



AGENDA
OF A REGULAR MEETING
OF THE
CITY OF COACHELLA
CULTURAL AND ARTS COMMISSION

September 28, 2023
5:00 PM

<p>In-Person Meeting Location:</p> <p>Corporate Yard 53462 Enterprise Way, Coachella, California</p>	<p>If you would like to attend the meeting via Zoom, here is the link:</p> <p>https://us02web.zoom.us/j/86291638284?pwd=NUJQZGNINElxa09UUzZ1cFZEandrdz09</p> <p>One tap mobile : +16694449171,,86291638284#,,,,*970236# Or Telephone: US: +1 669 900 6833 Webinar ID: 862 9163 8284 Passcode: 970236</p> <p>Spanish: El idioma español está disponible en Zoom seleccionado la opción en la parte de abajo de la pantalla</p>
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- Public comments may be received **either in person, via email, telephonically, or via Zoom** with a limit of **250 words, or three minutes:**
 - **In Real Time:**
If participating in real time via Zoom or phone, during the Public Comment Period, use the “**raise hand**” function on your computer, or when using a phone, participants can raise their hand by pressing *9 on the keypad.
 - **In Writing:**
Written comments may be submitted to the City Council electronically via email to cityclerk@coachella.org. Transmittal **prior to the start** of the meeting is required. All written comments received will be forwarded to the City Council and entered into the record.
 - If you wish, you may leave a message at (760) 262-6240 before 5:30 p.m. on the day of the meeting.
- The **live stream** of the meeting may be **viewed online** by accessing the city's website at www.coachella.org, and clicking on the "**Watch Council Meetings**" tab located on the home page, and then clicking on the "live" button.

CALL TO ORDER:

PLEDGE OF ALLEGIANCE:

ROLL CALL:

APPROVAL OF AGENDA:

“At this time the Commission may announce any items being pulled from the agenda or continued to another date or request the moving of an item on the agenda.”

APPROVAL OF THE MINUTES:

WRITTEN COMMUNICATIONS:

PUBLIC COMMENTS (NON-AGENDA ITEMS):

“The public may address the Commission on any item of interest to the public that is not on the agenda, but is within the subject matter jurisdiction thereof. Please limit your comments to three (3) minutes.”

REPORTS AND REQUESTS:

NON-HEARING ITEMS:

1. Authorize a Grant in the Amount of \$18,000 to the Civil Rights Institute of Inland Southern California to fund an Exhibition by David Bacon entitled, *Working Coachella: Images of the Farmworker Community in the Coachella Valley*

PUBLIC HEARING CALENDAR (QUASI-JUDICIAL):

INFORMATIONAL:

ADJOURNMENT:

*Complete Agenda Packets are available for public inspection at the
City Clerk's Office at 53-462 Enterprise Way, Coachella, California, and on the
City's website www.coachella.org.*

THIS MEETING IS ACCESSIBLE TO PERSONS WITH DISABILITIES

Coachella Valley

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About David Bacon

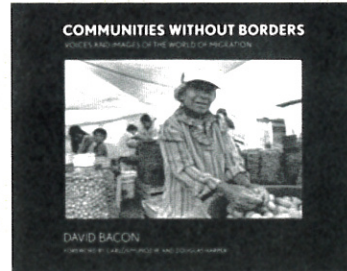
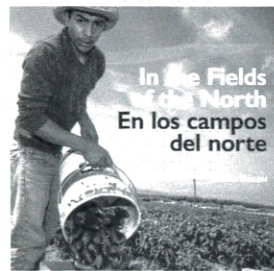
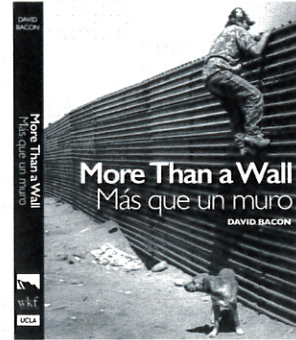
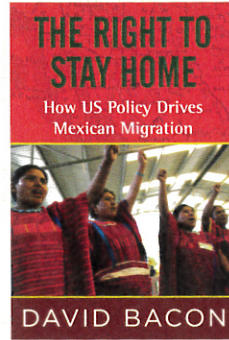
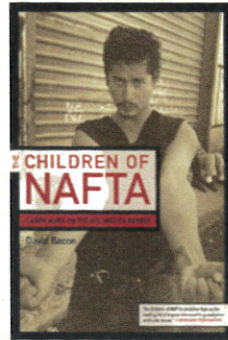
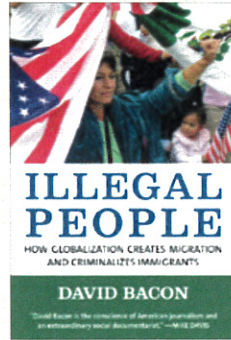
David Bacon is a California-based writer and photographer.

Bacon was a factory worker and union organizer for two decades with the United Farm Workers, the International Ladies Garment Workers and other unions. Today he documents the changing conditions in the workforce, the impact of the global economy, war and migration, and the struggle for human rights. His photography has been exhibited in the U.S., Mexico and Europe, and his articles and photo essays have been published widely.

