

**From:** [Spa dream Massage](#)  
**To:** [CityClerk](#)  
**Subject:** Public Comment - Request for Fair and Consistent Licensing Policy  
**Date:** Wednesday, September 3, 2025 11:04:08 PM

---



Dear Council Members,

I have been a small business owner in Palm Desert for many years, working in the massage industry for more than two decades. Throughout this time, I have always abided by the law, paid my taxes, employed licensed staff, and done my best to provide honest services to the community.

When I renewed my license in 2024, the City clearly informed me that the owner was not required to hold a personal CAMTC certificate, as long as licensed employees were hired. Based on that policy, I invested my time, effort, and resources to continue operating. Now, only one year later, I am told that this policy has changed, and the owner must personally hold a license. Such abrupt and inconsistent changes create extreme hardship for small business owners like myself, who make decisions in good faith relying on the City's guidance.

Please also understand that reported gross receipts, such as the \$113,733 reported for 2024, do not represent actual profit. Nearly all of that money goes directly to rent, advertising, taxes, repairs, and employee wages. I split earnings with employees 50/50 to ensure they have a livelihood, often leaving myself with little or no profit. Whenever I discovered a tax or compliance issue, I corrected it immediately. My intention has always been to operate responsibly and lawfully.

At the same time, I see large shops openly hiring unqualified temporary workers, with little regard for quality or compliance, yet they continue to operate without consequence. For example, Some shops appear to face looser scrutiny simply because of who they present at the front desk. This creates a perception of unequal treatment — especially for Asian business owners like myself — and undermines confidence in the fairness of City policies.

If the City truly values fairness and long-term economic health, policy should not only measure “how much money” or “how many customers.” It must also uphold quality, integrity, and equal treatment. Otherwise, the result is that those who cut corners are rewarded, while honest operators are driven out. This is not only unjust, but also harmful to the City's reputation and community trust.

A business's reputation is not built on numbers alone. It is built on respect for customers and integrity in service. That is how I have always operated, and that is the type of business environment Palm Desert should encourage.

I respectfully urge the Council to review the inconsistency in current licensing policies, to enforce standards fairly across all businesses, and to ensure that small, law-abiding operators are not punished for their honesty while less compliant businesses are allowed to thrive.

I understand that perhaps my voice as a small business owner may seem insignificant, and maybe the City does not truly care whether I stay or leave. But at the very least, I want my voice to be heard: hard-working, law-abiding business owners who contribute with honesty and integrity should not be discouraged or pushed aside, while those who cut corners are while those who cut corners are rewarded.

Please also forward this letter to the City Manager's Office for review.

Sincerely

Ying Sun

Owner , Spa Dream Palm Desert, CA