



PALM DESERT

MINUTES

PALM DESERT HOTEL AND SIGNATURE EVENTS COMMITTEE REGULAR MEETING

Wednesday, October 7, 2015 – 4 p.m.
North Wing Conference Room – Palm Desert Civic Center
73510 Fred Waring Drive, Palm Desert, CA 92260

I. CALL TO ORDER

Vice Chairman White called the meeting to order at 4:01 p.m.

II. ROLL CALL

Present:

Councilmember Jan Harnik
Member Arnold Kirschenbaum
Member Jim Moran
Mayor Pro Tem Robert Spiegel
Vice Chairman Scott White

Absent:

Chairman Ralph Scatena

Staff /Others Present:

John Wohlmuth, *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*
Deborah Glickman, *Management Analyst*
Rachelle Klassen, *City Clerk*
Robin McCormick, *Recording Secretary*

III. ORAL COMMUNICATIONS

None

**PRELIMINARY MINUTES
REGULAR PALM DESERT HOTEL & SIGNATURE EVENTS
COMMITTEE MEETING**

October 7, 2015

IV. CONSENT CALENDAR

A. MINUTES OF THE SPECIAL MEETING OF JULY 6, 2015

Mayor Pro Tem Spiegel moved, by Minute Motion, to approve the minutes of the July 6, 2015, meeting as presented. Motion was seconded by Councilmember Harnik and carried by 4-0-1-1 (AYES: Harnik, Kirschenbaum, Spiegel and White; NOES: None; ABSENT: Scatena; ABSTAIN: Moran).

V. CONSENT ITEMS HELD OVER

None

VI. NEW BUSINESS

A. INTRODUCTION AND SWEARING IN OF NEW MEMBER – JAMES MORAN

After Ms. Klassen swore in Mr. Moran, he gave the committee a brief description of his background. The committee welcomed him.

B. SWING AND HOPS – FIRST WEEKEND EVENT

Ms. Glickman gave an overview of the Swing and Hops event. This event will be the signature event for February's First Weekend. It will be held on El Paseo, between Larkspur and San Pablo on Saturday, February 6, 2015, 12:00 p.m. to 4:00 p.m. Scheduled is a live band, dance instructors, dance groups, vendors and beer gardens.

Member Moran asked what the expected attendance would be, to which Ms. Glickman replied attendance was expected to be 400-500. Member Moran also inquired about parking for the event and what other events were scheduled for that date. Ms. Glickman said that there is parking available at the Gardens, President's Plaza I and II, as well as street parking on either side of the closed off portion of El Paseo.

Mr. Alvarez gave Member Moran some background on the plans that are being developed for an event center for that portion of El Paseo.

C. DISCUSSION OF POSSIBLE SPORTS FACILITY TO ATTRACT SPORTING EVENTS

Vice Chairman White wanted to see if there was any interest in a sports facility that would be able to house soccer tournaments, etc. There was a discussion of where a facility could be placed and also the possible use of

**PRELIMINARY MINUTES
REGULAR PALM DESERT HOTEL & SIGNATURE EVENTS
COMMITTEE MEETING**

October 7, 2015

the aquatic center for events. Vice Chairman White feels there is a definite need for a facility and Palm Desert would be a good location.

D. REVIEW OF COOPERATIVE FUNDING GUIDELINES

Ms. Moore reviewed the guidelines that have been developed for use of the cooperative funds that have been made available to draw business for hotels, create signature events and attract large groups. Vice Chairman White suggested and the committee agreed that there should be a requirement for a post review report of how the funds were used and what the benefits were to the City.

VII. CONTINUED BUSINESS

None

VIII. OLD BUSINESS

B. TOUGH MUDDER UPDATE

Vice Chairman White explained that the Berger Foundation felt that the risk of ruining the golf course was too great to bring the event to the Classic Club, so to date, the event will not occur. There was a discussion regarding the possibility of adding dollars to the City's sponsorship to help with repairing the course. Ms. Aylaian suggested that it may help if Mr. Wohlmuth had a conversation with the Berger Foundation to let them know that the City is very interested in and would like to see this event happen.

A. "STREET" EVENT UPDATE

Ms. Moore updated the committee on the progress of the event which is about a month away, Saturday, November 7, 2015. This will be the signature event for November's First Weekend. Promotion of the event will begin soon. There will be a VIP party from 4:00-5:00 p.m. to meet all the artists, with the event kicking off at 5:00 p.m. The event will now be free to the public since there are multiple things inside the event that you would spend money on.

Mr. Moore reviewed what people will experience at the "Street" event. There will be music, art, fashion and food that have been inspired by the "Street" culture. There will be several stages with music, a variety of food trucks and interactive art projects. This is new for Palm Desert and is being curated by the Coachella Valley Art Scene.

**PRELIMINARY MINUTES
REGULAR PALM DESERT HOTEL & SIGNATURE EVENTS
COMMITTEE MEETING**

October 7, 2015

CV Art Scene will be opening up a store front on the property to build and display their art. The store will be open prior to the event so that people can see the sculptures being constructed for Street.

IX. REPORTS FROM CITY COUNCIL LIAISONS

Mayor Pro Tem Spiegel asked how to get Goldenvoice involved with the City. Mr. Alvarez feels that the City needs a venue before they would be interested in bringing an event to the city.

X. REPORTS AND REMARKS

A. Chairman

Vice Chairman White suggested that there needs to be more attractions around the valley like the Marilyn Monroe statue that was in Palm Springs. As a possible valley wide program, maybe multiple cities could have a statue of this kind and it could be marketed as a valley wide program.

B. Committee Members

Member Moran brought up the idea to look into Top Golf. It is a great concept. The concept consists of a driving range with restaurant and bar. It becomes a social event and attracts visitors and residents.

C. Staff

Mr. Alvarez reminded the committee that they should feel free to email in any items they would like on the agenda for discussion.

XI. INFORMATIONAL ITEMS

None

XII. NEXT MEETING DATE – December 2, 2015 at 4:00 p.m.

XIII. ADJOURNMENT

With Committee concurrence, the meeting was adjourned at 4:57 p.m.

Robin McCormick, Recording Secretary