Since 1986, David Bacon has been documenting the lives and social movements of migrants, farm workers and communities impacted by globalization through photographs and journalism.

The photography archive of David Bacon was acquired by the Special Collections Department of the Green Library at Stanford University in 2019.

Books



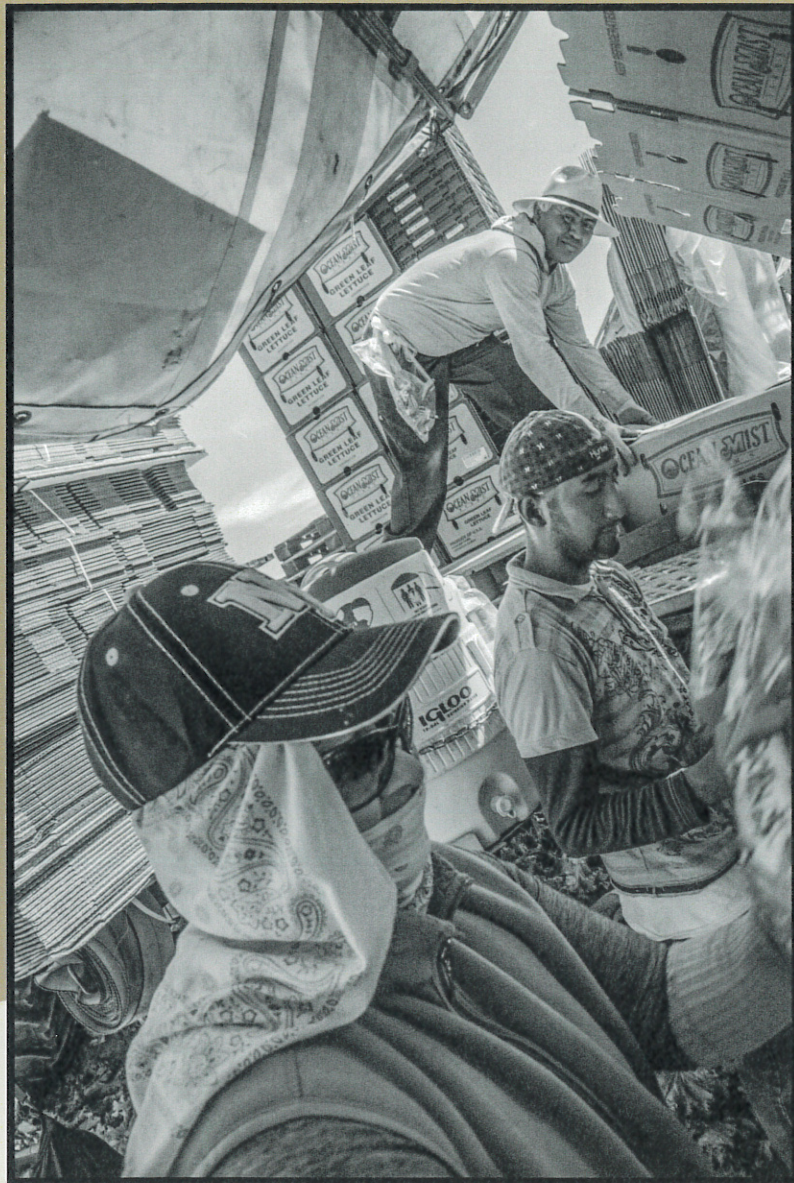
Item 1.



WORKING COACHELLA:
*Images of the farmworker community
of the Coachella Valley*

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(Left) COACHELLA, CA - 2019

Julian Benito picks lemons in a field near Mecca. Workers in this crew are indigenous Purepecha immigrants from Ocomichu, Michoacan.

(Below Left) COACHELLA, CA - 2006

At the height of the grape harvest in the Coachella Valley many workers bathed after work in irrigation canals and drainage ditches. Two workers from Mexicali, on the US border 100 miles to the south, cleaned up in irrigation water in a ditch emptying into the Salton Sea. The water contains pesticides and fertilizer runoff.

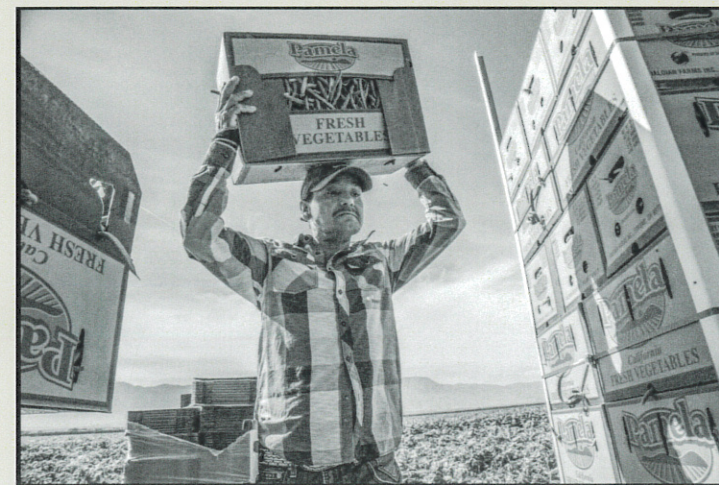


(Above Right) COACHELLA, CA - 2006

The Duros trailer park at sunset. Most residents were farmworkers, but many complained of crime and other dangers to families living there. The trailer park was eventually torn down and some residents were relocated.

