

**CIVIC ENGAGEMENT COMMITTEE
CITY OF PALM DESERT
MEETING AGENDA**

Thursday, April 17, 2025

11:00 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/85179360325> or call (213) 338-8477, Zoom Meeting ID: 851 7936 0325
- Written public comment may also be submitted to cityclerk@palmdesert.gov. E-mails received by 9:00 a.m. 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. NON-AGENDA PUBLIC COMMENTS

This time has been set aside for the public to address the Civic Engagement Committee on issues that are not on the agenda for up to three minutes. Because the Brown Act does not allow the Committee 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 Civic Engagement Committee for a separate discussion.

RECOMMENDATION:

To approve the consent calendar as presented.

4.a APPROVAL OF MINUTES

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RECOMMENDATION:

Approve the Minutes of January 16, 2025.

5. BUSINESS ITEMS

Items listed in this section are presented for the Committee's review and action. Public comment is allowed on each item, with a three-minute time limit per speaker. The Committee may provide direction, request additional information, or take action as appropriate.

5.a REVIEW CIVIC ENGAGEMENT PROMOTIONAL STICKER DESIGN

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RECOMMENDATION:

Review the proposed sticker design, provide input on its appearance and messaging, and discuss potential distribution strategies to maximize community engagement.

5.b ANNUAL REVIEW OF CURRENT CIVIC ENGAGEMENT PROGRAMS

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RECOMMENDATION:

Provide feedback on Civic Engagement programs over the past fiscal year, 2024-2025 and offer input on potential improvements and new engagement opportunities moving forward.

6. INFORMATIONAL REPORTS

6.a CITY COUNCIL LIAISON

The liaison provides updates to facilitate communication between the City Council and the Committee. This is an informational item with no formal action.

6.b CITY STAFF

City staff will provide updates on relevant projects, activities, and other matters within the Committee's scope. These are informational items with no formal action.

6.b.1 UPDATE TO COMMITTEE STRUCTURE & MEETING PROCEDURES

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6.b.2 UPDATE ON BOARDS, COMMISSIONS, AND COMMITTEE VACANCIES

6.c ATTENDANCE REPORT

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7. REQUESTS FOR ACTION

Committee Members may propose future agenda items within the Committee's scope. Items that receive support from at least one other member may be placed on a future agenda for discussion and possible action. No formal action will be taken at this time.

8. ADJOURNMENT

The next Regular Meeting will be held on October 16, 2025, at 11:00 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 Civic Engagement Committee was posted on the City Hall bulletin board and City website not less than 72 hours prior to the meeting.

/s/ Monique M. Lomeli, CMC
Recording Secretary

**CIVIC ENGAGEMENT COMMITTEE
CITY OF PALM DESERT
REGULAR MEETING MINUTES**

January 16, 2025, 11:00 a.m.

Present: Committee Members Kristy Giraud, Joyce Haraughty, Stacie Hedges, Jon Holan, Franchon-Marie Siddiq, Robin Stewart, Vice-Chair Brook Stjerne, Chair Emily Vogt

Absent: Committee Member Nancy Provost

1. CALL TO ORDER

A Regular Meeting of the Civic Engagement Committee was called to order by Chair Vogt on Thursday, January 16, 2025, at 11:00 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

None.

4. CONSENT CALENDAR

Motion by: Member Giraud

Seconded by: Committee Member Stewart

To approve the consent calendar as presented.

Motion Carried (8 to 0)

4.a APPROVAL OF MINUTES

Approve the Minutes of October 22, 2024.

5. ACTION CALENDAR

5.a CIVIC ENGAGEMENT COMMITTEE 2025 WORK PLAN

Community Services Supervisor Penta provided a verbal staff report and responded to Committee Member inquiries.

Motion by: Committee Member Siddiq
Seconded by: Committee Member Stewart

Recommend the Palm Desert City Council approve the Civic Engagement Committee 2025 Work Plan as presented.

