



PALM DESERT

MINUTES

PALM DESERT HOTEL AND SIGNATURE EVENTS COMMITTEE REGULAR MEETING

Wednesday, June 1, 2016 – 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 4:03 p.m.

II. ROLL CALL

Present:

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

Absent:

None

Staff /Others Present:

Justin McCarthy, *Interim City Manager*
Rudy Acosta, *Assistant City Manager*
Martín Alvarez, *Director of Economic Development*
Ryan Stendell, *Director of Community Development*
Thomas Soule, *Tourism & Marketing Manager*
Ruth Ann Moore, *Economic Development Manager*
David Hermann, *Management Analyst*
Deborah Glickman, *Management Analyst*
Eric Ceja, *Principal Planner*
Amy Lawrence, *Program and Events Specialist*
Diana Grasso, *General Manager, Westfield Shopping Center*
Robin McCormick, *Recording Secretary*

III. ORAL COMMUNICATIONS

None

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IV. CONSENT CALENDAR

A. MINUTES OF THE REGULAR MEETING OF OCTOBER 7, 2015

Mayor Spiegel moved, by Minute Motion, to approve the minutes of the October 7, 2015, meeting as presented. Motion was seconded by Member Moran and carried by 5-0 (AYES: Harnik, Kirschenbaum, Moran, Spiegel and White; NOES: None; ABSENT: None).

V. CONSENT ITEMS HELD OVER

None

VI. NEW BUSINESS

A. WESTFIELD STREET EVENT 2016 – REVIEW AND FUNDING REQUEST

Ms. Moore introduced Ms. Grasso, and stated that she would be presenting the recap of last year's event and also what is planned for this year.

Ms. Grasso showed the recap video to give everyone the feel and spirit of the event. Because of the success of this event there has been a permanent location established in the mall called "MAKE" where all the commissioned art is on display. Coachella Valley Arts Scene's art gallery (formerly in Cathedral City) has moved into the mall in February. They have created an interactive lounge to come do arts and crafts, listen to music, etc. Some of the featured artists that were at Street have come back and performed at MAKE. This space has become quite popular with art and music artists.

Ms. Grasso went on to report that the event was so successful that the video has been shown at a national conference with the Westfield Centers throughout the country labeling it "how retail should be done".

Ms. Grasso reported that "Street 2.0" is coming. There is great anticipation for the event. She reviewed some of the ideas and activities that are being planned. This event will only be successful with the City's support and Westfield is asking for a sponsorship again this year in an amount of \$20,000, which is the same amount of last year's sponsorship.

Ms. Moore added that this event was well attended for its first year and feels that it is an event that will grow into a large, well-attended event similar to how Fashion Week has grown over the years. Ms. Moore said

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they are asking the committee for a recommendation to sponsor this event in the amount of \$20,000.

Mayor Spiegel made a motion to recommend to the City Council a sponsorship of this event in the amount of \$20,000. The motion was seconded by Mayor Pro Tem Harnik and carried by 5-0 (AYES: Harnik, Kirschenbaum, Moran, Spiegel and White; NOES: None; ABSENT: None).

B. VALLEYWIDE SIGNATURE EVENTS CALENDAR/HOTEL STATISTICS

Mr. Alvarez brought this to the committee to start the conversation and remind the committee that they are tasked with recommending to the City Council opportunities to create new signature events that will bring heads in beds which is the main drive in TOT/bed tax which in turn supports the general fund.

Mr. Alvarez reviewed the calendar and charts that correlate to the calendar showing occupancy rates by month. The calendar shows that there are some months that are full with events and other months that have some room to add events to. November and December have areas of opportunity to bring in events.

Vice Chairman White mentioned that the FootGolf National Championship at Desert Willow could be added to the calendar. Member Moran said that there is a huge horse event in Thermal every year called HITS that runs from January 17th through March 19th, 2017 that could have possible marketability.

Mr. Alvarez stated that he and Mr. Soule have reached out to the Marriott and will reach out to other hotels asking what their needs are, what other opportunities are there to partner together to fill the gaps possibly by extending the stay during the week.

Vice Chairman White suggested the possibility of bringing a marathon or half marathon to the City as it has been 3 years since the last attempt. Member Kirschenbaum asked what had happened with Tough Mudder and Vice Chairman White said they tried finding another venue but they need 350 acres which is hard to find. Mr. Stendell feels Tough Mudder is losing its popularity. He has talked with several people and sees possibilities in promoting some type of event within our mountains/open spaces such as an extreme trail run. Other ideas discussed were a BBQ completion, large food truck event, local brewing event and a New Year's Eve event. Ms. Lawrence let the committee know that someone is currently working on a proposal for a food truck festival.

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Vice Chairman White asked if Fashion Week was successful this year in the new location. Ms. Moore replied yes, the new location went well, several people liked the fact there was less dust and dirt. Ms. Moore added that they are meeting next week with The Gardens and Palm Springs Life to discuss doing more events that stem from the Fashion Week events.

VII. CONTINUED BUSINESS

None

VIII. OLD BUSINESS

B. VISION SAN PABLO POST EVENT RECAP

Mr. Ceja gave the committee an overview of the Vision San Pablo event. From May 2 through May 13, 2016 there was a street demonstration of San Pablo by narrowing it down, adding temporary box trees, seating and other furniture. On the first weekend, May 7th, the street was shut down and there was a huge block party from 10:00 am to 9:00 pm. Food trucks, beer garden, activities, and a live band were brought in for the community to enjoy. Approximately 1500-1800 people attending throughout the day.

Mr. Ceja reported that it was well attended by the neighborhoods on either side of the street. 90% of the 145 surveys that were collected were very positive and supported everything that was being proposed on San Pablo Avenue.

Mr. McCarthy added that the City doesn't really have a "town center". This area was the area identified during the visioning and General Plan study. Its location would allow for community events such as the Vision San Pablo event. Also, working with the property owners to bring in tenants that would complement the area, such as a coffee house or a small brewery, along with the already present restaurants would draw people in. Mr. McCarthy suggested that at the next meeting Mr. Ceja shows the committee what that vision would look like.

A. RESULTS OF SWING AND HOPS – FIRST WEEKEND EVENT

Ms. Glickman reported that the event was held on February 6, 2016 from 12:00 pm to 4:00 pm on El Paseo. The street was closed down from Larkspur to San Pablo. There was a swing dance band, 6 dance instructors, a classic car show, interactive art, several vendors and 2 beer gardens. There were approximately 2,000 people in attendance, many of which were from outside the valley. The comments on Facebook were

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very positive. There was a wide range of coverage; online, print, radio and TV interviews before and during the event.

Vice Chairman White asked what the budget for the event was and if it was being held again next year. Ms. Glickman responded that the budget was \$35,000 approximately and yes, it is in the budget for next year, if approved. Mayor Pro Tem Harnik added that this event would possibly fit well on the San Pablo sight. Ms. Glickman agreed that this event would fit in several locations.

IX. REPORTS FROM CITY COUNCIL LIAISONS

Mayor Spiegel challenged staff to bring some good ideas for special events to the meeting in August.

X. REPORTS AND REMARKS

- A. Chairman
- B. Committee Members
- C. Staff

XI. INFORMATIONAL ITEMS

None

XII. NEXT MEETING DATE – August 3, 2016 at 4:00 p.m.

XIII. ADJOURNMENT

With Committee concurrence, the meeting was adjourned at 5:10 p.m.

Robin McCormick, Recording Secretary