

PALM SPRINGS CITY COUNCIL
MINUTES
WEDNESDAY, MARCH 28, 2007
CITY COUNCIL CHAMBER

CALL TO ORDER: Mayor Oden called the meeting to order at 6:08 p.m.

PLEDGE OF ALLEGIANCE: The Pledge of Allegiance was led by Mayor Oden.

PRESENTATIONS: None.

ROLL CALL:

PRESENT: Councilmember Foat, Councilmember McCulloch, Councilmember Mills, Mayor Pro Tem Pougnet, and Mayor Oden.

ABSENT: None.

ALSO PRESENT: City Manager Ready, City Attorney Holland, City Clerk Thompson, and Chief Deputy City Clerk Hart.

REPORT OF CLOSED SESSION: No reportable actions were taken.

ACCEPTANCE OF THE AGENDA:

ACTION: The agenda was accepted as presented by a unanimous vote of the City Council.

PUBLIC COMMENT:

WENDIE BUSIG-KOHN, Palm Springs, spoke on The Desert Doctors and Friends for Doctors Without Borders Festive Fundraising Event to be held on April 1, 2007.

MARY HUTCHINSON, spoke on the upcoming event of the American Cancer Society's Relay for Life, to be held in Palm Springs, on May 5 and 6, 2007.

SID CRAIG, Palm Springs, spoke on the tentative future Citizen's Police Academy's training for the site and hearing impaired.

COUNCILMEMBER COMMENTS AND REQUESTS: None.

CITY MANAGER'S REPORT:

Parks and Recreation Director Heider provided a summary of the "Park Bark" program at the Dog Park and the outcome of the meetings with the users of the Dog Park. Some of the issues brought forth by the users were lighting, drainage, additional shade structure, dog drinking fountain, re-seeding, restrooms, etc.

Councilmember Foat stated she has received complimentary calls from the users of the Dog Park regarding the meetings and the direction the City is working toward.

Additionally, she stated she has received comments from the public regarding a park committee for raising funds for the benefit of the park, and requested consideration be given to the idea of a park steering committee.

Director of Public Works & Engineering Barakian provided an update on the Federal Grant received for the drainage at Golf Club Drive.

Councilmember McCulloch spoke on his guest appearance on PSPD on KPSI and the number of calls received regarding the City's streets, and thanked Director Barakian on his great work.

City Manager Ready provided an update on the recent Code Enforcement activities within the City.

1. STUDY SESSION:

1.A. PRESENTATION AND DISCUSSION WITH THE PALM SPRINGS DESERT RESORT COMMUNITIES CONVENTION AND VISITORS AUTHORITY REGARDING TOURISM, BENEFITS OF MEMBERSHIP, PROGRAMS, GOALS AND OBJECTIVES, INTERACTION AND COORDINATION WITH THE PALM SPRINGS BUREAU OF TOURISM, THE PALM SPRINGS CONVENTION CENTER, AND THE PALM SPRINGS INTERNATIONAL AIRPORT:

Jeff Beckelman, President, Palm Springs Desert Resort Communities Convention and Visitors Authority (CVA) provided a presentation summarizing the CVA's activities and introduced some key staff members.

Robert Enriquez, Senior Vice President of Sales and Marketing, provided the sales objectives of the CVA, a summary of the activities of the sales force, and tools used to market Palms Springs and the neighboring cities.

Councilmember Foat asked how the CVA handles leads received and recommendations given to the prospects.

President Beckelman commented on the goal of the room nights booked and reached, and the increased focus in the WDC and Chicago areas.

Woody Peak, Vice President of Tourism Sales and Marketing, provided a summary of the marketing activities, i.e. new videos, internet promotions, working in partnership with state and federal programs, various airlines, adding additional target markets, give-aways, newspaper advertising, the process of improving the CVA website, and preparing new meeting and

planning guides. Contracted with a research company to profile the visitors to the area, stating the information provided will include the reasons why the visitors chose to come here, and how much money was spent during their visit, etc. This information will enable the CVA to provide additional focus to certain markets. Some of the marketing activities include launching a travel program, partnering with AAA and Westway, targeting the international and motor coach markets, partnerships with international tour operators and local venues and events i.e. the Palm Springs Follies and CopyKatz.

Senior Vice President of Sales and Marketing Enriquez provided an overview on the communications, generating low or no cost media coverage, press relations, and media missions.

President Beckelman spoke on the television coverage in the Los Angeles and Orange County areas, adding it has been viewed by over 700,000 since January 2007, and the viewing time has been 20 or more minutes.

Mayor Pro Tem Pougnet requested additional information on the CVA's income and expenditures and the Spot Market Program. He added that the hoteliers are happy with the direction the CVA is heading.

Councilmember Foat requested information on the CVA's plans for representation of the small hotels.

Councilmember McCulloch would like information on the City's investment and the return to the City i.e. the TOT and sales tax monies received by the City due to the CVA's marketing strategy. He also voiced his concern on the low attendance by the industry at this meeting.

Councilmember Mills stated the industry is pleased with the work of the CVA; therefore, attendance at this meeting is low, adding that if the industry was not happy with the activities or lack of activities of the CVA the attendance at this meeting would be high.

Mayor Oden requested a chart or visual aid showing the total number of hotels within the Coachella Valley and the CVA's membership, definition of the small hotel collection, asked how CVA views the role of the Palm Springs International Airport in its programs, the handling of the taxicabs in the Coachella Valley, and stated he views the taxicabs as the front line ambassadors of Palm Springs and the surrounding cities, recommended a taxicab course, and complimented the CVA for the great job they are doing.

By consensus of the City Council, bi-annual updates of CVA activities and programs will be presented to the City Council.

COUNCILMEMBER COMMENTS AND REPORTS:

Councilmember Foat requested that a resolution supporting the California Green Builder Program be placed on the April 4, 2007, City Council agenda for consideration. She commented on the numerous calls received regarding recreational vehicles (RVs) and requested RVs be discussed at a future Study Session meeting.

Mayor Pro Tem Pougnet stated the consultants have been working on the facility master plan for the wastewater treatment plant; therefore, he requested a report on the analysis of the current sewer rate structure compared to the future projected capital cost of maintaining and expanding the wastewater treatment plant; recognized City Manager Ready and the Police Officers for the handling of a recent party house situation; and requested Channel 17 be updated and rejuvenated.

Mayor Oden spoke of the recent activities of the Mayor's office since the last meeting.

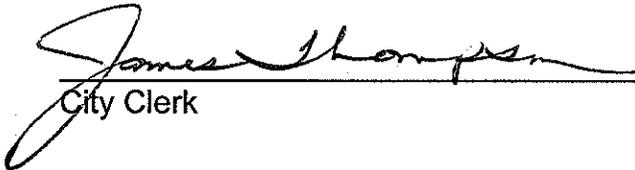
ADJOURNMENT: At 8:10 p.m. the City Council adjourned to a Regular Meeting, Wednesday, April 4, 2007, at 6:00 p.m. in the Council Chamber, City Hall, preceded by a Closed Session at 4:30 p.m., Small Conference Room, City Hall, 3200 East Tahquitz Canyon Way, Palm Springs.

APPROVED BY A MOTION OF THE PALM SPRINGS CITY COUNCIL THIS 2nd DAY OF MAY, 2007.



MAYOR

ATTEST:



City Clerk