

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

Thursday, December 5, 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](mailto: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.

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## 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 FINANCIALS** 9

RECOMMENDATION:

Approve the financial statements for the month 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](http://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





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

October 17, 2024, 8:00 a.m.

Present: Vice Chair David Fletcher  
Board Member Mahasti Islami  
Board Member Alec Longmuir  
Board Member Michelle Whittaker  
Chair Patrick Klein

Absent: Board Member Rebecca Elliott

Staff Present: Public Affairs Manager Thomas Soule  
Business and Community Outreach Coordinator Vanessa Mager  
Recording Secretary Erika Castellano

**1. CALL TO ORDER**

A Regular Meeting of the El Paseo Parking and Business Improvement District Board was called to order by Chair Klein on October 17, 2024, at 8:03 a.m., in the Administrative Conference Room, City Hall, located at 73-510 Fred Waring Drive, Palm Desert, California.

**2. ROLL CALL**

**3. NON-AGENDA PUBLIC COMMENTS**

Alisa Williams, Palm Desert Area Chamber of Commerce (PDACC) CEO, provided an update on upcoming PDACC events.

Susan Stauber opined that the El Paseo Parking and Business Improvement District Board bylaws be reviewed and updated as necessary.

**4. PRESENTATIONS**

**4.a CV MOSQUITO AND VECTOR CONTROL DISTRICT PUBLIC HEALTH PRESENTATION**

Jeremy Witte, General Manager of Coachella Valley Mosquito and Vector Control narrated a PowerPoint presentation and responded to member inquiries.

**5. CONSENT CALENDAR**

**Motion by:** Board Member Islami

**Seconded by:** Board Member Whittaker

To approve the consent calendar as presented.

**5.a APPROVAL OF MINUTES**

**Motion by:** Board Member Islami

**Seconded by:** Board Member Whittaker

Approve the Minutes of September 19, 2024.

**5.b APPROVAL OF FINANCIAL STATEMENTS**

**Motion by:** Board Member Islami

**Seconded by:** Board Member Whittaker

Approve the Financial Statements ending July 31, 2024, August 31, 2024, and September 30, 2024.

**6. CONSENT ITEMS HELD OVER**

None.

**7. INFORMATIONAL REPORTS**

**7.a CITY STAFF**

Business and Community Outreach Coordinator Mager, provided an update on 35 new trash bins and benches installation and advised the Board that a call for artist for the El Paseo entrance signs will begin January 2025.

**7.b SHERIFF UPDATE**

None.

**7.c MARKETING UPDATE**

Report provided; no action taken on this item.

**8. ACTION CALENDAR**

**8.a RAISED MID-BLOCK PEDESTRIAN CROSSING**

Capital Projects, Manager Ryan Gayler narrated a PowerPoint presentation and responded to member inquiries.

**Motion by:** Board Member Islami

**Seconded by:** Board Member Longmuir

Provide feedback on the concept of a new location for a raised mid-block pedestrian crossing on El Paseo between Portola Avenue and San Luis Rey Avenue.

**8.b FALL MERCHANT MEETING UPDATE**

Update for the Fall Merchant Meeting agenda provided; no formal action taken.

**8.c UPDATE ON FISCAL YEAR 2024-2025 MARKETING INITIATIVES**

Stephanie Greene, of FG Creative, provided update on Fiscal Year 2024-2025 Marketing Initiatives. Board members provided feedback.

**Motion by:** Vice Chair Fletcher  
**Seconded by:** Board Member Whittaker

Provide direction on the FY 2024-25 Marketing Initiatives.

**9. COMMENTS**

**9.a EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD MEMBERS**

Chair Klain provided update on new merchants as well as request to add discussion on Dawn McCoy Media to the next agenda.

**9.b CITY COUNCIL LIAISON**

None.

**9.c CITY STAFF**

Business and Community Outreach Coordinator, Vanessa Mager reminded board members of Paint El Paseo Pink happening Saturday. Public Affairs Manager, Thomas Soule reminded board members of the Concerts in the Park.

**9.d ATTENDANCE REPORT**

Report provided; no action taken on this item.

**10. ADJOURNMENT**

The El Paseo Parking and Business Improvement District Board adjourned at 8:52 a.m.

**11. PUBLIC NOTICES**

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Erika Castellano

Recording Secretary

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Thomas Soule, Public Affairs Manager

Staff Liaison



**EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD  
CITY OF PALM DESERT  
STAFF REPORT**

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MEETING DATE: December 5, 2024

PREPARED BY: Christiani Aquino, Marketing Assistant

SUBJECT: FINANCIAL STATEMENT ENDING IN OCTOBER 31, 2024

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**RECOMMENDATION:**

1. Approve the Financial Statement ending in October 31, 2024.

**BACKGROUND/ANALYSIS:**

The Financial Statement for month ending October 31, 2024 will be provided for the board to approve.

**ATTACHMENTS:**

1. EPPBID Budget – Financials – 11.12.24



Assessments			Income												YTD Totals		
			2024						2025								
			July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June			
Projected Budgeted:			\$ 12,773	\$ 22,075	\$ 22,372	\$ 32,260	\$ 32,228	\$ 21,838	\$ 19,117	\$ 17,485	\$ 19,303	\$ 21,228	\$ 16,689	\$ 12,632	\$ 250,000		
Actual Received Assessments:			\$ 14,728.53	\$ 21,045.10	\$ 48,385.13	\$ 44,956.65									\$ 129,115.41		
Actual minus Budget (Variance):			\$ 1,955.53	\$ (1,029.90)	\$ 26,013.13	\$ 12,696.65	\$ (32,228.00)	\$ (21,838.00)	\$ (19,117.00)	\$ (17,485.00)	\$ (19,303.00)	\$ (21,228.00)	\$ (16,689.00)	\$ (12,632.00)	\$ (120,884.59)		
Expenses																	
Acct. No.		Category		2023						2024						Totals	
				July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June		
100	Strategic Planning/Admin																
	110	Monthly Retainer	Budget	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 40,200.00	
			Actual	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00									\$ 10,050.00		
	120	COPD Administration	Budget	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 3,000.00	
			Actual													\$ -	
	130	Brand Concept/ Monthly Graphics	Budget	\$ 1,000.00	\$ 1,000.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	\$ 13,000.00	
			Actual	\$ 1,000.00	\$ 1,000.00	\$ 1,100.00										\$ 3,100.00	
		Photo Licensing - PSL	Budget				\$ 10,000.00									\$ 10,000.00	
			Actual													\$ -	
		Photo Captures 310	Budget			\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 13,500.00	
			Actual													\$ -	
		Telephone	Budget														
			Actual	\$ 123.40	\$ 131.74	\$ 141.71	\$ 143.70									\$ 540.55	
	140	Strategic Planning	Budget	\$ 2,000.00													\$ 2,000.00
			Actual	\$ 2,000.00													\$ 2,000.00
200	Advertising																
	210	Palm Springs Life/EMC Healthy Living	Budget				\$ 2,200.00		\$ 6,800.00	\$ 4,400.00	\$ 4,400.00	\$ 6,800.00	\$ 5,000.00			\$ 29,600.00	
			Actual													\$ -	
	230	Outdoor Digital Rotating Campaigns	Budget						\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00		\$ 15,000.00	
			Actual													\$ -	
	240	Online Digital	Budget							\$ 3,000.00	\$ 3,000.00	\$ 3,500.00	\$ 3,500.00	\$ 3,300.00		\$ 16,300.00	
			Actual													\$ -	
	380	Digital/ Enewsletters / Consumers	Budget					\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00		\$ 15,400.00	
			Actual													\$ -	
	260	Social Media	Budget	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 30,000.00	
Actual			\$ 2,500.00	\$ 2,500.00	\$ 2,500.00										\$ 7,500.00		
710	Social Media - Paid Campaigns	Budget			\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 5,000.00		
		Actual													\$ -		
270	Website	Budget	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 3,000.00		
		Actual		\$ 500.00											\$ 500.00		
300	Merchant Support																
	310	Monthly Content Generation	Budget			\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 13,500.00		
			Actual												\$ -		
	320	Publicity/ Influencers	Budget			\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 5,000.00	
			Actual			\$ 500.00										\$ 500.00	
	330	Merchant Relations	Budget	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 2,500.00	\$ 2,500.00	\$ 1,250.00	\$ 1,250.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 1,800.00	\$ 21,050.00	
			Actual	\$ 1,250.00	\$ 1,250.00											\$ 2,500.00	
330	Merchant Relations - Annual Meeting Mixer	Budget					\$ 1,500.00								\$ 1,500.00		
		Actual			\$ 1,800.00										\$ 1,800.00		
340	Catalogue Delivery	Budget					\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 2,000.00		
		Actual													\$ -		
400	Partnerships/Sponsorships																
	410	CVB Membership Dues	Budget										\$ 3,100.00			\$ 3,100.00	
			Actual												\$ -		
	420	Palm Desert Chamber Membership	Budget	\$ 700.00												\$ 700.00	
			Actual	\$ 425.00												\$ 425.00	
	430	Fashion Week El Paseo Sponsorship	Budget								\$ 20,000.00					\$ 20,000.00	
Actual															\$ -		
431	Palm Desert Food & Wine Sponsorship	Budget								\$ 5,000.00					\$ 5,000.00		
		Actual													\$ -		
500	El Paseo Street Activation																
	510	Street Activation	Budget					\$ 1,150.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 7,150.00	
			Actual													\$ -	
	530	Printing: Collateral for First Fridays	Budget													\$ -	
Actual															\$ -		
Total Expenses			Budget	\$ 11,300.00	\$ 8,600.00	\$ 12,700.00	\$ 26,150.00	\$ 19,050.00	\$ 25,450.00	\$ 26,050.00	\$ 51,800.00	\$ 29,700.00	\$ 31,000.00	\$ 22,700.00	\$ 10,500.00	\$ 275,000.00	
			Actual	\$ 10,648.40	\$ 8,731.74	\$ 9,391.71	\$ 143.70									\$ 28,915.55	
Actual minus Budget (Variance):				\$ (651.60)	\$ 131.74	\$ (3,308.29)	\$ (26,006.30)	\$ (19,050.00)	\$ (25,450.00)	\$ (26,050.00)	\$ (51,800.00)	\$ (29,700.00)	\$ (31,000.00)	\$ (22,700.00)	\$ (10,500.00)	\$ (246,084.45)	
YTD Income Balance (Assessments + FY 22-23 Resrv):			\$	226,226.25		YTD Expenses:		\$	28,915.55		Cash Reserves (YTD Income minus Expenses):			\$	197,310.70		

