive

Palm Desert, CA 92260

Pursuant to Assembly Bill 2449, this meeting will be conducted as a hybrid meeting and there will be in-person access to this location.

- To participate via Zoom, use the following link: <https://palmdesert.zoom.us/j/83338542730> or call (213) 338-8477, Zoom Meeting ID: 833 3854 2730
- Written public comment may also be submitted to cityclerk@palmdesert.gov. E-mails received by 5:00 p.m. one day prior to the meeting will be distributed to the Committee. Any correspondence received during or after the meeting will be distributed to the Committee as soon as practicable and retained for the official record. **Emails will not be read aloud** except as an ADA accommodation.

Pages

1. CALL TO ORDER

2. ROLL CALL

3. NON-AGENDA PUBLIC COMMENTS

This time has been set aside for the public to address the Cultural Arts Committee on issues that are not on the agenda for up to three minutes. Because the Brown Act does not allow the Committee to act on items not listed on the agenda, members may briefly respond or refer the matter to staff for a report and recommendation at a future meeting.

4. CONSENT CALENDAR

All matters listed on the Consent Calendar are considered routine and may be approved by one motion. The public may comment on any items on the Consent Agenda within the three-minute time limit. Individual items may be removed by the Committee for a separate discussion.

RECOMMENDATION:

To approve the consent calendar as presented.

4.a APPROVAL OF MINUTES

5

RECOMMENDATION:

Approve the Minutes of May 14, 2025.

5. BUSINESS ITEMS

Items listed in this section are presented for the Committee's review and action. Public comment is allowed on each item, with a three-minute time limit per speaker. The committee may provide direction, request additional information, or take action as appropriate.

5.a CONSIDERATION OF 2026 CALIFORNIA DESERT PLEIN AIR FESTIVAL SPONSORSHIP

11

RECOMMENDATION:

Recommend City Council approve sponsorship for the 2026 California Desert Plein Air Festival.

5.b CONSIDER DEACCESSION OF TWO EL PASEO ENTRY SIGNS BY WATER STUDIO

39

RECOMMENDATION:

Recommend the City Council approve deaccession of two El Paseo entry signs by Water Studio.

5.c CONSIDERATION OF SCULPTURE PURCHASE FROM 2025 DESERT X EXHIBITION

45

RECOMMENDATION:

Discuss purchasing one of the following sculptures from the 2025 Desert X Exhibition:

1. Unsui by Sanford Biggers
2. Plotting Rest by Kapwani Kiwanga
3. Soul Service Station by Alison Saar

5.d OVERVIEW OF MEETING PROCEDURES, ROLES, AND RESPONSIBILITIES

47

RECOMMENDATION:

Receive and file.

6. INFORMATIONAL REPORTS

The liaisons and City staff may provide updates on projects, activities, or other matters within the committee's scope. These are informational items with no formal action.

6.a CITY STAFF

City staff will provide updates on relevant projects, activities, and other matters within the committee's scope. These are informational items with no formal action.

6.b PLANNING COMMISSION LIAISON

6.c ARCHITECTURAL REVIEW COMMISSION LIAISON

6.d CITY COUNCIL LIAISON

The liaison provides updates to facilitate communication between the City Council and the Committee. This is an informational update with no formal action.

6.e ATTENDANCE REPORT

69

7. REQUESTS FOR ACTION

Committee members may propose future agenda items within the committee's scope. Items that receive support from at least one other member may be placed on a future agenda for discussion and possible action. No formal action will be taken at this time.

8. ADJOURNMENT

The next Regular Meeting will be held on July 9, 2025, at 9:00 a.m.

9. PUBLIC NOTICES

Agenda Related Materials: Pursuant to Government Code §54957.5(b)(2) the designated office for inspection of records in connection with this meeting is the Office of the City Clerk, Palm Desert Civic Center, 73-510 Fred Waring Drive, Palm Desert. Staff reports for all agenda items considered in open session, and documents provided to a majority of the legislative bodies are available for public inspection at City Hall and on the City's website at www.palmdesert.gov.

Americans with Disabilities Act: It is the intention of the City of Palm Desert to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, or in meetings on a regular basis, you will need special assistance beyond what is normally provided, the City will attempt to accommodate you in every reasonable manner. Please contact the Office of the City Clerk, (760) 346-0611, at least 48 hours prior to the meeting to inform us of your needs and to determine if accommodation is feasible.

AFFIDAVIT OF POSTING

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda for the Cultural Arts Committee was posted on the City Hall bulletin board and City website not less than 72 hours prior to the meeting.

/s/ Monique M. Lomeli, CMC
Senior Deputy Clerk

**CULTURAL ARTS COMMITTEE
CITY OF PALM DESERT
REGULAR MEETING MINUTES**

May 14, 2025, 9:00 a.m.

Present: Vice Chair Carol Adney, Committee Member Maureen Boren,
Committee Member Lori Flint, Committee Member Pia Rose,
Committee Member Ann Simley, Chair Elizabeth Hauer

Absent: Committee Member Thomas Mitze

Staff Present: Management Analyst Erica Powell, Deputy Director of Economic
Development Amy Lawrence, Recording Secretary Monique
Lomeli

Liaison(s) Present: City Council Liaison (alt.) Evan Trubee
Planning Commission Liaison Lindsay Holt

1. CALL TO ORDER

A Regular Meeting of the Cultural Arts Committee was called to order by Chair Hauer on Wednesday, May 14, 2025, at 9:00 a.m. in the Administrative Conference Room, City Hall, located at 73-510 Fred Waring Drive, Palm Desert, California.

2. ROLL CALL

3. NON-AGENDA PUBLIC COMMENTS

None.

4. CONSENT CALENDAR

Motion by: Committee Member Rose

Seconded by: Committee Member Simley

To approve the consent calendar as presented.

Motion Carried (6 to 0)

4.a APPROVAL OF MINUTES

Motion by: Committee Member Rose

Seconded by: Committee Member Simley

Approve the Minutes of April 9, 2025.

Motion Carried

4.b INFORMATIONAL REPORT ON DUELING PALMS BY KYLE ABSOLOM

Motion by: Committee Member Rose

Seconded by: Committee Member Simley

Receive and file informational report on *Dueling Palms* by Kyle Absolom.

Motion Carried

5. CONSENT ITEMS HELD OVER

None.

6. BUSINESS ITEMS

6.a RECOMMEND APPROVAL TO RELEASE A REQUEST FOR QUALIFICATIONS FOR SAN PABLO PHASE 2 ROUNDABOUT SCULPTURE

Management Analyst Powell provided a staff report and responded to Committee Member inquiries.

Motion by: Vice Chair Adney

Motion to continue the item to the June Cultural Arts Committee Meeting.

Motion Fails due to lack of second.

Motion by: Committee Member Flint

Seconded by: Committee Member Boren

Recommend City Council approval to release a Request for Qualifications (RFQ) for a sculpture to be installed in the San Pablo Phase 2 Roundabout, as amended:

- Include submissions from artists based in Canada and Mexico.
- Add a 13 ft. minimum height requirement.
- Exclude water and kinetic features.
- Include a requirement to specify who is responsible for fabrication.

Motion Carried (5 to 0)

6.b CONSIDERATION OF PURCHASE OF A SCULPTURE FROM THE 2025 DESERT X EXHIBITION

Management Analyst Powell provided a staff report and responded to Committee Member inquiries.

Motion by: Vice Chair Adney

Seconded by: Committee Member Simley

To pursue negotiations for the purchase of *The Act of Being Together* by Jose Davila from the 2025 Desert X Exhibition.

NOES (4): Committee Member Boren, Committee Member Flint, Committee Member Rose, and Chair Hauer

Motion Fails (2 to 4)

Motion by: Committee Member Rose

Seconded by: Chair Hauer

To accept staff's recommendation not to pursue the purchase of *The Act of Being Together* by José Dávila from the 2025 Desert X Exhibition.

NOES (2): Vice Chair Adney, and Committee Member Simley

Motion Carried (4 to 2)

The Committee recessed at 9:54 a.m. and reconvened at 9:58 a.m. with all members present.

6.c REVISE PRIORITY ONE OF THE CULTURAL ARTS COMMITTEE'S FISCAL YEAR 2025-2026 WORK PLAN

Management Analyst Powell provided a staff report and responded to Committee Member inquiries.

Motion by: Committee Member Boren

Seconded by: Committee Member Rose

Accept the revised Fiscal Year 2025-2026 Work Plan and forward to the City Council for approval.

