# EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD CITY OF PALM DESERT MEETING AGENDA

Thursday, August 21, 2025
8:00 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: <a href="https://palmdesert.zoom.us/j/84131730440">https://palmdesert.zoom.us/j/84131730440</a> or call (213) 338-8477, Zoom Meeting ID: 841 3173 0440
- Written public comment may also be submitted to <u>cityclerk@palmdesert.gov</u>. E-mails received by 4:00 p.m. the 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. APPOINTMENT OF CHAIRPERSON AND VICE-CHAIRPERSON FOR FISCAL YEAR 2025-2026

4. NON-AGENDA PUBLIC COMMENTS

This time has been set aside for the public to address the El Paseo Parking and Business Improvement District Board on issues that are not on the agenda for up to three minutes. Because the Brown Act does not allow the Board 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.

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#### 5. 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 El Paseo Parking and Business Improvement District Board for a separate discussion.

#### RECOMMENDATION:

To approve the consent calendar as presented.

#### 5.a APPROVAL OF MINUTES

RECOMMENDATION:

Approve the Minutes of June 19, 2025.

#### 6. BUSINESS ITEMS

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

# 6.a CONSIDER SPONSORSHIP OF THE 2026 PALM DESERT CALIFORNIA PLEIN AIR FESTIVAL

RECOMMENDATION:

- 1. Receive a presentation from Palm Springs Life regarding the 2025 Palm Desert California Plein Air Festival.
- Approve continued sponsorship of the Palm Desert California Plein Air Festival in the amount of \$5,000 for Fiscal Year 2025/26.

#### 7. INFORMATIONAL REPORTS

#### 7.a SHERIFF UPDATE

#### 7.b MARKETING UPDATE

#### 7.c CITY COUNCIL LIAISON

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

#### 7.d CITY STAFF

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

#### 7.e ATTENDANCE REPORT

#### 8. REQUESTS FOR ACTION

Board Members may propose future agenda items within the Board'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.

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#### 9. ADJOURNMENT

The next Regular Meeting will be held on September 18, 2025, at 8:00 a.m.

#### 10. 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 <a href="https://www.palmdesert.gov">www.palmdesert.gov</a>.

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 El Paseo Parking and Business Improvement District Board was posted on the City Hall bulletin board and City website not less than 72 hours prior to the meeting.

/S/ Monique Lomeli, CMC Recording Secretary



#### CITY OF PALM DESERT

#### CITY CLERK'S OFFICE

#### MEMORANDUM

From: Anthony J. Mejia, City Clerk

To: Boards, Commissions, Committees & Task Forces ("Appointed Bodies")

Date: July 7, 2025

Subject: Implementation of Annual Officer Rotation and Numeric Seat-Based System

The City Council recently took action to ensure that all appointed body members have an opportunity to serve in leadership roles as Vice Chairperson and Chairperson. To further refine the process, the City Council Subcommittee on Boards and Committees has directed staff to implement a new procedure that establishes a clear and consistent rotation system to provide broader opportunities for all members.

As such, effective immediately, the following procedures will be followed:

#### **Key Provisions:**

- Annual Rotation Chairperson and Vice Chairperson positions shall rotate each year.
- One-Year Term Each officer serves a one-year term.
- No Consecutive Terms No member may serve consecutive terms in the same officer role.
- **Numeric Seat-Based System** A numeric rotation schedule is used to determine the order in which members serve as Chairperson.

#### **How the Numeric Rotation Works:**

Each member will be assigned a numbered seat. The current Chairperson will be designated as Seat 7 (end of the rotation), and the current Vice Chairperson will be designated as Seat 1 (start of the rotation). All remaining members will be assigned seat numbers alphabetically. The seat number determines when a member's turn to serve as Chairperson arrives (for example, Seat 1 first, followed by Seat 2, and so on). If a member is in their first year of service when their scheduled turn occurs, their appointment as Chairperson will be deferred to the end of the sequence, and the next eligible seat will advance. Members may serve as Vice Chairperson in any year, regardless of tenure. Members may also defer their turn as Chairperson or Vice Chairperson, in which case their appointment will be moved to the end of the rotation.