Budget vs Actual Recap - September

<u>Description</u>	<u>Budgeted</u>	<u>Actual</u>	<u>Variance</u>
<b>Income</b>			
Beginning Cash Balance	121,730.84	162,247.75	40,516.91
This Month's Assessments	<u>32,260.00</u>	<u>44,956.65</u>	<u>12,696.65</u>
Year To Date Balance	153,990.84	207,204.40	53,213.56
<b>Expenses</b>			
Beginning Expenses	32,600.00	19,021.85	13,578.15
This Month's Expenses	<u>26,150.00</u>	<u>9,893.70</u>	<u>16,256.30</u>
Year To Date Expenses	58,750.00	28,915.55	29,834.45
YTD Cash Balance	127,840.84	<b>197,310.70</b>	69,469.86



**EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD  
CITY OF PALM DESERT  
STAFF REPORT**

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MEETING DATE: December 5, 2024

PREPARED BY: Christiani Aquino, Marketing Assistant

SUBJECT: EL PASEO MARKETING UPDATE FOR OCTOBER 2024

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**RECOMMENDATION:**

Receive and File the El Paseo Marketing Update for October 2024.

**BACKGROUND/ANALYSIS:**

FG Creative will provide an update on El Paseo Marketing for October 2024.

**ATTACHMENTS:**

1. EPPBID Marketing Update – Oct 2024



EL PASEO  
PALM DESERT

SHOP. DINE.  
EXPERIENCE.

## E1 Paseo

parking & business improvement  
district

MONTHLY MARKETING UPDATE

OCTOBER, 2024

BUDGET YEAR: 2024-2025





# 2024-2025 INITIATIVES

1

EVOLVE & COMMUNICATE  
THE BRAND

2

SUPPORT THE  
BUSINESSES

3

LEVERAGE PARTNERSHIPS

4

CREATE ACTIVATIONS

## A. Planning & Coordination

- Implement Marketing Plan and Budget
- Monthly Account Management
- Prepare for Monthly Board Meeting
  - Compile Monthly Marketing Report
  - Coordinate Partnership Reports
- Meet with Partners
  - GPSCVB
  - The Gardens

## B. Brand Assets

- Develop campaign elements
  - Prepare Dec ad for PSL ----->
  - Update Social Media Graphics

## C. Photo Capture:

- Scheduled for November



MEET  
ME ON  
EL  
PASEO  
PALM DESERT

**Shop.**  
Dine.  
Experience.

8 blocks | Over 200 shops,  
restaurants, galleries and  
more. Courtesy Cart &  
Free Parking  
**SHOPELPASEO.COM**

Photography by  
Andrew Cabral



October Graphics



## D. Publicity & GPSCVB Mentions

- VGPS Social Media Posts - Instagram, Tiktok, Facebook

- Facebook

- 7 reasons to visit this fall - Oct 9

- Instagram:

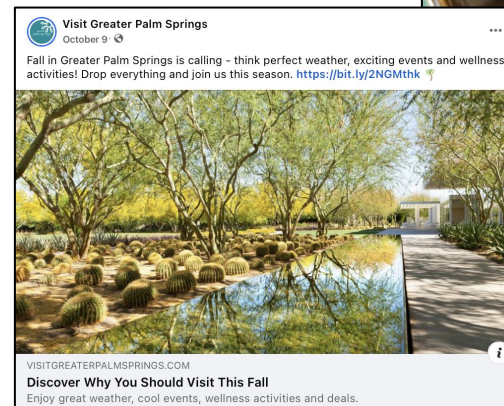
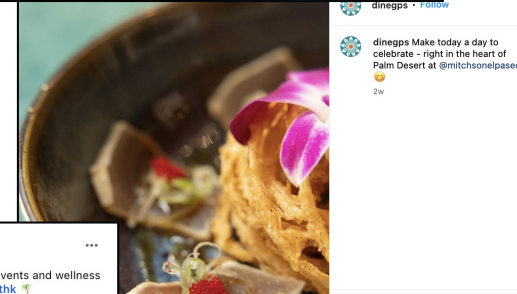
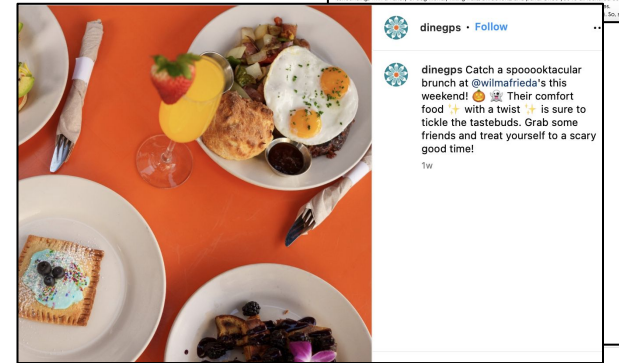
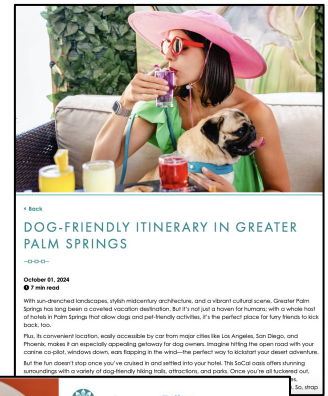
- Mitch's - Oct 24
  - <https://www.instagram.com/p/DBhnl5GPCDL/>
- Wilma & Frieda's - Oct 28
  - <https://www.instagram.com/p/DBrr5gKJOyX/>

- TikTok

- None

- Blog Posts

- Dog friendly Itinerary - Oct 1
  - <https://www.visitgreaterpalm Springs.com/blog/post/dog-friendly-itinerary-in-greater-palm-springs/>



E. Advertising - October

Lookbook Page Clicks: 462

**El Paseo Consumer E-Newsletter (PSL)**  
**Deployed:** Thursday, October 10, 2024 at 6:00 am  
**Subject line:** New Shops, Art Exhibitions, Fall Fashion  
**Sent:** 9,721  
**Open Rate:** 50.6%  
**Opens:** 4,571  
**Click rate:** 7.4%

THINGS TO DO IN PALM DESERT

EL PASEO

Palm Desert, CA

RESTAURANTS SHOPPING ART-GALLERY DIRECTORY EVENTS

WELCOME TO THE DARK SIDE

This season, retailers are embracing darker tones and bold textures. Find some inspiration in our Fall 2024 lookbook, blending effortless style with just the right amount of edge for leisurely days that evolve into elegant nights.