Motion Carried (6 to 0)

6.d REQUEST FOR DIRECTION TO RELOCATE OR DEACCESSION OF LILY PAD BENCH BY MICHAEL TODD

Management Analyst Powell provided a staff report and responded to Committee Member inquiries.

Motion by: Committee Member Boren

Seconded by: Committee Member Flint

To remove and relocate the *Lily Pad Bench* by Michael Todd.

Motion Carried (6 to 0)

7. INFORMATIONAL REPORTS

7.a CITY STAFF

Management Analyst Powell provided information on the following:

- Vinyl wrap art has been installed
- Meeting materials will be available to be picked up or mailed to Committee Members in advance of the meeting

7.a.1 CITY CLERK PRESENTATION

This item was removed from the agenda at the request of staff and will be brought forward at a later date.

7.b PLANNING COMMISSION LIAISON

Planning Commission Liaison Holt was present and stated there have been no reportable actions.

7.c ARCHITECTURAL REVIEW COMMISSION LIAISON

None.

7.d CITY COUNCIL LIAISON

City Council Liaison (alt.) Trubee commended the Committee for their dedication and valuable discussions.

7.e ATTENDANCE REPORT

Report provided; no action taken on this item.

8. REQUESTS FOR ACTION

Committee Member Simley, with support from Committee Member Boren, requested that staff research and agendize a discussion on the potential to purchase the following pieces from the 2025 Desert X Exhibition:

- *Unsui* by Sanford Biggers
- *Soul Service Station* by Alison Saar
- *Plotting Rest* by Kapwani Kiwanga

Vice Chair Adney encouraged Committee Members to visit the *Act of Being Together* exhibit.

9. ADJOURNMENT

The Cultural Arts Committee adjourned at 10:25 a.m.

10. PUBLIC NOTICES

Cultural Arts Committee Regular Meeting Minutes
May 14, 2025

Monique Lomeli, Senior Deputy Clerk
Recording Secretary

Erica Powell, Management Analyst
Secretary

DATE APPROVED BY CULTURAL ARTS COMMITTEE

CULTURAL ARTS COMMITTEE

CITY OF PALM DESERT

STAFF REPORT

MEETING DATE: June 11, 2025

PREPARED BY: Erica Powell, Management Analyst

SUBJECT: CONSIDERATION OF 2026 CALIFORNIA DESERT PLEIN AIR FESTIVAL
SPONSORSHIP

RECOMMENDATION:

Recommend City Council approve sponsorship for the 2026 California Desert Plein Air Festival.

BACKGROUND/ANALYSIS:

The City of Palm Desert received a sponsorship request from Palm Springs Life and the Desert Plein Air Association (DPAA) for the 2026 California Desert Plein Air Festival. The 2025 event, held over three weeks in January, featured four days of paint-outs at scenic locations throughout the Coachella Valley and surrounding desert areas, including multiple locations in Palm Desert. The festival was headquartered at the Artists Center in Palm Desert and included artist workshops, public talks, an exhibition and awards ceremony, and artwork sales. The event attracted top plein-air painters from across the United States with \$15,000 awarded for Best in Show.

The 2025 festival was the first under the new branding as the California Desert Plein Air Festival and successfully positioned itself as a destination art event for the region. Palm Desert served as the core hub for event activity.

The festival exceeded expectations in both attendance and promotional reach:

- **Attendance:**
 - Over 3,000 attendees
- **Media Coverage:**
 - Editorial Impressions/Readers: 241,765, valued at \$32,068
 - Media Impressions/Readers: 1,066,520, valued at \$71,604
 - Total Advertising Impressions (Print, Digital, and Social): 1,308,285, with a total value of \$103,672

The 2025 festival demonstrated strong public engagement and economic impact, justifying continued investment in its growth. Staff supports renewing the sponsorship to build on the festival's momentum and to strengthen Palm Desert's reputation as a premier destination for arts and cultural programming.

FINANCIAL IMPACT:

Palm Springs Life is requesting continued sponsorship in the amount of \$25,000 for the 2026 California Desert Plein Air Festival, which is the same amount that was awarded for the 2025

event. Staff recommends approval of this sponsorship, with \$12,500 allocated from the Public Art budget and \$12,500 from the City's Marketing budget. The sponsorship will continue to provide Palm Desert with significant marketing value, enhanced public programming, and community engagement opportunities.

ATTACHMENTS:

1. 2026 California Desert Plein Air Festival Proposal
2. 2025 CA Desert Plein Air Festival Summary
3. 2025 Plein Air Budget

PALM DESERT
PRESENTS

JANUARY 9 – FEBRUARY 1, 2026

CALIFORNIA DESERT PLEINAIR FESTIVAL

2026
SPONSORSHIP
OPPORTUNITY

SCHEDULE OF EVENTS

TENTATIVE SCHEDULE

Festival Dates: January 9th-February 1st, 2026

Headquarters: The Artist Center, Palm Desert

Public Exhibition Dates: January 15th-February 1st

Three (3) Categories of Entry:

- Featured/VIP-15 Artists (Invited and Hosted)
- Category 2 Landscape-75 (juried)
- Category 3 Plein Air-50 (not juried for 2026)

INITIAL SCHEDULE OF EVENTS

Two (2) Workshops:

- Workshop #1 January 8-9; 9am-2pm
- Workshop #2 January 9; 9am-2pm

Paint Days:

- January 10th Sign in, get substrate stamped, paint through January -13th.
- Turn in day and hang day (at Artist Center) January 14th.

Featured Artists arrival Monday January 12, departure January 16th. *This is one day longer than 2025.*

EVENTS

Ticketed/Invite Events:

- January 13th: Welcome Reception-The Living Desert Zoo and Gardens-New
- January 14th: TBD
- January 15th: Show Opening and Awards Reception – The Artist Center

Paint-Outs (prior to turn in)

- January 10th: Santa Rosa and San Jacinto Visitors Center
- January 11th: El Paseo Shopping District
- January 12th: Ironwood Park, Palm Desert
- January 13th: The Living Garden Desert and Zoo

ADDITIONAL PROGRAMMING

Noncompetitive Paint-Outs:

(Open to the public to paint or watch)

- January 20th: Lost Creek Canyon Ranch-date tentative
- January 27th: The Living Desert Zoo and Gardens – date tentative

VIP/Invite Exhibition Evenings:

(docent led tour of exhibition at the Artist Center)-NEW

- January 22nd: Suggested group Big Horn or Vintage
- January 29th: Suggested group Big Horn or Vintage

Additional Programming:

Lead Up California Desert Plein Air Festival Branded Paint-Outs.

- October 2025
- November 2025
- December 2025

2026 PRESENTING SPONSORSHIP

DELIVERABLES — NAME AND EXCLUSIVITY PR/MARKETING AND ON-SITE

- City of Palm Desert will be listed after the event logo — Value: \$40,000
- City of Palm Desert will be listed first on the list of sponsors — Value: \$10,000

PR/MARKETING VALUE

- City of Palm Desert to receive logo/name on California Desert Plein Air Festival print ads to start running November 2025 through January 2026. These ads will run in *Palm Springs Life*, *The Guide*, *Arts+Culture*, and other publications produced by *Palm Springs Life* — Value \$40,000
- City of Palm Desert name on California Plein Air Festival email marketing promotions going to California Desert Plein Air and *Palm Springs Life*, email opt-ins 55,000k+ — Value: \$10,000
- City of Palm Desert name/logo on digital marketing promotions on palmspringslife.com and other media partners — Value: \$20,000
- City of Palm Desert name included on billboard campaign targeted to the Southern California Drive-Markets of San Diego, Los Angeles, and Orange County — Value: \$18,000
- City of Palm Desert Sponsor will be mentioned, and name/logo shown on all television spots — Value: \$15,000
- City of Palm Desert will be mentioned on all radio spots — Value: \$5,000
- City of Palm Desert tagged on social media coverage posted on event social media pages and *Palm Springs Life* — Value: \$8,000
- City of Palm Desert logo and link on event website through 2026 event — Value: \$10,000
- A two-page ad spread (inside front cover and page one) in the 2026 California Desert Plein Air festival program, 3,000 copies distributed at California Desert Plein Air Festival, El Paseo, visitors' centers, El Paseo merchants, and high-traffic locations throughout the Coachella Valley — Value: \$6,480
- City of Palm Desert logo on the sponsor sign at the entrance to the event — Value: \$5,000
- City of Palm Desert logo displayed on all Gallery video screens every day of California Desert Plein Air Festival — Value: \$5,000
- 8 Tickets to the California Desert Plein Air Festival Reception — Value: \$800