**Please note:** While deferment is permitted, it is the City Council's strong desire that all members participate in leadership when eligible. Serving as Vice Chairperson and Chairperson is encouraged.

#### **ATTACHMENT:**

A. Annual Chairperson Rotation and Numeric Seat-Based System



## CITY OF PALM DESERT

73-510 Fred Waring Drive Palm Desert, California 92260-2578 Tel: 760 346-0611 Cityclerk@palmdesert.gov

# ATTACHMENT A Annual Chairperson Rotation and Numeric Seat-Based System

This list reflects the current roster of members serving on the City's appointed bodies and includes newly assigned seat numbers that determine the rotation schedule for service as Chairperson under the recently adopted numeric seat-based system. As outlined in the City Clerk's July 2025 memo, each seat is scheduled to rotate into the Chairperson role in sequential order, beginning with Seat 1. Members may refer to their assigned seat to identify their expected Chair term and position in the rotation.

#### ARCHITECTURAL REVIEW COMMISSION

Seat	Member	Chairperson Term
1	James G. McIntosh	July 2025 – June 2026
2	James Edward Blakley	July 2026 – June 2027
3	Dean Wallace Colvard	July 2027 – June 2028
4	Geoff Gregory	July 2028 – June 2029
5	Nicholas Latkovic	July 2029 – June 2030
6	Francisco Sanchez	July 2030 – June 2031
7	John Vuksic	July 2031 – June 2032

#### **BUILDING BOARD OF APPEALS**

Seat	Member	Chairperson Term
1	Joseph Gaugush	July 2025 – June 2026
2	Lindsay Holt	July 2026 – June 2027
3	Allan Levin	July 2027 – June 2028
4	Faith Messenger	July 2028 – June 2029
5	Vacancy	July 2029 – June 2030

#### CIVIC ENGAGEMENT COMMITTEE

<u> </u>	LITOAGEMENT COMMITTEE	
Seat	Member	Chairperson Term
1	Kristy Giraud	July 2025 – June 2026
2	Joyce Haraughty	July 2026 – June 2027
3	Stacie Hedges	July 2027 – June 2028
4	Jon Holan	July 2028 – June 2029
5	Nancy Provost	July 2029 – June 2030
6	Franchon-Marie Siddiq	July 2030 – June 2031
7	Robin Stewart	July 2031 – June 2032
8	Emily Vogt	July 2032 – June 2033

#### **CULTURAL ARTS COMMITTEE**

Seat	Member	Chairperson Term
1	Maureen Boren	July 2025 – June 2026
2	Lori Flint	July 2026 – June 2027
3	Aaron Grant	July 2027 – June 2028
4	Thomas Mitze	July 2028 – June 2029
5	Pia Rose	July 2029 – June 2030
6	Ann Simley	July 2030 – June 2031
7	Elizabeth Hauer	July 2031 – June 2032

#### **CULTURAL RESOURCES PRESERVATION COMMITTEE**

Seat	Member	Chairperson Term
1	Linda Vassalli	July 2025 – June 2026
2	Kim Housken	July 2026 – June 2027
3	Carol Marcuse	July 2027 – June 2028
4	Carrie Mcleod	July 2028 – June 2029
5	Thomas Mortensen	July 2029 – June 2030
6	David Toltzmann	July 2030 – June 2031
7	Rochelle McCune	July 2031 – June 2032

#### EL PASEO BUSINESS IMPROVEMENT DISTRICT BOARD

Seat	Member	Chairperson Term
1	Rebecca Elliott	July 2025 – June 2026
2	David Fletcher	July 2026 – June 2027
3	Mahasti Islami	July 2027 – June 2028
4	Alexander Longmuir	July 2028 – June 2029
5	Michelle Maspero	July 2029 – June 2030
6	Angela Rafferty	July 2030 – June 2031
7	Patrick Klein	July 2031 – June 2032

