

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: August 22, 2024

PREPARED BY: Anthony J. Mejia, City Clerk

SUBJECT: INTRODUCTION OF AN ORDINANCE DISSOLVING THE MARKETING COMMITTEE AND RESOLUTION ESTABLISHING THE PUBLIC AFFAIRS MARKETING PANEL

RECOMMENDATION:

1. Introduce an ordinance entitled, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PALM DESERT, DISSOLVING THE MARKETING COMMITTEE AND DELETING CHAPTER 2.14 OF THE PALM DESERT MUNICIPAL CODE."
2. 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."

BACKGROUND:

The City of Palm Desert established the Marketing Committee to serve as a conduit for industry trends, local promotion ideas, and business activity projections related to tourism. The Committee comprises up to seven members representing various sectors, including hotels, retailers, the arts, real estate, and marketing professionals.

ANALYSIS:

Despite its intended purpose, the Marketing Committee has encountered significant challenges in maintaining regular meetings and achieving a quorum. Over the past 18 months, three out of nine scheduled meetings were canceled due to a lack of quorum. The professional commitments of the members have made it difficult to adhere to a consistent meeting schedule, thereby reducing the Committee's effectiveness.

To address these challenges, staff is proposed that the Marketing Committee be dissolved and replaced with a more flexible and efficient structure: the Public Affairs Marketing Panel. This new Panel will provide advisory support to the Public Affairs Manager and facilitate more adaptable meeting arrangements, including the option for virtual meetings. The Panel will consist of up to seven members from diverse sectors, ensuring comprehensive input on matters related to tourism marketing and local business activities.

On January 17, 2025, the City Council Ad Hoc Committee on Boards and Commissions, composed of Councilmember Pradetto and Mayor Harnik, met with City staff to discuss the challenges faced by the existing Marketing Committee. After the discussion, the committee supported the staff recommendation to dissolve the Marketing Committee and establish the Public Affairs Marketing Panel.

Public Affairs Marketing Panel

The proposed resolution aims to formally establish the Public Affairs Marketing Panel as an advisory body to the Public Affairs Manager. This new Panel will replace the existing Marketing Committee, which has faced challenges maintaining regular meetings and quorum due to members' professional commitments.

The Panel will comprise of up to seven members from diverse sectors, such as hotels, retailers, arts, real estate, and marketing professionals. Its primary responsibilities will include reviewing and evaluating the City's marketing, advertising, and public relations efforts, as well as providing recommendations on financial support for special events and the selection of consultants and agencies. The resolution emphasizes the importance of transparency and the prohibition of serial meetings, ensuring that all deliberations occur within properly noticed public meetings.

Legal Review:

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

FINANCIAL IMPACT:

There is no financial impact associated with this action.

ATTACHMENTS:

1. Draft Ordinance – Dissolving the Marketing Committee
2. Draft Resolution – Establishing the Public Affairs Marketing Panel