POST EVENT

- City of Palm Desert recognized in a "Thank you to our sponsors" page in a select issue of *Palm Springs Life* — Value: \$1,000
- A complete recap of the event will be provided to you approximately 60 days after the event — Value: \$1,000

TOTAL VALUE: \$182,280

SPONSORSHIP FEE: \$25,000

CONTACT

PALM SPRINGS LIFE

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PALM SPRINGS LIFE

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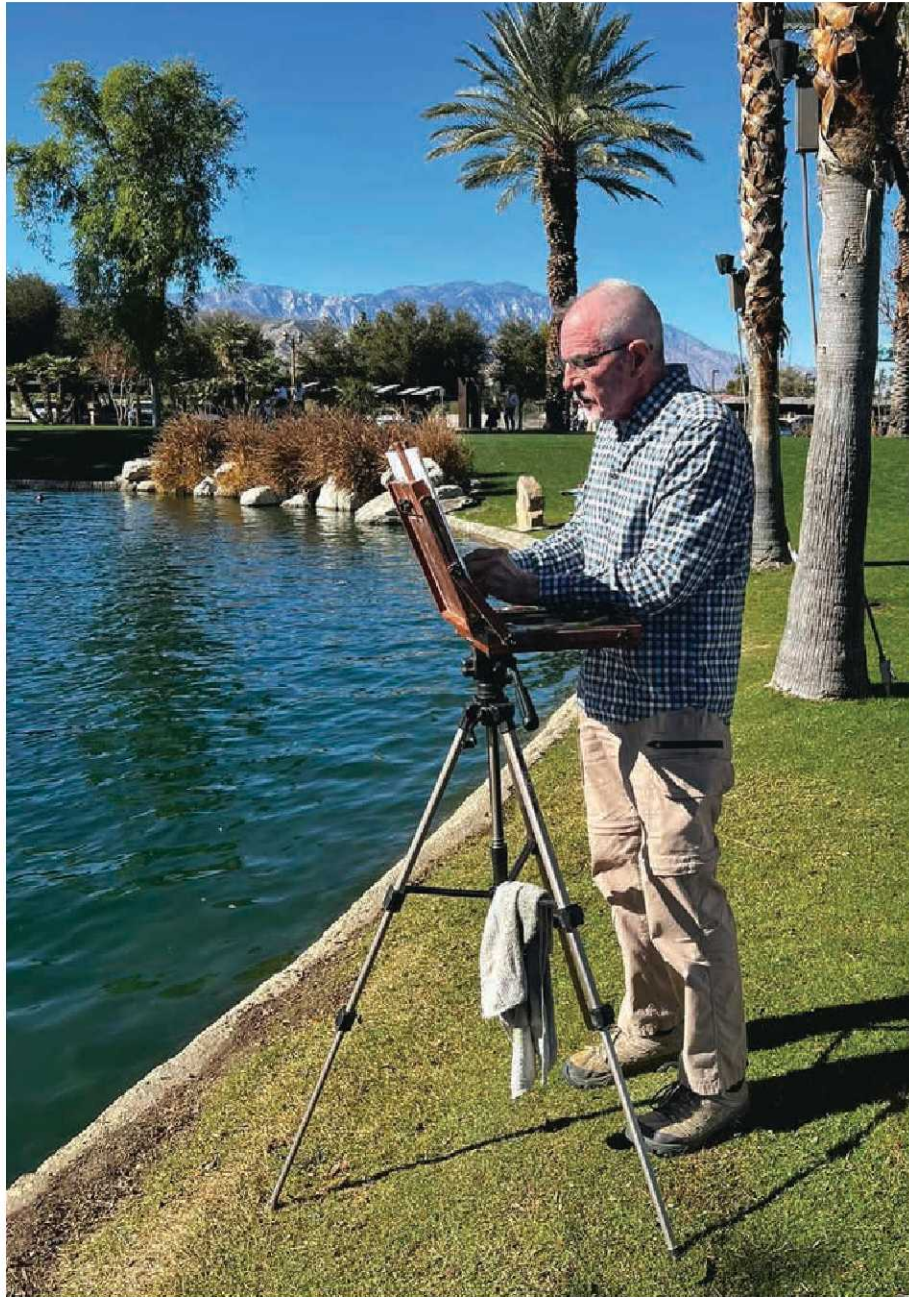
PALM DESERT
PRESENTS

CALIFORNIA DESERT **PLEIN AIR** FESTIVAL

January 9 – February 2, 2025

PARTNER SUMMARY

INTRODUCTION



PALM DESERT
PRESENTS
CALIFORNIA
DESERT
PLEIN AIR
FESTIVAL

January 9–February 2, 2025

Artists from near and far converged in Palm Desert for a three-week festival celebrating the California desert's tradition of painting the landscape en plein air (outdoors). **More than 175 acclaimed plein air and studio landscape artists** brought the beauty of the California Desert to life.

The event opened with four days of paint-outs at scenic locations in Coachella Valley, Box Canyon, the Salton Sea, and the Mojave Desert. Four workshops highlighting field sketching, pastels, techniques in oil, and watercolors, were held, as well as special events throughout El Paseo, The Living Desert Zoo and Gardens, and the Palm Desert Artists Center.

After the plein air artists picked and studied their vantage points, painted on site, and submitted their canvases, the festival culminated in a spectacular gallery exhibition at the Artists Center in Palm Desert.

This was a great opportunity to be immersed in the vibrant artistry of the desert and to see the beauty of the California Desert brought to life.

ARTIST TESTIMONIALS

"I have entered the DPAA Festival every year since the first one four years ago.

I look forward to the festival every year. I feel that the 2025 Festival was the best so far. The venue has a very inviting space that accommodates not only the galleries but also the reception as well. There is ample parking, and it is centrally located within the valley.

I hope DPAA will continue to host their festival at this location."

— Terry S. —

"For me it was an opportunity to be recognized, along with my fellow artists, for the dedication we spend recording the beautiful Coachella Valley."

— Elaine M. —

"Thank you again for a great week out there. We had an amazing time!"

— Kami Mendik —

"The Festival this year was a resounding success according to visitors, buyers and artists. Everyone was astounded by the level of the quality of the artwork and the wide variety of how our desert was depicted. Attendance from visitors to see the show was very brisk during the whole time that the show occurred, and the comments were overwhelmingly positive. The support from the City of Palm Desert and *Palm Springs Life* magazine was unparalleled and contributed greatly to the success of the Festival."

— Kathleen S. —

"DPAA, a young startup art organization, has professionally produced a burgeoning nationally recognized desert landscape festival and exhibition in just five years, thanks to the tremendous support from the City of Palm Desert, *Palm Springs Life* magazine, and the museum quality galleries at the Artists Center... which is a remarkable feat and accomplishment!"

— Daniel F. —

"Thank you for a great event."

— Otto Sturcke —

"Thank you so much for inviting me. We had fun meeting everyone and being in the desert during the winter."

— Steve Hill —

"Thank you for all of your help and organization. It was a wonderful event."

— Rick Delanty —

"Great show! The event was well organized, featuring several award categories, available workshops, desert on-site painting locations, and a beautiful Artists Center Gallery to display our paintings."

— Sylvia S. —

"The event went smoothly. And the reaction from the customers was excellent. I happen to be at the Artists Center for the entire event. The visitors were nonstop every day, and they took their time looking at each and every painting. All the instructors and demonstrators were attended to by 20-25 people. I don't think I heard a bad comment at any time. For me as an artist, I found the exhibit clean, with each painting having adequate lighting and space to be viewed."

— Elaine T. —

"It was a lot of fun!"

— Lisa McDill —

"Thank you for a great event and introducing me to the beauty of the desert."

— Aaron Schuerr —

"Thank you so much! Everything was easy and great fun. Thank you for all the organizing and hard work you did. I'm grateful my paintings sold because it makes it a win-win for everyone. Steve and I had a great time and loved the opportunity to be in sunny California in the middle of winter!"

— Peggy Immel —

"I was blown away by the quality of the artwork in this show, and the building is such a fantastic space. It was a real honor to have been invited with such top-notch artists. My sincere thanks again."