#### FINANCE COMMITTEE

Seat	Member	Chairperson Term
1	Gretchen Heuring	July 2025 – June 2026
2	Faith Messenger	July 2026 – June 2027
3	Bob McCauley	July 2027 – June 2028
4	Michael Morsch	July 2028 – June 2029
5	Robert Leo	July 2029 – June 2030

#### **HOMELESSNESS TASK FORCE**

Seat	Member	Chairperson Term
1	Scott Marks (At-Large)	July 2025 – June 2026
2	Joseph Butts (PSC)	July 2026 – June 2027
3	Davis Meyer (Community)	July 2027 – June 2028
4	Brett Moscrop (Business)	July 2028 – June 2029
5	Amando Sanders (Lived Exp.)	July 2029 – June 2030
6	Franchon-Marie Siddiq (HC)	July 2030 – June 2031
7	Diane Vines (Business)	July 2031 – June 2032

#### **HOUSING COMMISSION**

Seat	Member	Chairperson Term
1	Franchon-Marie Siddiq	July 2025 – June 2026
2	Jann Buller	July 2026 – June 2027
3	Olivia Docken	July 2027 – June 2028
4	Andrew Firestine	July 2028 – June 2029
5	Dominic Moore (HA Tenant)	July 2029 – June 2030
6	Melody Morrison (Sr. HA Tenant)	July 2030 – June 2031
7	Kathleen Bauer	July 2031 – June 2032
N/A	Patricia Pyle (Alternate)	

#### LIBRARY ADVISORY COMMITTEE

Seat	Member	Chairperson Term
1	Matthew Johnson	July 2025 – June 2026
2	Jann Buller	July 2026 – June 2027
3	Risa Lumley	July 2027 – June 2028
4	Cathy Malone	July 2028 – June 2029
5	Paul Murphy	July 2029 – June 2030
6	Ralph Perry	July 2030 – June 2031
7	Robin Stewart	July 2031 – June 2032

#### PARKS AND RECREATION COMMITTEE

Seat	Member	Chairperson Term
1	Ralph Perry	July 2025 – June 2026
2	Randy Guyer	July 2026 – June 2027
3	Rob Langford	July 2027 – June 2028
4	Paul Murphy	July 2028 – June 2029
5	David O'Donnell	July 2029 – June 2030
6	Tim Skogen	July 2030 – June 2031
7	John Maldonado	July 2031 – June 2032

#### **PLANNING COMMISSION**

Seat	Member	Chairperson Term
1	Lindsay Holt	July 2025 – June 2026
2	John Collum	July 2026 – June 2027
3	John Greenwood	July 2027 – June 2028
4	Alex Meyerhoff	July 2028 – June 2029
5	Josh Nickerson	July 2029 – June 2030

#### **PUBLIC SAFETY COMMITTEE**

Seat	Member	Chairperson Term						
1	Terry Kramer	July 2025 – June 2026						
2	Jeff Alley	July 2026 – June 2027						
3	Joseph A. Butts	July 2027 – June 2028						
4	Douglas Luhring	July 2028 – June 2029						
5	Stephen Nelson	July 2029 – June 2030						
6	Frank Taylor	July 2030 – June 2031						
7	Kevin Wahlstrom	July 2031 – June 2032						

#### **RESOURCE PRESERVATION & ENHANCEMENT COMMITTEE**

Seat	Member	Chairperson Term						
1	Estelle Dahl	July 2025 – June 2026						
2	Lizze Ferrari	July 2026 – June 2027						
3	Dean Lee Gatons	July 2027 – June 2028						
4	Geoffrey Gregory	July 2028 – June 2029						
5	Michael Morsch	July 2029 – June 2030						
6	Donald Zeigler	July 2030 – June 2031						
7	Berlinda Blackburn	July 2031 – June 2032						

# EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD CITY OF PALM DESERT

#### **REGULAR MEETING MINUTES**

June 19, 2025, 8:00 a.m.

