

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: July 11, 2024

PREPARED BY: Thomas Soule, Public Affairs Manager

REQUEST: APPOINT MAHASTI ISLAMI TO THE BOARD OF DIRECTORS OF THE
EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT

RECOMMENDATION:

Appoint Mahasti Islami to a two-year term beginning July 1, 2024, through June 30, 2026, on the Board of Directors of the El Paseo Parking and Business Improvement District (EPPBID) Board of Directors, to fill the seat vacated by Sonia Campbell.

BACKGROUND/ANALYSIS:

Per its bylaws, the EPPBID Board has a process for filling vacancies that differs from the City's other committees and commissions. The bylaws require that applicants be interviewed by a membership subcommittee, which then reports its findings to the entire Board. The Board then, by majority vote, recommends a candidate to the City Council to fill the vacancy.

The appointment of Ms. Islami to the Board will fill a vacant position formerly held by Sonia Campbell that expires at the end of June 2025. Ms. Islami, who represents La Fe Wine Bar, brings a wealth of marketing experience to the Board, having previously worked as the Marketing Director at The Gardens on El Paseo and in the same capacity at Desert Hills Premium Outlets.

Legal Review:

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

Appointed Body Recommendation:

At a special meeting on June 19, 2024, the EPPBID Board of Directors voted unanimously to recommend to the City Council that Mahasti Islami be appointed to the Board.

FINANCIAL IMPACT:

There is no fiscal impact associated with this action.