VIEW THE LOOKBOOK

01. Let There Be Art

Right now our exhibitions coming to CDGA Gallery in the 2024-2025 season include vibrant works in diverse mediums.

READ MORE

02. New Shops on the Block

New openings, renovations, and holiday season prep on the horizon keep things interesting at The Gardens on El Paseo.

READ MORE

03. Beauty on Demand

Attending a fabulous event? You'll be ready for your close-up after a visit to one of El Paseo's salons, spas, or cosmetic shops.

READ MORE

VIEW THE CALENDAR

EL PASEO

GET THE LOOKBOOK

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THINGS TO DO IN PALM DESERT

EL PASEO

Palm Desert, CA

RESTAURANTS SHOPPING ART-GALLERY DIRECTORY EVENTS

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READ MORE

VIEW THE CALENDAR

EL PASEO

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Fall 2024



VIEW LOOKBOOK



TOTAL FOLLOWERS: 93,157



COMBINED STATS:

	Oct 2024	Sept 2024	Oct 2023
Impressions	354,058	+121%	+146%
Engagements	10,494	+ 25%	+56%
Audience Growth	0%	+0%	+172%
Total Sent Messages	356	+20%	+19.6%

HIGHLIGHTS FROM INSTAGRAM

Profile Visits	1,467
Tagged Photos	245
Accounts Engaged	620
Accounts Reached	19,028



## G. Website

www.ElPaseoCatalogue.com

10,733  
Sessions

9,217  
Users  
8,916 New

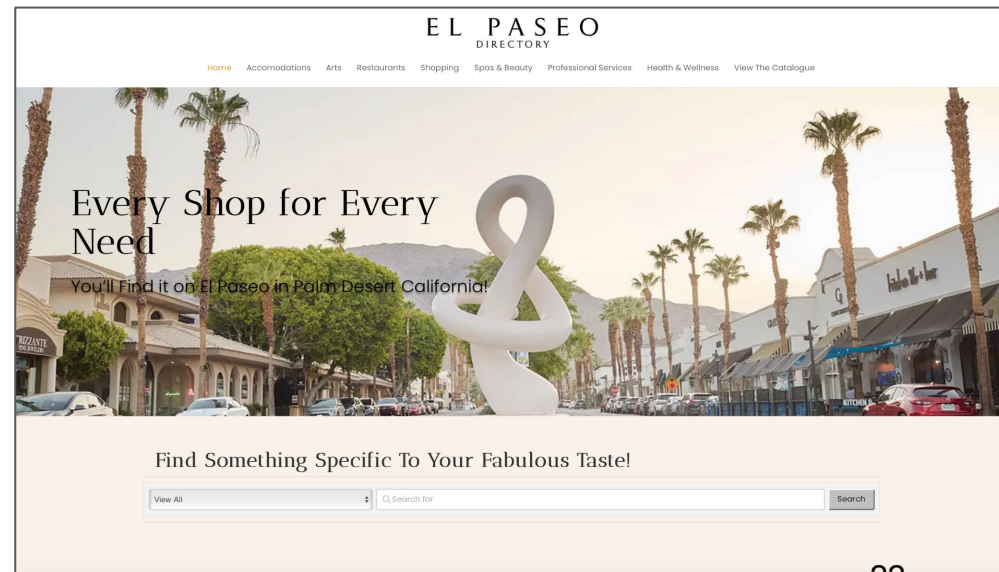
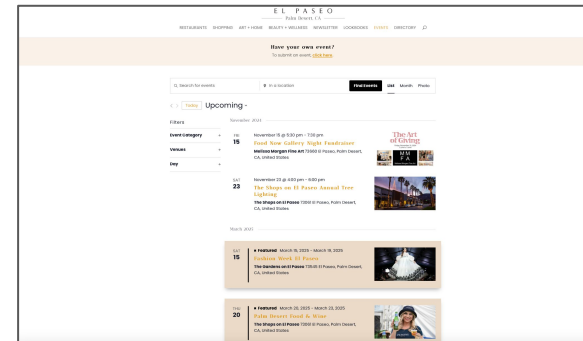
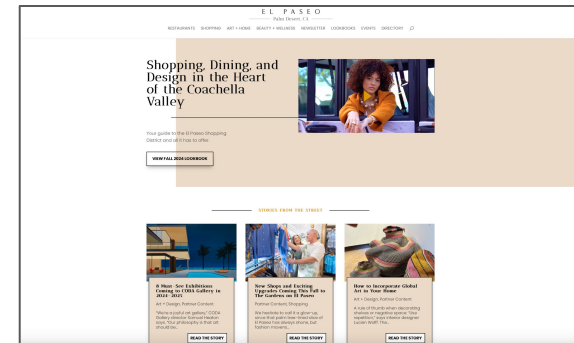
4,213  
Directory  
Sessions

31,091  
Page Views

38,791  
Directory Page  
Views

### El Paseo Directory

- 3,705 users
- 3,692 new users
- 354 clicks to advertiser website
- 62 direct calls from directory



2

SUPPORT THE  
BUSINESSES

238

Members in  
the FB Group  
o Removed

4

One-on-One  
Meetings

225

Businesses  
Visited

Includes hand  
delivered merchant  
meeting invitation  
Includes email,  
phone and text  
See List Next Page

## MERCHANT RELATIONS

### A. Time on El Paseo - Visits to Businesses

a. Increased to promote Merchant Breakfast

### B. One-On-One Meetings

### C. Manage Database

### D. Monthly Merchant E-Newsletter

### E. Private Facebook Group

### F. Merchant Events

436

Distribution  
for  
E-Newsletter

Sent

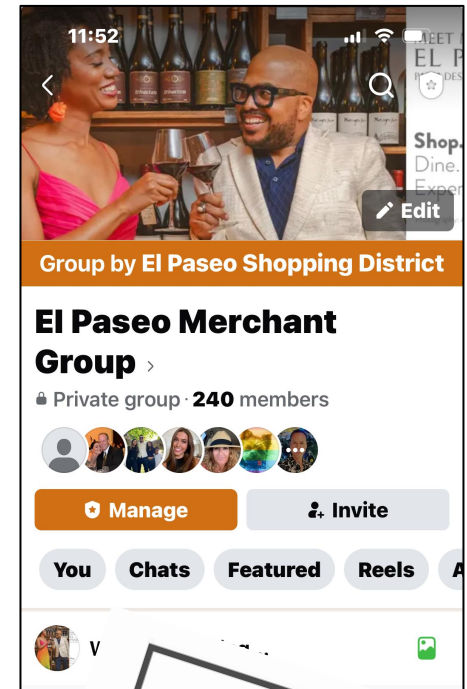
436

Open Rate

61.9%

Click Rate

5.9%



## F. Overview of Stores

### PERMANENTLY CLOSED

- Modern Hacienda
- Elizabeth Sass Fine Jewelry

### TEMPORARILY CLOSED

- Abel, Krieger & Wilmeth CPA (due to fire)
- Desert Luxury Estates (due to fire)
- Chuck Jones Gallery

### NEW STORES // OPEN SOON

- Carolina Herrera - Fall
- Shake Shack - Fall
- Wizner Hair Salon - Opened
- The Wine & Cheese Shop on El Paseo (Fall)
- RH Interior Design (Fall)
- Hat Bar by Pretty Please Collective
- Vuori (Nov)
- Alo (Nov)
- Maison Leveque Boutique (Nov)
- Elena Belatove (returns Nov)
- Iconic Palm Springs changing to an Art Gallery renamed Iconic Gallery
- Le Nail Salon - Opened