— Tom Smith —

HIGHLIGHTS

CALIFORNIA DESERT PLEIN AIR FESTIVAL JANUARY 9–FEBRUARY 2, 2025

ATTENDANCE
3,000+
ARTISTS & PATRONS

EDITORIAL	MEDIA
IMPRESSIONS/READERS	IMPRESSIONS/READERS
241,765	1,066,520
VALUE	VALUE
\$32,068	\$71,604

GRAND TOTAL EDITORIAL + MEDIA IMPRESSIONS + VALUE

IMPRESSIONS/READERS
1,308,285
VALUE
\$103,672





PRINT EDITORIAL

IMPRESSIONS

86,774

VALUE

\$6,068

DIGITAL EDITORIAL

IMPRESSIONS

150,000

VALUE

\$22,500

SOCIAL MEDIA ADVERTISING

IMPRESSIONS

4,991

VALUE

\$3,500

TOTAL IMPRESSIONS/READERS

241,765

TOTAL VALUE

\$32,068

CALIFORNIA DESERT PLEIN AIR

Artists Center, Palm Desert
Jan. 16 - Feb. 2, 2025, reception Jan. 16.

Artists from near and far will converge on the Artists Center in Palm Desert for a three-week festival celebrating the California desert's tradition of painting the landscape en plein air (outdoors).

The Coachella Valley's history of plein-air painting dates to the mid-1880s, when the Southern Pacific Railroad put down tracks through the desert and allowed artists to ride in exchange for their paintings, which the railroad used in advertisements promoting travel to the West. Many top artists came through the desert. Some continued to the emerging artist colonies in Laguna Beach, Santa Barbara, and Carmel, and others settled into the otherworldly beauty of the Coachella Valley and the nearby Mojave Desert.

In his book *Our Arabs: Palm Springs and the Garden of the Sun*, published in 1920, author and photographer J. Smeaton Chase wrote, "Our Arabs, with its marvelous display of tone and color — tone the most elusive, color the most unearthly and ethereal — is a land of enchantment to the painter, and its fame has spread from one to another until, now, every winter and spring sees painters of note studying these desert landscapes, so fascinatingly different in their problems of conception and handling from anything that commonly come in the artist's way."



A century after Chase published these words, California Desert Plein Air, organized by the Desert Plein Air Association, begins anew. The event opens with four days of paint-outs at locations in the Coachella Valley, Box Canyon, the Salton Sea, and the Mojave Desert. More than 80 artists will pick their vantage points, paint on site, and submit their canvases for the exhibition and judging at the Artists Center. The award reception will

Kathleen Strickoff, the first-place winner at last year's plein-air festival, combines her palette knife with vigorous brushwork and bold colors to transport viewers in paintings such as "Westward Bound."

be Jan. 18. The exhibition includes a section of desert landscape paintings completed in the artists' studios, expanding the scope of paintings to view and purchase.

VARIOUS EXHIBITIONS

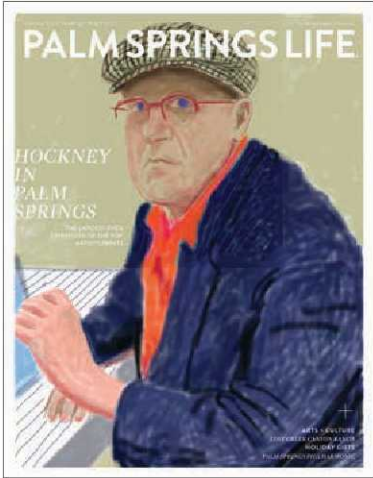
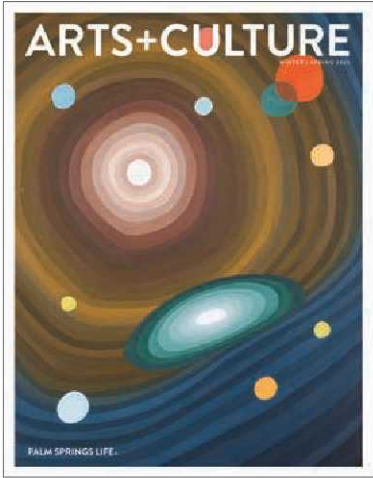
Artists Center, Palm Desert
January through May 2025

With a roster of more than 600 painters, sculptors, photographers, and artisans, the Artists Council is a testament to the power of creativity and community. A group of artists founded the organization in 1964 to develop and promote its members and provide a platform to exhibit and sell their work. Over the decades, it has evolved into a dynamic hub for artists, art lovers, and the broader community, offering workshops, programs, and events for all ages and skill levels. The Artists Center in Palm Desert presents a full season of open-to-the-public exhibitions featuring the work of Artists Council members. Upcoming shows and sales include:



- *Wrap It Up* (Dec. 11–Jan. 12)
- Artists Council Exhibition (Feb. 5–March 2, reception Feb. 7)
- Young Artists Exhibition (March 12–30, reception March 15)
- *Casting Shadows: Dimensional Art* (April 2–27, reception April 9)
- *Through the Lens* (April 30–May 25, reception May 1)
- *Fun + Games* (May 28–June 22, reception May 29)

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EVENT LISTING — ARTS+CULTURE AND PALM SPRINGS LIFE, DECEMBER 2024

IMPRESSIONS

86,774

VALUE

\$6,068

PALM SPRINGS LIFE

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Must-See Exhibitions in Greater Palm Springs

Feast your eyes on a valley of fine art: colorful lights, surprising sculptures, and thought-provoking paintings and photographs.

Jan 23, 2025

Story by [Steven Miller](#)



Kathleen Struckoff, the first-place winner at last year's plein-air festival, embraces her palette with vigorous brushwork and bold colors to interpret scenes as paintings such as "Western Boarder."
PHOTO COURTESY KATHLEEN STRUCKOFF

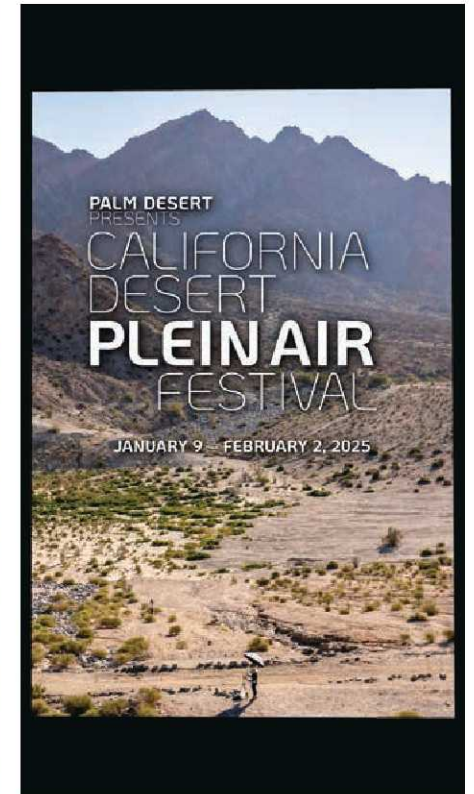
In his book *Our Araby: Palm Springs and the Garden of the Sun*, published in 1920, author and photographer J. Smeaton Chase wrote, "Our Araby, with its marvelous display of tone and color — tone the most elusive, color the most unearthly and ethereal — is a land of enchantment to the painter, and its fame has spread from one to another until, now, every winter and spring sees painters of note studying these desert landscapes, so fascinatingly different in their problems of conception and handling from anything that commonly come in the artist's way."

