



GEM of the DESERT

**NOTICE AND CALL OF SPECIAL MEETING  
OF THE LA QUINTA ARTS & COMMUNITY SERVICES COMMISSION**

**TO THE MEMBERS OF THE LA QUINTA ARTS & COMMUNITY SERVICES COMMISSION AND TO THE COMMISSION SECRETARY:**

**NOTICE IS HEREBY GIVEN** that a **Special Meeting** of the La Quinta Arts & Community Services Commission is hereby called to be held on **May 20, 2024, starting at 4:00 p.m.;** at La Quinta City Hall located at 78495 Calle Tampico, La Quinta, CA 92253 for the following purpose:

**BUSINESS SESSION**

- 1. RECOMMEND COMMUNITY AWARDS PROGRAM APPLICATIONS TO CITY COUNCIL**

**STUDY SESSION**

- 1. DISCUSS COMMUNITY AWARDS PROGRAM FRAMEWORK**
- 2. DISCUSS ARTS AND COMMUNITY SERVICES COMMISSION GOALS AND OBJECTIVES WORK PLAN**

**DEPARTMENTAL REPORTS – Verbal Updates**

- 1. CULTURAL CAMPUS UPDATE**

Dated: May 16, 2024

*/s/ Gayl Biondi*  
GAYL BIONDI, Chairperson

Attest:

MICHAEL CALDERON,  
Community Services Commission Secretary

**DECLARATION OF POSTING**

I, Michael Calderon, Community Services Commission Secretary, do hereby declare that the foregoing notice for the Special Meeting of the La Quinta Community Services Commission of May 20, 2024, was posted on the outside entry to the Council Chamber at 78495 Calle Tampico and the bulletin board at the La Quinta Cove Post Office at 51321 Avenida Bermudas on May 16, 2024.

DATED: May 16, 2024

MICHAEL CALDERON,  
Community Services Commission Secretary

ARTS & COMMUNITY SERVICES COMMISSION  
**SPECIAL MEETING**

MAY 20, 2024



Arts & Community Services Commission  
agendas and staff reports are now available  
on the City's web page: [www.laquintaca.gov](http://www.laquintaca.gov)

# **SPECIAL MEETING**

## **ARTS & COMMUNITY SERVICES COMMISSION AGENDA**

CITY HALL COUNCIL CHAMBER  
78495 Calle Tampico, La Quinta

**MONDAY, MAY 20, 2024, AT 4:00 P.M.**

Members of the public **may listen to this meeting by tuning-in live via** <http://laquinta.12milesout.com/video/live>.

### **CALL TO ORDER**

Roll Call: Commissioners: Blakeley, Chiapperini, Gordon, Shelton, and Chair Biondi

### **PLEDGE OF ALLEGIANCE**

### **PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA**

At this time, members of the public may address the Commission on any matter not listed on the agenda pursuant to the "Public Comments – Instructions" listed at the end of the agenda. The Commission values your comments; however, in accordance with State law, no action shall be taken on any item not appearing on the agenda unless it is an emergency item authorized by the Brown Act [Government Code § 54954.2(b)].

### **CONFIRMATION OF AGENDA**

### **ANNOUNCEMENTS, PRESENTATIONS AND WRITTEN COMMUNICATIONS** – None

### **CONSENT CALENDAR**

NOTE: Consent Calendar items are routine in nature and can be approved by one motion.

1. APPROVE MEETING MINUTES OF MARCH 11, 2024

**BUSINESS SESSION**

1. RECOMMEND COMMUNITY AWARDS PROGRAM APPLICATIONS TO CITY COUNCIL

**STUDY SESSION**

1. DISCUSS COMMUNITY AWARDS PROGRAM FRAMEWORK
2. DISCUSS ARTS AND COMMUNITY SERVICES COMMISSION GOALS AND OBJECTIVES WORK PLAN

**DEPARTMENTAL REPORTS** – Verbal Updates

1. CULTURAL CAMPUS UPDATE

**COMMISSIONERS' ITEMS**

**ADJOURNMENT**

The next regular quarterly meeting of the La Quinta Arts & Community Services Commission will be held June 10, 2024, commencing at 4:00 p.m. at the La Quinta City Hall Council Chamber, 78495 Calle Tampico, La Quinta, CA 92253.

**DECLARATION OF POSTING**

I, Michael Calderon, Secretary of the Arts & Community Services Commission of the City of La Quinta, do hereby declare that the foregoing Agenda for the Commission meeting of May 20, 2024, was posted on the City's website, near the entrance to the Council Chamber at 78495 Calle Tampico and the bulletin board at 51321 Avenida Bermudas, on May 16, 2024.

DATED: May 16, 2024



MICHAEL CALDERON, ARTS & COMMUNITY SERVICES COMMISSION SECRETARY  
City of La Quinta, California

## Public Notices

- Agenda packet materials are available for public inspection: 1) at the Clerk's Office at La Quinta City Hall, located at 78495 Calle Tampico, La Quinta, California 92253; and 2) on the City's website at <https://www.laquintaca.gov/business/boards-and-commissions/community-services-commission>, in accordance with the Brown Act [Government Code § 54957.5; AB 2647 (Stats. 2022, Ch. 971)].
- The La Quinta City Council Chamber is handicapped accessible. If special equipment is needed for the hearing impaired, please contact Commission Secretary at (760) 777-7014, 24-hours in advance of the meeting and accommodations will be made.
- If background material is to be presented to the Commission during a Commission meeting, please be advised that 15 copies of all documents, exhibits, etc., must be supplied to the Commission Secretary for distribution. It is requested that this takes place prior to the beginning of the meeting.