Motion Carried (7-0-1 Holan Abstained)

5.b PROVIDE FEEDBACK ON CREATING CIVIC ENGAGEMENT MARKETING STRATEGY

Community Relations Supervisor Penta provided a verbal report and responded to Committee Member inquiries.

During the course of discussion, individual Committee Members provided feedback as follows. The below points do not necessarily reflect Committee consensus:

- Stickers are trending as conversation starters.
- Pins are less popular.
- Vinyl stickers are preferred as they leave less adhesive residue on objects.
- Stickers and pins are low-cost, effective marketing tools.
- Consider linking promotional stickers or pins to social media engagement.
- Use QR codes at give-away locations to promote use of City app.
- Consider ways to measure results.
- Consider selecting a slogan for promotional merchandise that reflects and encourages civic pride.

Committee Member Holan opined that the ideas presented by staff and the Committee do not meet the criteria for a marketing strategy.

Motion by: Member Giraud
Seconded by: Joyce Haraughty

Provide feedback on the creation of a marketing strategy for the City's Civic Engagement programs, including the development of various promotional items.

Motion Carried (7-0-1 Holan Abstained)

5.c REVIEW AND PROVIDE FEEDBACK ON DRAFT PALM DESERT RESIDENT GUIDE

Community Relations Supervisor Penta provided a verbal report and responded to Committee Member inquiries.

During the course of discussions, individual Committee Members provided feedback as follows. The below points do not necessarily reflect Committee consensus:

- Provide the Palm Desert Resident guide at the iHub.
- Consider adding a map
- Incorporate public safety information
- Add a link to the Chamber of Commerce
- Add information regarding dog parks to the Parks & Recreation section
- Consider a QR code to provide a downloadable Spanish version
- Reduce redundancy throughout to make less text dense
- Bold phone numbers

Motion by: Committee Member Holan

Seconded by: Committee Member Stewart

Approve the Committee's feedback on the design and content of the draft Palm Desert Resident Guide and recommend that staff proceed with production.

Motion Carried (8 to 0)

6. INFORMATIONAL REPORTS & COMMENTS

6.a CIVIC ENGAGEMENT COMMITTEE MEMBERS

Chair Vogt announced Committee Member Akkerman's resignation.

Individual Committee members provided information regarding recent and upcoming community events; no formal action was taken.

6.b CITY COUNCIL LIAISON

City Council Liaison Quintanilla encouraged members to promote the opportunity to apply for existing and upcoming vacancies on boards, commissions, and committees; no formal action was taken.

6.c CITY STAFF

Community Relations Supervisor Penta provided updates on the following topics:

- City website refresh to update aesthetic and comply with recent Federal requirement for ADA compliance
- Wellness Expo scheduled for January 30, 2025
- Civic Academy applications due by March 10, 2025
- Status of the request for a Youth Civic Academy

Recording Secretary Olivares provided information regarding the Ethics Training opportunity scheduled for January 30, 2025.

6.d ATTENDANCE REPORT

Report provided; no action taken on this item.

7. ADJOURNMENT

The Civic Engagement Committee adjourned at 12:01 p.m.

8. PUBLIC NOTICES

Monique Lomeli, CMC
Recording Secretary

Ryland Penta, Community Relations Supervisor
Secretary

DATE APPROVED BY CIVIC ENGAGEMENT COMMITTEE

**CIVIC ENGAGEMENT COMMITTEE
CITY OF PALM DESERT
STAFF REPORT**

MEETING DATE: April 17, 2025

PREPARED BY: Ryland Penta, Community Relations Supervisor

SUBJECT: REVIEW CIVIC ENGAGEMENT PROMOTIONAL STICKER DESIGN

RECOMMENDATION:

Staff recommends that the Civic Engagement Committee review the proposed sticker design, provide input on its appearance and messaging, and discuss potential distribution strategies to maximize community engagement.

