

# CITY OF PALM DESERT STAFF REPORT

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MEETING DATE: January 9, 2025

PREPARED BY: Thomas Soule, Public Affairs Manager

SUBJECT: APPOINTMENT TO THE BOARD OF DIRECTORS FOR THE EL PASEO  
PARKING AND BUSINESS IMPROVEMENT DISTRICT

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## **RECOMMENDATION:**

Appoint Angela Rafferty to the Board of Directors for the El Paseo Parking and Business Improvement District (EPPBID) for a term ending June 30, 2025.

## **BACKGROUND/ANALYSIS:**

The EPPBID operates under the Parking and Business Improvement Area Law of 1989 and is subject to oversight by the City Council. A Council-appointed Board of Directors serves as the district's Advisory Board, representing the interests of businesses within the designated area.

The EPPBID's objectives include advertising promotion, street beautification, parking management, tourism support, and other initiatives to enhance business activity. Established to promote El Paseo as a world-class, pedestrian-friendly, and upscale destination, the district fosters a unique retail and service environment. The district encompasses all businesses along El Paseo between Highway 74 and Portola Avenue, as well as businesses on adjoining streets up to 180 feet south and 154 feet north of El Paseo.

The EPPBID's budget is funded entirely by contributions from its members through fees collected during business license registration, with no reliance on the City's General Fund.

The EPPBID Board follows a unique process outlined in its bylaws to fill vacancies that is unlike other City committees and commissions:

- EPPBID Board seats are open only to members of the district.
- A membership subcommittee of the Board conducts an initial review of applicants.
- The subcommittee presents its findings to the full Board.
- The Board votes by majority to recommend a candidate for City Council approval.

Angela Rafferty, owner of Chakra Aesthetics, has been recommended by the Board to fill a vacant seat set to expire on June 30, 2025. Her appointment is anticipated to enhance the Board's representation by including the perspective of a small service business owner and operator. In consideration of these factors, staff supports the Board's recommendation.

## **Legal Review:**

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

**Appointed Body Recommendation:**

At a special meeting held on December 5, 2024, the EPPBID Board of Directors unanimously voted to recommend Angela Rafferty's appointment to the Board.

**FINANCIAL IMPACT:**

There is no financial impact associated with this action.

**ATTACHMENTS:**

EPPBID Board Application- Angela Rafferty