

January 16, 2025

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

January 16, 2025, 8:00 a.m.

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

City Council Liaison: Mayor Jan Harnik

Staff Present: Public Affairs Manager Thomas Soule, Marketing Assistant
Christiani Aquino, Business and Community Outreach
Coordinator, Recording Secretary Damian Olivares

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 DATE/TIME 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

None.

4. CONSENT CALENDAR

Motion by: Board Member Elliott

Seconded by: Board Member Islami

Motion Carried

4.a APPROVAL OF MINUTES

Motion by: Board Member Elliott

Seconded by: Board Member Islami

Motion Carried

4.b APPROVAL OF FINANCIALS

Staff answered Board Member inquiries.

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

Motion Carried

5. CONSENT ITEMS HELD OVER

None.

6. INFORMATIONAL REPORTS

6.a CITY STAFF

6.a.1 EL PASEO SCULPTURE EXHIBIT DEDICATION

Business and Community Outreach Coordinator Mager presented staff report and answered board member inquiries.

6.a.2 ON-STREET PARKING STRIPING PLAN

Staff Report was pulled and will be presented at the February 20, 2025, Regular Meeting.

6.b SHERIFF UPDATE

Chair Klein mentioned the new Sheriff representative, Captain Sexton.

6.c MARKETING UPDATE

Stephanie Greene, of FG Creative, provided the December Marketing Report and answered board member inquiries.

7. ACTION CALENDAR

7.a MID-YEAR BUDGET ADJUSTMENT

Stephanie Greene, of FG Creative, presented mid-year budget adjustments. Board members provided feedback and input to move forward with the adjustments as presented and discuss Quest Promotion/Bandwango at a future meeting.

Motion by: Board Member Fletcher
Seconded by: Board Member Elliott

Provide direction on a mid-year budget adjustment.

Motion Carried

7.b PROVIDE FEEDBACK ON RESTRICTING DELIVERY VEHICLES ON EL PASEO.

Board members provided feedback; no action taken.

Provide feedback and direction to the city on the question of whether to restrict delivery vehicles from parking on El Paseo to make business deliveries.

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8. COMMENTS

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

8.b CITY COUNCIL LIAISON

Mayor Harnik provided updates on Coffee with the Mayor, and comments for city sponsorships as they relate to events on El Paseo.

8.c CITY STAFF

Staff provided information on upcoming events.

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 9:45 a.m.

Respectfully submitted,

Damian Olivares, Senior Deputy Clerk
Recording Secretary

Thomas Soule, Public Affairs Manager
Secretary

DATE APPROVED BY EPPBID BOARD