BACKGROUND/ANALYSIS:

As part of the City's ongoing efforts to enhance civic engagement, staff developed a promotional sticker designed to encourage residents to participate in City programs, meetings, and projects. The sticker features the message:

"Palm Desert Thrives Because of You! Get Involved and make a difference in our community! www.EngagePalmDesert.com."

The purpose of this initiative is to direct residents to Engage Palm Desert (www.EngagePalmDesert.com), the City's online civic engagement hub, where they can learn about current and upcoming projects, community meetings, and programs such as the Civic Academy.

The Committee's review is sought to:

- Provide feedback on the overall design and messaging of the sticker.
- Discuss effective distribution strategies, including locations and events where the sticker could be made available.

FINANCIAL IMPACT:

This staff report has no financial impact. The cost to print 500 stickers through the City's printing vendor, Xpress Graphics, is \$372.25.

ATTACHMENTS:

1. Proposed Sticker Design

PALM DESERT

**THRIVES BECAUSE
OF YOU!**

**GET INVOLVED AND MAKE A
DIFFERENCE IN OUR
COMMUNITY!**

www.EngagePalmDesert.com

**CIVIC ENGAGEMENT COMMITTEE
CITY OF PALM DESERT
STAFF REPORT**

MEETING DATE: April 17, 2025

PREPARED BY: Ryland Penta, Community Relations Supervisor

SUBJECT: ANNUAL REVIEW OF CURRENT CIVIC ENGAGEMENT PROGRAMS

RECOMMENDATION:

Staff recommends that the committee provide feedback on civic engagement programs over the past fiscal year, 2024-2025, and offer input on potential improvements and new engagement opportunities moving forward.

BACKGROUND/ANALYSIS:

The City of Palm Desert offers several opportunities for the community to be informed and engaged in our municipal operations. These programs include the Civic Academy, Palm Desert Discussions, and the Palm Desert High School Civic Engagement Day. The City continues to explore innovative ways to expand the reach of these civic engagement opportunities while ensuring they meet the needs of the community and are an efficient and effective use of staff time. This is the first review of our current programs, and moving forward, this will be an annual process.

1. **Civic Academy** – This spring will mark the fifth Civic Academy program. The five-session course has proven to be a highly sought-after and effective program, providing residents with an in-depth look at municipal operations and governance while fostering relationships between the community and staff. Since its inception in October 2023, the program has been refined to include a day at the City-owned Desert Willow Golf Resort, a presentation on Short-Term Rentals, and adjustments to better address frequently asked questions from participants. While this program has been a success, the Committee is encouraged to share ways to enhance this experience.
2. **Palm Desert Discussions** – This program was designed to complement the Civic Academy by featuring partner agencies responsible for functions outside the City’s municipal scope, such as public safety and water management. Below is a list of discussions held this past year:
 - **July 31, 2024:** Water Management with CVWD
 - **September 25, 2024:** Emergency Readiness Expo
 - **November 20, 2024:** Resources for People Facing Homelessness
 - **January 30, 2025:** City of Palm Desert Wellness Expo
 - **March 15, 2025:** City-Wide HOA Community Meeting

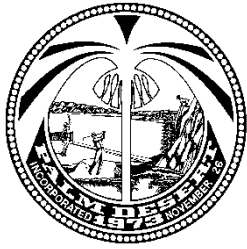
While Palm Desert Discussions was intended to enhance civic engagement, attendance has not met expectations. To optimize resources, staff asks for feedback from the committee about shifting Palm Desert Discussions to an as-needed schedule while continuing successful annual events such as the City-Wide HOA Meeting and the Emergency Readiness Expo.

3. **Palm Desert High School Civic Engagement Day** – This new program surpassed expectations by effectively engaging students in local government operations and civic responsibility. During this event, high school students participated in interactive sessions with City officials and staff, toured key municipal facilities, and engaged in discussions about local policy-making and civic leadership. The enthusiasm and level of engagement demonstrated by students reinforced the program’s value as a meaningful introduction to local government. Due to its success, staff intends to continue this program on an annual basis and is looking for feedback on potential enhancements to further enrich the experience.

