



**CITY OF PALM DESERT**  
CITY MANAGER'S OFFICE  
INTEROFFICE MEMORANDUM

Date: March 28, 2024  
To: Honorable Mayor and Councilmembers  
From: Anthony J. Mejia, City Clerk  
**Subject: City Council Meeting of March 28, 2024**

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Below you will find questions received from the Mayor or Councilmembers and answers provided by City staff regarding tonight's City Council meeting:

**ITEM 2b: STUDY SESSION: UPDATE ON ANIMAL SERVICES CONTRACT WITH RIVERSIDE COUNTY ANIMAL SERVICES**

**Q1: Page 25. Is this for Palm Desert only?**

A1: Yes, these are the total number of animals (dogs, cats, birds, others) sheltered annually for the City of Palm Desert.

**Q2: Page 25. How is this calculated? Are these numbers only relative to the Thousand Palms location?**

A2: These numbers reflect the total number of dogs and cats, the overall number of days in the shelter, and the average.

For example, from July – February of this fiscal year, there were a total of 145 dogs & cats sheltered for 670 days, with an average of 5 sheltered days per animal. Our contract stipulates that animals shall be housed at the Coachella Valley Animal Campus in Thousand Palms. The County does have the discretion to take animals to other county facilities at their discretion e.g. no capacity at the time etc.

**Q3: Does the City pay per animal that is taken in, or does the City pay for euthanasia fees?**

A3: The City pays a daily sheltering rate of \$34.10 per day plus a \$10.44 charge per impound for each dog or cat. There are no additional costs for euthanasia fees, or spaying/neutering a stray before they are adopted.

**Q4: Page 31. Has there been any interest from the community in having these again (mobile clinic)? How were they advertised?**

A4: Staff is not aware of any interest from the community in hosting mobile clinics. In 2013, when the last mobile clinic was held it was advertised at the Shelter, in Brightside, and flyers at City Hall.

**ITEM 13e: AUTHORIZE AN AMENDMENT TO CONTRACT NO. A43790 WITH FG CREATIVE INCREASING COMPENSATION FOR PALM DESERT AQUATIC CENTER MARKETING SERVICES**

**Q1: What is the breakdown of their justification to increase account services by nearly \$2000?**

A1: With the renegotiation of the operational contract with the YMCA, greater emphasis has been placed on marketing the Aquatic Center. The enhanced scope of work required more hours over the second quarter of the year, which correlates to a higher fee for account services.

**Q2: How many billboards is the City getting for \$10,500? What is the ROI on billboards?**

A2: Billboards are useful for brand-building and reaching new audiences with information about the Aquatic Center. They are part of the previously approved PDAC budget, and placement has been spread out over the fiscal year as part of Lamar's digital billboard program. This program provides tremendous flexibility in messaging and placement, when compared to a traditional static billboard that would have one location and one message for the duration of the contract.

**Q3: Where will they be placed?**

A3: These digital billboards are placed in 10 locations around the valley, and the PDAC slot rotates from board to board, allowing the messaging to be seen in multiple locations.

**Q4: What website enhancements are they planning to implement for a \$3,000 increase?**

A4: This fee is for a complete website redesign, including new photography, an updated, more user-friendly design, new programming, and reservation portals.

**ITEM 13f: AUTHORIZE AN AMENDMENT TO INCREASE THE CITY'S CONTRACT WITH FG CREATIVE FOR EL PASEO PARKING & BUSINESS IMPROVEMENT DISTRICT MARKETING SERVICES**

**Q1: What services are listed in the original contract with FG Creative, C43370?**

A1: Below is the scope of services outlined in Contract C43370:

- Develop an annual budget that includes a comprehensive, strategic and diversified media plan and account management that promotes El Paseo to its target audience, in accordance with direction provided by the Board. This media plan should demonstrate maximum efficiency of spend and a clear ability to measure return on investment (ROI).
- Negotiate, schedule, and maintain media buys in accordance with the approved media plan. Please note that all buys performed on behalf of the EPPBID must be billed at net amounts.
- Provide media administrative services including, but not limited to, record keeping; flowcharts; budget recaps; billing; processing payment; maintaining media buy schedules; buy confirmations; tracking make goods and credits; trafficking of creative materials.
- Develop and implement a monthly merchant outreach program.
- Attend and present pertinent updates at the monthly EPPBID Board meetings.
- Evaluate all media proposals submitted to the Board and issue recommendations based on cost, validity, and perceived benefits to the marketing/advertising objectives of the Board.
- Provide monthly and quarterly reports summarizing project activities and achievements of all services outlined in this scope of work.
- Submit detailed invoices to include the projects and services worked on or completed with supporting documentation for the previous month's activities.
- Develop an annual branding campaign and create all graphic assets as needed to fulfill the media plan and all outbound marketing. To include but not limited to: digital, print, radio and collateral material, and other elements, as mandated by the media plan.

