

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

Tuesday, March 25, 2025

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**
None.

5. **INFORMATIONAL REPORTS**
None.

6. **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.

- 6.a **2025 EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT
(EPPBID) BOARD GOAL SETTING SESSION**
- RECOMMENDATION:
Review and provide input on the proposed 2025 EPPBID Board Goals.
- 5

7. **COMMENTS**

- 7.a **EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT
BOARD MEMBERS**
- 7.b **CITY COUNCIL LIAISON**
- 7.c **CITY STAFF**

8. **ADJOURNMENT**
The next Regular Meeting will be held on April 17, 2025, at 8:00 a.m.

9. **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
Senior Deputy Clerk

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

MEETING DATE: March 25, 2025

PREPARED BY: Thomas Soule, Public Affairs Manager

SUBJECT: 2025 EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT
BOARD GOAL SETTING SESSION

RECOMMENDATION:

Review and provide input on the proposed 2025 EPPBID Board Goals.

BACKGROUND/ANALYSIS:

The purpose of this Goal Setting Session is to review the progress made on the FY 2024/25 El Paseo Parking & Business Improvement District (EPPBID) goals, assess ongoing projects, and receive direction on priorities for FY 2025/26. This session will provide an opportunity to align EPPBID resources and strategic efforts with the evolving needs of the District.

At this session, FG Creative will provide an update on the status of the previously adopted goals and initiatives, followed by a consideration of proposed goals and initiatives from each Board member. The session will conclude with a straw poll to narrow down the goals for FY 2025/26 and a confirmation of those goals.

City staff and FG Creative will return at the next EPPBID Board meeting to:

1. Present an action item adopting the selected FY 2025/26 goals.
2. Present a preliminary media plan for the Board's review and feedback.

FINANCIAL IMPACT:

There is no direct fiscal impact associated with the FY 2025/26 Goal Setting Session. However, the priorities identified during this session will guide the recommended allocation of EPPBID resources and may influence future budgetary decisions.

ATTACHMENTS:

1. FY 2024/25 EPPBID Goals & Initiatives Update