

# CITY OF PALM DESERT STAFF REPORT

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MEETING DATE: April 10, 2025

PREPARED BY: Anthony J. Mejia, City Clerk

SUBJECT: RESOLUTION ESTABLISHING THE PUBLIC AFFAIRS MARKETING  
PANEL AND CLARIFYING MEMBERSHIP ELIGIBILITY REQUIREMENTS  
AND APPOINTMENTS

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## **RECOMMENDATION:**

Adopt a resolution entitled “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 AND RESCINDING RESOLUTION NO. 2025-012.”

## **BACKGROUND/ANALYSIS:**

On February 27, 2025, the City Council approved the dissolution of the Marketing Committee and the creation of the Public Affairs Marketing Panel to streamline the advisory process. This new panel reports directly to the Public Affairs Manager, providing greater flexibility in meeting logistics, including the option for virtual meetings.

Following a recent resident inquiry, staff identified potentially ambiguous language in the eligibility criteria for panel membership. Specifically, it was unclear whether members must be working marketing professionals representing one of the following business sectors: large hotels, small hotels, large retailers, small retailers, shopping centers, restaurants, cultural, visual, or performing arts, real estate, local attractions, and marketing professionals.

To eliminate this ambiguity, staff recommends that the City Council rescind Resolution No. 2025-012 and adopt the attached resolution. The revised language explicitly states that members must be employed within the Coachella Valley in one of the designated sectors at the time of appointment and throughout their term of service.

In addition, Resolution No. 2025-012 currently delegates sole authority for appointments to the Public Affairs Manager. To preserve City Council involvement in the appointment process, staff recommends that the City Council Ad Hoc Subcommittee on Boards and Commissions and the Public Affairs Manager participate in candidate interviews, with appointments made by a majority vote of the three-member panel. If the Ad Hoc Subcommittee is not in place, the Mayor and Mayor Pro Tem shall serve in its place.

On March 19, 2025, staff consulted with the Ad Hoc Subcommittee on Boards and Commissions, composed of Mayor Harnik and Councilmember Pradetto. The subcommittee concurred with the proposed changes and directed staff to prepare a resolution reflecting the clarified eligibility requirements and the revised appointment process.

**Legal Review:**

This report has been reviewed by the City Attorney's Office.

**FINANCIAL IMPACT:**

There is no financial impact related to this action.

**ATTACHMENT:**

1. Resolution