(Right) COACHELLA, CA - 2019

Farmworkers pick and sort green beans in a field near Thermal. Aniceto Medina loads boxes of beans onto a truck in the field.



(Left) COACHELLA VALLEY, CA - 2017

On a line on the lettuce machine some workers put the lettuce heads into plastic bags and seal them with a heat sealing bar, while another worker stacks boxes. Women wear bandannas to avoid breathing the dust.



(Above) COACHELLA VALLEY, CA - 2017

Jose Cruz Frias is a farm worker, a "palmero", and works in a grove of date palms. He climbs the trees on a ladder and walks around on the fronds themselves. Cruz has been doing this work for 15 years. He originally came to the Coachella Valley from Irapuato, Guanajuato in Mexico. Palmeros are a special, almost exclusive group among farmworkers, bound together by pride in their skill, and their willingness to do dangerous work at great heights. "Only a Mexican," they say, "has the courage to do this work."



(Above) COACHELLA, CA - 2019

Julian Lida, an irrigator for a turf farm, moves the plastic irrigation pipes and sprinklers that irrigate the grass. The turf will be cut into rolls and taken to baseball and football stadiums. Lida has worked as an irrigator for over 20 years.

(Right) COACHELLA VALLEY, CA - 2017

Carlos Chavez worked over 20 years in the date palms. His hands show the lines and creases of a lifetime of hard labor in the trees. **(Below)** Carlos sits in the shade of the trailer where he lives with his daughter Michelle. Michelle was in high school, trying to win a scholarship to go to college. Carlos took her to work with him one summer, but she didn't like it, and says it motivated her to study harder.





STAFF REPORT
9/28/2023

TO: Culture and Arts Commissioners

FROM: Celina Jimenez, Economic Development Director

SUBJECT: Authorize a Grant in the Amount of \$18,000 to the Civil Rights Institute of Inland Southern California to fund an Exhibition by David Bacon entitled, *Working Coachella: Images of the Farmworker Community in the Coachella Valley*

STAFF RECOMMENDATION:

Staff recommends that the Culture and Arts Commission consider authorizing a grant in the amount of \$18,000 to the Civil Rights Institute of Inland Southern California to host an exhibition by David Bacon entitled, *Working Coachella: images of the farmworker community in the Coachella Valley* in the City of Coachella between May 2024 and August 2024.

BACKGROUND:

The proposed exhibit offers to bring a planned exhibition, *Working Coachella: images of the farmworker community in the Coachella Valley*, to the City of Coachella for a three-month period from June 2024 through mid-August 2024. The exhibition includes 52 photographs with text and excerpts of interviews with those in the pictures, would be staged in the new library building.

The Civil Rights Institute of Inland Southern California (CRIISC) will transport and install the exhibition and assist the City of Coachella with developing programming to support the exhibition. The City will provide insurance coverage and the venue, plus provide attendants during open hours while the exhibition is on view in Coachella.

DISCUSSION/ANALYSIS:

For more than thirty years, this documentary project by David Bacon has produced thousands of photographs and scores of interviews, often used to advocate for the rights of migrants and farm workers. The project's mission is to use photographs and narrative oral histories to reduce anti-immigrant hysteria, and to help win respect for the culture and labor of the indigenous workers who produce the food we eat. In addition to agricultural labor and issues of environmental justice, Bacon documents family and community life and the efforts of the workers and their families to thrive and make a better life.

This exhibition, originated by the CRIISC and curated by the interim director of the California Museum of Photography, Douglas McCulloh; will be displayed in the Institute's RAAHS Exhibition Center from January through early May 2024. Programming includes a robust series of public events for each month of the exhibition, including:

- Opening Reception: Luz Gallegos CRIISC Board Member; Speaker: David Bacon
- Public Conversation: History and Progress; Moderator: Luz Gallegos, CRIISC Board Member. Panelists: Jose Medina, former Assemblymember; Richard Cisneros, Labor Council; Jeff Crider, journalist and author
- Open House Family Event (In Partnership with Division 9 Gallery and Latino Network)
- Author Readings (2)
- First Sundays: Art and Advocacy for Families with Cynthia Huerta (2)
- Closing Reception

Today, the archive of these images is in the special collections of the Green Library at Stanford University. Working Coachella is an important section of this work. Working Coachella builds on a long-term partnership between David Bacon, a photographer and journalist, and California's legal aid service for farmworkers, California Rural Legal Assistance (CRLA), and a leading organization of indigenous migrants, the Binational Front of Indigenous Organizations (FIOB).

FISCAL IMPACT

If the Cultural and Arts Commission approves the staff recommendation, the \$18,000 will be withdrawn from the Special Revenue Funds (130) – Development Impact Fees for Public Art for Fiscal Year 2023-24.

ATTACHMENTS:

1. Exhibit Prospectus