

**EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD**  
**CITY OF PALM DESERT**  
**REGULAR MEETING MINUTES**

March 25, 2025, 8:00 a.m.

Present: Board Member Rebecca Elliott\*\*, Vice Chair David Fletcher,  
Board Member Mahasti Islami, Board Member Michelle Whittaker,  
Chair Patrick Klein

Absent: Board Member Alec Longmuir

Staff Present: Public Affairs Manager Thomas Soule, Recording Secretary  
Monique Lomeli

*\*\* Arrived at 8:34 a.m.*

**1. CALL TO ORDER**

A Special Meeting of the El Paseo Parking and Business Improvement District Board was called to order by Chair Klein on Tuesday, March 25, 2025 at 8:00 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**

None.

**5. INFORMATIONAL REPORTS**

None.

**6. ACTION CALENDAR**

**6.a 2025 EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT (EPPBID) BOARD GOAL SETTING SESSION**

Public Affairs Manager Thomas Soule provided a brief overview of the item and responded to Board Member inquiries.

Stephanie Greene narrated a PowerPoint presentation and responded to Board Member inquiries.

Individual Board Members provided comments regarding the proposed 2025 EPPBID Board Goals; no formal action was taken.

**7. COMMENTS**

**7.a EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD MEMBERS**

Individual Board Members provided comments and requested additional information and future discussions on the following topics:

- A list of the top five social media collaborators.
- A discussion to consider Firebird sponsorship and advertising
- A review of strategies to address the transition when dining decks are phased out.

**7.b CITY COUNCIL LIAISON**

City Council Liaison Harnik provided the following comments:

- Urged the Board to be mindful of the return on investment concerning street activations while keeping a broad focus to address all niches
- New benches, waste & recycling receptacles, re-paving and raised crosswalks to be installed over the summer of 2025
- Encouraged the Board to continue strengthening the El Paseo brand

**7.c CITY STAFF**

In response to an inquiry, Public Affairs Manager Soule provided information regarding the final design and materials to be used on the benches that will be installed over the summer.

**8. ADJOURNMENT**

The El Paseo Parking and Business Improvement District Board adjourned at 9:03 a.m.

**9. PUBLIC NOTICES**

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Monique Lomeli, Senior Deputy Clerk  
Recording Secretary

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Thomas Soule, Public Affairs Manager  
Staff Liaison

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March 25, 2025

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DATE APPROVED BY EPPBID BOARD