

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

December 5, 2024, 8:00 a.m.

Present: Board Member Mahasti Islami, Board Member Alec Longmuir,
Board Member Michelle Maspero, Vice Chair Rebecca Elliott,
Chair Patrick Klein

Council Liaison: Absent

Staff Present: Public Affairs Manager Thomas Soule, Business and Community
Outreach Coordinator Vanessa Mager, Recording Secretary
Damian Olivares

1. CALL TO ORDER

A Special Meeting of the El Paseo Parking and Business Improvement District Board was called to order by Chair Klein on December 5, 2024, at 8:04 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

4. CONSENT CALENDAR

Motion by: Board Member Islami
Seconded by: Board Member Elliott

To approve the consent calendar as presented.

Motion Carried

4.a APPROVAL OF MINUTES

Motion by: Board Member Islami
Seconded by: Board Member Elliott

Approve the Minutes of October 17, 2024.

Motion Carried

4.b APPROVAL OF FINANCIALS

Motion by: Board Member Islami
Seconded by: Board Member Elliott

Approve the financial statements for the month October 31, 2024.

Motion Carried

5. CONSENT ITEMS HELD OVER

None.

6. INFORMATIONAL REPORTS

6.a CITY STAFF

Business and Community Outreach Coordinator Vanessa Mager reported updates on President's Plaza 3 repaving project, Wayfinding signage survey, as well as the 602 forms.

6.b SHERIFF UPDATE

None.

6.c MARKETING UPDATE

Stephanie Greene, of FG Creative presented marketing update.

7. ACTION CALENDAR

7.a CONSIDERATION OF A \$5,000 SPONSORSHIP OF THE CALIFORNIA DESERT PLEIN AIR FESTIVAL

Frank Jones and Paulina Larson, with Desert Plein Air Association present proposal of sponsorship for the California Desert Plein Air Festival and answered board member inquiries.

Motion by: Chair Klein
Seconded by: Board Member Longmuir

Consider for approval a proposed sponsorship of the California Desert Plein Air Festival in the amount of \$5,000.

Motion Carried

7.b VOTE ON NEW MEMBER TO FILL OPEN BOARD SEAT

Public Affairs Manager Thomas Soule presented the candidates for consideration. Board Members nominated and voted for Angela Rafferty.

Motion by: Board Member Elliott
Seconded by: Board Member Maspero

Consider three candidates and vote for one to fill the open board seat.

Motion Carried

8. COMMENTS

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

Board members provided update on new businesses coming soon as well as season shopping update.

8.b CITY COUNCIL LIAISON

None.

8.c CITY STAFF

8.d ATTENDANCE REPORT

Report provided; no action taken on this item.

9. ADJOURNMENT

The El Paseo Parking and Business Improvement District Board adjourned at 8:53 a.m.

10. PUBLIC NOTICES

Damian Olivares

Recording Secretary

Thomas Soule, Public Affairs Manager

Staff Liaison

DATE APPROVED BY EPPBID BOARD