<ul style="list-style-type: none"> <li>• El Paseo Jewelers</li> <li>• Starbucks</li> <li>• The Patriot Store</li> <li>• Robarr's Jewelers</li> <li>• Dishwater Blonde</li> <li>• The Leaf</li> <li>• Earth Spirits</li> <li>• Democracy</li> <li>• Pro Travel</li> <li>• Piero's Pizza</li> <li>• Blanke Schein Wealth Management</li> <li>• Leeds &amp; Son</li> <li>• Tom Hammon Designs</li> <li>• The Gardens - Patrick Klein</li> <li>• Keystone Private Wealth</li> <li>• Tommy Bahama Restaurant</li> <li>• Wilma &amp; Frieda</li> <li>• Saks 5th Avenue</li> <li>• Sullivan's Steakhouse</li> <li>• Pacifica Seafood</li> <li>• Sephora</li> <li>• Sunglass Hut</li> <li>• Eileen Fisher</li> <li>• William Sonoma</li> <li>• Pottery Barn</li> <li>• Arhaus</li> <li>• Sottovoce</li> <li>• The Perfect Pair</li> <li>• Oh My Sole</li> <li>• Agim Salon</li> <li>• J. Jill</li> <li>• Talbots</li> <li>• The Perfect Pint</li> <li>• Galt Jewelers</li> <li>• Gorgona</li> <li>• Anthropologie</li> <li>• Tommy Bahama Retail</li> <li>• Bottega Veneta</li> <li>• Gucci</li> <li>• Tiffany &amp; Co.</li> <li>• Janie &amp; Jack</li> <li>• Beach Bunny</li> <li>• Lids</li> <li>• 120% Lino</li> <li>• Louis Vuitton</li> <li>• Johnny Was</li> <li>• Vince</li> <li>• Tempur-pedic</li> <li>• Hundenfolk</li> </ul>	<ul style="list-style-type: none"> <li>• Divine Sound</li> <li>• La Dolce Piccola</li> <li>• Gelateria</li> <li>• Iconic Palm Springs</li> <li>• Anatolian Rugs</li> <li>• Coco Rose</li> <li>• Mares Menswear</li> <li>• Deebian's Sportswear</li> <li>• Savory Spice Shop</li> <li>• Ozel Designs</li> <li>• Il Sogno</li> <li>• Pink Club</li> <li>• Be Seen Optics</li> <li>• J McLaughlin</li> <li>• Ozel Jewelers</li> <li>• Bo Concept</li> <li>• Le Nails Spa</li> <li>• BGS</li> <li>• Il Corso</li> <li>• Tidelli Outdoor Living</li> <li>• Tommy Bahama Home</li> <li>• Daisy Blue</li> <li>• Riga</li> <li>• Mephisto</li> <li>• CSI Skintlab</li> <li>• Emerick Jewels</li> <li>• True You Medical</li> <li>• Alexander on El Paseo</li> <li>• Grayseful</li> <li>• Riga Designs</li> <li>• The Fix</li> <li>• Sunny Days</li> <li>• Jeffrey Alan Salon</li> <li>• The Body Deli</li> <li>• Libation Room</li> <li>• Mastro's Steakhouse</li> <li>• Bellissimo Home Accents</li> <li>• Aveda Salon</li> <li>• BoConcept - new ownership rep via email</li> <li>• Diane Schaller - GM</li> <li>• Coco Rose via email</li> <li>• Brandon Boswell</li> <li>• Diamonds</li> <li>• Sweet Basil</li> <li>• House of Lolo</li> <li>• Olivier Napa Valley</li> <li>• Lolo Interiors</li> <li>• Tina Stephens</li> <li>• All Tressed Up</li> <li>• Pretty Nails</li> </ul>	<ul style="list-style-type: none"> <li>• Thairapy</li> <li>• Pacific Premier Bank</li> <li>• The Blonde Door</li> <li>• Louis Neyer Interior Designs</li> <li>• Windermere Real Estate</li> <li>• Shorebird</li> <li>• Summer Colony Living</li> <li>• Roche Bobois</li> <li>• Oliver Peoples</li> <li>• The Daily Grill</li> <li>• Ramey Fine Art</li> <li>• Desert Jewels</li> <li>• Exclusive Salon</li> <li>• Chartwell Escrows</li> <li>• Frizzante Jewelers</li> <li>• EQTV Real Estate</li> <li>• Chartwell Properties</li> <li>• The Shade Store</li> <li>• Ralph Lauren</li> <li>• Athleta</li> <li>• California Pizza Kitchen</li> <li>• Porta Via</li> <li>• Soma</li> <li>• Chico's</li> <li>• Sant</li> <li>• Trestle</li> <li>• Connie Roberson</li> <li>• Raymond James</li> <li>• Kitchen 86</li> <li>• Mole</li> <li>• Travel Edge</li> <li>• Transworld Business Brokers</li> <li>• Mya Salon</li> <li>• J Russell Salon by Sharee</li> <li>• Uptown Dog Grooming</li> <li>• George Stern Fine Arts</li> <li>• Terra Lane Salon</li> <li>• Desert Wolf</li> <li>• ReVamp Studio</li> <li>• Desert Dream</li> <li>• Dentistry</li> <li>• 3D Nails</li> <li>• Tinted Hair</li> <li>• Chrissy's on El Paseo</li> <li>• Wizner Salon and Records</li> <li>• Gregory Architects</li> </ul>
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<ul style="list-style-type: none"> <li>• Haley Nicole</li> <li>• Chakra Asthetics</li> <li>• JC's Cafe</li> <li>• Palm Desert Eye Care</li> <li>• Acuity Optical</li> <li>• Giancarlo Salon</li> <li>• Blonde</li> <li>• Armando's</li> <li>• Salvatore Bommarito</li> <li>• Law</li> <li>• Lance CrossBorder</li> <li>• Desert Psychiatric Associates</li> <li>• Boelzner &amp; Associates</li> <li>• Songbird &amp; Sage</li> <li>• Aloha Pearls &amp; Swartz</li> <li>• 4 Seasons Swimwear</li> <li>• Elizabeth &amp; Prince</li> <li>• Everything but Water</li> <li>• TravisMathew</li> <li>• Between The Sheets</li> <li>• Sundance</li> <li>• Apple</li> <li>• Swarovski</li> <li>• Pandora</li> <li>• Kylie x Shaida</li> <li>• Lilly Pulitzer</li> <li>• Mister Marcus</li> <li>• Coffee Bean &amp; Tea Leaf</li> <li>• California Closets</li> <li>• Nomada</li> <li>• The Estate Jewelry</li> <li>• Lululemon</li> <li>• Tony's Mens Clothing</li> <li>• White House l Black Market</li> <li>• Dawson Cole Fine Art</li> <li>• Brighton Collectibles</li> </ul>	<ul style="list-style-type: none"> <li>• J. Willott Gallery</li> <li>• That Gallery</li> <li>• Thai Smile</li> <li>• Dragonette Limited</li> <li>• Fig &amp; Nash</li> <li>• Interior Illusions</li> <li>• Joel B. Johnson</li> <li>• Blown El Paseo</li> <li>• Dennis Ogas Salon</li> <li>• J. Charnay Salon</li> <li>• Baccarat</li> <li>• Desert Lash Studio</li> <li>• EV Services</li> <li>• 10/5</li> <li>• Artisan Salon</li> <li>• Tuverson &amp; Co.</li> <li>• The Private Collection</li> <li>• La Vergeli Brow Studio</li> <li>• Kismet Beauty</li> <li>• Marga's Repeat</li> <li>• Boutique</li> <li>• MMFA</li> <li>• Wayne's Collection</li> <li>• Sophia Shoe Salon</li> <li>• Valley View Dental</li> <li>• The Sandy Mane</li> <li>• Tranquil Sands Hair Spa</li> <li>• The Hideout</li> <li>• Restaurant &amp; Bar</li> <li>• The Agency</li> <li>• Better Homes and Gardens Desert Luxury Estates</li> <li>• Your CBD Store</li> <li>• The Lumpy Bunny</li> <li>• Nicole (email)</li> <li>• Beacon Point Financial</li> </ul>	<ul style="list-style-type: none"> <li>• SuperMutts</li> <li>• Tiffany Tailors</li> <li>• Engel &amp; Volkers</li> <li>• Color Delight Beauty Bar</li> <li>• Lo Maintenance Hair Co.</li> <li>• True Serenity Skin Care</li> <li>• Victoria Vogel - The Design Collective</li> <li>• The Cheese Shop (email)</li> <li>• Hotel Paseo (via email)</li> <li>• Davis Meyer (via email)</li> <li>• Paulina Larson (via email)</li> <li>• Maison Leveque Boutique</li> <li>• Hat Bar Pretty Please Collective (via email)</li> <li>• JMA Architects</li> <li>• Alo</li> <li>• Chuck Jones Gallery (via email)</li> </ul>
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## F. Photo Captures // Merchant Resource

