

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

Thursday, April 17, 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 Board. Any correspondence received during or after the meeting will be distributed to the Board 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 El Paseo Parking and Business Improvement District Board on issues that are not on the agenda for up to three minutes. Because the Brown Act does not allow the 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 Board for a separate discussion.

RECOMMENDATION:

To approve the consent calendar as presented.

4.a APPROVAL OF MINUTES 5

RECOMMENDATION:

Approve the Minutes of March 25, 2025.

4.b APPROVAL OF FINANCIALS 9

RECOMMENDATION:

Approve the financial statements for the months ending February 28 and March 31, 2025.

5. CONSENT ITEMS HELD OVER

Items removed from the Consent Calendar for separate discussion are considered at this time.

6. BUSINESS ITEMS

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

6.a APPROVAL OF FY 2025-26 EPPBID INITIATIVES AND FOCUS AREAS 15

RECOMMENDATION:

Discuss and approve the EPPBID Initiatives and Focus Areas for Fiscal Year 2025-26.

6.b EL PASEO CONSTRUCTION UPDATE 19

RECOMMENDATION:

Receive and file the City's construction update.

6.c BANDWANGO ACTIVATIONS UPDATE 21

RECOMMENDATION:

Review and approve the update on Bandwango activations.

7. INFORMATIONAL REPORTS

7.a MARKETING UPDATE

7.a.1 MARKETING UPDATE REPORT FOR FEBRUARY AND MARCH 2025 31

Informational report with no formal action.

7.b CITY COUNCIL LIAISON

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

7.c CITY STAFF

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

**7.c.1 PALM DESERT WAYFINDING AND MONUMENT SIGN
INFORMATIONAL PRESENTATION**

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7.c.2 ATTENDANCE REPORT

8. REQUESTS FOR ACTION

Board Members may propose future agenda items within the Board'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.

9. ADJOURNMENT

The next Regular Meeting will be held on May 15, 2025, 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/ Monique M. Lomeli, CMC
Recording Secretary