



**CITY COUNCIL
MINUTES
TUESDAY, MAY 6, 2014**

A regular meeting of the La Quinta City Council was called to order at 3:00 p.m. by Mayor Adolph.

PRESENT: Councilmembers Evans, Franklin, Henderson, Osborne, Mayor Adolph
ABSENT: None

PUBLIC COMMENT ON MATTERS NOT ON AGENDA – None

CLOSED SESSION

1. CONFERENCE WITH THE CITY'S REAL PROPERTY NEGOTIATOR, FRANK J. SPEVACEK, PURSUANT TO GOVERNMENT CODE SECTION 54956.8 CONCERNING THE POTENTIAL TERMS AND CONDITIONS OF ACQUISITION AND/OR DISPOSITION OF REAL PROPERTY LOCATED AT SILVERROCK RESORT (APN'S 770-200-026; 776-150-021; 776-150-023; 770-060-056; 770-060-057; 770-060-058; 770-060-059; 770-060-061; 770-060-062; 777-490-004; 777-490-006; 777-490-007; 777-490-012 AND 777-490-014). PROPERTY OWNER/NEGOTIATORS: JOHN GAMLIN, MERIWETHER COMPANIES; ROBERT S. GREEN, JR., THE ROBERT GREEN COMPANY

COUNCIL RECESSED TO CLOSED SESSION AT 3:01 P.M.

MAYOR ADOLPH RECONVENED THE CITY COUNCIL MEETING AT 4:14 P.M. WITH ALL MEMBERS PRESENT. NO ACTIONS WERE TAKEN IN CLOSED SESSION THAT REQUIRES REPORTING PURSUANT TO GOVERNMENT CODE SECTION 54957.1 (BROWN ACT).

Mayor Adolph led the audience in the pledge of allegiance.

PUBLIC COMMENT ON MATTERS NOT ON AGENDA – None

CONFIRMATION OF AGENDA

City Manager Spevacek requested that Consent Calendar Item No. 6 be pulled from the agenda due to the receipt of new information from Coachella Valley Association of Governments. Council concurred.

Mayor Adolph requested that Consent Calendar Item No. 5 be pulled for discussion. Council concurred.

City Manager Spevacek introduced Rita Conrad, the newly-appointed Finance Director.

ANNOUNCEMENTS, PRESENTATIONS AND WRITTEN COMMUNICATIONS

1. PRESENTATION OF PROCLAMATION DECLARING MAY AS MENTAL HEALTH MONTH IN THE CITY OF LA QUINTA

Mayor Adolph presented the proclamation to Ms. Sandy Neja, member of the Riverside County Desert Board of Mental Health.

CONSENT CALENDAR

- 1. APPROVE MINUTES OF APRIL 15, 2014**
- 2. APPROVE DEMAND REGISTER DATED MAY 6, 2014**
- 3. APPROVE PROFESSIONAL SERVICES AGREEMENT WITH TRAFFEX ENGINEERS, INC. FOR CONTRACT CITY TRAFFIC ENGINEER SERVICES**
- 4. EXCUSE BOARD MEMBER DAVID PARK'S ABSENCE FROM THE APRIL 9, 2014 INVESTMENT ADVISORY BOARD MEETING**
- 5. pulled for discussion by Mayor Adolph >>> DENIAL OF CLAIM FOR DAMAGES FILED BY: DAVID AND PATRICIA LAWSER; DATE OF LOSS – AUGUST 25, 2013**
- 6. pulled from the agenda by the City Manager for placement on a future agenda >>> APPROVE SUB-REIMBURSEMENT AGREEMENT WITH COACHELLA VALLEY ASSOCIATION OF GOVERNMENTS, ALL COACHELLA VALLEY CITIES AND RIVERSIDE COUNTY FOR THE INTERCHANGE PROJECT AT JEFFERSON STREET/INTERSTATE-10**
- 7. ADOPT RESOLUTIONS ACCEPTING DEDICATION OF TWO LOTS AT RANCHO OCOTILLO NEAR FRED WARING DRIVE AS FLOOD REGULATION BASINS [RESOLUTION 2014-014 AND RESOLUTION 2014-015]**
- 8. ADOPT RESOLUTION APPROVING PRELIMINARY ENGINEER'S REPORT FOR LANDSCAPE AND LIGHTING ASSESSMENT DISTRICT 89-1, FOR FISCAL YEAR 2014/2015, AND A RESOLUTION DECLARING INTENT TO LEVY ANNUAL ASSESSMENTS FOR LANDSCAPE AND LIGHTING ASSESSMENT DISTRICT 89-1, AND GIVING NOTICE THEREOF [RESOLUTION 2014-016 AND RESOLUTION 2014-017]**

MOTION – A motion was made and seconded by Councilmembers Evans/Franklin to approve Consent Calendar Item Nos. 1-4 and 7-8 as recommended with Item Nos. 7 and 8 adopting Resolutions 2014-014 through 017. Motion passed unanimously.

CONSENT CALENDAR ITEM NO. 5

Mayor Adolph explained that he cannot support the recommendation to deny the Lawser claim. City Attorney Jenson recommended that Council pull Item No. 5 without taking action and schedule it as a future Closed Session item. Council concurred.

PUBLIC SPEAKER: Dave Lawser, La Quinta – Mr. Lawser is the owner of the home at 79815 Horseshoe Road where flooding has been a reoccurring problem over the years. He requests that the City work with Neil Finch, representative of the Indian Springs Country Club golf course, to resolve the flooding situation and his claim.