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IMPRESSIONS
150,000

VALUE
\$22,500

SOCIAL MEDIA EDITORIAL



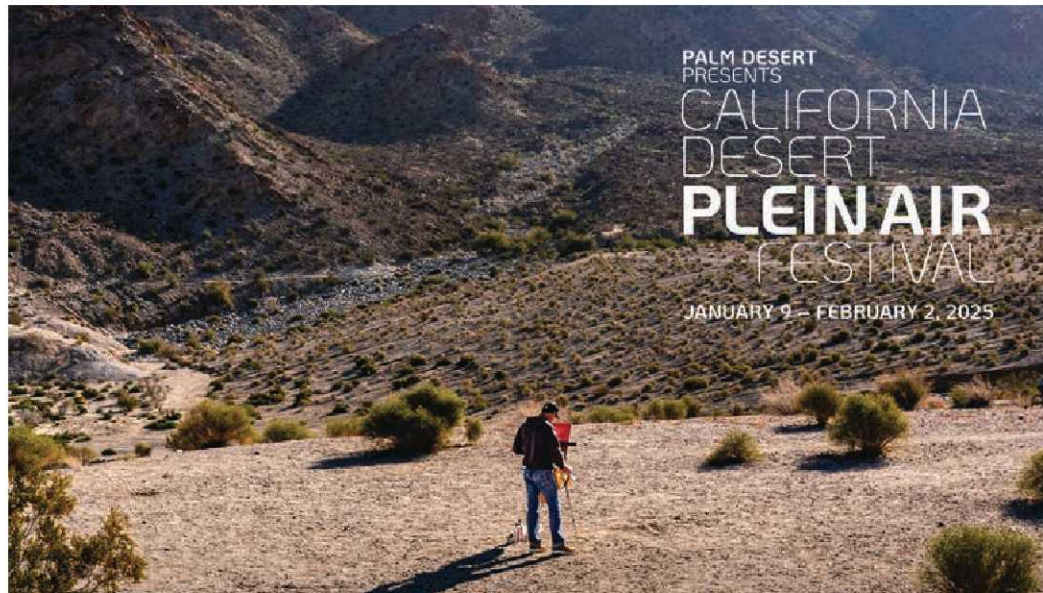
IMPRESSIONS

4,991

VALUE

\$3,500

MEDIA



PRINT ADVERTISING

READERS

445,988

VALUE

\$23,810

PRINTED COLLATERAL + SIGNAGE + DESIGN

VIEWS / IMPRESSIONS

17,343

VALUE

\$27,148

WEBSITE

IMPRESSIONS

124,913

VALUE

\$6,246

DIGITAL ADVERTISING

VIEWS / IMPRESSIONS

478,214

VALUE

\$10,900

TICKETING

IMPRESSIONS

62

VALUE

\$3,500

TOTAL IMPRESSIONS/READERS

1,066,520

TOTAL VALUE

\$71,604

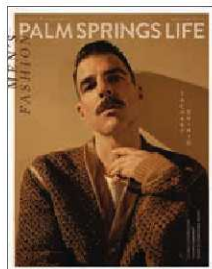
PRINT ADVERTISING



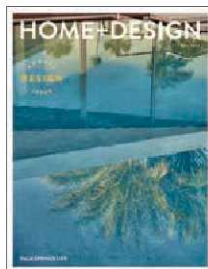
FULL PAGE AD



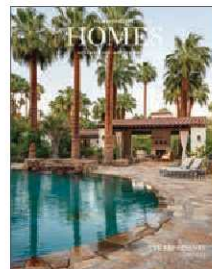
TWO PAGE SPREAD



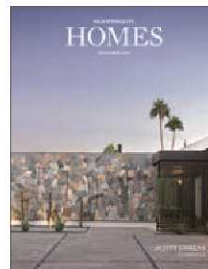
PALM SPRINGS LIFE
NOVEMBER 2024



PALM SPRINGS LIFE
HOME+DESIGN
FALL 2024



PALM SPRINGS LIFE
HOMES
NOVEMBER 2024



PALM SPRINGS LIFE
HOMES
DECEMBER 2024



PLEIN AIR MAGAZINE
JANUARY 2025



SAN DIEGO MAGAZINE
JANUARY 2025



PALM SPRINGS LIFE
JANUARY 2025



THE GUIDE
JANUARY 2025

IMPRESSIONS
445,988

TOTAL VALUE
\$23,810

DIGITAL ADVERTISING



LEADERBOARD AD



EXCLUSIVE EBLAST



SIDE BAR TOWER AD



DAILY GUIDE BANNER AD

CALIFORNIA DESERT
PLEIN AIR FESTIVAL
BANNER ADS ON
PALMSPRINGSLIFE.COM,
EXCLUSIVE EBLASTS, AND
DAILY GUIDE BANNER ADS

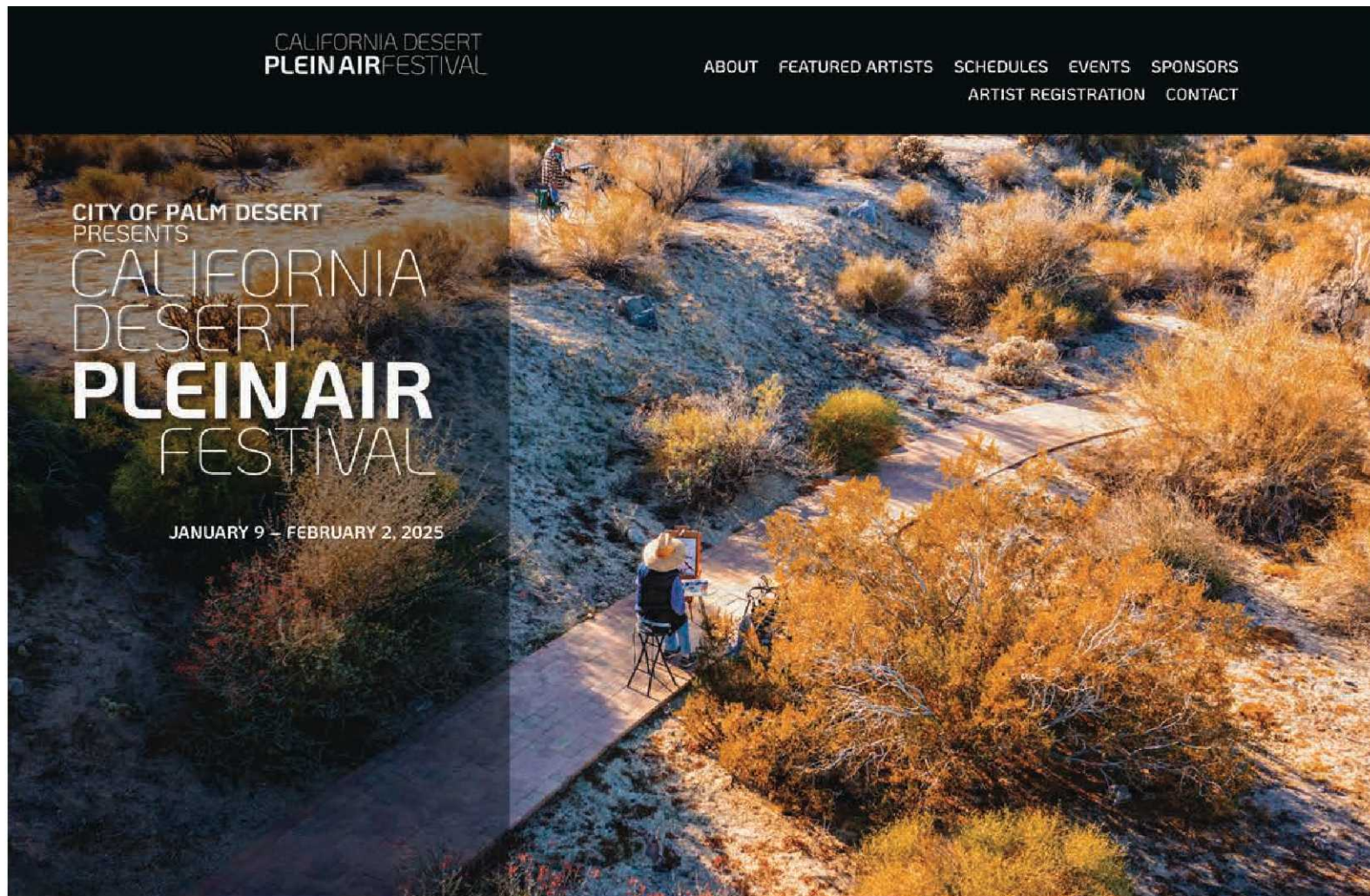
DIGITAL IMPRESSIONS

478,214

TOTAL VALUE

\$10,900

WEBSITE



IMPRESSIONS
124,913

VALUE
\$6,246

IMPRESSIONS
62
VALUE
\$3,500

ARTISTS PAINTING THROUGHOUT THE COACHELLA VALLEY



A SPECTACULAR EXHIBITION AT THE ARTISTS CENTER



2025 FEATURED ARTISTS & WINNERS

FEATURED ARTISTS

GEOFF ALLEN
JOHN BUDICIN
SAIM CAGLAYAN
STEVEN HILL
PEGGY IMMEL
ROSE IRELAN
MARK KERCKHOFF
ELAINE MATHEWS
KAMI MENDLIK
LISA MOZZINI-McDILL
AARON SCHUERR
JEFF SEWELL
THOMAS SMITH
OTTO STURCKE
DURRE WASEEM
TONI WILLIAMS
JIM WODARK