### Photo Bank

By Month &  
Store

19

Photo Captures  
to Date

### Uses

Graphic Assets  
By Merchants  
PR/Editorial  
PSL Content  
Social Content

2,300+

Curated  
Photos in Bank

### Featuring

Influencers  
Merchants  
Shoppers



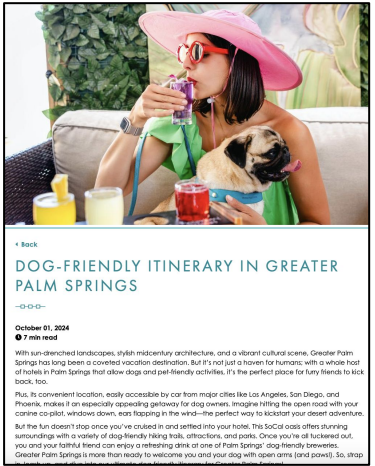
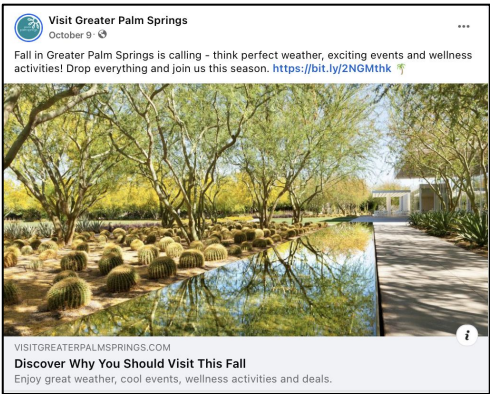
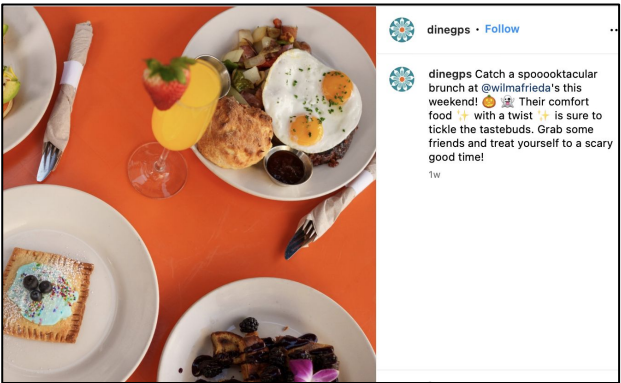
# Visit Greater Palm Springs CVB

521  
Views on  
Website Listing  
Page – 265 CT

3  
Social Posts

1  
Blog Posts

557  
Views on  
Landing Page  
69 Clicks to  
Site



# OTHER PARTNERSHIPS

## A. City of Palm Desert

- Ongoing Merchant Outreach
- Monthly site walk with Vanessa Mager - Oct 12
- Notifying merchants that the Courtesy Carts will return Oct. 14
- Working with Courtesy Cart Staff
- Service requests via PD In Touch App & Vanessa monthly walk - 17

## B. El Paseo Partners

- Desert Cancer Foundation
  - Paint El Paseo Pink
- PDACC
  - Golf Cart Parade
- Visit Greater Palm Springs
  - None
- Palm Springs Life
  - Working on edits for 2025 directory printing
  - Working on edits for the 2025 annual catalog
- Riverside County Sheriff Department
  - Emails/texts with BDT team and Sgt. Cryder
  - 602 Trespass form submitted for
    - Courtesy Carts





## CREATE ACTIVATIONS

- **ArtWalk**

- Coordinating ideas with Skidmore Gallery to create a new ArtWalk event.
- Promote Nov 2 as a new "First Friday" planned around the galleries that are doing exhibition openings.





**EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD  
CITY OF PALM DESERT  
STAFF REPORT**

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MEETING DATE: December 5, 2024

PREPARED BY: Thomas Soule, Public Affairs Manager

SUBJECT: CONSIDERATION OF A \$5,000 SPONSORSHIP OF THE CALIFORNIA  
DESERT PLEIN AIR FESTIVAL

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**RECOMMENDATION:**

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

**BACKGROUND/ANALYSIS:**

The City of Palm Desert recently approved a sponsorship of the California Desert Plein Air Festival, which is seeking to greatly expand its presence and local impact for the upcoming 2025 iteration. Palm Springs Life has been brought on to assist the Festival with its marketing and will present a sponsorship opportunity to the Board for consideration.

**FINANCIAL IMPACT:**

If approved, this sponsorship would become part of a mid-year budget adjustment. Funds are available for this purpose in the EPPBID cash reserve.

**ATTACHMENTS:**

1. 2025 CA-DesertPleinAir-Sponsorship\_Patron



PALM DESERT PRESENTS  
**CALIFORNIA DESERT PLEIN AIR FESTIVAL**  
2025 PATRON SPONSORSHIP  
JANUARY 8 – FEBRUARY 2, 2025



PRESENTED TO  
**EL PASEO**



## PALM DESERT PRESENTS CALIFORNIA DESERT PLEIN AIR

The Desert Plein Air Association (DPAA), a 501(c)(3) nonprofit organization, promotes the centuries-old tradition of landscape and scene painting en plein air (outdoors).

Through its annual California Desert Plein Air Festival and year-round paint-outs, exhibitions, and enrichment/education programs, DPAA provides inspiration and opportunities for the public, DPAA members, and local artists of all levels to engage in plein-air painting.

Plein-air festivals have come and gone in the Coachella Valley over the years. DPAA, founded by Diane Moore (former president of Coachella Valley Watercolor Society and Desert Art Center) and Daniel Foster (former executive director of the Riverside Art Museum and Oceanside Museum of Art) is dedicated to organizing an annual event that grows into the largest, most important plein-air festival in the U.S. Southwest — and a destination event for the City of Palm Desert. The 2025 edition will be their fourth festival at the Artists Center in Palm Desert.

The California Desert Plein Air Festival begins with four days of paint-outs at scenic locations in and around Palm Desert, the Coachella Valley, High Desert, and beyond. The artists pick and study their vantage points, paint on site, and turn in their canvases for the exhibition and judging. The exhibition features a companion show featuring desert landscape paintings completed in the artists' studios, expanding artist participation and the scope of paintings available for the public to view and purchase at the festival.





