

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

June 19, 2025, 8:00 a.m.

Present: Vice-Chair Rebecca Elliott, Board Member Mahasti Islami, Chair  
Patrick Klein, Board Member Angela Rafferty

Absent: Board Member David Fletcher, Board Member Alec Longmuir,  
Board Member Michelle Maspero

Staff Present: Public Affairs Manager Thomas Soule, Recording Secretary  
Damian Olivares

**1. CALL TO ORDER**

A Regular Meeting of the El Paseo Parking and Business Improvement District Board was called to order by Chair Klein on Thursday, June 19, 2025, at 8:06 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**

Sat Paneer, of California State University San Bernardino (CSUSB), Palm Desert Campus, spoke on the importance of the use of Artificial Intelligence (AI) in the workforce and economic development.

**4. CONSENT CALENDAR**

**Motion by:** Vice-Chair Elliott

**Seconded by:** Board Member Islami

To approve the consent calendar as presented.

**Motion Carried (4 to 0)**

**4.a APPROVAL OF MINUTES**

Approve the Minutes of April 17, 2025, and May 29, 2025.

**4.b APPROVAL OF FINANCIALS**

Approve the Financial Statement ending May 31, 2025.

**5. CONSENT ITEMS HELD OVER**

None.

**6. BUSINESS ITEMS**

**6.a RECAP OF THE 2025 PALM DESERT CALIFORNIA PLEIN AIR FESTIVAL FROM PALM SPRINGS LIFE AND CONSIDER SPONSORSHIP FUNDING FOR FISCAL YEAR 2025/26.**

Paulina Larson, of Palm Springs Life, and Diane Moore, of California Desert Plein Air Foundation, narrated a PowerPoint presentation and responded to member inquiries.

Brian Boyce, of Skidmore Contemporary Art, spoke in favor of the Plein Air Festival.

This item was postponed to the August 2025 meeting.

**6.b RECEIVE A PRESENTATION FROM PALM SPRINGS LIFE REGARDING THE 2025 PALM DESERT FOOD & WINE AND FASHION WEEK EL PASEO EVENTS**

Paulina Larson, of Palm Springs Life, narrated a PowerPoint presentation and responded to member inquiries.

No formal action was taken.

**6.c RENEW THE TERMS OF EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD MEMBERS: PATRICK KLEIN, DAVID FLETCHER AND ANGELA RAFFERTY, EACH FOR A THREE-YEAR TERM ENDING JUNE 30, 2028.**

**Motion by:** Vice-Chair Elliott

**Seconded by:** Board Member Islami

Reappoint the following individuals to the El Paseo Parking and Business Improvement District (EPPBID) Board for three-year terms effective July 1, 2025, through June 30, 2028:

1. Patrick Klein
2. David Fletcher
3. Angela Rafferty

**Motion Carried (4 to 0)**

**6.d ACRISURE ARENA CO-OP SPONSORSHIP DISCUSSION**

Stephanie Greene, of FG Creative, provided a staff report and responded to member inquiries.

**Motion by:** Chair Klein

**Seconded by:** Vice-Chair Elliott

1. Receive a verbal presentation from FG Creative outlining a proposed co-op sponsorship with Acrisure Arena.

2. Appoint Chair Klein, Vice Chair Elliott, and Board Member Islami, as a subcommittee to review the proposal details.

**Motion Carried (4 to 0)**

**7. INFORMATIONAL REPORTS**

**7.a SHERIFF UPDATE**

None.

**7.b MARKETING UPDATE**

Stephanie Greene, of FG Creative, provided a marketing update from May 2025 and responded to member inquiries.

**7.c CITY COUNCIL LIAISON**

None.

**7.d CITY STAFF**

None.

**7.e ATTENDANCE REPORT**

Report provided; no action taken on this item.

**8. REQUESTS FOR ACTION**

None.

**9. ADJOURNMENT**

The El Paseo Parking and Business Improvement District Board adjourned at 9:24 a.m.

Respectfully submitted,

---

Damian Olivares

Recording Secretary

---

Thomas Soule, Public Affairs Manager

Staff Liaison

---

DATE APPROVED BY EPPBID BOARD