

**EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT
BOARD
CITY OF PALM DESERT
MEETING AGENDA**

Thursday, November 21, 2024

8:00 a.m.

Administrative Conference Room, City Hall

73-510 Fred Waring Drive

Palm Desert, CA 92260

Pursuant to Assembly Bill 2449, this meeting will be conducted as a hybrid meeting and there will be in-person access to this location.

- To participate via Zoom, use the following link: <https://palmdesert.zoom.us/j/84131730440> or call (213) 338-8477, Zoom Meeting ID: 841 3173 0440
- Written public comment may also be submitted to cityclerk@palmdesert.gov. E-mails received by 4:00 p.m. the day prior to the meeting will be distributed to the Committee. Any correspondence received during or after the meeting will be distributed to the Committee as soon as practicable and retained for the official record. **Emails will not be read aloud** except as an ADA accommodation.

Pages

1. CALL TO ORDER

2. ROLL CALL

3. NONAGENDA PUBLIC COMMENTS

This time has been set aside for the public to address the El Paseo Parking and Business Improvement District Board on issues that are not on the agenda for up to three minutes. Speakers may utilize one of the three options listed on the first page of the agenda. Because the Brown Act does not allow the El Paseo Parking and Business Improvement District Board to act on items not listed on the agenda, members may briefly respond or refer the matter to staff for a report and recommendation at a future meeting.

4. CONSENT CALENDAR

All matters listed on the Consent Calendar are considered routine and may be approved by one motion. The public may comment on any items on the Consent Agenda within the three-minute time limit. Individual items may be removed by the El Paseo Parking and Business Improvement District Board for a separate discussion.

RECOMMENDATION:

To approve the consent calendar as presented.

4.a APPROVAL OF MINUTES 5

RECOMMENDATION:

Approve the Minutes of October 17, 2024.

4.b APPROVAL OF FINANCIAL STATEMENT 9

RECOMMENDATION:

Approve the Financial Statement ending in October 31, 2024.

5. CONSENT ITEMS HELD OVER

6. INFORMATIONAL REPORTS

6.a CITY STAFF

6.b SHERIFF UPDATE

6.c MARKETING UPDATE 13

Stephanie Greene, of FG Creative, will present the Marketing Update report for October 2024

7. ACTION CALENDAR

The public may comment on individual Action Items within the three-minute time limit. Speakers may utilize one of the three options listed on the first page of the agenda.

7.a CONSIDERATION OF A \$5,000 SPONSORSHIP OF THE CALIFORNIA DESERT PLEIN AIR FESTIVAL 29

RECOMMENDATION:

Consider for approval a proposed sponsorship of the California Desert Plein Air Festival in the amount of \$5,000.

7.b VOTE ON NEW MEMBER TO FILL OPEN BOARD SEAT 41

RECOMMENDATION:

Consider three candidates and vote for one to fill the open board seat.

8. COMMENTS

8.a EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD MEMBERS

8.b CITY COUNCIL LIAISON

8.c CITY STAFF

8.d ATTENDANCE REPORT 49

9. ADJOURNMENT

The next Regular Meeting will be held on December 19,2024 at 8:00 a.m.

10. PUBLIC NOTICES

Agenda Related Materials: Pursuant to Government Code §54957.5(b)(2) the designated office for inspection of records in connection with this meeting is the Office of the City Clerk, Palm Desert Civic Center, 73-510 Fred Waring Drive, Palm Desert. Staff reports for all agenda items considered in open session, and documents provided to a majority of the legislative bodies are available for public inspection at City Hall and on the City's website at www.palmdesert.gov.

Americans with Disabilities Act: It is the intention of the City of Palm Desert to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, or in meetings on a regular basis, you will need special assistance beyond what is normally provided, the City will attempt to accommodate you in every reasonable manner. Please contact the Office of the City Clerk, (760) 346-0611, at least 48 hours prior to the meeting to inform us of your needs and to determine if accommodation is feasible.

AFFIDAVIT OF POSTING

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda for the El Paseo Parking and Business Improvement District Board was posted on the City Hall bulletin board and City website not less than 72 hours prior to the meeting.

/S/ Damian Olivares
Recording Secretary