

RESOLUTION NO. 2024-\_\_\_\_\_

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM DESERT, CALIFORNIA, ESTABLISHING A PUBLIC AFFAIRS MARKETING PANEL TO BE ADVISORY TO THE PUBLIC AFFAIRS MANAGER

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, the Marketing Committee is comprised of up to seven members who represent the following categories: large hotel; small hotel; large retailer; small retailer; shopping center; restaurant; cultural, visual, or performing arts; real estate; local attraction; or marketing professional; and

WHEREAS, the Marketing Committee was established by the City Council to provide advisory support, but has experienced difficulties in maintaining regular meetings due to the members' professional commitments, resulting in three out of nine meetings being canceled due to a lack of quorum over the past 18 months; and

WHEREAS, the City Council recognizes the need for a more flexible and efficient advisory structure that can accommodate the demanding schedules of its members while still providing valuable input to the City; and

WHEREAS, the City Council intends to streamline the advisory process by establishing a new panel that will be advisory to the Public Affairs Manager, thus enabling more flexible meeting arrangements, including the option for virtual meetings; and

WHEREAS, the new Public Affairs Marketing Panel will continue to draw from a diverse range of industry professionals, ensuring that the City receives comprehensive and relevant input on matters related to tourism, marketing, and local business activities; and

WHEREAS, the establishment of the Public Affairs Marketing Panel aligns with the City's commitment to effective governance and efficient use of resources.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Palm Desert, California, as follows:

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

**SECTION 2. Establishment.** The City Council hereby establishes the Public Affairs Marketing Panel, which shall replace the existing Marketing Committee.

**SECTION 3. Purpose and Scope.** The Panel shall serve as an advisory body to the Public Affairs Manager, providing insights and recommendations on matters related to tourism, marketing, and business activities within the City.

**SECTION 4. Responsibilities.** The Panel has the following responsibilities:

- A. Review, monitor, and evaluate the City's marketing, advertising, and public relations efforts including the annual marketing plan, media plans, and related budgets.
- B. Review print, radio, digital, and social media advertising and collateral materials produced by the City or its representatives.
- C. Monitor the City's website to ensure it is utilized to its fullest potential in the promotion of the City and its marketing/tourism goals.
- D. Review and make recommendations on requests for financial support for special events and activities.
- E. Make recommendations about the selection of consultants and agencies providing professional marketing/advertising services required by the City.

**SECTION 5. Composition.** The Panel shall consist of up to seven members representing diverse sectors, including but not limited to large hotels, small hotels, large retailers, small retailers, shopping centers, restaurants, cultural, visual, or performing arts, real estate, local attractions, and marketing professionals.

**SECTION 6. Appointments and Removal.** The Public Affairs Manager shall have the authority to appoint members to the Public Affairs Marketing Panel for terms of three years. To ensure continuity, the initial appointments shall be staggered, with two members serving a one-year term, two members serving a two-year term, and three members serving a full three-year term. The Public Affairs Manager may remove any member at their discretion, provided that the City Council is notified of such removal in a timely manner.

**SECTION 7. Meetings.** The Panel shall meet as needed and may conduct meetings virtually to accommodate members' schedules, ensuring a more consistent and efficient advisory process.

**SECTION 7. Agendas and Minutes.** A recording secretary appointed by the City Clerk shall be responsible for preparing agendas and action minutes for the Public Affairs Marketing Panel. Agendas must be posted at least 72 hours prior to each meeting. Minutes shall be recorded at all meetings. All meetings of the Panel shall be open to the public, and the public is invited to attend.

**SECTION 8. Prohibition of Serial Meetings.** Serial meetings, where a majority of the members discuss, deliberate, or take action on any matter within the Panel's jurisdiction outside of a properly noticed public meeting, are strictly prohibited. This includes any series of communications, whether in person, by phone, email, or other means, that may lead to a collective concurrence on an issue.

**SECTION 9. Communication of Advice.** The Public Affairs Manager is responsible for communicating the advice and recommendations of the Public Affairs Marketing Panel to the City Council. The Manager shall not disregard or filter the advice provided by the Panel, ensuring that the City Council receives the full scope of the Panel's input for consideration.

ADOPTED ON \_\_\_\_\_, 2024.

\_\_\_\_\_  
KARINA QUINTANILLA  
MAYOR

ATTEST:

\_\_\_\_\_  
ANTHONY J. MEJIA  
CITY CLERK

I, Anthony J. Mejia, City Clerk of the City of Palm Desert, hereby certify that Resolution No. 2024-\_\_ is a full, true, and correct copy, and was duly adopted at a regular meeting of the City Council of the City of Palm Desert on \_\_\_\_\_, 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