## PUBLIC COMMENTS – INSTRUCTIONS

Members of the public may address the Commission on any matter listed or not listed on the agenda as follows:

WRITTEN PUBLIC COMMENTS can be provided either in-person during the meeting by submitting 15 copies to the Commission Secretary, it is requested that this takes place prior to the beginning of the meeting; or can be emailed in advance to [mcalderson@LaQuintaCA.gov](mailto:mcalderson@LaQuintaCA.gov), no later than 12:00 p.m., on the day of the meeting. Written public comments will be distributed to the Commission, made public, and will be incorporated into the public record of the meeting, but will not be read during the meeting unless, upon the request of the Chair, a brief summary of public comments is asked to be reported.

If written public comments are emailed, the email subject line must clearly state **“Written Comments” and should include: 1) full name, 2) city of residence, and 3) subject matter.**

VERBAL PUBLIC COMMENTS can be provided in-person during the meeting by completing a “Request to Speak” form and submitting it to the Commission Secretary; it is requested that this takes place prior to the beginning of the meeting. Please limit your comments to three (3) minutes (or approximately 350 words). Members of the public shall be called upon to speak by the Chair.

In accordance with City Council Resolution No. 2022-028, a one-time additional speaker time donation of three (3) minutes per individual is permitted; please note that the member of the public donating time must: 1) submit this in writing to the Commission Secretary by completing a “Request to Speak” form noting the name of the person to whom time is being donated to, and 2) be present at the time the speaker provides verbal comments.

Verbal public comments are defined as comments provided in the speakers' own voice and may not include video or sound recordings of the speaker or of other individuals or entities, unless permitted by the Chair.

Public speakers may elect to use printed presentation materials to aid their comments; 15 copies of such printed materials shall be provided to the Commission Secretary to be disseminated to the Commission, made public, and incorporated into the public record of the meeting; it is requested that the printed materials are provided prior to the beginning of the meeting. There shall be no use of Chamber resources and technology to display visual or audible presentations during public comments, unless permitted by the Chair.

All writings or documents, including but not limited to emails and attachments to emails, submitted to the City regarding any item(s) listed or not listed on this agenda are public records. All information in such writings and documents is subject to disclosure as being in the public domain and subject to search and review by electronic means, including but not limited to the City's Internet Web site and any other Internet Web-based platform or other Web-based form of communication. All information in such writings and documents similarly is subject to disclosure pursuant to the California Public Records Act [Government Code § 7920.000 et seq.].

#### **TELECONFERENCE ACCESSIBILITY – INSTRUCTIONS**

*Teleconference accessibility may be triggered in accordance with AB 2449 (Stats. 2022, Ch. 285), codified in the Brown Act [Government Code § 54953], if a member of the Community Services Commission requests to attend and participate in this meeting remotely due to "just cause" or "emergency circumstances," as defined, and only if the request is approved. In such instances, remote public accessibility and participation will be facilitated via Zoom Webinar as detailed at the end of this Agenda.*

#### **\*\*\* TELECONFERENCE PROCEDURES – PURSUANT TO AB 2449\*\*\***

#### **APPLICABLE ONLY WHEN TELECONFERENCE ACCESSIBILITY IS IN EFFECT**

**Verbal public comments via Teleconference – members of the public may attend and participate in this meeting by teleconference via Zoom** and use the "raise your hand" feature when public comments are prompted by the Chair; the City will facilitate the ability for a member of the public to be audible to the Commission and general public and allow him/her/they to speak on the item(s) requested. **Please note – members of the public must unmute themselves when prompted upon being recognized by the Chair, in order to become audible to the Commission and the public.**

Only one person at a time may speak by teleconference and only after being recognized by the Chair.

**ZOOM LINK:** <https://us06web.zoom.us/j/84304700627>  
**Meeting ID:** 843 0470 0627  
**Or join by phone:** (253) 215 – 8782

**Written public comments** – can be provided in person during the meeting or emailed to [mcalderon@LaQuintaCA.gov](mailto:mcalderon@LaQuintaCA.gov) any time prior to the adjournment of the meeting, and will be distributed to the Commission, made public, incorporated into the public record of the meeting, and will not be read during the meeting unless, upon the request of the Chair, a brief summary of any public comment is asked to be read, to the extent the Committee can accommodate such request.



**COMMUNITY SERVICES COMMISSION  
MINUTES  
MONDAY, MARCH 11, 2024**

**CALL TO ORDER**

A regular quarterly meeting of the Community Services Commission (Commission) was called to order by Chair Biondi at 4:00 p.m.

PRESENT: Commissioners Blakeley, Chiapperini, Shelton, Gordon (joined the meeting at 4:23 p.m.), and Chair Biondi

ABSENT: None

STAFF PRESENT: Community Services Management Analyst Calderon and Community Services Administrative Technician Elizalde

**PLEDGE OF ALLEGIANCE**

Commissioner Blakeley led the audience in the Pledge of Allegiance.

**PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA** – None

**CONFIRMATION OF AGENDA** – Confirmed

**ANNOUNCEMENTS, PRESENTATIONS, AND WRITTEN COMMUNICATIONS**

**1. HYDRO HARVEST LA QUINTA PROGRAM PRESENTATION BY SIARAH SMITH, PROGRAM AND VOLUNTEER COORDINATOR**

La Quinta Library Program and Volunteer Coordinator Siarah Smith gave a presentation on the library's Hydro Harvest LQ Program. The program features a Flex Farm, a hydroponic unit capable of growing produce including lettuce, cilantro, and tomatoes. Ms. Smith provided an overview of the upcoming Hydro Harvest summer programs and expressed interest in connecting with schools and other partners in the community to donate produce to families and various city programs. A sample activity book and samples of their test run produce were provided to the Commission.

**CONSENT CALENDAR**

**1. APPROVE COMMISSION MEETING MINUTES OF DECEMBER 11, 2023**

**MOTION** – A motion was made and seconded by Commissioners Chiapperini/Blakeley to approve the Consent Calendar as recommended. Motion passed unanimously.

