

Bright Side

A P U B L I C A T I O N O F T H E C I T Y O F P A L M D E S E R T

January/February
2018

happy
2018

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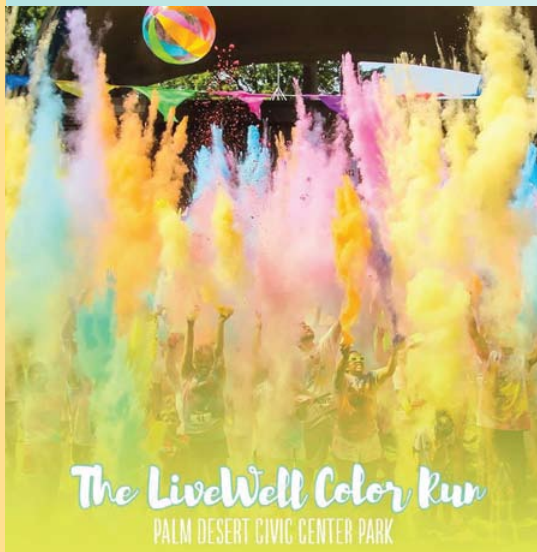
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First Weekend Fun Continues with LiveWell Festival and Swing 'n Hops

First Weekend fun returns to Palm Desert in 2018 with featured events designed to help fulfill your new year's resolutions for healthy living and living it up.



things kick off at 10 a.m. on Saturday, January 6, with the second annual Palm Desert LiveWell festival. The desert's largest health and wellness event, this popular day-long festival promotes mind, body, and spirit wellness while showcasing more than 120 unique health and wellness professionals throughout Civic Center Park.

Learn about physical fitness, proper nutrition, body work, spiritual peace, and medicine while enjoying live entertainment, interactive fitness exhibits, health and wellness awards, and a 1.5K color run.

Attendees are also able to purchase LiveWell bands for \$25 each. Proceeds benefit the American Cancer Society and other charities, while providing more than \$3,000 in perks from participating exhibitors throughout the month of January.

In February, the first Weekend festivities jump to El Paseo and swing into full gear with the return of Swing 'n Hops on Saturday, February 3. Held outdoors from noon to 5 p.m. in the street between San Pablo Avenue and Larkspur Lane, the five-hour party pairs live music by the Jennifer Keith Quintet with swing dance instruction, craft beer gardens, gourmet street food, swing era fashions, interactive art projects, and a vintage car show featuring classic autos from the 1920s, 30s, and 40s new for 2018. Take your shot at the swing dance and costume contests.

These are just two of the many fun events featured as part of First Weekend Palm Desert, starting every first Friday of the month, November through May, and continuing throughout the weekend. For more information about First Weekend events, please visit www.pdfirstweekend.com.





Palm Desert's Home Vacation Check Program provides residents with enhanced security and peace of mind during vacations thanks to periodic patrols by the city's citizens on Patrol. Information: 760-862-9848

the city's Short-Term Rental Afterhours Hotline - 760-833-7998 - lets residents conveniently



report problems with rentals in their neighborhoods when city Hall is closed. Afterhours Hotline: 760-833-7998 Business hours: 8 a.m. - 5 p.m. Monday - Friday: 760-776-6360

While they are helpful tools, portable blowers, lawnmowers, and other powered equipment are noisy. To allow necessary work while protecting the enjoyment of residents and visitors, the City regulates the hours when these tools can be used. From October through April, permitted hours are Monday through Sunday, 9 a.m. to 5:30 p.m. With the exception of blowers, maintenance activities for golf courses and tennis courts can operate from 5:30 a.m. to 7 p.m., seven days a week. Information: 760-776-6360

the federal Mortgage Credit Certificate Program gives qualified home buyers in Palm Desert a better chance of getting a loan to purchase a home by reducing their taxes and increasing their effective income. Program participants must use an approved lender. For a list of approved lenders and more information, contact Riverside County eDa at the number below.



Information: 951-343-5469 or visit www.rivcoeda.org

Dates to Remember

New Year's Day
January 1

Martin Luther King, Jr. Day
January 15

Valentine's Day
February 14



Presidents' Day
February 19

popular half Marathon and 5K return to palm desert



On Sunday, February 11, at 7 a.m., the new balance Palm Desert Half marathon and 5K celebrates its 20th year as the Coachella Valley's only half marathon and 5K festival.

Celebrate with us and a few thousand friends by taking on a fast, scenic marathon course. Participants can run as individuals or as members of a two- or three-person relay team. There is also fun for kids who can run in their own 1K race.

