

EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD CITY OF PALM DESERT STAFF REPORT

MEETING DATE: March 25, 2025

PREPARED BY: Thomas Soule, Public Affairs Manager

SUBJECT: 2025 EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT
BOARD GOAL SETTING SESSION

RECOMMENDATION:

Review and provide input on the proposed 2025 EPPBID Board Goals.

BACKGROUND/ANALYSIS:

The purpose of this Goal Setting Session is to review the progress made on the FY 2024/25 El Paseo Parking & Business Improvement District (EPPBID) goals, assess ongoing projects, and receive direction on priorities for FY 2025/26. This session will provide an opportunity to align EPPBID resources and strategic efforts with the evolving needs of the District.

At this session, FG Creative will provide an update on the status of the previously adopted goals and initiatives, followed by a consideration of proposed goals and initiatives from each Board member. The session will conclude with a straw poll to narrow down the goals for FY 2025/26 and a confirmation of those goals.

City staff and FG Creative will return at the next EPPBID Board meeting to:

1. Present an action item adopting the selected FY 2025/26 goals.
2. Present a preliminary media plan for the Board's review and feedback.

FINANCIAL IMPACT:

There is no direct fiscal impact associated with the FY 2025/26 Goal Setting Session. However, the priorities identified during this session will guide the recommended allocation of EPPBID resources and may influence future budgetary decisions.

ATTACHMENTS:

1. FY 2024/25 EPPBID Goals & Initiatives Update