Present: Vice-Chair Rebecca Elliott, Board Member Mahasti Islami, Chair

Patrick Klein, Board Member Angela Rafferty

Absent: Board Member David Fletcher, Board Member Alec Longmuir,

Board Member Michelle Maspero

Staff Present: Public Affairs Manager Thomas Soule, Recording Secretary

**Damian Olivares** 

#### 1. CALL TO ORDER

A Regular Meeting of the El Paseo Parking and Business Improvement District Board was called to order by Chair Klein on Thursday, June 19, 2025, at 8:06 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

<u>Sat Paneer</u>, of California State University San Bernardino (CSUSB), Palm Desert Campus, spoke on the importance of the use of Artificial Intelligence (AI) in the workforce and economic development.

#### 4. CONSENT CALENDAR

Motion by: Vice-Chair Elliott

Seconded by: Board Member Islami

To approve the consent calendar as presented.

Motion Carried (4 to 0)

#### 4.a APPROVAL OF MINUTES

Approve the Minutes of April 17, 2025, and May 29, 2025.

#### 4.b APPROVAL OF FINANCIALS

Approve the Financial Statement ending May 31, 2025.

#### 5. CONSENT ITEMS HELD OVER

None.

#### 6. BUSINESS ITEMS

# 6.a RECAP OF THE 2025 PALM DESERT CALIFORNIA PLEIN AIR FESTIVAL FROM PALM SPRINGS LIFE AND CONSIDER SPONSORSHIP FUNDING FOR FISCAL YEAR 2025/26.

Paulina Larson, of Palm Springs Life, and Diane Moore, of California Desert Plein Air Foundation, narrated a PowerPoint presentation and responded to member inquiries.

<u>Brian Boyce</u>, of Skidmore Contemporary Art, spoke in favor of the Plein Air Festival.

This item was postponed to the August 2025 meeting.

# 6.b RECEIVE A PRESENTATION FROM PALM SPRINGS LIFE REGARDING THE 2025 PALM DESERT FOOD & WINE AND FASHION WEEK EL PASEO EVENTS

Paulina Larson, of Palm Springs Life, narrated a PowerPoint presentation and responded to member inquiries.

No formal action was taken.

6.c RENEW THE TERMS OF EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD MEMBERS: PATRICK KLEIN, DAVID FLETCHER AND ANGELA RAFFERTY, EACH FOR A THREE-YEAR TERM ENDING JUNE 30, 2028.

Motion by: Vice-Chair Elliott

Seconded by: Board Member Islami

Reappoint the following individuals to the El Paseo Parking and Business Improvement District (EPPBID) Board for three-year terms effective July 1, 2025, through June 30, 2028:

- 1. Patrick Klein
- 2. David Fletcher
- 3. Angela Rafferty

Motion Carried (4 to 0)

#### 6.d ACRISURE ARENA CO-OP SPONSORSHIP DISCUSSION

Stephanie Greene, of FG Creative, provided a staff report and responded to member inquiries.

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Motion by: Chair Klein

Seconded by: Vice-Chair Elliott

1. Receive a verbal presentation from FG Creative outlining a proposed coop sponsorship with Acrisure Arena. El Paseo Parking and Business Improvement District Board Meeting Minutes June 19, 2025

2. Appoint Chair Klein, Vice Chair Elliott, and Board Member Islami, as a subcommittee to review the proposal details.

#### Motion Carried (4 to 0)

#### 7. INFORMATIONAL REPORTS

#### 7.a SHERIFF UPDATE

None.

#### 7.b MARKETING UPDATE

Stephanie Greene, of FG Creative, provided a marking update from May 2025 and responded to member inquiries.

#### 7.c CITY COUNCIL LIAISON

None.

#### 7.d CITY STAFF

None.

#### 7.e ATTENDANCE REPORT

Report provided; no action taken on this item.

#### 8. REQUESTS FOR ACTION

None.

