



CITY OF DESERT HOT SPRINGS
REGULAR MEETING OF THE
COMMUNITY AND CULTURAL AFFAIRS COMMISSION

AGENDA

JULY 11, 2018
6:00 PM

CITY COUNCIL CHAMBERS
CARL MAY COMMUNITY CENTER
11711 West Drive, Desert Hot Springs, California

ROLL CALL

PLEDGE OF ALLEGIANCE

APPROVAL OF THE AGENDA

PUBLIC COMMENTS

At this time, pursuant to State law, any person may comment on an item, which is NOT on the agenda. PLEASE STATE YOUR NAME FOR THE RECORD.

Comments are limited to the first ten (10) speakers at three (3) minutes per speaker. All comments are to be directed to the Community and Cultural Affairs Commission and shall be devoid of any personal attacks. Members of the public are expected to maintain a professional, courteous decorum during public comments.

DISCUSSION ITEMS AND STATUS REPORTS:

- 1. Community and Cultural Affairs Commission and Art in Public Places Budget**
Public Works Administrative Assistant, Lynne Paul
Recommendation: Receive and file.
- 2. Mural Program Call for Artists-Policy-Application**
Chair, Michael Picardi
Recommendation: Discuss the current Mural Program Call for Artists, Policy and Application and approve moving forward with the program.

3. Art in Public Places Ordinance-Art and Artist Definitions

Chair, Michael Picardi

Recommendation: Discuss and make a recommendation to the City Council for consideration to approve changing the definition of Art and Artist in the Art and Public Places Ordinance.

4. Jammin' in the Desert Budget

Chair, Michael Picardi

Recommendation: Approve that the remaining Jammin' in the Desert 2018-2019 budget of \$2,400 be combined into one fund.

5. Sub-Committee Reports

Public Works Administrative Assistant, Lynne Paul

Recommendation: Update and discussion.

CHAIR AND COMMISSIONER REPORTS

COMMUNITY DEVELOPMENT DIRECTOR REPORT

ADJOURN REGULAR MEETING

NOTICES

Title 2

In an effort to comply with the requirements of Title 2 of the Americans With Disabilities Act of 1990, the City of Desert Hot Springs requires that any person in need of any type of special equipment, assistance, or accommodation(s) in order to communicate at a City public meeting, must inform the City Clerk/Agency Secretary a minimum of 72 hours prior to the scheduled meeting to enable the City to make reasonable arrangements.

SB 343

In accordance with California Government Code Section 54957.5, any writing or document that is a public record, relates to an open session agenda item, and is distributed less than 72 hours prior to a regular meeting will be made available for public inspection in the Community Development Department at City Hall during normal business hours at 65950 Pierson Boulevard, Desert Hot Springs, CA 92240.

If, however, the document or writing is not distributed until the regular meeting to which it relates, then the document or writing will be made available to the public at the location of the meeting, as listed on this agenda at 11711 West Drive, Desert Hot Springs, CA 92240.

DECLARATION OF POSTING

I, Lynne Paul, Public Works Administrative Assistant, certify that the agenda was posted on July 5, 2018, not less than 72 hours prior to the meeting.

REPORT TO THE COMMUNITY AND CULTURAL AFFAIRS COMMISSION



DATE: July 11, 2018

TITLE: Community and Cultural Affairs Commission and Art in Public Places Budget

Prepared by: Public Works Administrative Assistant, Lynne Paul

Reviewed by: Community Development Director, Daniel Porras PE

RECOMMENDATION:

Receive and file.