Staff welcomes input from the Civic Engagement Committee on ways to improve these programs and explore additional civic engagement initiatives.

FINANCIAL IMPACT:

There is no fiscal impact related to this staff report.



CITY OF PALM DESERT

CITY CLERK'S OFFICE

MEMORANDUM

From: Anthony J. Mejia, City Clerk
To: Civic Engagement Committee
Date: March 21, 2025
Subject: **Updates to Civic Engagement Committee Structure and Meeting Procedures**

The City Council recently adopted updates to the Palm Desert Municipal Code affecting all boards, commissions, committees, and task forces, including the Civic Engagement Committee (CEC). These changes were made to ensure that appointed bodies remain aligned with City priorities, operate efficiently, and serve their intended purpose effectively. If you have any questions or need further clarification, please do not hesitate to reach out.

Anthony J. Mejia, City Clerk
amejia@palmdesert.gov
Office: 760-776-6304

Changes to Meeting Schedule

Previously, the CEC met quarterly. Under the new ordinance, CEC will now meet semi-annually (twice per year) following each session of the Civic Academy.

Calling a Special Meeting

The City's standard practice is to provide approximately one week's advance notice for meetings to ensure members have sufficient time to plan for their participation and to provide the public with adequate notice. A special meeting may be called in one of two ways:

1. **By the Chairperson** – The chairperson may request a special meeting by contacting the staff liaison.
2. **By a Majority of Appointed Members** – A majority of the committee may request a special meeting, but members must do so individually and without discussing or coordinating their requests with each other.

To ensure compliance with the Ralph M. Brown Act, members may not discuss amongst themselves whether to call a special meeting. Additionally, members may not ask staff to poll other members or relay messages regarding their interest in holding a meeting.

Process for Requesting a Special Meeting:

- Members who believe a special meeting is needed must submit their request individually to the staff liaison.
- The staff liaison will not act on a request from a single member but will track requests.
- If requests from a majority of appointed members are received, the staff liaison will notify the chairperson and proceed with scheduling.
- The agenda will be set by the staff liaison in consultation with the chairperson and will be strictly limited to the topics requested.

Important Note: Special meetings will only be held when there is a clear and appropriate purpose that aligns with CEC's established mission and responsibilities. Requests for meetings that fall outside the committee's scope will not be accommodated. Meetings should occur only when City business warrants committee input—not for personal projects, advocacy, or general discussions.

Updated Committee Membership

To improve consistency across all appointed bodies, the Civic Engagement Committee will now be composed of seven members. This is a reduction from the previous twelve-member structure.

Important Note: No current members will be removed before their terms expire. The reduction in membership will occur gradually through attrition, meaning some incumbent members may not be reappointed when their terms end.

**CITY OF PALM DESERT
ATTENDANCE REPORT**

Advisory Body:

Civic Engagement Committee

	Year	2024	2024	2025	2025	Total Absences	Total Unexcused Absences
	Month	Jul	Oct	Jan	Apr		
	Date	18-Jul	17-Oct	16-Jan	17-Apr		
Giraud, Kristy		E	P	P		1	0
Haraughty, Joyce		P	P	P		0	0
Hedges, Stacie		P	P	P		0	0
Holan, John		P	P	P		0	0
Provost, Nancy		P	P	E		1	0
Siddiq, Franchon-Marie		P	P	P		0	0
Stewart, Robin		P	P	P		0	0
Stjerne, Brooke Beare		P	P	P		0	0
Vogt, Emily		P	P	P		0	0

Palm Desert Municipal Code 2.34.010:

Quarterly: One unexcused absence from regular meetings in any twelve-month period shall constitute an automatic resignation of members holding office on boards that meet quarterly.

P Present

P Remote

E Excused Absence

A Unexcused Absence

- No Meeting

████████ Not yet appointed/Resigned