

**CIVIC ENGAGEMENT COMMITTEE
CITY OF PALM DESERT
REGULAR MEETING MINUTES**

January 16, 2025, 11:00 a.m.

Present: Committee Members Kristy Giraud, Joyce Haraughty, Stacie Hedges, Jon Holan, Franchon-Marie Siddiq, Robin Stewart, Vice-Chair Brook Stjerne, Chair Emily Vogt

Absent: Committee Member Nancy Provost

1. CALL TO ORDER

A Regular Meeting of the Civic Engagement Committee was called to order by Chair Vogt on Thursday, January 16, 2025, at 11:00 a.m. in the Administrative Conference Room, City Hall, located at 73-510 Fred Waring Drive, Palm Desert, California.

2. ROLL CALL

3. NON-AGENDA PUBLIC COMMENTS

None.

4. CONSENT CALENDAR

Motion by: Member Giraud

Seconded by: Committee Member Stewart

To approve the consent calendar as presented.

Motion Carried (8 to 0)

4.a APPROVAL OF MINUTES

Approve the Minutes of October 22, 2024.

5. ACTION CALENDAR

5.a CIVIC ENGAGEMENT COMMITTEE 2025 WORK PLAN

Community Services Supervisor Penta provided a verbal staff report and responded to Committee Member inquiries.

Motion by: Committee Member Siddiq
Seconded by: Committee Member Stewart

Recommend the Palm Desert City Council approve the Civic Engagement Committee 2025 Work Plan as presented.

Motion Carried (7-0-1 Holan Abstained)

5.b PROVIDE FEEDBACK ON CREATING CIVIC ENGAGEMENT MARKETING STRATEGY

Community Relations Supervisor Penta provided a verbal report and responded to Committee Member inquiries.

During the course of discussion, individual Committee Members provided feedback as follows. The below points do not necessarily reflect Committee consensus:

- Stickers are trending as conversation starters.
- Pins are less popular.
- Vinyl stickers are preferred as they leave less adhesive residue on objects.
- Stickers and pins are low-cost, effective marketing tools.
- Consider linking promotional stickers or pins to social media engagement.
- Use QR codes at give-away locations to promote use of City app.
- Consider ways to measure results.
- Consider selecting a slogan for promotional merchandise that reflects and encourages civic pride.

Committee Member Holan opined that the ideas presented by staff and the Committee do not meet the criteria for a marketing strategy.

Motion by: Member Giraud
Seconded by: Joyce Haraughty

Provide feedback on the creation of a marketing strategy for the City's Civic Engagement programs, including the development of various promotional items.

Motion Carried (7-0-1 Holan Abstained)

5.c REVIEW AND PROVIDE FEEDBACK ON DRAFT PALM DESERT RESIDENT GUIDE

Community Relations Supervisor Penta provided a verbal report and responded to Committee Member inquiries.

During the course of discussions, individual Committee Members provided feedback as follows. The below points do not necessarily reflect Committee consensus:

- Provide the Palm Desert Resident guide at the iHub.
- Consider adding a map
- Incorporate public safety information
- Add a link to the Chamber of Commerce
- Add information regarding dog parks to the Parks & Recreation section
- Consider a QR code to provide a downloadable Spanish version
- Reduce redundancy throughout to make less text dense
- Bold phone numbers

Motion by: Committee Member Holan

Seconded by: Committee Member Stewart

Approve the Committee's feedback on the design and content of the draft Palm Desert Resident Guide and recommend that staff proceed with production.

Motion Carried (8 to 0)

6. INFORMATIONAL REPORTS & COMMENTS

6.a CIVIC ENGAGEMENT COMMITTEE MEMBERS

Chair Vogt announced Committee Member Akkerman's resignation.

Individual Committee members provided information regarding recent and upcoming community events; no formal action was taken.

6.b CITY COUNCIL LIAISON

City Council Liaison Quintanilla encouraged members to promote the opportunity to apply for existing and upcoming vacancies on boards, commissions, and committees; no formal action was taken.

6.c CITY STAFF

Community Relations Supervisor Penta provided updates on the following topics:

- City website refresh to update aesthetic and comply with recent Federal requirement for ADA compliance
- Wellness Expo scheduled for January 30, 2025
- Civic Academy applications due by March 10, 2025
- Status of the request for a Youth Civic Academy

Recording Secretary Olivares provided information regarding the Ethics Training opportunity scheduled for January 30, 2025.

6.d ATTENDANCE REPORT

Report provided; no action taken on this item.

7. ADJOURNMENT

The Civic Engagement Committee adjourned at 12:01 p.m.

8. PUBLIC NOTICES

Monique Lomeli, CMC
Recording Secretary

Ryland Penta, Community Relations Supervisor
Secretary

DATE APPROVED BY CIVIC ENGAGEMENT COMMITTEE