**DEPARTMENTAL REPORTS** – *Items were considered out of Agenda order*

Staff provided verbal updates on the following items:

**1. VETERANS RECOGNITION PROGRAM CRITERIA UPDATE**

The Veterans Recognition Program application has been updated; and La Quinta residency qualifying criteria was revised to reflect no minimum residency requirement for veterans born in 1970 or prior years, and requiring a minimum of three (3) years residency for veterans born after 1970. Veterans Recognition applications may be submitted via the City’s website, email, or in-person.

**2. ART IN PUBLIC PLACES ROTATIONS**

The Commission expressed interest in rotating the City’s art pieces to ensure their accessibility and placement in public view. Staff has rotated a total of 26 art pieces between the Wellness Center, Library, and City Hall.

*STAFF ANNOUNCED COMMISSIONER GORDON JOINED THE MEETING AT 4:23 P.M.*

**3. CIVIC CENTER ART PURCHASE UPDATE**

The Civic Center Art Purchase Committee purchased three (3) art pieces from the La Quinta Art Celebration, held in February 2024, to be included in the Art in Public Places Program, and to be displayed at City Hall and the Wellness Center. The purchase committee consisted of Commissioners Gordon and Biondi, and Councilmembers McGarrey and Sanchez.

**BUSINESS SESSION** – *Items were considered out of Agenda order*

**1. APPOINT MEMBERS OF THE COMMISSION TO SERVE ON THE COMMISSION GOALS AND OBJECTIVES REVIEW SUBCOMMITTEE**

Management Analyst Calderon presented the staff report, which is on file in the Community Services Department.

The Commission requested clarification on the revised goals and objectives for the Arts and Community Services Commission (ACSC) reflected in the recent municipal code amendment. The Commission expressed support for forming a subcommittee to identify the ACSC’s essential functions and develop a list of focus areas to provide better direction to the ACSC moving forward.

**MOTION** – A motion was made and seconded by Commissioners Blakeley/Chiapperini to appoint Commissioners Gordon and Shelton to serve on the Arts and Community

Services Commission goals and objectives review subcommittee. Motion passed unanimously.

**2. RECOMMEND POSTPONEMENT OF CIVIC CENTER ART PURCHASES FOR FISCAL YEARS 2024-2025 AND 2025-2026**

Management Analyst Calderon presented the staff report, which is on file in the Community Services Department.

The Commission discussed the recommendation to postpone the Civic Center Art Purchases and expressed support for postponement on an annual basis instead of the next two fiscal years.

MOTION – A motion was made and seconded by Commissioners Gordon/Chiapperini to recommend Council postpone Civic Center Art Purchases for fiscal year 2024-2025 and to consider this item annually until art purchases are resumed. Motion passed unanimously.

**STUDY SESSION**

**1. REVIEW AND DISCUSS NEWLY REVISED AWARDS PROGRAM**

Management Analyst Calderon presented the staff report, which is on file in the Community Services Department.

The Commission discussed the need to review the application forms for the Community Awards Programs again by the subcommittee, comprised of Chair Biondi, Commissioner Gordon, and Councilmember Fitzpatrick, to provide clear and defined recommendations on how to promote the awards programs to increase community awareness and interest; and the potential need to hold a Special Meeting to discuss the applications and outreach recommendations further, prior to presenting them to Council for consideration.

**COMMISSIONER'S ITEMS**

Commissioner Blakeley requested information pertaining to her term-out dates on the Commission. Staff will be sending each commissioner an email letting know their term information.

Commissioner Gordon expressed the tennis clinics for the youth taking place at Fritz Burns Park have been a great and fun experience and shares gratitude for the staff involved in hosting that program.

Chair Biondi inquired about the City Picnic and Birthday Celebration. Staff informed all commissioners of the date and time of the event and will be sending an email to invite the commissioners to participate.



Commissioner Chiapperini inquired about the process on how developers contribute to the City's Art in Public Places (APP) fund and what input the City has in allocating funds and providing input pertaining to developer artwork. Staff and Commissioners explained the APP process for commissioned and developer artwork.

### **ADJOURNMENT**

There being no further business, a motion was made and seconded by Commissioners Blakeley/Chiapperini to adjourn the meeting at 5:15 p.m. Motion passed unanimously.

Respectfully submitted,

MANUEL ELIZALDE,  
Community Services Administrative Technician /  
Community Services Commission Secretary  
City of La Quinta, California

# City of La Quinta

ARTS AND COMMUNITY SERVICES COMMISSION: May 20, 2024

## STAFF REPORT

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**AGENDA TITLE:** RECOMMEND COMMUNITY AWARDS PROGRAM APPLICATIONS TO CITY COUNCIL

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### RECOMMENDATION

Recommend Community Awards Program applications to City Council.

### EXECUTIVE SUMMARY

- Commissioners and City staff are collaborating to enhance the City's Community Awards Program (Awards) which includes changes to the Pillar of the Community qualifications and the establishment of new community award opportunities.
- In December 2023 the Commission reached a consensus to recommend the new Awards criteria (Attachment 1) to City Council.
- The Awards applications (Attachment 2) have also been updated, which includes a new design and new questions being asked of Award nominators.

**FISCAL IMPACT** – None.

### BACKGROUND/ANALYSIS

In 2001, City Council approved the criteria for the Pillar of the Community, Distinguished Artists, and Distinguished Athletes award programs. After several years of implementing the awards, Commissioners noticed a decline in award nominations and what seemed to be an overall lack of interest in the awards. In June 2022, a subcommittee was formed to assess the Awards criteria and process for obtaining nominations and identify areas of improvement. The Subcommittee presented their recommendations to the Commission and then to Council as a Study Session in September 2023. In December 2023 the Commission reached a consensus to recommend new Awards criteria to Council. The Awards applications were updated to reflect the new criteria and include a new design and upgraded questions being asked of Award nominators. By revamping the Awards and applications, and increasing outreach efforts, the Commission hopes to restore interest in the Awards and generate a pool of candidates eligible for the prestigious Pillar of the Community.

