

Transcription of Episode 320: Brooke Beare

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SPEAKERS

Bob Firing, Brooke Beare

Note: This transcription was computer-generated and may contain typographical errors.

Bob Firing 00:09

Good afternoon Shadow Hills. Well, it's 77 degrees outside, spring is in the air, and I know we've got quite a few things going on here with the election and all. But, outside our walls this there's lots going on in the City of Indio too. And here to tell us about it is Brooke Beare, who is the Director of Communications and Marketing for the city. Brooke, welcome to the podcast.

Brooke Beare 00:39

Thanks so much for having me on, Bob.

Bob Firing 00:42

Well, I know there's a lot going on, please tell us the highlights.

Brooke Beare 00:48

We've got so much happening in our downtown, we're really working hard to make it a place where people can come and get comfortable. We're working on plans for an outdoor living room. Right now it's just a neat grassy area on Miles Avenue, but eventually we'll turn that into an amphitheater. And in the meantime, we're hosting monthly events every Saturday night, from five to nine. We're calling it Second Saturdays Center Stage. We've got different themes, and we're having our official first event, this Saturday. We had kind of a pilot that was country themed a month ago, but now it's going to be Classic Hollywood. So we hope that you'll come out. It's free music, we've got food trucks, a walkabout areas, and beer if you're interested in that sort of thing. But it's a lot of tailgate activities. And really something that'll be a lot of fun for adults. And also if you want to bring your grandkids.

Bob Firing 01:42

Excellent, excellent. And how that's gonna be every two weeks or every month or how frequent?

Brooke Beare 01:49

Every second Saturday year around, except for the month of April because we've got a lot going on with our other festivals. But we are choosing themes that align with the current production that's happening at Desert Theater Works. The goal really is to make that whole Miles Avenue, Smur, Towne Street area into an entertainment district in the Coachella Valley, the original downtown. So, come at five o'clock, grab some food, take in a little music. And then at 7:30, you could always just head next door to the Indio Performing Arts Center and grab a show. In February, the production will be "I Ought to be in Pictures." Last month, it was "Always . . . Patsy Cline." You can kind of experience the best of both worlds.

Bob Firing 02:00

Well, that's awesome. So you know, it's not far away, and the price is right Shadow Hills. So if you want something new to do on a Saturday night, be part of this new happening in the city. So that's one, what else is going on?

Brooke Beare 02:50

Well, if you're looking for something to do every Sunday, or whenever you feel like it, this upcoming Sunday at 9am we're going to cut the ribbon on India's first certified Farmers Market. Apparently one made a one year round about a decade ago, but we're hoping that this one sticks around. It's with an organizer who runs a couple of different farmers markets around the valley. And now she is bringing it to Indio, where she lives and, she's going to have dozens of different vendors. And you know, Bob, somebody asked me "what is a certified farmers market?" And basically it means that the items that are going to be sold there are certified to be handcrafted or hand produced by the people who are selling them. So, this isn't necessarily a swap meet or resale market, you're going to have hand poured candles or leather goods, food that's been grown in Southern California farms, freshly made items that are prepared by chefs within the Southern California area. There's going to be a lot of fun. That's also free.

Bob Firing 03:54

Because I mean, when I think of farmers market, I just think of food and stuff. But in fact, there's a lot more than that.

Brooke Beare 04:02

There is, and every Sunday at 11am there'll be free family friendly yoga. So for people of all ages and experience levels. This is in a big grassy field on Towne Street, just south of where our outdoor living room is. And so you know, that's just another thing that you can do. And this upcoming Sunday to kind of kick off the whole event, there'll be a mariachi. Mariachi Jalisco will be there from noon to one o'clock. There's also going to be someone there that will be making tie dye. You can literally do it, pick it up, take it home with you that same day. It's Super Bowl Sunday, so maybe get some chef prepared salsa, some fresh made tortilla chips, and then take it back if you're hosting a safe Super Bowl party.

Bob Firing 04:45

Yeah, well that's great. Well, and it's good that it's every Sunday because people here, you know, they have their grandchildren come down. And it's fun thing to do on a Sunday morning.

Brooke Beare 04:56

Absolutely. We hope that people will make it a part of their routine. And it's so central to you know, just jump on Indio Boulevard from Jefferson, and you'll be there in just a minute. It's nice that it's kind of halfway between the freeway and Highway 111. A lot of the other farmers markets in the area kind of hug Highway 111. So this will be closer for our residents who live north of the freeway.

Bob Firing 05:17

Great, great. Okay. Is there anything else on the docket?

Brooke Beare 05:22

Well, if you haven't checked out "Colossal Cacti" yet downtown, while you're at one of those events, you should do that just kind of go right around the corner. It's right next to the visitor center. So you can take a picture. This is a three sculptures that were featured at the 2019 Coachella Valley Music and Arts Festival designed by architect Andrew Kovacs. So those are neat, definitely worthy of the picture. Check that out. And then of course, because we're speaking with those who are 55 and up, if you haven't checked out the Indio Senior Center, that is a resource that is available for anyone who is of age, regardless of the city of residency. And one of the neat things that's happened right now is that the sewing group is able to get back together. And they have a new project that I personally think is pretty interesting, maybe because I had a hand in it, but I'm sure your listeners would too.

Bob Firing 06:19

Okay, well, we have clubs here we have the creative arts group, which kind of focuses on paintings and doing things like that. We've got a camera club that is does photography. Do they have things like that over there, so that, you know, people wanted to meet some new people.

Brooke Beare 06:38

They sure do, in fact, at this sewing group, um, they have some artists that are more interested in quilting, others that are just looking for projects. And the project that they're working on right now kind of came about in an interesting way. You know, the city celebrated its 90th anniversary in 2020. And so we had all of these banners on street poles. And when it came time to bring them back down, we were just going to get rid of them. And I thought, well I wonder if there's something else we can do with them. So I researched and found a company that will repurpose old street pole banners into reusable shopping bags or tote bags. And when we talked about it with the senior center, they said, hey we're always looking for projects. Let's see what the sewing group can do it on. So when the next round of banners came down, they took them and now our sewing group is turning them into smocks and bags. So, you'll be able to see those kind of out and about. And they're available for purchase from the Friends of the Indio Senior Center.

Bob Firing 07:40

That's great. That's great. Okay, well, you know, Indio was the biggest thing in the valley 100 years ago, and it kind of lost its pizzazz, to the West Valley for the mid century. But now in this new century, Indio is roaring back. And, it's fun to be close and to be part of it.

Brooke Beare 08:04

You know, what I think would be so fun as come down to Indio, during one of these events that I talked about, check out what it looks like now, and then come back in six months, and then a year, and see what it looks like then. We're working on a bunch of different lease agreements with restaurateurs, to bring a few different sit-down restaurants to Miles Avenue. One will be a taphouse, another an Italian restaurant, and then a creperie to satisfy the sweet tooth of anyone who wants it. So there's a lot of exciting things happening.

Bob Firing 08:38



That's good to know. And so we'll make this a periodic event where you can come on and give us updates. We sure appreciate your coming on today.

Brooke Beare 08:50

That would be terrific. Thanks so much, Bob. And for people who have not signed up for the city's newsletter, please go to indio.org and look for the little section on the right. It says sign up for Indio Live. It's a monthly digital newsletter. And it's full of all events so that you can put them on your calendar and take part.

Bob Firing 09:08

That's great. Well, the city is doing its best to try to keep you engaged residents and so we'll be in touch in the future. But that's all for now. Bye bye.