#### 9. ADJOURNMENT

	The El Paseo Parking and Business Improvement District	Board adjourned	at 9:24 a.m
Resp	spectfully submitted,		

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Damian Olivares
Recording Secretary
Thomas Soule, Public Affairs Manager
Staff Liaison

DATE APPROVED BY EPPBID BOARD

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# EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD CITY OF PALM DESERT STAFF REPORT

MEETING DATE: August 21, 2025

PREPARED BY: Thomas Soule, Public Affairs Manager

SUBJECT: CONSIDER SPONSORSHIP OF THE 2026 PALM DESERT CALIFORNIA

PLEIN AIR FESTIVAL

#### **RECOMMENDATION:**

- 1. Receive a presentation from Palm Springs Life regarding the 2025 Palm Desert California Plein Air Festival.
- 2. Approve continued sponsorship of the Palm Desert California Plein Air Festival in the amount of \$5.000 for Fiscal Year 2025/26.

#### **BACKGROUND/ANALYSIS:**

The Palm Desert California Plein Air Festival took place in January 2025 and was supported by the El Paseo Parking and Business Improvement District (EPPBID) with a \$5,000 sponsorship. This was the first year the event received production support from Palm Springs Life, which provided enhanced marketing and media visibility for the festival.

Paulina Larson of Palm Springs Life will present a detailed sponsorship proposal for the Board's consideration. Funding for the festival was included in the approved budget as a contingent line item pending review. Following today's presentation, staff recommends the Board come to a decision on continued sponsorship of the festival in the amount of \$5,000 for FY 2025/26.

#### **FINANCIAL IMPACT:**

Funding in the amount of \$5,000 is included in the Fiscal Year 2025/26 EPPBID Budget, contingent upon Board approval.

#### **ATTACHMENTS:**

2026 CA-DesertPleinAir





# PALM DESERT PRESENTS CALIFORNIA DESERT PLEIN AIR

The Desert Plein Air Association (DPAA), a 501(c)(3) nonprofit organization, promotes the centuries-old tradition of landscape and scene painting en plein air (outdoors).

Through its annual California Desert Plein Air Festival and year-round paint-outs, exhibitions, and enrichment/education programs, DPAA provides inspiration and opportunities for the public, DPAA members, and local artists of all levels to engage in plein-air painting.

Plein-air festivals have come and gone in the Coachella Valley over the years. DPAA, founded by Diane Moore (former president of Coachella Valley Watercolor Society and Desert Art Center) and Daniel Foster (former executive director of the Riverside Art Museum and Oceanside Museum of Art) is dedicated to organizing an annual event that grows into the largest, most important plein-air festival in the U.S. Southwest — and a destination event for the City of Palm Desert. The 2026 edition will be their fifth festival at the Artists Center in Palm Desert.

The California Desert Plein Air Festival begins with four days of paint-outs at scenic locations in and around Palm Desert, the Coachella Valley, High Desert, and beyond. The artists pick and study their vantage points, paint on site, and turn in their canvases for the exhibition and judging. The exhibition features a companion show featuring desert landscape paintings completed in the artists' studios, expanding artist participation and the scope of paintings available for the public to view and purchase at the festival.



### WHY A PLEIN AIR FESTIVAL?

Plein-air painting in the Coachella Valley dates back to the 1870s when the Southern Pacific Railroad put down tracks through the desert and allowed artists to ride in exchange for their artwork, which the railroads used in advertisements to promote travel to the West. Many of the top artists of the era came through the desert. Some continued to the emerging artist colonies along the California coast — Laguna Beach, Santa Barbara, Carmel — while others settled into the Coachella Valley and nearby Mojave Desert.

Plein-air artists exhibit in specialty galleries and in markets with a predisposed audience for their work, relying on the circuit of regional plein-air festivals to exhibit and sell their paintings. These events draw enthusiast audiences from near and far, connecting artists to collectors and creating long-lasting relationships.

The California Desert Plein Air Festival spans approximately three weeks, commencing with artist arrivals and workshops. The core of the event features four days of paint-outs, complemented by ticketed events including the awards reception and lectures, culminating in a public exhibition and sale of all entries.

The awards program is comprised of an exhibition that will be evaluated and judged by esteemed and recognized experts, who will award artists cash prizes for Best in Show; first, second, and third places; and honorable mentions. The awards will be presented at a reception in the exhibition space that is open to the public.