BACKGROUND / DISCUSSION:

Community and Cultural Affairs Commission Budget Report			
Period:		May 1, 2018 to May 31, 2018	
Art in Public Places Budget			
Event	To/From	Date	Total
Beginning Balance		5/1/2018	\$ 184,366.05
Revenues			
		Sub-Total	\$ -
Payments			
			\$ -
		Sub-Total	\$ -
Ending Balance		5/31/2018	\$ 184,366.05
Funds Committed			
Item	Total	Previosuly Paid	Remaining
Utility Boxes*	\$ 3,950.00	\$ 1,700.00	\$ 2,250.00
TOTAL			\$ 2,250.00
FUNDS REMAINING			\$ 182,116.05
*Pending Artist Re-Submittal			

*Pending Artist Re-Submittal

CCAC Budget FY 17-18 \$12,000 -001-41-11-4247				
Event	To/From	Date	Total	
Payments				
		Sub-Total	\$	-
FY 2017-2018				
Item	Budget	Total Paid	Status	Paid This Period
Beginning Balance	\$ 12,000.00			
Committed Expense				
Cultural Awareness Black History Month (Taste of Soul - February 2018)	\$ 300.00	\$ 300.00	Paid in full	
Cultural Awareness Hispanic History Month	\$ 300.00	\$ 300.00	Paid in full	
DHS Classical Concert Series	\$ 2,500.00	\$ 1,450.00	Paid in full	
DHS Rotary Halloween Event	\$ 500.00	\$ 500.00	Paid in full	
Memorial Day	\$ 1,000.00	\$ -		
Senior Center Computer Donation	\$ 900.00	\$ 900.00	Paid in full	
SoundXPerience Event (July)	\$ 588.77	\$ 588.77	Paid in full	
SoundXPerience Event (August)	\$ 470.39	\$ 470.39	Paid in full	
UCR Master Gardener's Speakers Series**	\$ 250.00	\$ -		
Veterans Day	\$ 836.61	\$ 836.61	Paid in full	
Jammin in the Desert (June)*	\$ 800.00	\$ -		
Remaining Balance	\$3,554.23	\$ 5,345.77		\$ -
* Jammin in the Desert for July, August, September will be in the 2018-2019 budget (\$2400).				
* Martin Luther King's Peace and Unity Walk will be in the 2018-2019 budget after CCAC approval (\$1,000)				
**UCR Master Gardners Final Budget \$250 (\$50 x 5 sessions held), invoice has never been received				

REPORT TO THE COMMUNITY AND CULTURAL AFFAIRS COMMISSION



DATE: July 11, 2018

TITLE: Mural Program Call for Artists-Policy-Application

Prepared by: Chair, Michael Picardi

Reviewed by: Community Development Director, Daniel Porras PE

RECOMMENDATION:

Discuss the current Mural Call for Artists, Policy and Application and approve moving forward with the program.

BACKGROUND / DISCUSSION:

The City Council adopted a Mural Policy on September 1, 2015 (Exhibit 1).

A suggestion was made at the June 13, 2018 Community and Cultural Affairs Commission meeting for a mural on the south facing wall of the World Gym Building.

The Commission shall discuss this mural installation and decide if they would like to move forward with issuing a Call for Artists.

Draft Press Release (Exhibit 2)

The attached Press Release is a representation of a press release. Press releases will be approved and sent from the City Manager's office.

FISCAL IMPACT:

\$5,000 from the Arts in Public Places for each mural that is approved.

EXHIBITS:

- 1) City Council Report-September 1, 2015
- 2) Call for Artists
- 2) Policy
- 3) Application

REPORT TO THE CITY COUNCIL

**DATE:** September 1, 2015**TITLE:** Proposed Policy on Funding and Approval of Murals**Prepared by:** Rich Malacoff, AICP
Acting Community Development Director

RECOMMENDATION**Review and provide direction to Staff.****DISCUSSION**

At the August 12, 2015 meeting of the Community and Cultural Arts Commission (CCAC) a new policy (Exhibit 1) was adopted for approval of murals that involves possible City Funding of Murals.

