



PALM DESERT

PALM DESERT HOTEL AND SIGNATURE EVENTS COMMITTEE REGULAR MEETING

MINUTES

Wednesday, October 3, 2018 – 4:00 p.m.
Administrative 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

Members Present:

Councilmember Jan Harnik
Councilmember Gina Nestande
Scott White, *Vice Chairman*
Arnold Kirschenbaum
Tom Tabler

Members Absent:

Jim Moran

Staff /Others Present:

Lauri Aylaian, *City Manager*
Ryan Stendell, *Director of Community Development*
Thomas Soule, *Tourism & Marketing Manager*
Amy Lawrence, *Management Analyst*
David Fletcher, *Churchill Properties*
Amy Smith, *Churchill Properties*
Ed Cohen, *Ideapeddler*
Andrea Foertsch, *Ideapeddler*
Robin McCormick, *Recording Secretary*

III. ORAL COMMUNICATIONS

None.

IV. CONSENT CALENDAR

A. MINUTES OF THE MEETING OF APRIL 4, 2018

Councilmember Harnik moved, by Minute Motion, to approve the minutes of the April 4, 2018, meeting. Motion was seconded by Member Kirschenbaum and carried by a 5-0-1 vote. (AYES: Harnik, Kirschenbaum, Nestande, Tabler, and White. NOES: None. ABSENT: Moran)

V. CONSENT ITEMS HELD OVER

None.

VI. NEW BUSINESS

A. FUNDING FOR SHOPS ON EL PASEO

Mr. Fletcher introduced himself and Amy Smith from Chartwell Properties, The Shops On El Paseo. Mr. Fletcher handed out a packet outlining a new event called A Christmas Walk to be held on December 8, 2018, 11:00 a.m. to 4:00 p.m. The event will tie in with Palm Desert First Weekend. Ms. Smith gave an overview of the events planned for the day, which include food trucks, carolers, sketch artist, and "Let it Snow" snow globe. There will be \$5.00 vouchers given to the Shops On El Paseo stores that will then be given to their customers to be redeemed at the food trucks or put towards the purchase of merchandise in the store. Along with the food trucks, the tenant restaurants have been invited to participate with some type of discounted item. Chartwell Properties will be covering the expenses for this event, but there are other options that can be added to make the event larger, if the City is willing to participate.

Councilmember Nestande stated that the first annual Ironman Triathlon is being held on Saturday in Indian Wells and asked if there is a way to draw from that crowd? The event is sold out and there are hundreds coming in to watch, as well as participate. One suggestion was to add a flyer and maybe a \$5.00 voucher to their bag.

Mr. Fletcher asked if this is an event that the City would like to participate in. Councilmember Harnik asked if they would mind presenting this to the El Paseo BID committee, to offer them the opportunity to participate? The committee discussed some of the other options offered and feel that this would be a good event.

A recommendation to support this event was given by Member White. The recommendation was seconded by Member Tabler and carried by a 6-0-1 vote. (AYES: Harnik, Kirschenbaum, Nestande, Tabler, and White. NOES: None. ABSENT: Moran)

B. DISCUSS SUMMER EVENTS

Councilmember Nestande wanted to mention that there was a summer event in Palm Springs called “Splash House” that was very successful and would like to see an event in Palm Desert in the summer months that would bring in more people. Member Tabler has been looking into doing more water themed events. The discussion lead to the next item.

VII. CONTINUED BUSINESS

None

VIII. OLD BUSINESS

None

IX. REPORTS FROM CITY COUNCIL LIAISONS

A. City Council

X. REPORTS AND REMARKS

A. Chair

None.

B. Committee Members

None.

C. Staff

XI. INFORMATIONAL ITEMS

A. Update on Lazy River & Space Expansion Plan – Tom Tabler

Member Tabler continued the discussion by saying the project would kick off on October 24. He shared that, if approved, the first phase to be constructed would be the ¾-mile lazy river that would take approximately 10 minutes to float around and would hold up to 400 riders. He discussed the plans and the changes/additions that they are trying to achieve. The second phase would be to fill in the Springs Pool and expand the Pavilion from 12,000 sf to 30,000 sf. Once this project is complete, the hotel expects to increase occupancy from 50% to 70% during the summer months.

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Member Tabler said he will be presenting this to the owners and he knows the owners will want participation from the City in the form of TOT revenue share. Member Kirchenbaum asked what the cost would be to construct this. Member Tabler answered, \$12M.

Councilmember Harnik asked about a previous TOT increment plan with the Marriott that was never implemented. There was a short discussion regarding the structure of that agreement.

B. Update of Health & Wellness Initiative – Scott White

Member White handed out information on the Wellness Initiative. They are really trying to focus on this September through December as the wellness season. Would like the City to think about being a part of this next year.

XII. NEXT REGULAR MEETING DATE – December 5, 2018 @ 4:00 p.m.

XIII. ADJOURNMENT

With Committee concurrence, the meeting was adjourned at 5:04 p.m.

Robin McCormick, Recording Secretary