### THE AUDIENCE

California Desert Plein Air Festival stands out as the only event dedicated to historic and still-thriving field of plein-air painting in the Coachella Valley. Our region has several "general" art festivals — Indian Wells Art Festival, Southwest Art Festival, La Quinta Art Celebration — featuring "circuit" artists who travel from town to town with their painting, photography, sculpture, mixed media, textile, jewelry, and wearables. Additionally, Palm Springs Convention Center hosts an art fair featuring more than 50 contemporary art galleries from around the country, and the biennial Desert X invites a handful of artists from around the world to create site-specific installations across the region. The closest plein-air event to the Coachella Valley is the annual Plein Air Invitational in Borrego Springs, which takes place March 2—April 26, 2026. While "general" art festivals target local audiences, as well as visitors, plein-air events are destination events, attracting not only participating artists and their families, but also their loyal collectors. With the benefit of depicting familiar local landscapes, the artwork draws local audiences to marvel at and purchase the paintings, usually meeting the artist in person and developing a lasting connection. We'll invite this robust plein-air community to join us in Palm Desert through promotions in *Plein Air Magazine*, Southwest Art Magazine, and Western Art Collector as well as through targeted social media.

#### PROJECTED ATTENDEES: 3,500+

The attendance of this 2026 event will continue to increase based on the marketing and PR initiatives by *Palm Springs Life* (valued at over \$100,000) and Visit Greater Palm Springs will add to the promotional muscle.

175 + artist from across the United States

#### **\$15,000** Cash Prize

The large cash prize attracts the top plein-air artists to participate in the festival. 2026 Exhibition categories include: Featured VIP artists, Desert Landscape or Desert Cityscape and Plein Air Competition.



### 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



# WHY SPONSOR THE 2026 CALIFORNIA DESERT PLEIN AIR FESTIVAL?

Step into the heart of the desert's most vibrant artistic celebration — welcome to the 2026 California Desert Plein Air Festival presented by Palm Desert, poised to be a landmark event as it celebrates its fourth year with the City of Palm Desert as the host sponsor. This festival is more than just an art event; it's a dynamic fusion of the natural beauty of the desert landscape with the creative brilliance of over 175 juried and award-winning artists.

### WHY THIS FESTIVAL?

- 1. UNIQUE AUDIENCE ENGAGEMENT: Immerse your brand in a niche audience that is passionate about both art and the distinctive desert environment. Thousands of attendees, ranging from art enthusiasts to affluent collectors, will gather to experience this unparalleled artistic celebration.
- **2. EXTENSIVE REACH**: With multiple venues and events—including workshops, a grand reception, and collaborative painting gatherings your sponsorship will receive extensive exposure across diverse platforms and settings. The festival's multi-channel marketing strategy ensures your brand is highlighted across social media, print, and digital channels, reaching a well-traveled and engaged audience.
- **3. PRESTIGIOUS ARTISTIC PRESENCE:** Be part of an event showcasing juried and award-winning artists competing for significant prize money. The high-caliber participation not only enhances the festival's prestige but also draws attention from major art media and collectors.
- **4. UNMATCHED BRANDING OPPORTUNITIES:** Integrate your brand into a celebrated event with high visibility and prestige. From branded workshops to exclusive receptions, there are numerous opportunities to position your brand at the forefront of the art and nature scene.
- **5. ENGAGE WITH ICONIC VENUES:** Take advantage of the chance to showcase your brand in some of the most renowned venues in the valley. This is a unique opportunity to connect with a sophisticated audience in an environment where art and nature converge beautifully.

Don't miss this chance to elevate your brand and connect with a passionate, art-loving audience. Be a pivotal part of the 2026 California Desert Plein Air Festival — where art meets desert, and your brand can shine.



### 2026 PATRON SPONSORSHIP

#### ON SITE ACTIVATIONS:

#1 Informal Paint-Out on El Paseo

Join us for an informal paint-out, where artists gather to create, share their process, and engage with the public at a beautiful location. Come watch creativity unfold!