The CCAC has intentionally made the policy vague so that there was flexibility in the content and location. The CCAC would like to be able to fund certain mural projects. In order for City Funds to be used the CCAC would need the City Council to delegate the spending authority to them to fund Murals. The new policy contains a purpose, process, and funding section. The CCAC recommends that the following Policy be adopted:

PURPOSE

The purpose of this policy is to provide a process and procedure for the approval of murals in the City of Desert Hot Springs. The intent of this policy is to create a way to improve the image of the community; add character to the community; enhance pedestrian and driving experiences by incorporating art into the streetscape; reduce graffiti on structures; promote and enhance the City's aesthetic environment through public art; continue to maintain a visual arts program for the residents and visitors of Desert Hot Springs; and promote the economic vitality of the community.

PROCESS

1. Applications shall be accepted from individuals that have submitted a complete application then be placed on the next available CCAC Meeting Agenda with sufficient time for a staff report to be prepared.
2. Applicants will make presentations to the CCAC which detail the location, design, size, types of paint, and costs.
3. The CCAC shall use the following findings to either approve or deny all Murals:
 - a. The proposed mural is in good taste and will provide a positive contribution to the neighborhood and or shopping center it will be located;
 - b. The location of the proposed mural is appropriate and will not be a distraction that could cause a safety issue;
 - c. The proposed mural will not have a negative impact on any other murals, sculptures, or utility boxes in the general vicinity;

- d. The proposed mural will provide interest to the proposed business or institution it will be placed on; and
- e. The materials being used for the proposed mural are appropriate for the desert environment.

FUNDING

The CCAC will be able to fund up to \$5,000 from the Public Arts Fund without obtaining City Council approval.

The recommended policy will have a specific process and not contain significant regulation that would stifle creativity and flexibility. In addition, it would create a level playing field for all applicants that may want to request Art in Public Places Funds. Since this policy involves a new expenditure it requires City Council approval to delegate this authority to the CCAC.

FISCAL IMPACTS

Any costs associated with this policy would be expended from the Art in Public Places Fund and all Murals are required to pay a \$50 application fee.

EXHIBIT(S)

- 1) September 2015 Policy on Murals

CITY OF

OFFICE OF THE MAYOR

**DESERT HOT SPRINGS**

11-999 PALM DRIVE • DESERT HOT SPRINGS • CA • 92240

(760) 329-6411 • www.cityofdhs.org**FOR IMMEDIATE RELEASE****Artist Invitation: Desert Hot Springs Art in Public Places
Mural Program**

Desert Hot Springs - The Community and Cultural Affairs Commission (CCAC) invites artists to submit applications to participate in the Desert Hot Springs Art in Public Places Mural Program.

"Through incorporating public art into the streetscape, this program will enhance the City's aesthetic environment while improving the image of the community, adding character, and enhancing the pedestrian and driving experience." stated Michael Picardi, Chair, Community and Cultural Affairs.

The application period will run from _____ on _____ to 5:00 pm on _____. Applications and submittal requirements can be downloaded from the City of Desert Hot Springs website at www.cityofdhs.org. Submitted applications will be considered by the CCAC at a future meeting following the application period.

For more information on this event, please contact Doria Wilms at (760) 329-6411 or via email at dwilms@cityofdhs.org

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POLICY ON MURALS SEPTEMBER 2015

PURPOSE

The purpose of this policy is to provide a process and procedure for the approval of murals in the City of Desert Hot Springs. The intent of this policy is to create a way to improve the image of the community; add character to the community; enhance pedestrian and driving experiences by incorporating art into the streetscape; reduce graffiti on structures; promote and enhance the City's aesthetic environment through public art; continue to maintain a visual arts program for the residents and visitors of Desert Hot Springs; and promote the economic vitality of the community.

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 - d. The proposed mural will provide interest to the proposed business or institution it will be place on; and
 - e. The materials being used for the proposed mural are appropriate for the desert environment.

FUNDING

The CCAC will be able to fund up to \$5,000 from the Art in Public Places Fund without obtaining City Council approval.



