

**§ 3.40.070. El Paseo business improvement area advisory board.**

- A. Established. There is established an El Paseo business improvement area advisory board ("board"). The provisions set forth in Chapter 2.34 of this code shall apply to this board, except as otherwise required by state law. If there is any conflict between the provisions of this chapter and those in Chapter 2.34 of this code, the provisions of this chapter will control.
- B. Purpose. The purpose and objectives of the El Paseo parking and business improvement area is to represent the interests of its members on El Paseo. These interests include, but are not limited to, advertising promotion, street beautification, parking, tourism and other activities promoting business in the area.

The El Paseo parking and business improvement area was established to promote El Paseo as a world class, pedestrian friendly, upscale consumer oriented destination, offering quality and unique retail and service businesses.

- C. Members. The board shall consist of seven members appointed by the city council. The terms of office of said members of the advisory board shall be for three year terms. Board terms shall be staggered so that approximately one-third of the terms expire each year and said term shall begin January 1st of each year. Appointments to the board shall be limited to all businesses (on a business license basis) with an address between 73-040 through 73-999 El Paseo and adjoining streets located one hundred eighty feet south of El Paseo and one hundred fifty four feet north of El Paseo as defined in Section 3.40.010 of this code.

Members of the board must be a proprietor, partner, or corporate officer of a member business, excepting that members may be a person holding an executive management position of a member entity if such member entity's headquarters are not located in the city of Palm Desert. No more than one individual from a business paying a single assessment may serve at the same time as a member of the board.

- D. Appointments. The city clerk shall forward all applications to the membership committee of the Board. The membership committee shall interview each applicant and report their findings to the board. The board shall vote on each applicant and by majority vote may recommend such person(s) to the city council to fill the vacant seat.
- E. Meetings. The board may meet monthly on a date, time, and place as set by Board resolution or minute order. The regular meeting in May shall be designated as the budget planning and annual meeting of the board.
- F. Removal. Any member who ceases to be a proprietor, partner, or corporate officer or a member business or any member who ceases to be in an executive management position in the case of a member entity whose headquarters are not located in the city of Palm Desert, shall automatically be removed as a member.
- G. Committees. Committees shall not have the authority of the board in the management of the association. The members of a committee shall be members of the association and the board shall appoint the members thereof. One member of each committee shall be elected chairperson by the members of the committee. Any members thereof may be removed by the board whenever, in their judgment, the best interests of the association shall be served. A member of the board shall be an advisory member of all committees. Each member of a

committee shall continue as such time as their successor is appointed, unless the committee is terminated sooner, or unless such member is removed from such committee, or unless such member shall cease to qualify as a member thereof.

(Ord. 1390 § 13, 2023)