CATEGORY 1: 2025 FEATURED VIP ARTISTS

AWARD	TITLE	ARTIST	MEDIUM
Best of Show	Thousand Palms Canyon	Mark Kerckhoff	Oil
First Place	As Evening Approaches	John Budicin	Oil
Second Place	Some Like It Hot	Durre Waseem	Oil
Third Place	In The Moment	Lisa Mozzini-McDill	Oil

CATEGORY 2: 2025 STUDIO PAINTINGS: DESERT LANDSCAPE/DESERT CITYSCAPE

AWARD	TITLE	ARTIST	MEDIUM
Best of Show	Shine on, Drive on	Deborah Newman	Oil
First Place	Land of the Cahuilla	Bradley Giles	Oil
Second Place	At Dusk	Henriette Heiny	Oil
Third Place	A Morning Walk	Roderick Cooper	Oil

CATEGORY 3: 2025 PLEIN AIR COMPETITION

AWARD	TITLE	ARTIST	MEDIUM
Best of Show	Glimmer	Geoffrey Allen	Watercolor
First Place	El Paseo	David Orrin Smith	Watercolor
Second Place	Desert Trio	Aaron Schuerr	Oil
Third Place	Dusk's Quiet Glow	Rose Irelan	Oil

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PRESENTED BY



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EL PASO PALMSPRINGS LIFE

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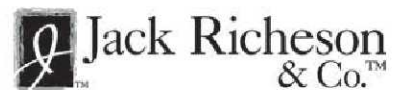
GEORGE STERN FINE ARTS



BLICK
art materials



GOLDEN **HOLBEIN**



randyhighbee
GALLERY
kingofframe.com

PleinAir
MAGAZINE



PALM SPRINGS LIFE

303 N. INDIAN CANYON DRIVE
PALM SPRINGS, CALIFORNIA 92262-2724
760-325-2333
760-325-4603 (FAX)

PALMSPRINGSLIFE.COM

Desert Publications Inc
Event Name: Desert Plein Air Paint the Desert Festival
Dates: January 10-16, 2025
Venue: Art Museum

Revenue		Description of Services/Comments
Sponsorships	<u>Cash</u>	
	<i>City of Palm Desert</i>	25,000
	<i>El Paseo Business Improvement District</i>	5,000
Total		30,000
Ticket Sales	<u>\$</u>	
Entry Fees Cat 1	765	
Entry Fees Cat 3	2,950	
Art Sold	4,820	
Workshop Oil	783	
Workshop Watercolor	967	
Total Revenue		40,285
Expenses		
General Expenses		
	<i>Palm Springs Life Sponsorship Fees 20%</i>	6,000
	<i>Plein Air Magazine</i>	2,195
	<i>Judging Fees</i>	407
Program Expenses		
	<i>Projector Rental</i>	450
	<i>Projector Screen Purchase</i>	76
	<i>Chair Rental</i>	70
Guest Accommodations		
	<i>Best Western</i>	4,573
Awards Reception Expenses		
	<i>Pacific Coast Palate Fee</i>	3,000
	<i>Supplies</i>	202
	<i>Wine</i>	224
Prize Money		15,000
Misc Expenses		
	<i>Awards Ribbons</i>	180
	<i>MailChimp</i>	33
	<i>Insurance</i>	100
	<i>Permit</i>	135
Printing		
	<i>Lanyards</i>	32
	<i>Printing staff/artists</i>	66
	<i>Waivers</i>	12
	<i>Poster Boards</i>	402
	<i>Rack Cards</i>	286
Promotional		
	<i>Website, campaign development, and media</i>	25,000
Workshop - Oil Expense		
	<i>Hotel</i>	350
Workshop - Watercolor Expense		
	<i>Hotel</i>	526
Total Expenses		59,320
Net Income (Loss)		-19,035

**CULTURAL ARTS COMMITTEE
CITY OF PALM DESERT
STAFF REPORT**

MEETING DATE: June 11, 2025

PREPARED BY: Erica Powell, Management Analyst

SUBJECT: RECOMMEND THE CITY COUNCIL APPROVE DEACCESSION OF TWO
EL PASEO ENTRY SIGNS BY WATER STUDIO

RECOMMENDATION:

Recommend the City Council approve deaccession of two El Paseo entry signs by Water Studio.

BACKGROUND/ANALYSIS:

In September 2003, Palm Desert's Art in Public Places Commission commissioned two entry signs for the El Paseo business district. Designed by Orr Studio (now operating as Water Studio), the signs were installed in the following locations:

1. El Paseo at CA-74 (West Entry)
2. El Paseo at Portola (East Entry)

Constructed of ridged copper with bronzed patina, each sign measured approximately 4 feet 6 inches wide by 6 feet tall and featured an integrated water element designed to operate year-round. Over time, the combination of water and metal led to repeated deterioration of the fountain components, requiring ongoing and costly maintenance.

On November 20, 2023, the entry sign located at El Paseo and Portola Avenue was struck by a vehicle and sustained irreparable damage, necessitating its immediate removal. At its meeting on January 17, 2024, the Cultural Arts Committee recommended that the City Council approve the deaccession of both entry signs. However, the Committee advised that the sign at CA-74 remain in place until a replacement design was identified. Due to continued structural deterioration, the remaining sign was removed by the City's Public Works Department on May 29, 2025. The artist has been notified and is scheduled to retrieve the removed sign in late June 2025.

The Public Works Department will lead the planning, design, and installation of new entry signage for the El Paseo business district as part of their wayfinding sign project. Staff recommends approval of the complete deaccession of the two El Paseo entry signs by Water Studio.

FINANCIAL IMPACT:

The cost of the artwork was \$50,000 in January 2004. Staff has no record of current fair market value.

ATTACHMENTS:

1. Deaccession Worksheet
2. Entry sign photographs

City of Palm Desert Public Art Deaccessioning/Relocating Worksheet

Artist: WATER STUDIO

Contact: Bridget Horner 310-581-2221 or bridget@wstudio.com

Title: EL PASEO ENTRY SIGNS/FOUNTAINS

Location of work: EL PASEO/HWY 74 AND EL PASEO/PORTOLA AVE

Name of property: EL PASEO MEDIAN

Contact name: ERICA POWELL, PUBLIC ART MANAGEMENT ANALYST

Phone: 760-776-6346 Email: epowell@palmdesert.gov

Property owner at the time of commission: CITY OF PALM DESERT

Year commissioned/purchased: 2004

Purchase Price / Art in Public Places fee / Value at time of install: \$50,000
(\$25,000/EA)

Dimensions: Height: 6' Width: 4'

Estimated current fair market value: not available

Source of estimation: dna

Proposed deaccession reviewed by City Attorney: Yes: X No:

Detailed reason for deaccessioning artwork:

Entry sign located at the Portola/El Paseo entrance was struck by a car in November 2023 and damaged beyond repair.

The sign located at the HWY74/El Paseo entrance is still in place. Fountains/pump in disrepair.

Due to the excessive maintenance issues with the water features, and multiple pump replacements, the fountain has been shut of permanently. Staff recommends keeping the sign in place until a new sign is scheduled for installation.

Proposed deaccessioning and removal method: The City of Palm Desert would like to offer the entry sign back to the Water Studio, provided they agree to deinstall it at a mutually agreed-upon time before the installation of the new sign.

City of Palm Desert Public Art Deaccessioning/Relocating Worksheet

Condition: _____Excellent _____Good _____Fair X Poor

Maintenance evaluation and instructions: _____

THE FOUNTAIN HAVE REQUIRED CONSTANT MAINTENANCE AND REPAIR WORK.

CITY OF PALM DESERT

Artist Representative

By:

Signed by:

Martin Alvarez

49FCA323D8774F8...

Martin Alvarez
Director of Economic Development

By:

Signed by:

Bridget Horner

49D5E11B1C4D4FD...