- Create a strategic Social Media Plan and manage all aspects of the EPPBID social media channels, including but not limited to Facebook, Instagram, and Twitter.
- Organize and manage two Merchant meetings per year if viable (Pre-Season and Post-Season).
- Manage Public Relations efforts as needed on behalf of the EPPBID.
- Agency shall represent EPPBID's voice and vision when working with media partners, in the best interest of the "El Paseo" brand.

**Q2: How often has EPPBID had to tap into their reserves in the last 6 years?**

A2: Fortunately, staff is not aware of any time the EPPBID has had to tap into its reserves to cover a budget shortfall. Because EPPBID funds fluctuate depending on revenues collected from members of the district, the board's first pass at its annual budget is always conservative, based on an average of the previous six years' revenue. As the actual revenues accrue, the board then revisits marketing priorities based on actual funds available in excess of its reserves and makes a mid-year budget adjustment. This careful approach allows the board to maintain good stewardship over its constantly fluctuating and unpredictable resources.

**Q3: How much was taken from the reserve in 2020?**

A3: When the pandemic hit in early 2020, the EPPBID Board drastically cut its budget to conserve funds in light of a projected drastic drop in revenue. As it turned out, sales of luxury goods were especially strong during the pandemic, so the district finished the year with more funds than anticipated, and the board did not have to tap into its reserves.

**Q4: What are the merchant relations that need to be enhanced?**

A4: The Board has prioritized merchant relations over the past several years to achieve its goals of supporting small store owners while ensuring that it is representing its members well. The results were positive in terms of having an engaged and active membership. For FY 2023-2024, the board reluctantly reduced the budget spent on merchant relations in order to address other marketing priorities. When deciding on how to apply a mid-year budget adjustment this year, the board voted to bring that line item back up to what it has been in past fiscal years.

**Q5: Will merchant relations be uniform from Highway 74 to Portola?**

A5: Yes, the monthly report highlights that an equal amount of time is spent on each block of the district.

**Q6: What enhancements are going to be made?**

A6: The budget increase allows for more one-on-one marketing meetings, more store visits, and greater support during the summer months.

**ITEM 13k: APPROPRIATE FUNDS FOR NEW LIBRARY FACILITY PROJECT AND AWARD ARCHITECT CONTRACT TO RICHÄRD KENNEDY ARCHITECTS FOR CONCEPTUAL DESIGN SERVICES (PROJECT NO. CFA00027)**

**Q1: Won't it make more sense to request this work after a decision is made about the new library site? Might the available footprint be a significant variable in the design work?**

A1: The Architect's scope of work for Conceptual Design Services will be required regardless of site location. The anticipated building program is approximately 20,000 to 25,000 SF. All sites currently being considered will support the required footprint. Funds for other preconstruction services and architect contingency identified in the Staff Report will be utilized to analyze the other sites.

**ITEM 14d: RESOLUTION ESTABLISHING PROCEDURES FOR THE SELECTION OF THE MAYOR AND MAYOR PRO TEM**

**Q1: If there is a desire to maintain a seniority-based rotation for the position of Mayor and Mayor Pro Tem, may ties be broken by mutual agreement? Are there any rules which can be imposed that if a member declines service it does not result in a disruption to the normal rotation?**

A1: Yes, if the City Council prefers a seniority-based rotation it is permissible to allow ties to be broken by mutual agreement. Under this rule, if two or more members are tied, they may come to a mutual agreement on the sequence of who will serve as Mayor Pro Tem. If mutual agreement is not reached, it is recommended that ties be broken by lot (such as a coin toss, drawing straws, or high card from a standard deck).

Under the current resolution, if a member declines service as Mayor Pro Tem there is no mechanism to reset the member's seniority since last serving as Mayor, if ever. This results in the member who declined maintaining their seniority and having preference to serve as Mayor Pro Tem in future years. A rule may be imposed that if a member declines to serve, then that member's future placement in the rotation will be as if they served in the year for which service is waived.

Furthermore, it is recommended that the priority be based on "the longest continuous service since last serving as Mayor or Mayor Pro Tem, if ever." This will ensure that a member who served as Mayor Pro Tem but declines service as Mayor will have their seniority reset.