Prepared by: Michael Calderon, Management Analyst

Approved by: Christina Calderon, Community Resources Deputy Director

Attachment:  
1. Community Awards Applications  
2. Community Awards Criteria

## What is a Pillar?

The Pillar of the Community award is a prestigious recognition given to individuals who have made exceptional and sustained contributions to the well-being and betterment of their community. The award recognizes the “Gems” of the desert who have made significant contributions to the beautiful City of La Quinta.

For Questions please contact:

Michael Calderon

Email: [mcalderon@laquintaca.gov](mailto:mcalderon@laquintaca.gov)

Phone: 760.777.7014

*La Quinta*

GEM of the DESERT

78495 Calle Tampico | La Quinta, CA 92253

## Award Qualifications:

1. Candidates must be or have been a resident of La Quinta for a minimum of (3) three years.
2. Candidates must have dedicated a minimum of (3) three years of service to the community of La Quinta in one or more of the following areas:
  - **Community Engagement & Leadership** - Taking part and/or leading efforts to improve the local community and address community issues.
  - **Public Service** - Employment or involvement in public service fields.
  - **Volunteer Efforts & Philanthropy** - Donation of time or services to local organizations.



## PILLAR OF THE COMMUNITY

NOMINATION FORM



## Candidate Information:

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Years of La Quinta residency: \_\_\_\_\_

Years of service to the Community of La Quinta:  
\_\_\_\_\_

## Questions:

1. How has the candidate contributed significantly to the community of La Quinta in one or more of the following areas: volunteer efforts and philanthropy, community engagement and leadership, public service?

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2. List any La Quinta organizations that the candidate is directly involved with. How long has the candidate been associated with these organizations and how has their involvement benefited the community?

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3. The Pillar of the Community is La Quinta's highest honor for recognizing individuals who have gone above and beyond to serve the community. Explain in detail why the candidate is deserving of the Pillar of the Community Award, highlighting the specific impacts they have made for the betterment of La Quinta.

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## Nominating Party:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Please answer the questions on the next page and feel free to attach additional sheets if necessary.

## Junior Inspiration and Youth Achievement

The Junior Inspiration and Youth Achievement award seeks to recognize outstanding La Quinta students who have emerged as leaders to their peers through their scholastic, athletic, and/or artistic achievements and community engagement. The award showcases the positive impacts La Quinta youth are making on their community and their ability to inspire future generations to play an active role in making a difference for others. Recipients of the award are selected by the Arts and Community Services Commission and recognized during a City Council meeting.

For Questions please contact:

Michael Calderon

Email: [mcalderon@laquintaca.gov](mailto:mcalderon@laquintaca.gov)

Phone: 760.777.7014

*La Quinta*

GEM of the DESERT

## Award Qualifications:

1. Candidates must be five (5) to eighteen (18) years of age.
2. Candidates must be or have been a La Quinta resident or attended a La Quinta school (public, private, or homeschool) for a minimum of one (1) year.
3. Candidates must have contributed significantly to the community of La Quinta. Examples may include:
  - **Academic Achievement** – Accomplishments attained in an academic setting include outstanding test scores, research outcomes, scholarships, academic honors, and/or continued education.
  - **Acts of Kindness or Service** – Helping others, organizing fundraisers, planting trees, leading a community clean-up event, and/or any other acts of selfless service that positively impact the community.
  - **Artistic Achievement** – Accomplishments in the field of visual, literary, or performing arts including awards, scholarships, productions, and overall achievements in the arts.
  - **Athletic Achievement** – Accomplishments in the field of sports including outstanding athletic performance (team or individual), scholarships, and/or tournament/championship game performances.
  - **Community Engagement & Leadership** – Taking part and/or leading efforts to improve the local community and address community issues.
  - **Volunteer Efforts** – Donation of time or services to local organizations including nonprofits, charities, schools, animal shelters, senior centers, sports leagues, churches, and/or youth organizations.



## JUNIOR INSPIRATION/YOUTH ACHIEVEMENT AWARD

NOMINATION FORM







## Distinguished Citizen

La Quinta's Distinguished Citizens are special individuals who have distinguished themselves as community leaders through their volunteer efforts, involvement with local organizations, athletic achievements, and/or achievements in the arts. Recipients of the Distinguished Citizen Award are recognized by the City during a City Council meeting and their names are permanently engraved on the Distinguished Citizens Acknowledgement Monument in Civic Center Park.

For Questions please contact:  
Michael Calderon  
Email: [mcalderon@laquintaca.gov](mailto:mcalderon@laquintaca.gov)  
Phone: 760.777.7014



## Award Qualifications:

1. Candidates must be or have been a resident of La Quinta for a minimum of one (1) year.
2. Candidates must have contributed to the community of La Quinta and/or Coachella Valley through their acts of service or involvement with community organizations, athletics, or the local art scene. Examples may include:
  - Volunteering or involvement with nonprofits, charities, schools, animal shelters, food banks, senior centers, etc.
  - Coaches, referees, professional/collegiate athletes, involvement with youth sports organizations, etc.
  - Painters, sculptors, performing artists, musicians, writers, etc.



## DISTINGUISHED CITIZEN

NOMINATION FORM







## Community Service Award

Recipients of the Community Service Award have demonstrated leadership and positive change through their acts of kindness and selfless service to the community. By recognizing these exceptional individuals, the City hopes to inspire local citizens to continue doing their part to improve the lives of La Quinta residents and visitors.

Recipients of the award are selected by the Arts and Community Services Commission and recognized during a City Council meeting.

