

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PALM DESERT, CALIFORNIA, DISSOLVING THE MARKETING COMMITTEE AND DELETING CHAPTER 2.14 OF THE PALM DESERT MUNICIPAL CODE

City Attorney's Summary

This ordinance dissolves the City's Marketing Committee and deletes Chapter 2.14 of the Palm Desert Municipal Code related to the Marketing Committee.

WHEREAS, the City Council of the City of Palm Desert established the Marketing Committee to serve as a conduit for information between their own professional network and the City in terms of industry trends, local promotion ideas, and business activity and projections as they relate to tourism; and

WHEREAS, due to various challenges, including the difficulty in maintaining regular meetings and achieving quorum, the Committee has experienced inefficiencies that hinder its ability to fulfill its intended role effectively; and

WHEREAS, the City Council has determined that a more flexible and efficient advisory structure is needed, leading to the creation of the Public Affairs Marketing Panel, which will provide advisory support to the Public Affairs Manager.

THE CITY COUNCIL OF THE CITY OF PALM DESERT DOES HEREBY ORDAIN AS FOLLOWS:

SECTION 1. Recitals. That the foregoing recitals are true and correct and are incorporated herein by this reference.

SECTION 2. Deletion to Municipal Code. Palm Desert Municipal Code Chapter 2.14, *Marketing Committee*, is hereby deleted in its entirety.

SECTION 3. Publication. The City Clerk of the City of Palm Desert, California, is hereby directed to publish a summary of this Ordinance in the Desert Sun, a newspaper of general circulation, published and circulated in the City of Palm Desert, California, and shall be in full force and effective thirty (30) days after its adoption.

ADOPTED ON _____, 2024.

KARINA QUINTANILLA
MAYOR

ATTEST:

ANTHONY J. MEJIA
CITY CLERK

I, Anthony J. Mejia, City Clerk of the City of Palm Desert, California, do hereby certify that Ordinance No. ____ is a full, true, and correct copy, and was introduced at a regular meeting of the Palm Desert City Council on _____, 2024, and adopted at a regular meeting of the City Council held on _____, 2024, by the following vote:

- AYES:
- NOES:
- ABSENT:
- ABSTAIN:
- RECUSED:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of Palm Desert, California, on _____.

ANTHONY J. MEJIA
CITY CLERK