

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: November 13, 2025

PREPARED BY: Thomas Soule, Public Affairs Manager

SUBJECT: PROPOSED PALM DESERT 2026 SOCIAL MEDIA COMMEMORATIONS

RECOMMENDATION:

Approve the list of social media commemorations proposed for 2026, as reviewed by the Mayor and Mayor Pro Tem.

BACKGROUND/ANALYSIS:

The City of Palm Desert uses its official social media channels to share City news, meeting reminders, event information, and community-focused messaging. As part of these efforts, the Public Affairs Division maintains a list of dates to be recognized annually through social media posts that reflect the City's values of inclusion, cultural awareness, and community connection.

These commemorations may include:

- Federal and State holidays
- Cultural and religious observances
- National and international awareness days and months
- Other widely recognized milestones and commemorative dates

For the 2026 calendar year, the Public Affairs division prepared a proposed list of commemorations based on the approved 2025 list. Staff also received a list of environmental observances from the Environmental Resources Committee (ERC), formerly the Resource Preservation & Enhancement Committee, for City Council consideration. The full set of ERC recommendations is included as a separate attachment for reference, providing additional context and transparency regarding the input process.

Both lists were reviewed and consolidated by the Mayor and Mayor Pro Tem, whose input is reflected in the final proposed list now submitted for City Council approval.

This list is not intended to be exhaustive. Rather, it serves as a planning tool and point of reference to help prioritize and coordinate commemorative content across the City's social media platforms. The Council's input on the proposed observances will help guide content development in the coming year.

Legal Review:

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

FINANCIAL IMPACT:

There is no fiscal impact associated with this action.

ATTACHMENTS:

1. Proposed List of 2026 Social Media Commemorations
2. Environmental Resources Committee Recommendations