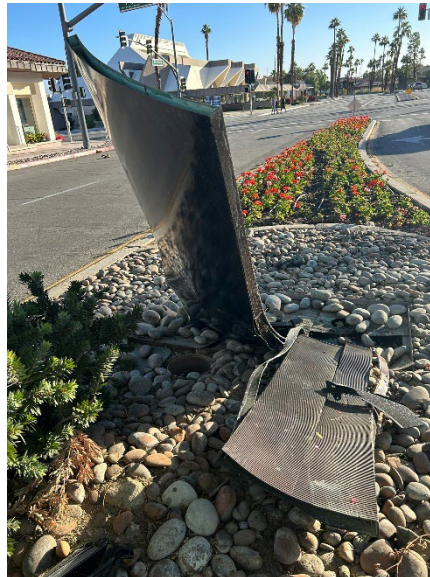
Bridget Horner

El Paseo Entry Sign Photographs

Portola entry sign



Portola damage in November 2023



Hwy 74 entry sign



Hwy 74 deterioration



**CULTURAL ARTS COMMITTEE
CITY OF PALM DESERT
STAFF REPORT**

MEETING DATE: June 11, 2025

PREPARED BY: Erica Powell, Management Analyst

SUBJECT: CONSIDERATION TO PURCHASE A SCULPTURE FROM THE 2025
DESERT X EXHIBITION

RECOMMENDATION:

Discuss purchasing one of the following sculptures from the 2025 Desert X Exhibition:

1. *Unsui* by Sanford Biggers
2. *Plotting Rest* by Kapwani Kiwanga
3. *Soul Service Station* by Alison Saar

BACKGROUND/ANALYSIS:

At its meeting on April 9, 2025, the Cultural Arts Committee (CAC) expressed interest in acquiring a sculpture from the 2025 Desert X Exhibition, with specific reference to *The Act of Being Together* by artist José Dávila. Due to budgetary impact, size, weight, and logistical complexity, the Committee decided against the acquisition.

The Committee however requested that staff continue dialogue with Desert X for three alternative artworks from the exhibition that align more closely in terms of scale and installation feasibility.

Sculpture Options:

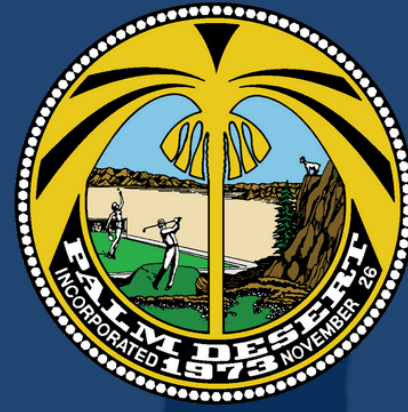
1. *Unsui* by Sanford Biggers
 - Purchase price: \$400,000.
 - Installation costs would be estimated at \$100,000.
2. *Plotting Rest* by Kapwani Kiwanga
 - Purchase price: not available.
 - The sculpture is scheduled for installation in New York City.
3. *Soul Service Station* by Alison Saar
 - Purchase price: \$600,000.
 - Desert X noted that this artwork may require excessive maintenance due to the installation being built for temporary exhibition.

Given current program obligations and long-term considerations pertaining to the public art budget, staff recommends the Committee consider deferring the acquisition to a future exhibition cycle.

FINANCIAL IMPACT:

The estimated cost for *Unsui* by Sanford Biggers, including acquisition and installation, is approximately \$500,000. This would be a major investment within the FY 2025/2026 Public Art Budget and would likely require reprioritization of other planned projects.

Acquisition of *Soul Service Station* by Alison Saar would exceed \$600,000, not including installation and unknown future maintenance expenses. Due to the temporary nature of this sculpture, staff recommends against pursuing this option may present significant conservation challenges over time.



CITY OF PALM DESERT

APPOINTED BODIES

CITY CLERK'S OFFICE 2025

THE BROWN ACT

Golden Rule: Decisions and deliberations must occur in public meetings



Exceptions: Ceremonial events, conferences, community meetings, and individual contacts

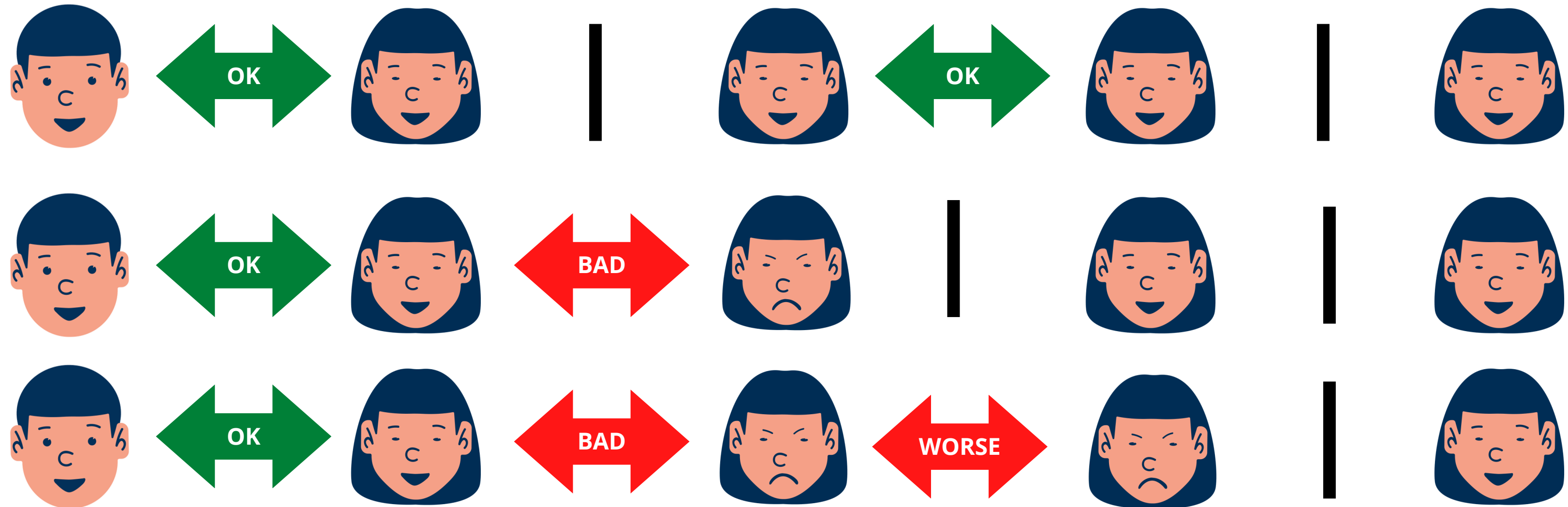


Bottom Line: Avoid discussing committee business with members outside of a meeting



WARNING: Serial Meetings

Communications whether verbal or written (emails or text messages) which "daisy chains," leading to a discussion and potential decision outside of the public meeting:



Statement of Economic Interest (NetFile)



Assuming Office
within 30 days



Annual Statement
April 1 of every year



Leaving Office
within 30 days

When You Have A Conflict of Interest – Recusal



Announce Your Conflict

You must announce you have a financial conflict & describe the nature of the conflict



Leave the Meeting Room

You may not influence the decision and must leave the meeting room



To Speak During Public Comment

If you would still like to comment as a member of the public, please contact the City Attorney or Clerk

AB 1234: State-Required Ethics Training (NetFile)

- All Appointed Members
- Minimum of 2 hours of state-approved ethics training
- Must be renewed every two years
- Certificate are time monitored
- **IMPORTANT:**
Choose the course for Local Officials, not State Officials





Failure to Comply with Law

PDMC 2.34.100

Members who fail to complete mandatory training or required disclosures by the deadline will be automatically suspended five days after the City Clerk certifies that three notifications were sent. Service is immediately reinstated upon compliance.

Public Records Act

- All records (documents, emails, text, voicemail) pertaining to city business, regardless of its location (personal devices and accounts) must be disclosed upon request.
- Best Practice: Do not text/email about City business without including a staff member so that it is captured in the City's server.

Disclosure



Boards, Commissions, Committees, & Taskforces

Prior to 2023, terms like Boards, Commissions, Committees, and Taskforces were used inconsistently without clear definitions; since then, we've established that Boards and Commissions are decision-making bodies, while Committees and Taskforces serve in an advisory capacity to the City Council.

