

EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD
CITY OF PALM DESERT
REGULAR MEETING MINUTES

October 17, 2024, 8:00 a.m.

Present: Vice Chair David Fletcher
Board Member Mahasti Islami
Board Member Alec Longmuir
Board Member Michelle Whittaker
Chair Patrick Klein

Absent: Board Member Rebecca Elliott

Staff Present: Public Affairs Manager Thomas Soule
Business and Community Outreach Coordinator Vanessa Mager
Recording Secretary Erika Castellano

1. CALL TO ORDER

A Regular Meeting of the El Paseo Parking and Business Improvement District Board was called to order by Chair Klein on October 17, 2024, at 8:03 a.m., in the Administrative Conference Room, City Hall, located at 73-510 Fred Waring Drive, Palm Desert, California.

2. ROLL CALL

3. NON-AGENDA PUBLIC COMMENTS

Alisa Williams, Palm Desert Area Chamber of Commerce (PDACC) CEO, provided an update on upcoming PDACC events.

Susan Stauber opined that the El Paseo Parking and Business Improvement District Board bylaws be reviewed and updated as necessary.

4. PRESENTATIONS

4.a CV MOSQUITO AND VECTOR CONTROL DISTRICT PUBLIC HEALTH PRESENTATION

Jeremy Witte, General Manager of Coachella Valley Mosquito and Vector Control narrated a PowerPoint presentation and responded to member inquiries.

5. CONSENT CALENDAR

Motion by: Board Member Islami
Seconded by: Board Member Whittaker

To approve the consent calendar as presented.

5.a APPROVAL OF MINUTES

Motion by: Board Member Islami
Seconded by: Board Member Whittaker

Approve the Minutes of September 19, 2024.

5.b APPROVAL OF FINANCIAL STATEMENTS

Motion by: Board Member Islami
Seconded by: Board Member Whittaker

Approve the Financial Statements ending July 31, 2024, August 31, 2024, and September 30, 2024.

6. CONSENT ITEMS HELD OVER

None.

7. INFORMATIONAL REPORTS

7.a CITY STAFF

Business and Community Outreach Coordinator Mager, provided an update on 35 new trash bins and benches installation and advised the Board that a call for artist for the El Paseo entrance signs will begin January 2025.

7.b SHERIFF UPDATE

None.

7.c MARKETING UPDATE

Report provided; no action taken on this item.

8. ACTION CALENDAR

8.a RAISED MID-BLOCK PEDESTRIAN CROSSING

Capital Projects, Manager Ryan Gayler narrated a PowerPoint presentation and responded to member inquiries.

Motion by: Board Member Islami
Seconded by: Board Member Longmuir

Provide feedback on the concept of a new location for a raised mid-block pedestrian crossing on El Paseo between Portola Avenue and San Luis Rey Avenue.

8.b FALL MERCHANT MEETING UPDATE

Update for the Fall Merchant Meeting agenda provided; no formal action taken.

8.c UPDATE ON FISCAL YEAR 2024-2025 MARKETING INITIATIVES

Stephanie Greene, of FG Creative, provided update on Fiscal Year 2024-2025 Marketing Initiatives. Board members provided feedback.

Motion by: Vice Chair Fletcher
Seconded by: Board Member Whittaker

Provide direction on the FY 2024-25 Marketing Initiatives.

9. COMMENTS

9.a EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD MEMBERS

Chair Klain provided update on new merchants as well as request to add discussion on Dawn McCoy Media to the next agenda.

9.b CITY COUNCIL LIAISON

None.

9.c CITY STAFF

Business and Community Outreach Coordinator, Vanessa Mager reminded board members of Paint El Paseo Pink happening Saturday. Public Affairs Manager, Thomas Soule reminded board members of the Concerts in the Park.

9.d ATTENDANCE REPORT

Report provided; no action taken on this item.

10. ADJOURNMENT

The El Paseo Parking and Business Improvement District Board adjourned at 8:52 a.m.

11. PUBLIC NOTICES

Erika Castellano

Recording Secretary

Thomas Soule, Public Affairs Manager

Staff Liaison