For Questions please contact:

Michael Calderon

Email: [mcalderson@laquintaca.gov](mailto:mcalderson@laquintaca.gov)

Phone: 760.777.7014

*La Quinta*

GEM of the DESERT

78495 Calle Tampico | La Quinta, CA 92253

## Award Qualifications:

1. Candidates must be a current resident of La Quinta for a minimum of one (1) year.

2. Candidates must have demonstrated acts of kindness or service to the community of La Quinta through their time, actions, talents, or dedication. Examples may include:

- **Leadership**
- **Social Responsibility**
- **Mentorship**
- **Positive Change**
- **Selfless Service to the Community**

3. Candidates should serve as a role model for compassion and strive to make the community of La Quinta a better place.



## COMMUNITY SERVICE AWARD

NOMINATION FORM





## City of La Quinta Community Awards Programs



The City of La Quinta's community awards programs were developed to recognize the individuals who have made significant impacts in La Quinta through their acts of service, kindness, leadership, and dedication to serving the community. Citizens are encouraged to nominate individuals they feel are deserving of these awards based on the criteria listed below. Nominees are assessed and reviewed on a case-by-case basis and awarded at the discretion of City staff, Arts and Community Services Commission (ACSC), and/or City Council. The City of La Quinta reserves the right to approve or deny any and all awards nominees.

### Pillars of the Community

#### Qualifications:

1. Candidates must be or have been a resident of La Quinta for a minimum of one (1) year.
2. Candidates must have dedicated a minimum of three (3) years of service to the community of La Quinta in one or more of the following areas:
  - Volunteer Efforts & Philanthropy – Donation of time or services to local organizations including nonprofits, charities, schools, animal shelters, senior centers, sports leagues, churches, and/or youth organizations.
  - Community Engagement & Leadership – Taking part and/or leading efforts to improve the local community and address community issues.
  - Public service – Employment or involvement in public service fields including education, law enforcement, emergency services, healthcare, and/or local government.

#### Recognition Process:

- Nominations are accepted year-round.
- SIA recipients are not automatically inducted as Pillars of the Community.
- Candidates may have received prior recognition from the City in one or more of the following areas:
  - Distinguished Citizen Award
  - Community Services Award
  - Junior Inspiration/Youth Achievement Award
- Nominees are vetted by City staff, recommended by ACSC, and approved by City Council.
- Recipients are presented with an award and/or plaque during a special Pillars of the Community Ceremony in the Council Chambers.
- Recipient names are permanently added to the perpetual plaque located in the City Hall lobby.
- Recipients are acknowledged at the City Picnic, and/or additional City Events.

- Recipients are featured on the City's social media and mentioned in The Gem community magazine.

Recognition Timeframe (subject to change):

- June – Nominees reviewed by ACSC
- July – Nominees approved/denied by City Council
- September – Pillars of the Community Ceremony

## **Distinguished Citizen**

Qualifications:

1. Candidates must be or have been a resident of La Quinta for a minimum of one (1) year.
2. Candidates must have contributed to the community of La Quinta and/or Coachella Valley through their acts of service or involvement with community organizations, athletics, or the local art scene. Examples may include:
  - Volunteering or involvement with nonprofits, charities, schools, animal shelters, food banks, senior centers, etc.
  - Coaches, referees, professional/collegiate athletes, involvement with youth sports organizations, etc.
  - Painters, sculptors, performing artists, musicians, writers, etc.

Recognition Process:

- Nominations are accepted year-round.
- Nominees are vetted by City staff, recommended by ACSC, and approved by City Council.
- Recipients are presented with an award/plaque during a City Council meeting.
- Recipients are acknowledged at the City Picnic, and/or additional City Events.
- Recipients are acknowledged on the City's social media.
- Recipient names are engraved on the Distinguished Citizen/Artists & Athletes monument in Civic Center Campus

Recognition Timeframe (subject to change):

- June – Nominees reviewed by ACSC
- July – Nominees approved/denied by City Council
- September – Pillars of the Community Ceremony

## Junior Inspiration & Youth Achievement Award

### Qualifications:

1. Candidates must be five (5) to eighteen (18) years of age.
2. Candidates must be or have been a La Quinta resident or attended a La Quinta school (public, private, or homeschool) for a minimum of one (1) year.
3. Candidate must have contributed significantly to the community of La Quinta. Examples may include:
  - Academic Achievement – Accomplishments attained in an academic setting include outstanding test scores, research outcomes, scholarships, academic honors, and/or continued education.
  - Acts of Kindness or Service – Helping others, organizing fundraisers, planting trees, leading a community clean-up event, and/or any other acts of selfless service that positively impact the community.
  - Artistic Achievement – Accomplishments in the field of visual, literary, or performing arts including awards, scholarships, productions, and overall achievements in the arts.
  - Athletic Achievement – Accomplishments in the field of sports including outstanding athletic performance (team or individual), scholarships, and/or tournament/championship game performances.
  - Community Engagement & Leadership – Taking part and/or leading efforts to improve the local community and address community issues. Help to build self-esteem and be a good role model for their peers.
  - Volunteer Efforts – Donation of time or services to local organizations including nonprofits, charities, schools, animal shelters, senior centers, sports leagues, churches, and/or youth organizations.

### Recognition Process:

- Nominations are accepted year-round.
- Nominees are vetted by City staff and chosen by ACSC.
- Recipients are presented with an award/certificate during a City Council meeting. To allow for instantaneous recognition, recipients will be honored at a Council meeting immediately following the ACSC meeting during which they were approved for the award.
- Recipients are acknowledged at the City Picnic, and/or additional City Events.
- Recipients are acknowledged on the City's social media.

## Community Service Award

### Qualifications:

1. Candidates must be a current resident of La Quinta for a minimum of one (1) year.
2. Candidates must have demonstrated acts of kindness or service to the community of La Quinta through their time, actions, talents, or dedication. Examples may include:
  - Leadership
  - Social Responsibility
  - Mentorship
  - Positive Change
  - Selfless Service to the Community
3. Candidates should serve as a role model for compassion and strive to make the community of La Quinta a better place.

### Recognition Process:

- Nominations are accepted year-round.
- Nominees are vetted by City staff and approved by ACSC.
- Recipients are presented with a certificate during a City Council meeting.
- Recipients are acknowledged at the City Picnic, and/or additional City Events.
- Recipients are acknowledged on the City's social media.