01

Boards & Commissions

Have final decision making authority, unless appealed to the City Council.
Examples: Planning Commission, Building Board of Appeals, and Architectural Review Commission

02

Committees & Taskforces

Advisory bodies to the City Council.
Examples: Cultural Arts Committee, Homelessness Taskforce, and Parks and Recreation Committee

Roles and Responsibilities

Staff Liaison

- Serves as the City Manager's delegate to the committee.
- Leads the agenda preparation
 - Ensures topics are within committee purview
 - Preparing SR and background materials
 - Decides order of agenda items
- Keeps the City Manager informed of committee activities
- Facilitate communication between the committee and city staff/council
- Remain neutral and facilitate discussions without influencing decisions
- Advisor to the Chairperson on meeting protocols



Recording Secretary

- Prepares and publishes agenda
- Sends notification email & supplemental
- Prepares meeting minutes
- Tracks attendance
- Ensures compliance with Brown Act
- Advisor to the Staff Liaison on meeting protocols
- Intervenes only when necessary



Roles and Responsibilities

Chairperson/Vice Chairperson

- Appointed at the first meeting after July 1 to a one-year term
- Vice Chairperson serves in the absence of the Chairperson

Facilitator of Meetings

- Ensures meetings run efficiently and fairly
- Follows the agenda and keeps discussions on track
- Encourages balanced participation from all members

Neutral Leader

- Guides discussions without dominating or advocating
- Ensure all viewpoints are heard without bias
- Summarizes key points and builds consensus

Enforces Rules & Procedures

- Upholds Brown Act and parliamentary procedures
- Maintains decorum and professionalism

Committee Members

Be Prepared

- Understand the purpose and mission of the committee
- Review the agenda packet materials in advance
- Submit questions in advance to seek clarity

Act in the best interest of the community

- Set aside personal agendas and bias
- Decline gifts, favors, or promises of future benefits
- Uphold the highest ethical standards/recuse when conflicted

Maintain civility

- Avoid personal attacks, abusive conduct, or disrespectful remarks
- Maintain decorum and professionalism
- Respect the presiding officer and their ruling on matters of parliamentary procedure



Agenda Management

PDMC 2.34.080:

"The staff liaison of each appointed body shall oversee approving and placing items on the agenda."

Ensure topics align with committee purview

Prepare SR and background materials

Agendas should be posted one week in advance

AGENDA CATEGORIES

Over the past year, all agendas have been updated to similar formats for consistency and ensuring residents can expect the same process regardless which meeting they attend.

Consent Calendar

01

A group of routine or non-controversial items approved together in one motion without discussion, unless a commissioner requests to pull an item for separate discussion.

Business Items

02

Business items are individual agenda topics that require discussion, deliberation, and a separate vote.

Informational Reports

03

Brief updates on projects, activities, or other matters within the committee's scope. No formal action can be taken.

Annual Work Plans



Annual Work Plans

- Ensure committees are focused and aligned with City Council priorities
- Helps City leadership allocate resources
- Prevent taking on projects outside their purview w/o authorization



Developing a Work Plan

- Typically 3-5 objectives
- Can be recurring significant efforts or new initiatives
- Multi-year objectives should be renewed annually.
- Must be approved by the City Council (consent)



Amendments

- A request for a significant effort (beyond a presentation or project update) may trigger a WP amendment
- Agendize discussion of amending the work plan and seek approval
- Amended Work Plans must be approved by the City Council

Scenario 1

**A Committee Member
pushes a topic outside the
committee's jurisdiction**

S1: Recommended Approach

1. Initial Intervention (Chairperson's Role):

- Politely redirect the discussion: *"I appreciate your interest in this issue, but it falls outside the committee's responsibilities. Let's stay focused on today's agenda items."*

2. Staff Liaison's Role in Reinforcement:

- Provide clarification: *"That's a City Council-level decision, not within the purview of this committee. If you'd like, I can direct you to the appropriate department or help you request an item for City Council consideration."*
- Offer an alternative: *"We can check with the City Manager's office on whether this issue is being addressed elsewhere."*

3. Final Redirect (Chairperson's Role):

- If the member persists, reinforce committee boundaries: *"We have a process for adding items to future agendas, but since this is not within this committee's authority, it would not be appropriate for discussion here. Let's move on to the next item."*
- If disruptions continue, the Chair may call for a recess or remind members of meeting decorum.



Scenario 2

**A Committee wants to
direct staff on operational
matters**

Operations vs. Committee Purview

Operational Decisions (Handled by City staff)

- Day-to-day administration of City services and programs
- Managing budgets, contracts, and personnel
- Determining workflows, timelines, and resources
- Implementing Council-approved policies and regulations
- Making technical or compliance-based decisions

Example:

- Selecting a contractor for a project
- Adjusting staff schedules or workload
- Choosing how to implement a marketing strategy

Committee Purview (Your Advisory Role)

- Providing recommendations on programs, policies, or priorities referred to the committee
- Offering community-based insight on how proposed actions may affect residents
- Identifying emerging trends, needs, or opportunities within the committee's focus area
- Reviewing and commenting on draft plans, designs, or outreach strategies

Examples:

- Recommending locations or features for future park development (Parks & Rec)
- Suggesting strategies to increase public engagement in civic programs (Civic Engagement)
- Recommending cultural preservation goals for historic properties (CRPC)
- Identifying gaps in library programs or resources to better serve the community (LAC)
- Offering insight on local impacts of homelessness initiatives (HTF)

S2: Recommended Approach

1. Initial Intervention (Chairperson's Role):

- Politely correct the misunderstanding: "Our role is to make recommendations, not to direct city staff on operations. Any operational decisions need to go through the City Manager."

2. Staff Liaison's Role in Reinforcement:

- Cite Palm Desert Municipal Code (PDMC) § 2.04.050 & § 2.04.060, which clarify that operational decisions fall under the authority of the City Manager: *"Per PDMC, staff may take direction only through the City Manager's office, not from committees or individual members."*
- Offer an alternative approach: *"If you'd like to formally recommend an action, the committee can make a motion for staff to research the feasibility of the idea and present it to City Council."*

3. Final Redirect (Chairperson's Role):

- If the committee persists in giving direct instructions, reaffirm city policies: *"To stay compliant with city governance, we need to follow the appropriate channels. If this issue is a priority, we can document it as a formal recommendation to City Council."*
- Redirect and move forward: *"Since this falls outside our jurisdiction, let's refocus on today's agenda."*



Scenario 3

**A heated debate erupts
over an item NOT on the
agenda**

S3: Recommended Approach

1. Initial Intervention (Chairperson's Role):

- Quickly refocus discussion: *"I understand this is an important issue, but since this topic is not on today's agenda, we cannot have a full discussion or take action at this time. If this is a priority, we can request that it be placed on a future agenda."*

2. Staff Liaison's Role in Reinforcement:

- Cite Brown Act (§ 54954.2) to explain why non-agendized topics cannot be discussed: *"Under the Brown Act, discussions must be noticed on the agenda to ensure transparency. Since this topic was not formally agendized, we cannot engage in extended discussion or make decisions on it today."*
- Offer alternatives: *"If the committee wants to pursue this issue further, we can either:*
 - *Formally request it be placed on the next agenda for discussion and possible action.*
 - *Staff can note the concern and direct it to the appropriate city department outside of this meeting."*

3. Final Redirect (Chairperson's Role):

- If members persist, firmly reinforce compliance: *"This discussion is now out of order. To comply with city policy and the Brown Act, we must return to our scheduled agenda items."*
- If disruptions continue, call for a brief recess to restore order.





THANK YOU!

Cultural Arts Committee

Year	2025	2025	2025	2025	2025	2024	2024	2024	2024	2024	2024	2024	Total Absences	
Month	May	Apr	Mar	Feb	Jan	Dec	Nov	Oct	Sep	Aug	July		Unexcused	Excused
Day	14	9	12	12	8	11	13	9	11		10			
Adney, Carol	P	P	P	-	-	P	P	P	P	-	P		0	0
Boren, Maureen	P	P	A	-	-	P	P	P	P	-	E		1	2
Flint, Lori	P	E	P	-	-	P	P	P	P	-	E		0	2
Hauer, Liz	P	P	P	-	-	P	P	P	P	-	P		0	0
Mitze, Tom	A	P	P	-	-	P	P	P	P	-	P		1	0
Rose, Pia	P	P	P	-	-	P	P	P	P	-	P		0	0
Simley, Ann	P	P	P	-	-	P	P	P	P	-	P		0	0

Palm Desert Municipal Code 2.34.010

Monthly: Three unexcused absences from regular meeting in any twelve-month period shall constitute an automatic resignation of members holding office on boards that meet bimonthly.

Please contact the Recording Secretary to discuss any attendance concerns.

P Present
 P Remote
 A Absent
 E Excused
 - No Meeting
 Resigned/Not Yet Appointed