**Event Hours: TBD** 

Participants: 10–15 Artists # 2 Paint-Out on El Paseo

Join us for a paint-out, where artists gather to create, share their process, and engage with the public at a beautiful

location. Come watch creativity unfold!

**Event Hours: TBD** 

Participants: 15–25 Artists

Locations: Painters will set up and paint along El Paseo.

#3 Lecture and Exhibit

Art historian Jean Stern, director emeritus of The Irvine Museum and an expert on paintings of the California Impressionist period, will lecture about the trajectory of desert plein-air and landscape painting, and Featured Artists of the California Desert Plein Air festival will exhibit a selection of their paintings.

**Event Hours: TBD** 

Location: George Stern Fine Art, 73320 El Paseo, Suite 2, Palm Desert

#4 Quick Draw

Artists have a substrate is stamped to verify everyone starts on a blank canvas, board, or paper at the same time. The "quick draw" painting starts, and a bell rings when it's time for everyone to stop working. Artists bring their easel and painting to the Artists Center in Palm Desert, where judges evaluate their work and the public is invited to vote for their favorite(s). Awards are presented during a special reception.

Event Hours: TBD Participants: 15-20 Artists

Locations: Painters can set up and paint anywhere on El Paseo.

#### PR/MARKETING/ON-SITE

- California Desert Plein Air Festival add special El Paseo events tab on event promoting designated El Paseo events. Palm Springs Life team to work with FG to solicit event submissions for promotion.
- El Paseo 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: \$35,000
- El Paseo 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
- El Paseo logo on select digital marketing promotions on palmspringslife.com and other media partners Value: \$2.000
- El Paseo logo and link on event website through 2026 event Value: \$2,000
- One-half page ad in the 2026 California Desert Plein Air Festival program, 3,000 copies distributed at California Desert Plein Air Festival, visitors' centers, El Paseo merchants, and high-traffic locations throughout the Coachella Valley Value: \$2,500
- 2 tickets to the California Desert Plein Air Festival Reception Value: \$200

POST EVENT AND MORE

- El Paseo 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

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SPONSORSHIP FEE: \$5.000

# CONTACT

### PALM SPRINGS LIFE.

PRESIDENT/PUBLISHER

Franklin W. Jones

frank@palmspringslife.com

DIRECTOR OF MARKETING AND SPONSORSHIPS

**Kevin O'Grady** 

EXT 282

kevin@palmspringslife.com

SALES ACCOUNT MANAGER

#### **PAULINA LARSON**

760-325-2333, 286 paulina@palmspringslife.com



#### PALM SPRINGS LIFE.

Advisory Body Name: El Paseo Parking & Business Improvement District Board (EPPBID)

Prepared By:

Report Date: August 15, 2025

PD Municipal Code

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

													Excused	Unexcused	Total
Member Name	Status	15-Aug-2024	19-Sep-2024	17-Oct-2024	21-Nov-2024	19-Dec-2025	16-Jan-2024	20-Feb-2025	20-Mar-2025	17-Apr-2025	15-May-2025	19-Jun-2025	Count	Count	Absences
Elliot, Rebecca	Active	NM	P	Е	NM	NM	P	P	NM	A	NM	P	1	1	2
Fletcher, David	Active	NM	P	P	NM	NM	P	P	NM	P	NM	A	0	1	1
Islami, Mahasti	Active	NM	P	P	NM	NM	P	P	NM	P	NM	P	0	0	0
Klein, Patrick	Active	NM	P	P	NM	NM	P	P	NM	P	NM	P	0	0	0
Longmuir, Alec	Active	NM	P	P	NM	NM	P	A	NM	A	NM	E	1	2	3
Maspero, Michelle	Active	NM	E	P	NM	NM	P	P	NM	P	NM	E	2	0	2
Rafferty, Angela	Active							P	NM	P	NM	P	0	0	0

P - Present E - Excused

A - Absent/Unexcused

R - Remote

NM - No Meeting

\* - Special Meeting