# WHY A PLEIN AIR FESTIVAL?

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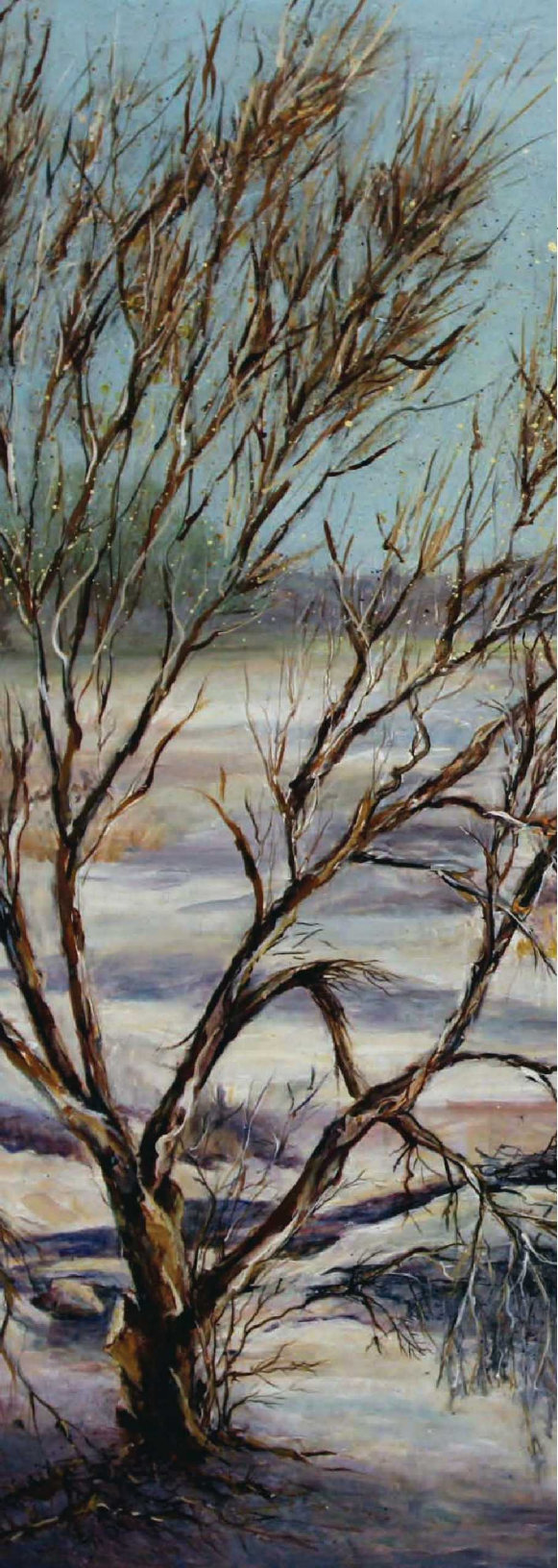
Plein-air painting in the Coachella Valley dates back to the 1870s when the Southern Pacific Railroad put down tracks through the desert and allowed artists to ride in exchange for their artwork, which the railroads used in advertisements to promote travel to the West. Many of the top artists of the era came through the desert. Some continued to the emerging artist colonies along the California coast — Laguna Beach, Santa Barbara, Carmel — while others settled into the Coachella Valley and nearby Mojave Desert.

Plein-air artists exhibit in specialty galleries and in markets with a predisposed audience for their work, relying on the circuit of regional plein-air festivals to exhibit and sell their paintings. These events draw enthusiast audiences from near and far, connecting artists to collectors and creating long-lasting relationships.

**The California Desert Plein Air Festival runs roughly three weeks, beginning with artist check-in, reception, and dinner followed by four days of paint-outs on location around the desert, workshops, demonstrations, artist talks, an exhibition and sale, and an awards program.**

The awards program is comprised of an exhibition that will be evaluated and judged by esteemed and recognized experts, who will award artists cash prizes for Best in Show; first, second, and third places; and honorable mentions. The awards will be presented at a reception in the exhibition space that is open to the public.





# THE AUDIENCE

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California Desert Plein Air Festival stands out as the only event dedicated to historic and still-thriving field of plein-air painting in the Coachella Valley. Our region has several “general” art festivals — Indian Wells Art Festival, Southwest Art Festival, La Quinta Art Celebration — featuring “circuit” artists who travel from town to town with their painting, photography, sculpture, mixed media, textile, jewelry, and wearables. Additionally, Palm Springs Convention Center hosts an art fair featuring more than 50 contemporary art galleries from around the country, and the biennial Desert X invites a handful of artists from around the world to create site-specific installations across the region. The closest plein-air event to the Coachella Valley is the annual Plein Air Invitational in Borrego Springs, which takes place March 3–April 27, 2025. While “general” art festivals target local audiences, as well as visitors, plein-air events are destination events, attracting not only participating artists and their families, but also their loyal collectors. With the benefit of depicting familiar local landscapes, the artwork draws local audiences to marvel at and purchase the paintings, usually meeting the artist in person and developing a lasting connection. We’ll invite this robust plein-air community to join us in Palm Desert through promotions in *Plein Air Magazine*, *Southwest Art Magazine*, and *Western Art Collector* as well as through targeted social media.

## **PROJECTED ATTENDEES: 2,000 - 3,000**

The attendance of this 2025 event will increase due to the marketing and PR initiatives by *Palm Springs Life* (valued at over \$75,000) and Visit Greater Palm Springs will add to the promotional muscle.

**100 +** artist from across the United States

## **\$15,000** Cash Prize

Total cash prize in 2024 was less than \$5,000. The increase in prize money will attract top plein-air artists to participate in the festival. 2025 Exhibition categories include: Featured VIP artists, Desert Landscape or Desert Cityscape and Plein Air Competition.





# 2025 SCHEDULE OF EVENTS

## OCTOBER 2024

Registration begins online:

- Featured VIP Artists-invited artists only.
- California Desert Plein Air Festival - plein air competition (painting outdoors). (First 50 entries accepted.)
- Desert Landscape or Desert Cityscape: studio paintings. (last day to enter for jury process: December 27th at 4 pm)

## JANUARY 8TH, 2025

- Notification:  
Desert Landscape/Cityscape artists accepted into Category 2.
- Approximately 50-60 to be accepted.

## THURSDAY, JANUARY 9TH

One-day plein air workshop 9 am – 1 pm  
Pastel: Thomas E. Smith Location nearby.  
Non-sketcher: Fran Calvert Location nearby.

## FRIDAY, JANUARY 10TH

One-day plein air workshop 9 am -1 pm  
Oil: Durre Waseem Location nearby.  
Watercolor: Geoffrey Allen Location nearby.

## SATURDAY, JANUARY 11TH

California Desert Plein Air Festival Competition:

Headquarters: Attendees Check-in ...

- Substrate Stamped 8 am – 4 pm.
- Substrate can be stamped 10am – 4pm  
on Sunday, at Headquarters
- Schedule for Paint-outs and locations to be publicized.

Artists are encouraged to paint at these locations but are free to choose where they want to paint. Artists usually arrive at 8 am:

- **Saturday, January 11th**  
Santa Rosa-San Jacinto Mountains Visitors Center
- **Sunday, January 12th**  
Palm Desert Civic Center
- **Monday, January 13th**  
Downtown Palm Springs
- **Tuesday, January 14th**  
Artists location of choice.

## WEDNESDAY, JANUARY 15TH

- Framed paintings ready to hang delivered to Headquarters.  
Time: 8:30 am – 11 am  
NO PAINTINGS ACCEPTED AFTER 11 am.
- Hanging paintings: 11 am – 3 pm. Gallery is closed.
- Kick-off dinner...no host: Restaurant TBD.

## THURSDAY, JANUARY 16TH

- Gallery open to public: 10 am – 4 pm.
- Judging takes place.
- Awards reception: 5 pm – 7 pm.





# 2025 SCHEDULE OF EVENTS

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## **FRIDAY, JANUARY 17TH**

- Gallery open: 10 am – 4 pm.
- Demonstrations in Gallery:  
11 am - TBD / 1 pm - TBD

## **SATURDAY, JANUARY 18TH**

- Gallery open: 10 am – 4 pm.
- Demonstrations in Gallery:  
11 am - TBD / 1 pm - TBD

## **SUNDAY, JANUARY 19TH**

- Gallery open: 10am – 4pm.
- Demonstrations in Gallery:  
1 pm - TBD

## **WEDNESDAY, JANUARY 22ND**

- Gallery open: 10 am – 4 pm.

## **THURSDAY, JANUARY 23RD**

- Gallery open: 10 am – 4 pm.

## **FRIDAY, JANUARY 24TH**

- Gallery open: 10 am – 4 pm.
- Demonstrations in Gallery:  
11 am - TBD / 1 pm - TBD

## **SATURDAY, JANUARY 25TH**

- Gallery open: 10 am – 4 pm.
- Demonstrations in Gallery:  
11 am - TBD / 1 pm - TBD

## **SUNDAY, JANUARY 26TH**

- Gallery open: 10 am – 4 pm.
- Demonstrations in Gallery:  
1 pm - TBD

## **WEDNESDAY, JANUARY 29TH**

- Gallery open: 10 am – 4pm.

## **THURSDAY, JANUARY 30TH**

- Gallery open: 10 am – 4 pm.