All races begin and end at Civic Center Park, which will again host a post-race festival featuring the newest shoes and apparel from new balance and vendors from throughout the Coachella Valley. Attendees will be able to grab some post-race food and cheer on friends and family while enjoying a frosty beverage at the finish line beer garden. For more information and to register, please visit www.palmdeserthalfmarathon.com.

17th annual palm desert senior games and international sports festival

This February, hundreds of athletes ages 35 to 90, return to Palm Desert to compete in the 18th annual Palm Desert Senior Games and International Sports Festival. Registration is now open for this popular event, which will take place at venues throughout Palm Desert from February 7 through February 11.



The first Senior Games of the year in California, Palm Desert's festival is unique among other official senior games in the state as it allows athletes, ages 35 and up, to enjoy great competition in a variety of sports including track and field, soccer, golf, pickleball, table tennis, volleyball, and more. A variety of age divisions allows athletes to compete against their peers in individual and team sports while chasing gold, silver, and bronze medals.

The Desert Recreation District and the City of Palm Desert host the Senior Games, which will begin with an opening ceremony at the Civic Center Park tennis courts on Friday, February 9, at 9 a.m.

The deadline for athletes to register is Monday, January 15. Admission for spectators to all sports is free and open to the public. To learn more or register, please visit www.desertseniorgames.org or call 760-568-2560.

Park Ceremony recognizes international holocaust remembrance day

The Gerald R. Ford Chapter of Mensch Foundation International will hold its ninth annual International Holocaust Remembrance Day ceremony on Friday, January 26, at 1 p.m. at Palm Desert's Civic Center Park.

More than a decade ago, the United Nations General Assembly designated International Holocaust Remembrance Day as an annual day set aside to remember the Holocaust's many victims, celebrate those who survived, and remind the world to never forget what happened. The official date, January 27, coincides with the liberation of the Auschwitz concentration camp.

The Palm Desert event will include a variety of musical performances and speakers as well as the presentation of awards to: Holocaust survivor Goldie Jacoby; Talia Hawley, education director of the Tolerance Education Center in Rancho Mirage; and Father Andrew Green. A remembrance walk from the Park Amphitheater to the nearby Palm Desert Holocaust Memorial will serve as a moving conclusion to the program.

Civic Center Park is located at Fred Waring Drive and San Pablo Avenue. Limited seating will be provided and attendees are encouraged to bring chairs and/or blankets to participate in comfort. For more information and to volunteer, please email geigersa@gmail.com or call 760-416-3685.





Elephant by Ron Dalberg

new community Gallery exhibit showcases artists **exploringLife**

The Palm Desert community Gallery will highlight artwork from Ron Dalberg and Grant McMillan in its new exhibition, *Exploring Life*, on display February 8 through April 5. A public reception will honor the artists on Monday, February 12, from 5:30 to 7 p.m.

Ron Dalberg is a former hospital administrative director from Seattle who retired and moved to Sun City Palm Desert in 2004. Post-retirement conversations about wanting to learn how to paint in watercolors eventually resulted in him taking a watercolor painting class in 2012 at the Sun City Art Studio. It was the beginning of a new hobby and a wonderful experience in the watercolor medium.

Grant McMillan holds a Ph.D. in American Literature from Syracuse University. He worked for a large government agency as vice president of administration before assuming his current role operating a management consulting company. In his free time, he is an amateur photographer and world traveler. His photographs in

the exhibition document his travel experiences. All sale proceeds from this exhibition will be donated to local charities.

The Palm Desert community Gallery is located in Palm Desert City Hall, and is open Monday through Friday, 8 a.m. to 5 p.m. For more information, please call 760-346-0611, ext. 664 or visit www.palmdesertart.org.



Alta Plano Market 14000 Feet by Grant McMillan

palmdesert's art documentary film series Celebrates 10 Year

Join us in celebrating 10 years of inspiring and thought-provoking cinema as the Palm Desert art Documentary film series marks its 10th anniversary in 2018 with a fresh lineup of compelling films.

The free, art-themed documentary series begins January 25 with a celebratory cake and a screening of *Levitated Mass*.

Prominently displayed outside the Los Angeles County Museum of Art, renowned and reclusive land artist Michael Heizer's *Levitated Mass* gained worldwide recognition during its installation in 2012. Over the course of ten nights, a 340-ton solid granite boulder crawled through southern California neighborhoods on a 294-foot-long, 206-wheeled trailer, drawing tens of thousands of people, hundreds of camera crews, and countless cell phone shooters to document its journey. A question and answer session with Steven Biller, art writer and consultant for California Desert Arts Council, will follow the screening.