City of Desert Hot Springs

65950 Pierson Boulevard, Desert Hot Springs, CA 92240
www.cityofdhs.org • 760-329-6411 • Fax: 760-288-0639

MURAL PROGRAM ART IN PUBLIC PLACES APPLICATION

☐ APPROVED

☐ DENIED

APPLICANT

Applicant Name		Phone	
Applicant Street Address		E-Mail	
Applicant City, State, Zip Code			
Business Name		Phone	
Business Address Street Address		E-Mail	
Business City, State, Zip Code			
Assessor's Parcel No.			
Zoning			
Overlay Zone			

PROPERTY OWNER

Property Owner Name		Phone	
Property Owner Street Address		E-Mail	
Property Owner City, State, Zip Code			
Business City, State, Zip Code			
Area of Suite/Building And/or Lot			
Store Front Width			
Are there any existing signs for this suite/business that will remain?			
If YES, indicate number, type and area			

Signature of Applicant/Artist		Date	
Signature of Property Owner(s) If not same as Applicant		Date	

MURAL REQUEST

PROGRAM

Number	
Area 1	
Area 2	
Area 3	
Height 1	
Height 2	
Height 3	

Number	
Area 1	
Area 2	
Area 3	
Height 1	
Height 2	
Height 3	

MURAL PROJECT GUIDELINES

1. A written description, demonstrating how the proposed mural ties into the City of Desert Hot Springs.
2. Demonstrate existing community or organizational support and involvement in the proposed mural project.
3. Commitment of the applicant to organizing and holding two community meetings with the Community and Cultural Affairs (CCAC), the artist and members of the community residing near the proposed site for installation of the mural.
4. Applicant to propose and demonstrate a process for inspection, maintenance and restoration of murals. Additionally, the applicant to demonstrate capacity and commitment to maintain the mural and the property at the base of the mural.
5. Applicant to propose and demonstrate that the proposed site is suitable for mural. Demonstrate availability of a suitable wall location.
6. Brief description of the image that the mural conveys and a brief explanation of the reasons for the proposed location and how the mural will benefit the City. Additionally, a brief description of what the special significance of this mural to the applicant.
7. Preliminary color sketch of the proposed mural including size and scale.
8. Demonstrate project funding and timing of the start and completion of the mural project.
9. Location for the proposed mural project.
10. Written release from the artist which expressly waives his/her rights under the California Preservation Act or other applicable law.
11. Evidence of property owner's permission, including longevity of commitment in writing.
12. Other information that may be required by the CCAC to adequately evaluate the proposed artwork.
13. As part of the maintenance of the mural project, the applicant or artist periodically inspect the mural, agree to prompt removal of graffiti, consider applying anti-graffiti coating and provide the City with names of persons responsible for the maintenance of the mural.

REPORT TO THE COMMUNITY AND CULTURAL AFFAIRS COMMISSION



DATE: July 11, 2018

TITLE: Art in Public Places Ordinance-Art and Artist Definitions

Prepared by: Chair, Michael Picardi

Reviewed by: Community Development Director, Daniel Porras PE

RECOMMENDATION:

Discuss and make a recommendation to the City Council for consideration to approve changing the definition of Art and Artist in the Art and Public Places Ordinance.

BACKGROUND / DISCUSSION:

The Municipal Code does not designate temporary art installations or performing art in the definition of Art and Artist. The Community and Cultural Affairs Commission may review the definition and make a recommendation to the City Council to modify/change the Ordinance to the following:

“Art” or “public art” or “public art project” means an original creation of art that is designed by a professional visual artist or artists. Art includes, but is not limited to, sculpture, mural or portable painting, earthwork, fiber-work, mosaic, photograph, print, calligraphy, temporary art installation, or any combination of forms of media, furnishings or fixture.

“Artist” mean any person or performing artist who engages in an activity defined as an art, public art or public art project pursuant to this chapter.

FISCAL IMPACT:

None.