# City of La Quinta

ARTS AND COMMUNITY SERVICES COMMISSION: May 20, 2024

## STAFF REPORT

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**AGENDA TITLE:** DISCUSS THE COMMUNITY AWARDS PROGRAM FRAMEWORK

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### RECOMMENDATION

Discuss the Community Awards Program framework.

### EXECUTIVE SUMMARY

- Commissioners and City staff are collaborating to enhance and restructure the City's Community Awards Program (Awards).
- A subcommittee was formed to review the Awards process and provide recommendations concerning Awards criteria, promotional efforts, and how to generate a pool of eligible candidates.
- The subcommittee is recommending a Community Awards Framework (Framework) (Attachment 1) for the Commission to reference when engaging Community members about the City's award opportunities.

**FISCAL IMPACT** – None.

### BACKGROUND/ANALYSIS

In 2001, City Council approved the criteria for the Pillars of the Community, Distinguished Artists, and Distinguished Athletes award programs. After several years of implementing the awards, Commissioners noticed a decline in award nominations. In June 2022, a subcommittee was formed to assess the awards programs and provide recommendations concerning Awards criteria, promotional efforts, and how to generate a pool of eligible candidates. Since then, the subcommittee and Commission have been working with City staff to revamp the Awards and in December 2023, a consensus was reached to recommend the new Awards criteria to Council. As a component to the Awards revamp, the subcommittee is also proposing the Framework to provide guidance and consistency when promoting the Awards within the community. The Framework includes the particulars concerning program goals, methodology for finding eligible candidates, Award promotions, and Commissioner responsibilities. The Framework would serve as an internal document for the Commission to reference as they collaborate to elevate the City's Awards programs.



Prepared by: Michael Calderon, Management Analyst  
Approved by: Christina Calderon, Community Resources Deputy Director

Attachment: 1. Awards Framework



## City of La Quinta Arts and Community Services Commission (ACSC) Community Awards Framework

### Summary

Publicly recognizing members of the community who go above and beyond to exemplify La Quinta's core values makes the entire community stronger. As a City that embraces health and wellness, art and cultural diversity, and vibrant, inclusive neighborhoods, La Quinta benefits from supporting its most engaged residents.

Since 1992, the Pillar of the Community award has been bestowed on residents who made significant contributions that have had lasting positive impacts on the City. However, the program has not sustained the level of interest and importance it (and those who receive the award) are due.

The Pillar of the Community award is not intended to single out just good deed doers or high-profile activists, but those people who have made contributions in more than one way through their professional and personal lives. As the name implies, a pillar provides reliable support and a solid foundation that ensures stability over a period of time. The award honors those who embody the spirit of community by being active, involved, interested, and enthusiastic about making La Quinta a great place to live.

### Program Goal & Intent

To effectively communicate, elevate, and promote the City of La Quinta's Community Awards program to residents, encouraging participation and recognition of outstanding contributions to the community.

This is a treasure hunt for "everyday heroes" in our midst. A robust year-round program encourages more participation and brings more opportunities for the City's efforts to shine. Widening the nominee pool brings in more stakeholder groups. However, not all nominees are destined to become a Pillar. Recognition happens at a variety of levels – each of which is meaningful. Once a person is in the nominee pool, there are several ways for them to be honored throughout the year:

- A letter of commendation from City Council
- An event in their peer group
- A feature story in The Gem

Those nominees who become a Pillar also become ambassadors with their own network to recruit others and contribute regularly to the City's ongoing success. As such, it makes sense to fete them at a public event where their recognition is widely shared. Keeping recognized persons who have been honored as a Pillar "in the loop" gives worthy exposure to them and the City's commitment to community involvement.

## Objective & Methodology

To assign specific responsibilities to City Staff and Commissioners that will simplify the nomination process and provide guidelines for the following:

- Uplifting award recipients.
- Encouraging honorees to continue their good work and participate in City events.
- Motivating recipients to promote the Awards within their networks and nominate individuals they know of who are making a difference in the community.

If these awards are to reflect the community, the nominations must germinate from the community. The process must start with a Call to Action through peer-to-peer contact. Letters to community organizations and ads in publications like The Gem are groundwork, but people must drive the process. As evidenced by the recent turnout (or lack thereof) it's not sustainable to leave the effort to chance. Instead, create a tighter internal framework with specific guidelines and timelines. Manage the process so both nominators and nominees understand the criteria and the obligations. As important, nominators should understand that finding successful Pillar candidates reflects success on their own interests.

- Simplify the nomination criteria, questionnaire, and process.
- Refine/target the outreach effort to community and peer groups.
- Establish an active follow up protocol.
- Employ a simple vetting process to direct nominees to the appropriate part of the nomination pool.
- Tighten the loop from nomination to approval to maintain public engagement.
- Thank community contacts and refresh those contacts regularly.

## Target Audience

Residents of La Quinta, California

## Channels of Communication and Program Promotions

City Website: A dedicated webpage on the City's official website to provide information about the Community Awards program, including nomination criteria, categories, and submission instructions. The webpage should also include information about what Award recipients should expect (participation in Council Meeting and/or City events) and encourage residents to apply for future awards.

Social Media: Regular posts and updates should be shared on the City's official \*social media channels (Facebook, X, Instagram, Nextdoor) to raise awareness about the Community Awards program, highlight past winners, and encourage nominations. \*Social media content and frequency of posts is determined by the City's Marketing Division.

Newsletter and The Gem: The City should utilize its email newsletter to reach residents directly, providing updates about the Community Awards program, highlight past winners

(where are they now?), and reminding them of nomination processes. \*Gem newsletter content is determined by the City's Marketing Division.

