

**Study Session of the Palm Desert City Council, Successor Agency to the Palm Desert
Redevelopment Agency, Housing Authority, and Board of Library Trustees**

Minutes

December 11, 2025

Present: Mayor Jan Harnik, Councilmember Gina Nestande, Mayor Pro
Tem Evan Trubee, Councilmember Karina Quintanilla,
Councilmember Joe Pradetto

1. CALL TO ORDER - STUDY SESSION

A Study Session of the Palm Desert City Council was called to order by Mayor Harnik on Thursday, December 11, 2025, at 1:30 p.m., in the Council Chamber, City Hall, located at 73-510 Fred Waring Drive, Palm Desert, California.

2. STUDY SESSION TOPICS

**2.a PROVIDE AN OVERVIEW OF THE RIVERSIDE COUNTY FIRE DEPARTMENT
WORKSHOP**

Robert Fish, Fire Chief, Diane Sinclair, Deputy Director of Administration, and Geoffrey Pemberton, Chief Deputy, of Riverside County Fire Department Executive Team narrated a PowerPoint presentation and responded to City Council inquiries.

**2.b REPORT ON FISCAL RESERVES, RESERVE POLICY AND BEST
PRACTICES**

Veronica Chavez, Director of Finance, narrated a PowerPoint presentation and responded to City Council inquiries.

During discussion, the following requests were made:

- Look into prior years' policies regarding reserve requirements;
- Review Rancho Mirage's reserve policy for comparison; and
- Return to a future meeting with a comprehensive review and update on the reserve policy.

**2.c PROVIDE INPUT ON PURSUING LANDSCAPE AND LIGHTING DISTRICTS
ON CITYWIDE PRIVATELY MAINTAINED MEDIANS AND SELECT
PARKWAYS.**

Councilmember Pradetto announced his recusal due to proximity of real property and left the meeting room.

Chris Gerry, Project Manager, narrated a PowerPoint presentation and responded to City Council inquiries.

During discussion, the following input was provided:

- Ensure transparency with property owners regarding proposed assessment amounts prior to any vote;
- Consistency in landscaping aesthetics across all Landscape and Lighting Districts (LLDs);
- Expressed support for the use of LLDs to enhance neighborhood aesthetics, maintain uniformity, and protect property values, while minimizing financial impacts to property owners.

Following the conclusion of discussion, Councilmember Pradetto returned to the meeting room.

2.d PROVIDE AN UPDATE ON THE CITY'S MARKETING PROGRAM

Thomas Soule, Public Affairs Manager, narrated a PowerPoint presentation and responded to City Council inquiries.

During discussion, the following topics were addressed:

- Request to explore emerging visitor markets beyond current core markets;
- Consider specific themes or topics for inclusion in upcoming qualitative and quantitative research;
- Consider long-range communications and tourism priorities as part of the next phase of the marketing program;
- Consideration of direct-flight markets, like New York, as potential priorities for future marketing efforts; and
- Social media posting frequency, engagement, and return on investment.

3. ADJOURNMENT

The City Council adjourned the Study Session at 3:43 p.m.

Respectfully submitted,

Michelle Nance

Acting Assistant City Clerk/Assistant Secretary

Anthony J. Mejia, MMC

City Clerk/Secretary