

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: January 11, 2024

PREPARED BY: Thomas Soule, Public Affairs Manager

REQUEST: APPROVE THE 2024 LIST OF SOCIAL MEDIA COMMEMORATIONS.

RECOMMENDATION:

1. Provide direction on whether to commemorate Columbus Day and/or Indigenous Peoples' Day.
2. Approve the list of social media commemorations planned for 2024.

BACKGROUND/ANALYSIS:

The City of Palm Desert utilizes its social media channels to convey a variety of information, including City news, meeting reminders, and event updates. In the spirit of Unite Palm Desert, the Public Affairs staff also actively seeks ways to bring the community together by creating social media posts affirming the City's commitment to diversity and inclusion. These posts may commemorate Federal and State holidays, religious holidays, special national and international days or months, and related observances throughout the year. The attached list has been reviewed by the Mayor and the Mayor Pro-Tem and is now being brought to the full City Council for final consideration.

In addition to seeking approval of the overall list, staff is requesting guidance on how to approach Columbus Day and Indigenous Peoples' Day. Both holidays are observed on the second Monday in October but are not uniformly commemorated. Some cities across the country commemorate both on social media, some commemorate only one or the other, and some commemorate neither. None of Palm Desert's neighbors recognize Columbus Day on social media, and only Palm Springs and Coachella recognize Indigenous Peoples' Day.

City	Holiday Observed	
	Columbus Day	Indigenous People's Day
Palm Springs	N	Y
Cathedral City	N	N
Rancho Mirage	N	N
Indian Wells	N	N
La Quinta	N	N
Indio	N	N
Desert Hot Spring	N	N
Coachella	N	Y

Staff would like the Council's guidance on whether to:

1. Commemorate both holidays,
2. Commemorate one or the other, or
3. Commemorate neither one.

Legal Review:

This report has been reviewed by the City Attorney's office.

FINANCIAL IMPACT:

There is no impact to the General Fund with this action.

ATTACHMENTS:

1. CPD Social Media Commemorations - 2024