The documentary film series is presented by the City of Palm Desert Public Art Department and the University of California, Riverside Palm Desert Graduate Center. Films screen selected Thursdays, January through April, at 6 p.m. in the auditorium at UCR Palm Desert, 75080 Frank Sinatra Drive. Each screening will include a featured speaker who will answer questions about that night's film. Admission is free, but reservations are recommended. For more information and reservations, please call the Palm Desert Public Art Department at 760-837-1663 or register online at palmdesert.ucr.edu/programs.

additional films include:

February 15 *Visual Acoustics*



Narrated by Dustin Hoffman, *Visual Acoustics* celebrates the life and career of Julius Shulman, the world's greatest architectural photographer, whose images brought modern architecture to the American mainstream. This unique film is both a testament to the evolution of modern architecture and a joyful portrait of the magnetic, whip-smart gentleman who chronicled it with his unforgettable images. Featured speaker: John Vuksic, Principal, Prest-Vuksic Architects.

April 19 *Brillo Box (3¢ Off)*

In 1969, Isanne Skyler's parents bought an Andy Warhol *Brillo Box (3¢ Off)* sculpture for \$1,000, an exact replica of a shipping carton for Brillo soap pads. Warhol's Brillo boxes were at first dismissed by the art world. But 40 years later, with Warhol's reputation as a contemporary-art visionary long secured, the same piece sold for more than \$3 million at a record-breaking Christie's auction. Blending a humorous family narrative with Pop art history, the film explores the ephemeral nature of art and value, and the decisions that shape a family's history. Featured speaker: Mara Gladstone, Associate Curator at the Palm Springs Art Museum.

March 15 *Electric Earth: Doug Aitken*

This *Artbound* episode explores the life and work of visual artist Doug Aitken and the installation of his "underwater Pavilions."

These interactive sculptures are installed underwater in a marine dive park at Catalina Island. Featured speaker: Matthew Crotty, Director of Production, KCETLink.



Technology Keeping Palm Desert In Touch

Nextdoor



The City continues to embrace technology to improve communication with residents, businesses, and visitors. The latest example is the City's use of Nextdoor to reach the many neighborhoods and thousands of neighbors in Palm Desert who use the popular social networking site. Nextdoor is a free, convenient, and efficient way for the City to share important news and emergency notifications with residents and businesses where they already are.

We have also enhanced the City's mobile app, **Palm Desert In Touch**, adding access to information about special events and public meetings in Palm Desert while still allowing residents and visitors to conveniently identify and report issues such as graffiti, potholes, etc. from their smartphone, tablet, or personal computer.

Using the app is as easy as sending a text. Users can also upload a photo or video showing the issue and indicate its location on a map with their computer or use their mobile device's GPS to mark the location automatically. The City will follow up as soon as possible to address the problem. Each request has a unique tracking number so the user is able to see when action is taken.

App users can also sign up to be automatically notified about a variety of topics including special events, traffic alerts, public meetings, and more.

A smartphone is not required in order to use Palm Desert In Touch. Service requests can also be made online via the City's website at www.cityofpalmdesert.org/in-touch. If the issue is a public safety emergency, users are encouraged to call 911.

For more information about Palm Desert In Touch, please call the City's Information Services Department at 760-346-0611, ext. 211.



Help Shape your Community

One of Palm Desert's greatest strengths is the people who live and work here.

The City's many standing committees and commissions, combined with a variety of ad hoc advisory groups, present a range of opportunities for residents and business people to meaningfully engage with their local government and help shape the community.

Because Palm Desert is a diverse community, it benefits when people who represent a variety of backgrounds, traditions, and experiences serve on its committees and commissions. This service enables their voices to be heard by the City Council on a wide variety of important issues including development, parks and recreation, public art, housing, and much more.

If you would like your voice to be heard, please apply to serve on a Palm Desert committee or commission.

Applications are accepted year round. Meeting schedules can be accessed on the "Calendar" page of the City's website - www.cityofpalmdesert.org.

For applications and more information, please visit www.cityofpalmdesert.org or contact the City Clerk's office at 760-346-0611, ext. 304.



PALM DESERT

phone 760-346-0611

e-mail
info@cityofpalmdesert.org

Websites
www.palmdesert.org
www.cityofpalmdesert.org

Watch City Council meetings live online at www.cityofpalmdesert.org on the 2nd and 4th Thursday each month at 4 p.m.

Satby Jonathan
Mayor

Susan Marie Weber
Mayor Pro Tem

Jan Henrik
Kathleen Kelly
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Look what's on the Bright Side... inside!