## **FRIDAY, JANUARY 31ST**

- Gallery open: 10am – 4pm.
- Demonstrations in Gallery:  
11 am - TBD / 1 pm - TBD

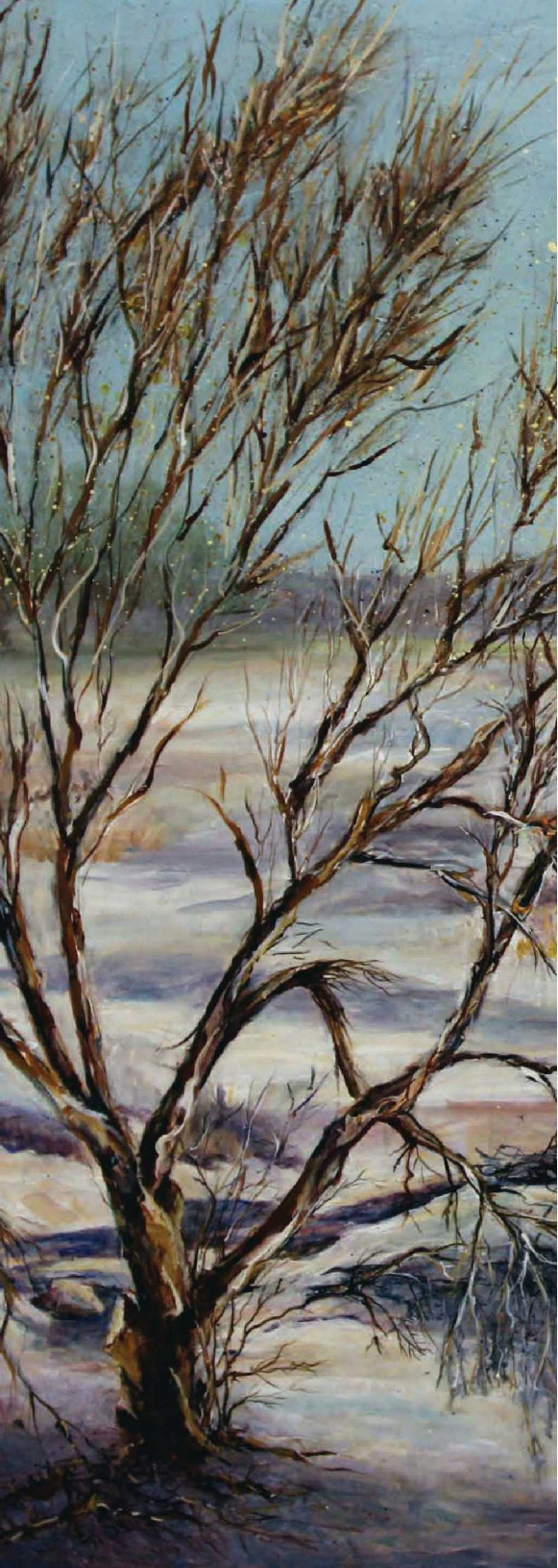
## **SATURDAY, FEBRUARY 1ST**

- Gallery open: 10am – 4 pm.
- Demonstrations in Gallery:  
11 am - TBD / 1 pm - TBD

## **SUNDAY, FEBRUARY 2ND**

- Gallery open: 10 am – 2 pm.
- Exhibition comes down, artists pick up paintings.
- 2 pm – 4 pm Gallery closed for take down.
- Paintings must be picked up before 4 pm...  
Gallery closes at 4 pm.





# WHY SPONSOR THE 2025 CALIFORNIA DESERT PLEIN AIR FESTIVAL?

Step into the heart of the desert's most vibrant artistic celebration — welcome to the 2025 California Desert Plein Air Festival presented by Palm Desert, poised to be a landmark event as it celebrates its fourth year with the City of Palm Desert as the host sponsor. This festival is more than just an art event; it's a dynamic fusion of the natural beauty of the desert landscape with the creative brilliance of over 150 juried and award-winning artists.

## WHY THIS FESTIVAL?

- 1. UNIQUE AUDIENCE ENGAGEMENT:** Immerse your brand in a niche audience that is passionate about both art and the distinctive desert environment. Thousands of attendees, ranging from art enthusiasts to affluent collectors, will gather to experience this unparalleled artistic celebration.
- 2. EXTENSIVE REACH:** With multiple venues and events— including workshops, a grand reception, and collaborative painting gatherings — your sponsorship will receive extensive exposure across diverse platforms and settings. The festival's multi-channel marketing strategy ensures your brand is highlighted across social media, print, and digital channels, reaching a well-traveled and engaged audience.
- 3. PRESTIGIOUS ARTISTIC PRESENCE:** Be part of an event showcasing juried and award-winning artists competing for significant prize money. The high-caliber participation not only enhances the festival's prestige but also draws attention from major art media and collectors.
- 4. UNMATCHED BRANDING OPPORTUNITIES:** Integrate your brand into a celebrated event with high visibility and prestige. From branded workshops to exclusive receptions, there are numerous opportunities to position your brand at the forefront of the art and nature scene.
- 5. ENGAGE WITH ICONIC VENUES:** Take advantage of the chance to showcase your brand in some of the most renowned venues in the valley. This is a unique opportunity to connect with a sophisticated audience in an environment where art and nature converge beautifully.

*Don't miss this chance to elevate your brand and connect with a passionate, art-loving audience. Be a pivotal part of the 2025 California Desert Plein Air Festival — where art meets desert, and your brand can shine.*



# 2025 PATRON SPONSORSHIP

## SPONSORSHIP BENEFITS:

### Programming:

- California Desert Plein Air Festival to produce “Paint Out on El Paseo”. Event will have up to 10 Plein Air artist painting throughout the Street. The event will be listed as an official event and marketed the public to drive visitation to El Paseo.
- California Desert Plein Air Festival to add this event on website and include a special tab on website to promote El Paseo events such as art galleries events and/or exhibitions to drive visitors to individual merchants. Palm Springs Life team to work with FG to develop list of events and include on event website. Value: \$5,000

### Event Marketing:

- El Paseo to receive logo/name on California Desert Plein Air Festival print ads to start running now through January 2025. These ads will run in Palm Springs Life, The Guide, Arts+Culture, and other publications produced by Palm Springs Life — Value: \$35,000
- El Paseo on California Plein Air Festival email marketing promotions going to California Desert Plein Air and Palm Springs Life, email opt-ins 55,000k+ — Value: 10,000
- El Paseo logo on select digital marketing promotions on palmspringslife.com and other media partners — Value: \$5,000
- El Paseo logo and link on event website through 2025 event — Value: \$2,000
- One-half page ad in the 2025 California Desert Plein Air Festival program, 3,000 copies distributed at California Desert Plein Air Festival, visitors’ centers, El Paseo merchants, and high-traffic locations throughout the Coachella Valley — Value: \$1,800
- 4 tickets to the California Desert Plein Air Festival Reception — Value: \$100

### POST EVENT

- El Paseo recognized in a “Thank you to our sponsors” page in a select issue of Palm Springs Life — Value: \$1,000
- A complete recap of the event will be provided to you approximately 60 days after the event — Value: \$1,000

TOTAL VALUE: \$58,900

SPONSORSHIP FEE: \$5,000

# CONTACT

## PALM SPRINGS LIFE

PRESIDENT/PUBLISHER

**Franklin W. Jones**

frank@palmspringslife.com

DIRECTOR OF MARKETING AND SPONSORSHIPS

**Kevin O'Grady**

EXT 261

kevin@palmspringslife.com

SALES ACCOUNT MANAGER

**Paulina Larsom**

760 808 5203

paulina@palmspringslife.com



## PALM SPRINGS LIFE

303 North Indian Canyon Drive, Palm Springs, CA 92262 [palmspringslife.com](http://palmspringslife.com)     



**EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD  
CITY OF PALM DESERT  
STAFF REPORT**

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MEETING DATE: December 5, 2024

PREPARED BY: Thomas Soule, Public Affairs Manager

SUBJECT: VOTE ON NEW MEMBER TO FILL OPEN BOARD SEAT

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**RECOMMENDATION:**

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

**BACKGROUND/ANALYSIS:**

The City has received two applications that have met the criteria to be considered to fill the open board seat. Both candidates will have the opportunity to address the board, after which a vote will be taken to select one of them to fill that position.

**FINANCIAL IMPACT:**

There is no financial impact to this action.

