

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: June 27, 2024

PREPARED BY: Chris Escobedo, Assistant City Manager

REQUEST: ADOPT RESOLUTION IN RECOGNITION OF LGBTQ PRIDE MONTH

RECOMMENDATION:

Adopt a Resolution entitled "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM DESERT, CALIFORNIA, ESTABLISHING A POLICY RELATED TO LGBTQ PRIDE MONTH COMMEMORATIONS."

BACKGROUND/ANALYSIS:

At the City Council Meeting of June 13, 2024, staff sought direction from the City Council on recognition of LGBTQ Pride Month. The City has included Pride Month and Greater Palm Springs Pride as a part of its 2024 list of social media commemorations. In June 2023, the City Council also issued a proclamation in commemoration of Pride Month. Staff presented several options for the City Council to consider for recognizing Pride Month in 2024 and beyond. Based on the City Council's direction, the following actions will be implemented:

1. **Issuance of Proclamation:** A proclamation for Pride Month will be issued at the June 27, 2024, City Council Meeting.
2. **Annual Request Process:** Each May, staff will forward a request to recognize Pride Month to the Mayor and Mayor Pro Tem for consideration for recognition in June.
3. **Social Media Commemorations:** Pride Month is included in the City's 2024 social media commemorations and will be recommended for inclusion in future social media commemorations.
4. **Local Celebration in November:** While Pride is internationally recognized in June, it is locally celebrated in November due to cooler weather. Local celebrations include the Palm Springs Pride Parade.
5. **Participation in Palm Springs Pride Parade:** Upon receiving the request for participation in the Palm Springs Pride Parade, staff will circulate it to Council Members and staff. Interested Council Members and staff will be eligible to participate in the event and represent the City.
6. **City Hall Banners:** The City will display a banner at City Hall in November to commemorate Pride Month and coincide with local events.

In order to memorialize the City Council's direction, staff is recommending adoption of this resolution.

Legal Review:

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

FINANCIAL IMPACT:

The cost of a banner is \$350, and funds are included in the FY 2024-25 Proposed Budget.

ATTACHMENT:

1. Resolution