**Community Events:** Representatives from the City's Arts & Community Services Commission and Staff will attend community events, such as town hall meetings and local festivals, to promote the Community Awards program. Past winners will be invited to attend these gatherings and special verbal recognition will be given to award recipient attendees by an elected official or staff member. The announcer should also promote future nominations by outlining the nomination process and answering questions from residents.

**Press Releases:** \*Press releases to local media outlets to announce the launch of the refreshed Community Awards program, winners' announcements, and any other significant updates or developments. \*Press releases are determined by the City's Marketing Division.

## **Roles and Responsibilities**

### **Arts & Community Services Commission (ACSC)**

A list of local partners, volunteer networks and non-profits should be compiled by the ACSC for reference and to liaise between these agencies that may have connections to the gems of La Quinta. This list can be divided between members and assigned as outreach and promotional activities that are expected from the commissioners. Duties include:

- Report on promotional activities/efforts during the Commissioner's Items section of the agenda at each ACSC regular meeting.
- Promote the Awards program within respective networks and communities, encourage nominations, and participate in the selection process.
- Each Commissioner should be assigned several community partners to reach out to and help promote the Awards and the nomination process.

### **City Staff**

The ACSC recommends one promotional boost per quarter - two weeks before an ACSC regular meeting to gain nominations that can be discussed and recommended to City Council in a timely manner. Staff is responsible for managing the communication strategy for the Community Awards program, including content creation, scheduling, and monitoring of engagement across various channels.

## **Follow-Up for Each Award**

The City should consider highlighting recipients' achievements in the following manner:

- Social media (Facebook, Instagram, etc.)
- Feature recipient stories in the City newsletter.
- Conduct interviews with local media outlets.
- Offer opportunities for the winner(s) to continue their service through City-sponsored projects.
- ACSC should personally congratulate the winner with a letterhead/certificate.
- Invite winner to a public recognition ceremony at a City council meeting.
- Press release celebrating winner(s) contributions.
- Video testimonials are a quick and heartfelt way to recognize achievements.

Youth Inspiration Award: Follow-Up with school principal for recognition at a school assembly, social media, newsletter, and feature them in the school newsletter. The City and/or partnership organizations (DRD, YMCA, Boys & Girls Club) can consider offering internships, job shadow, or mentorship opportunities to support their future endeavors.

**Conclusion**

By implementing this comprehensive communication plan, the City of La Quinta aims to engage residents in recognizing and celebrating individuals who make significant contributions to the community, fostering a sense of pride and unity among its residents.

# City of La Quinta

ARTS AND COMMUNITY SERVICES COMMISSION: May 20, 2024

## STAFF REPORT

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**AGENDA TITLE:** DISCUSS ARTS AND COMMUNITY SERVICES COMMISSION GOALS AND OBJECTIVES WORK PLAN

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### RECOMMENDATION

Discuss Arts and Community Services Commission goals and objectives work plan.

### EXECUTIVE SUMMARY

- In February 2024, Council adopted Ordinance No. 610 to amend Chapter 2.95 of the La Quinta Municipal Code (Code) relating to the Community Services Commission.
- Revisions to the Code include changing the name of the Commission to Arts and Community Services Commission (ACSC) as well as updates to the ACSC's purview.
- A Subcommittee was formed to review the Code changes and identify ACSC goals and objectives to consider moving forward.

**FISCAL IMPACT** – None.

### BACKGROUND/ANALYSIS

In February 2024, Council adopted Ordinance No. 610 to amend the Code relating to the Community Services Commission. Revisions to the Code include changing the name of the Commission to Arts and Community Services Commission (ACSC) to encompass the Commission's focus on public art acquisitions. Additional changes to the Code include a provision to expand ACSC membership to seven members if needed, reference to the ACSC Road Map, and consolidation of the Commission's purposes and objectives. Commissioners Shelton and Gordon were appointed to serve on a subcommittee to closely review the Code to identify goals and objectives for the Commission to incorporate in a Work Plan for the upcoming fiscal year. After discussing the Code updates, the subcommittee will also offer recommendations on developing a method to address key objectives and how to collaborate with City staff to systematically approach the powers and duties listed in the Code.

Prepared by: Michael Calderon, Management Analyst  
Approved by: Christina Calderon, Community Resources Deputy Director

Attachment: 

1. Subcommittee Goals & Objectives Handout
2. Chapter 2.95 of Municipal Code Relating to ACSC

**City of La Quinta  
Arts and Community Services Commission  
Goals & Objectives**

**Goal**

The Arts & Community Services Commission (ACSC) shall extend every effort to ensure that a wide cross-section of community residents, interests, and viewpoints are represented in City offerings by promoting and enhancing the awareness of the community to these contributions.

**Background**

The ACSC recommended a Commission Goals and Objectives Review Subcommittee to include Commissioners Gordon and Shelton. The subcommittee met and made the following recommendations for the commission's consideration.

The 2024 City of La Quinta Commissioner's Handbook calls out a list of objectives (Municipal Code Chapter 2.95, Attachment 2) for the commission by providing a Commissioner Road Map with three main categories and the objectives for each as follows:

**A. Art**

1. Recommend services and programs pertaining to cultural arts, including but not limited to, literary, performing, and visual arts, thereby promoting cultural enrichment and art appreciation within the community.
2. Recommend funding opportunities for cultural programs and activities.
3. Work with city staff to develop a list of potential sites for public art.
4. Work cooperatively with city boards, commissions, committees, and other organizations to promote art and cultural activities within the city.
5. Maintain a list of pre-qualified artists for the city.

**B. Events**

1. Recommend public events, including lifestyle, contracted and signature city events.
2. Review and assess city recognition and acknowledgment programs.
3. Identify opportunities to establish a youth commission or board.

**C. Recreation**

1. Recommend recreation services and programs, including programs for outdoor amenities and public spaces, such as city owned parks, and biking and hiking trails.
2. Facilitate coordination with local recreation and service organizations, including non-profit agencies and outdoor groups.