EXHIBITS:

1) Art in Public Places Program - 17.60.020 Definitions

Desert Hot Springs Municipal Code							
Up	Previous	Next	Main		Search	Print	No Frames
Title 17 ZONING							
Chapter 17.60 ART IN PUBLIC PLACES PROGRAM							

17.60.020 Definitions.

For the purposes of this chapter, unless otherwise apparent from the context, the following definitions shall apply:

“Applicant” means a developer of a development project subject to provisions of this chapter.

“Art” or “public art” or “public art project” means an original creation of art that is designed by a professional visual artist or artists. Art includes, but is not limited to, sculpture, mural or portable painting, earthwork, fiber-work, mosaic, photograph, print, calligraphy, any combination of forms of media, furnishings or fixtures.

“Artist” means any person who engages in an activity defined as an art, public art or public art project pursuant to this chapter.

“Building valuation” means the value of the building or other construction project based on the Building Official’s estimate of the development project valuation, computed using the latest building valuation data as set forth in International Conference of Building Officials, unless in the opinion of the Building Official, a different valuation is appropriate for particular projects.

“City” means the City of Desert Hot Springs.

“City Council” means the City Council of the City of Desert Hot Springs.

“City Manager” means the City Manager of the City or designee.

“Community and Cultural Affairs Commission” means the Desert Hot Springs Community and Cultural Affairs Commission established pursuant to Chapter 2.44 of the City of Desert Hot Springs Municipal Code.

“Development project” means all physical changes and improvements needed to complete a new residential, commercial, or industrial project in the City. Such physical changes shall include the construction of new structures and buildings, expansion, remodeling or tenant improvement of any existing building or structure. For purposes of this chapter, “development project” specifically excludes the expansion, remodeling or tenant improvement of any existing commercial building or structure, valued at less than \$100,000.

“Financial security” means cash or bond.

“Freely available” means that the art is accessible to the public for viewing, in a direct line of sight, for a period of 10 hours per day, 7 days per week, with the option of excluding national holidays. (Ord. 593 1-17-17; Ord. 518 § 2, 2010; prior code § 159.29.020)

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REPORT TO THE COMMUNITY AND CULTURAL AFFAIRS COMMISSION



DATE: July 11, 2018

TITLE: Jammin' in the Desert Budget

Prepared by: Chair, Michael Picardi

Reviewed by: Community Development Director, Daniel Porras PE

RECOMMENDATION:

Approve that the remaining Jammin' in the Desert 2018-2019 Budget of \$2,400 be combined into one fund.

BACKGROUND / DISCUSSION:

The Community and Cultural Affairs Commission approved four (4) concerts for the Jammin' in the Desert series.

A budget of \$800 was set for each concert. The June 15, 2018 concert was \$200 below the allotted budget and it was determined that nothing will need to be purchased for the July 20, 2018 concert.

The Commission may decide that the funds of \$2,400 for the remaining concerts be moved to a combined fund so as to allow the Sub-Committee to move money from one concert to another as needed.

FISCAL IMPACT:

None

EXHIBITS:

None.

REPORT TO THE COMMUNITY AND CULTURAL AFFAIRS COMMISSION



DATE: July 11, 2018

TITLE: Sub-Committee Reports

Prepared by: Public Works Administrative Assistant, Lynne Paul
Reviewed by: Community Development Director, Daniel Porras PE

RECOMMENDATION:
Update and discussion.

BACKGROUND / DISCUSSION:

Each Sub-Committee will provide and conduct a discussion with the Commission:

- Budget - Commissioner Barbara Eastman
- Parks and Recreation/Sand to Snow - Vice Chair Michael Burke and Commissioner Maine Turner
- Mayor's Yard Beautification Awards Program - Vice Chair Michael Burke
- Public Arts/Inventory - Commissioners Donna Poyuzina and Michael Burke
- Jammin' in the Desert (Concerts in the Park) - Chair Michael Picardi and Commissioner Maine Turner
- Special Events (Memorial Day, Veteran's Day, Martin Luther King's Peace and Unity Walk) - Commissioners Donna Poyuzina and Barbara Eastman

