

RESOLUTION NO. 2025-_____

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

WHEREAS, on February 27, 2025, the City Council adopted Resolution No. 2025-012, establishing the Public Affairs Marketing Panel to replace the Marketing Committee, with the goal of streamlining the advisory process by creating a panel that reports directly to the Public Affairs Manager, thereby allowing for more flexible meeting arrangements, including virtual meetings; and

WHEREAS, it has been the City's established practice and interpretation that members of the Marketing Committee must be actively employed 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; and

WHEREAS, to eliminate any ambiguity regarding membership eligibility, it is recommended that the City Council rescind Resolution No. 2025-012 and adopt this resolution to explicitly clarify that members must be currently employed within the Coachella Valley in one of the aforementioned business sectors at the time of appointment and throughout their term of service; and

WHEREAS, the City Council also desires to preserve its involvement in the appointment process by requiring that appointments to the Public Affairs Marketing Panel be made by a majority vote of a three-member panel consisting of the City Council Ad Hoc Subcommittee on Boards and Commissions and the Public Affairs Manager; and

WHEREAS, if the Ad Hoc Subcommittee on Boards and Commissions is not established at the time of appointment, the Mayor and Mayor Pro Tem shall serve in its place.

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. **Members must be currently employed within the Coachella Valley in one of these fields at the time of appointment and throughout their term of service.**

SECTION 6. Appointments and Removal. Appointments to the Public Affairs Marketing Panel shall be made by a majority vote of a three-member panel composed of the City Council Ad Hoc Subcommittee on Boards and Commissions and the Public Affairs Manager. If the Ad Hoc Subcommittee is not established at the time of appointment, the Mayor and Mayor Pro Tem shall serve in its place. 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 8. 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 9. 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 10. 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 _____, 2025.

JAN C. HARNIK
MAYOR

ATTEST:

ANTHONY J. MEJIA
CITY CLERK

I, Anthony J. Mejia, City Clerk of the City of Palm Desert, hereby certify that Resolution No. 2025-__ 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