**Commission Expectations**

The Commission should identify areas of high interest for the commission members to then allocate actionable assignments to each member to accomplish within a specific timeframe. The subcommittee recommends ACSC take an active role in leading these objectives. At each regular meeting, each Commissioner in turn will submit a written report on their activities for the time period and verbally present to the commission these activities in the



Commissioner's Items section of the agenda. These reports should be based on the individual commissioner's interests as they pertain to the objectives in the handbook or as assigned at a commission meeting.

## **FY24/25 Goals**

### **Category - ART**

1. Identify mural/sculpture artists and publish an RFP for mural/sculpture installation.

- Postpone Civic Center Art Purchase Committee (pending Council approval) and focus efforts on commissioning a mural or large-scale installation.

2. Identify and list potential sites for public art.

- The list should include locations and indicate potential mediums, colors, themes, etc.
- ACSC can discuss the list and work with staff to identify priority locations.
- The list will help with future APP purchases and execution of APP strategic plan.

### **Category – Events**

1. In conjunction with the refreshed and updated community awards, commissioners will actively recruit nominations and report to the commission at each regular meeting their efforts.

2. Elevate resident awards winners by recognizing winners and past winners at City and community partner events.

3. ACSC to provide feedback/input to staff regarding City events.

### **Category – Recreation**

1. Survey recreation facility users for feedback.

- Opportunity for ACSC to engage community members and ask questions about City facilities, parks, and amenities.
- Staff can connect with partners and facility operators (Desert Recreation District, Action Pak Alliance, etc.) for assistance with surveys/feedback.
- Community input will help ACSC identify focus areas and potential future projects.

2. Assess potential opportunities for new programs, classes, and/or services at the Wellness Center or other city/park facilities.

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## Chapter 2.95 ARTS AND COMMUNITY SERVICES COMMISSION

### 2.95.010 General rules regarding the arts and community services commission.

Except as set out below, see Chapter 2.06 for general provisions.

( Ord. 516 § 7, 2013)

### 2.95.020 Number of members.

The arts and community services commission ("ACSC") shall consist of five (5) members appointed by, and serving at the will of the city council. The city council may increase the number of members from time to time but in no event shall the membership exceed seven (7) members or be less than five (5) members. If the code refers to the former "community services commission" or "CSC" as an abbreviation thereof, such reference shall mean the ACSC established and governed by this chapter.

( Ord. 516 § 7, 2013)

### 2.95.030 Qualifications of members.

In addition to the qualification requirements set forth in Section 2.06.040, applicants for the ACSC shall exhibit expertise, experience, knowledge, or similar assets that may be useful in serving on the ACSC.

Every effort will be made to ensure that a wide cross-section of community residents, interests and viewpoints, including providers, recipients and professionally-related occupations are represented, including artists and/or individuals with knowledge or appreciation of the literary, performing, and/or visual arts. Community service organizations, public and private, such as law enforcement, recreation, public health, gang prevention, childcare, and senior services, for example, may be represented.

( Ord. 516 § 7, 2013)

### 2.95.040 Purpose and objectives.

The general purposes of the ACSC are to encourage the development of a planned and orderly approach to the delivery of leisure and community services in the city, to advise the city council with respect to the city's development of cultural arts, including cultural events and activities, and to promote the literary, performing and visual arts.

Cultural arts as used in this section may involve cultural and arts-related disciplines and activities, including, but not limited to, the following:

- A. Performing art, such as drama, music and dance.
- B. Visual arts, such as painting, sculpture, photography, graphics, video art, applied art, and public art.
- C. Literary arts, such as literature, poetry, and journalism.
- D. Communications arts, such as film, television, radio, and technology.

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The ACSC shall also maintain and implement the La Quinta art in public places program subject to approval of the city council.

The objectives of the ACSC are to serve in an advisory capacity to the city council to identify community needs for all matters pertaining to social services, community programs, public art, and public recreation as listed in detail in the ACSC Road Map, maintained by the Community Services Department, as may be amended from time to time. The Commission Road Map focuses on the following three (3) main categories:

- A. Art
  - 1. Recommend services and programs pertaining to cultural arts, including but not limited to, literary, performing and visual arts, thereby promoting cultural enrichment and art appreciation within the community.
  - 2. Recommend funding opportunities for cultural programs and activities.
  - 3. Work with city staff to develop a list of potential sites for public art.
  - 4. Work cooperatively with city boards, commissions, committees, and other organizations to promote art and cultural activities within the city.
  - 5. Maintain a list of pre-qualified artists for the city.
- B. Events
  - 1. Recommend public events, including lifestyle, contracted and signature city events.
  - 2. Review and assess city recognition and acknowledgment programs.
  - 3. Identify opportunities to establish a youth commission or board.
- C. Recreation
  - 1. Recommend recreation services and programs, including programs for outdoor amenities and public spaces, such as city owned parks, and biking and hiking trails.
  - 2. Facilitate coordination with local recreation and service organizations, including non-profit agencies and outdoor groups.

( Ord. 516 § 7, 2013)

### **2.95.050 Powers and duties.**

The powers and duties of the ACSC shall be advisory to the city council and the ACSC shall provide recommendations to the city council in the following areas:

- 1. Research and solicitation of grants, donations, loan programs, and other available funding mechanisms for cultural arts.
- 2. Assess and review parks and recreation facility operations.
- 3. Recommend recreation and social activities and programs.
- 4. Promote community services programs and events.
- 5. Serve as stewards of the public interest and community.
- 6. Assess and review park and community service masterplan updates, if assigned by the city council.
- 7. Foster mutual understanding and respect among racial, religious, cultural and nationality groups.

( Ord. 516 § 7, 2013)

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## **2.95.060 Committees.**

The ACSC may, from time to time, establish committees composed of ACSC members, citizens and/or interested people, charged with the responsibility of implementing certain designated projects subject to ACSC and city council approval. At least one (1) member of the ACSC shall also be a member of each committee.

( Ord. 516 § 7, 2013)