**ATTACHMENTS:**

1. EPPBID Board Application - Angela Rafferty
2. EPPBID Board Application - Susan Stauber
3. EPPBID Board Application - Julie Makrainis





**Boards, Commissions & Committees Application**

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**Profile**

Angela

First Name

D

Middle Initial

Rafferty

Last Name

Email Address

Home Address

Palm Desert

City

CA

State

92260

Postal Code

**Registered to vote in the City of Palm Desert since:**

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2015

Primary Phone

Alternate Phone

Chakra Esthetics Day Spa

Employer

Owner/Operator

Job Title

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**Committees and Commissions****Which Boards would you like to apply for?**

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El Paseo Business Improvement District Board: Submitted

**Are you currently serving on a board, committee or commission? (If yes, please list below)**

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no

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**Interests & Experiences****Why are you interested in serving on a board or commission?**

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I am a small business located on El Paseo and have always served on community boards wherever I've owned businesses. Would like to contribute in this capacity to help El Paseo's future endeavors.

**Education**

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My education is in all things spa related and business.

## Experience

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I have 24 years invested in owning my personal spas, and have spent the bulk of years in resort spa settings, and in a teaching capacity for Hyatt and JW Marriott respectively. I am a CA licensed Massage Therapist and Esthetician.

## Your personal statement of qualifications.

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I've served on hotel safety committees and chamber of commerce boards over the years. I am a board member for Milan Institute in La Quinta.

## Have you ever served on any City committee or commission before? If yes, describe:

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Not for a city

## Local residents who are qualified to comment on your capabilities (preferably not someone connected with the City of Palm Desert):

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Michelle Whittaker (present board member) BLONDE [REDACTED] Michelle Hutchinson Owner of JC's Cafe on El Paseo [REDACTED] I haven't had a resume in years as I own businesses, so please refer to [REDACTED]

## By submitting your application, you understand that:

---

All applications are subject to public disclosure. If selected to serve on a Board, Commission or Committee, all appointees are subject to financial disclosure, including sources of income, property, investments, and gifts. Appointees must also complete a two hour State-mandated ethics training course following their appointment, and every two years thereafter. Board, Commission and Committee members serve without compensation for their services, but may receive reimbursements for necessary travel and other expenses incurred for official duty when such expenditures have been authorized.

---

☒ I Agree

Profile

Susan

First Name

D

Middle Initial

Stauber

Last Name

Email Address

Home Address

La Quinta

City

CA

State

92253

Postal Code

Registered to vote in the City of Palm Desert since:

No

Primary Phone

Alternate Phone

Grayseful

Employer

Owner

Job Title

Committees and Commissions

Which Boards would you like to apply for?

El Paseo Business Improvement District Board: Submitted

Are you currently serving on a board, committee or commission? (If yes, please list below)

No

Applicants are encouraged to attend or view meetings of the advisory body for which they are applying. Please indicate the committee name and meeting dates you attended in person or viewed online.

I’ve been on the ELPBID board for 20 + years and only on a rare occasion I have been absent. The last two meetings I attended were June 19, 2024 and July 18, 2024

Interests & Experiences

Why are you interested in serving on a board or commission?

I have worked on El Paseo for the last 30+ years as a general store manager or owner. I feel it’s essential to be involved and give back to our community. I also feel it’s important to continue to move forward and evolve El Paseo with new ideas to make it a great place for visitors, snowbirds and locals to shop, dine and gather.

## Education

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Studied Business / Marketing at Fullerton College and Cal State Fullerton in Fullerton California

## Experience

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Grayse / Grayseful - September 2014 to Present - Owner Chicos - March 2005 - August 2014  
- General Store Manager St John Knits - February 1996 - March 2005 - General Store  
Manager Mondi - January 1991 - February 1996 - General Store Manager

## Your personal statement of qualifications.

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Strong marketing & management skills with a proven track record. In the past 30+ years, I've worked at four locations on El Paseo, increasing the business by doubling and tripling the annual volume, resulting in expansions in all four locations.

## Have you ever served on any City committee or commission before? If yes, describe:

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The El Paseo Business Improvement District board member for 20+ years.

## Local residents who are qualified to comment on your capabilities (preferably not someone connected with the City of Palm Desert):

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Susan Stein - Fashion Director Palm Springs Life - [REDACTED]  
[REDACTED] Owner [REDACTED]  
[REDACTED] Rvan Rvan - Owner The Jewelry & Gift Bar - [REDACTED]  
[REDACTED]

## By submitting your application, you understand that:

---

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☒ I Agree



**CITY OF PALM DESERT**  
**COMMITTEE/COMMISSION APPLICATION**

73-510 Fred Waring Drive  
Palm Desert, California 92260-2578

Indicate which of the following committees or commissions you are most interested in serving on. Please mark no more than three (3), and number each in the order of your first, second, and third choices.

	Architectural Review Commission		Housing Commission
	Building Board of Appeals		Marketing Committee
	Civic Engagement Committee		Parks & Recreation Commission
	Cultural Arts Committee		Planning Commission
	Cultural Resources Preservation Cmte		Public Safety Commission
1	El Paseo Business Association		Resource Preservation & Enhancement
	Finance Committee		

Name: Makrianis, Julie Margo

Last

First

Middle

Residence Address: [REDACTED]

Street Address

Palm Desert, CA 92260

City

State

Zip

Business Address: [REDACTED]

Street Address

Palm Desert, CA 92260

City

State

Zip

Telephone Numbers: [REDACTED]

Business

Home

E-Mail Address: [REDACTED]

Education: Bachelor/ Business, Merchandising, Interior Design from Western Michigan University

Current Occupation: Art Sales @ Coda Gallery

**Job Experience (beginning with present or last position):**

Coda Gallery	Art Consultant	1/2014 - present
Firm Name & Address	Title	Employment Dates
Adagio Gallery/Palm Springs and Palm Desert	Art Consultant	10/1993 - 6/2013
Firm Name & Address	Title	Employment Dates
Art Sample Design Center/ Saginaw, MI	Sales	1990 - 1993
Firm Name & Address	Title	Employment Dates
Marriott Corporation/ Florida	Retail Management	1980s
Firm Name & Address	Title	Employment Dates

Note: Members of the Planning Commission and Rent Review Commission must be registered voters in the City of Palm Desert.

I have been a Palm Desert resident since: 1993

I have been a registered voter in Palm Desert since: 2000

Local residents who are qualified to comment on my capabilities (preferably not someone connected with the City of Palm Desert):

Sam Heaton		
Name	Address	Telephone No.
Pamela Kanonas		
Name	Address	Telephone No.

Your personal statement of qualifications (add attachments if necessary):

~~I'VE BEEN WORKING ON EL PASEO SINCE 1993 AND I HAVE A GOOD UNDERSTANDING OF THIS SHOPPING DISTRICT.~~

Have you ever served on any City committee or commission before? If yes, describe:

**Please e-mail your completed application to:**

***cityclerk@cityofpalmdesert.org***

***This application will remain on file for a period of one (1) year***

For Official Use Only



# CITY OF PALM DESERT ATTENDANCE REPORT

El Paseo Parking and Business Improvement District Board

Prepared by: DAMIAN OLIVARES

Year	2023	2023	2023	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	Total Absences	Total Unexcused Absences
Month	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep	Oct			
Date	19-Oct	16-Nov	21-Dec	18-Jan	15-Feb	21-Mar	23-Apr	14-May	19-Jun	18-Jul	15-Aug	19-Sep	17-Oct			
Elliott, Rebecca Lynn	P	P	-	P	E	-	P	P	P	P	-	P	E		2	0
Fletcher, David	P	P	-	P	P	-	P	P	E	P	-	P	P		1	0
Islami, Mahasti										P	-	P	P		0	0
Klein, Patrick	P	P	-	P	P	-	P	P	P	P	-	P	P		0	0
Longmuir, Alec	P	P	-	E	E	-	P	P	P	P	-	P	P		2	0
Whittaker, Michelle	P	P	-	P	P	-	P	P	P	P	-	E	P		1	0

## Palm Desert Municipal Code 2.34.010:

**Monthly:** Three unexcused absences from regular meetings in any twelve-month period shall constitute an automatic resignation of members holding office on boards that meet monthly.

P Present

**P** Remote

E Excused Absence

A Unexcused Absence

- No Meeting