



PALM DESERT

MINUTES

PALM DESERT HOTEL AND SIGNATURE EVENTS COMMITTEE SPECIAL MEETING

Monday, July 6, 2015 – 4 p.m.
North Wing Conference Room – Palm Desert Civic Center
73510 Fred Waring Drive, Palm Desert, CA 92260

I. CALL TO ORDER

Chairman Scatena called the meeting to order at 4:00 p.m.

II. ROLL CALL

Present:

Member Marilyn Dyer
Councilmember Jan Harnik
Member Arnold Kirschenbaum
Mayor Pro Tem Robert Spiegel
Chairman Ralph Scatena
Vice Chairman Scott White

Absent:

None

Staff /Others Present:

John Wohlmuth, *City Manager*
Rudy Acosta, *Assistant City Manager*
Martín Alvarez, *Director of Economic Development*
Lauri Aylaian, *Director of Community Development*
Donna Gomez, *Tourism & Marketing Manager*
Ruth Ann Moore, *Economic Development Manager*
David Hermann, *Management Analyst*
Diana Grasso, *General Manager, Westfield*
Franchesca Forrer, *Marketing Director, Westfield*
Robin McCormick, *Recording Secretary*

III. ORAL COMMUNICATIONS

None

IV. CONSENT CALENDAR

A. MINUTES OF THE ADJOURNED MEETING OF JUNE 8, 2015

Mayor Pro Tem Spiegel moved, by Minute Motion, to approve the minutes of the June 8, 2015, meeting as presented. Motion was seconded by Councilmember Harnik and carried by 6-0 (AYES: Dyer, Harnik, Kirschenbaum, Scatena, Spiegel and White; NOES: None).

V. CONSENT ITEMS HELD OVER

None

VI. NEW BUSINESS

A. FEATURED FIRST WEEKEND EVENT

Ms. Moore gave an overview of the First Weekend project, it's background and how the project can evolve in the future. First Weekend was started two years ago in an effort to promote the many cultural activities throughout Palm Desert to both residents and tourists. We've been very successful in creating partnerships with the various organizations in Palm Desert to promote their activities all under the umbrella of the First Weekend concept.

This year during the budget process, Council approved an expenditure of \$25,000 to sponsor or create a feature event that would kick off First Weekend this November. Staff approached all of our partners with this idea and Westfield has responded with a new event that staff would like you to consider sponsoring with the First Weekend funds.

Ms. Moore introduced Diana Grasso, General Manager and Franchesca Forrer, Marketing Director, both with Westfield. Ms. Grasso discussed Westfield's vision for the property and outlined some of their ideas for the space on the third floor parking structure. An event they are putting together is called "Street" on The Deck and will be held on the deck of the third floor parking structure (near Macy's). There is 90,000 sq. ft. of space with spectacular views and vignettes that can be easily utilized. "Street" as an event will be broken down into different areas. There will be Street Art, Street Music, Street Food and Street Fashion. Ms. Grasso shared a few of the artists that are lined up, with more being added all of the time. Ms. Grasso also shared that Palm Springs Art Museum will be the charity recipient for this event.

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Ms. Forrer discussed drive market, price of tickets and use of Westfield's social media to advertise the event. Also, they are working with the JW Marriott, as well as other hotels to offer hotel packages. There was much discussion regarding use of ramps, security and safety of participants.

Mr. Wohlmuth asked about other events scheduled for other First Weekend Months. Ms. Moore replied that there is a large event scheduled for every month except January, but that event should be decided soon.

Ms. Moore added that the budget for this event is \$51,000 and Westfield is requesting \$20,000 for this kick-off First Weekend event. Westfield will cover the remaining \$31,000 either from their budget or through outside sponsorships. The committee unanimously feels this will be a great event for Palm Desert and for the kick-off of First Weekend.

Mayor Pro Tem Spiegel moved, by Minute Motion, to recommend sponsorship of this event to the City Council. Motion was seconded by Councilmember Harnik and carried by 6-0 vote (AYES: Dyer, Harnik, Kirschenbaum, Scatena, Spiegel and White; NOES: None).

VII. CONTINUED BUSINESS

None

VIII. OLD BUSINESS

A. SPONSORSHIP CONSIDERATIONS FOR THE 2016 TOUGH MUDDER EVENT

Mr. Alvarez reminded the committee that at last month's meeting they discussed this event and the committee had agreed that a list of potential criteria should be compiled that would be requested in exchange for a sponsorship by the City.

Mr. Alvarez reviewed the list of 12 items that was put together by staff and will be forwarded on to Tough Mudder. The committee agreed on the items listed with one change to Item #9 being it should read "City requests that any additional ancillary events be held within Palm Desert city limits (i.e. pre/post parties)".

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Vice Chairman White added that CVB was working on a request list as well.

Vice Chairman White moved, by Minute Motion, to recommend to the City Council to proceed with this event. Motion was seconded by Mayor Pro Tem Spiegel and carried by 6-0 vote (AYES: Dyer, Harnik, Kirschenbaum, Scatena, Spiegel and White; NOES: None).

IX. REPORTS FROM CITY COUNCIL LIAISONS

Councilmember Harnik said that the Fourth of July event in the Civic Center was great. Mr. Wohlmuth felt that this year was the most attended. Chairman Scatena added that the JW Marriott was very busy and Member Kirschenbaum said his hotel was at 100% occupancy.

X. REPORTS AND REMARKS

A. Chairman

None

B. Committee Members

None

C. Staff

Ms. Gomez introduced Brianne Lawson, the new Economic Development staff member.

XI. INFORMATIONAL ITEMS

None

XII. NEXT MEETING DATE – August 5, 2015 at 4:00 p.m.

XIII. ADJOURNMENT

With Committee concurrence, the meeting was adjourned at 4:54 p.m.

Robin McCormick, Recording Secretary