

CITY OF PALM DESERT

EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT

AGENDA

TUESDAY, AUGUST 15, 2019 – 8:00 A.M.

ADMINISTRATIVE CONFERENCE ROOM

73-510 FRED WARING DRIVE, PALM DESERT, CA 92260

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. CONSENT ITEMS**
 - A. Approval of the Minutes from June 20, 2019 Board of Directors Meeting.
 - B. Approval of Financial Statements ending in July 31, 2019
- IV. CITY UPDATES**
 - A. Sheriffs Update, Presented by Deputy Steve Nelson.
 - B. El Paseo Improvements, Presented by Kevin Swartz and Randy Bowman.
 - C. Swing 'N Hops & First Weekend, Presented by Vanessa Mager.
- V. PARTNERS**
 - A. Palm Desert Chamber Update
- VI. NEW BUSINESS**
 - A. FG Creative: Marketing Reports
 - i. June & July Marketing Report & Instagram Report; *sent prior.*
 - ii. FY 19-20 Catalogue/Directory (PSL).
 - B. Branding Assets
 - i. PSL Programmatic Campaign: Review Ads
 - ii. Branding Campaign: Discussion & Input
 - C. FY 19-20 Marketing Plan
 - i. Partnership Contracts Update
 - ii. Budget
 - D. Database Update
- VII. ORAL COMMUNICATIONS**

VIII. REMARKS

- A. City of Palm Desert.
- B. Board Members.

IX. NEXT MEETING: Confirm September 19, 2019

X. ADJOURNMENT