BUSINESS SESSION

1. APPROVAL OF AN ART PURCHASE AGREEMENT WITH MARIE BARBERA FOR THE DESIGN AND INSTALLATION OF A SCULPTURE AT THE EISENHOWER DRIVE AND CALLE SINALOA ROUNDABOUT

Community Services Director Hylton presented the staff report, which is on file in the City Clerk's Office.

Councilmember Henderson explained that the artwork is charming but she could not support this agreement because when traffic in a roundabout is heavy, art is a dangerous distraction. She said she could support living art such as a flower garden if an argument can be made for using Art in Public Places funds for ongoing garden maintenance. Ms. Henderson added that the roundabout signs need improvement.

PUBLIC SPEAKER: Edward Armendarez, La Quinta - Mr. Armendarez said he admires this piece of art and hopes the Council approves the purchase and placement, and it may help slow motorists down as they go through the roundabout.

PUBLIC SPEAKER: Linda Williams, La Quinta – Ms. Williams said she represents the Historical Society, which supports the sculpture and its placement in the roundabout.

MOTION – A motion was made and seconded by Councilmembers Evans/Franklin to approve the art purchase agreement with Marie Barbera for the design and installation of a sculpture within the Eisenhower Drive and Calle Sinaloa roundabout. Motion passed: ayes 4, noes 1 (Henderson).

STUDY SESSION

1. 2013 ANNUAL POLICE REPORT

Chief of Police Shouse presented the staff report, which is on file in the City Clerk's

Office.

Councilmembers commented on bicyclists using full car lanes on Saturdays in the Cove by riding six abreast; Coffee-with-a-Cop program; decline in incident numbers; programs administered by School Resource Officers; the beat system; Police participation in City events; calls for service and response time statistics; and 2014 goals.

2. ECONOMIC DEVELOPMENT STRATEGIES

Chris Escobedo, Assistant to the City Manager, presented the staff report, which is on file in the City Clerk's Office.

Councilmembers discussed the need for a measurement tool to gauge the benefits of strategies and programs; beneficiaries of sales tax revenue from online purchases and the need for La Quinta to get involved in pending legislation; the return on marketing dollars provided to the Convention & Visitors Bureau; funding situation for the east Valley iHub; subcommittee review of city staff training programs for performance-based system; level of marketing and budget; Chamber of Commerce reporting; the GEM publication design, use and distribution; north La Quinta needs and community organization; contributions to Coachella Valley Economic Partnership and resulting benefits; reallocation of economic development funds to attracting new business through commercial brokers; conversion of the big box stores; connecting economic development expenditures with jobs; economic development working to raise property values; and economic value of events in La Quinta and surrounding cities.

3. MARKETING STRATEGIES FOR FISCAL YEAR 2014/15

Recreation Supervisor Larson presented the staff report, which is on file in the City Clerk's Office.

Councilmembers discussed when they can expect data on the rate-of-return on the tourism website enhancements; staffing required to keep up with the short-term rental revenue; hosting of registered vacation rental units on tourism site; keeping La Quinta's message consistent by involving the ad agency in all marketing; the cooperative marketing program; the need to improve the visibility and sophistication of the tourist informational center – perhaps move it into city hall; the GEM publication needs a redesign; cooperative marketing by restaurants; Community Services e-mail list of 6,000; north La Quinta outdoor movie attendance; cross-marketing with SilverRock resident cardholders; importance of focusing on entities that are driving either sales tax or Transient Occupancy Tax in either cooperatives or rethink the current use of some of the marketing dollars; better return on the dollar from digital marketing and better ability to track results; consideration of increasing the marketing budget, which was cut by 50 percent; name recognition for La Quinta; not accepting the name of "Palm Springs" for Valley-wide events such as Palm Springs Restaurant Week.

THE CITY COUNCIL RECESSED AT 6:33 P.M.

*MAYOR ADOLPH RECONVENED THE CITY COUNCIL MEETING AT 7:04 PM
WITH ALL COUNCILMEMBERS PRESENT*

4. DISCUSS OPTIONS FOR LANDSCAPE MAINTENANCE OF NORTH LA QUINTA PARKWAYS MAINTAINED BY LIGHTING AND LANDSCAPE DISTRICT 89-1

Public Works Director Jonasson presented the staff report, which is on file in the City Clerk's Office.

After discussion, Council reached a consensus to accept the offers of dedication of the landscaped parkway lots depicted on the map attached to the staff report; seek Coachella Valley Water District rebates for water conservation designs; review each section individually to decide if some plants can remain; consider completing project over a five-year period; seek homeowners' input in design; the "Scottsdale" level is too barren; review the Municipal Code for compliance, and revision if needed; issue a request-for-proposals to develop a design with resident input and use of existing plants/trees where possible; remove turf and increase hardscape to reduce water usage and annual maintenance; plant volume should be somewhere between the "oasis" palette and the "La Quinta lush" palette; maximum budget after rebates may be around \$2 million over a multi-year period.

PUBLIC SPEAKER: Jeff Smith, La Quinta – Mr. Smith said he was speaking for himself and on behalf of the Cove Neighborhood. He believes it's fundamentally unfair as it is now. Cove residents pay into the assessment district for the whole city, not for entry to private developments. When money was available, everyone let it slide, but it's no longer sustainable. Of course, the residents in the 11 subdivisions don't want to pay for the benefits currently provided at no additional cost. Mr. Smith said the folks in the north La Quinta subdivisions need to pay for their share, maybe over time.

5. DISCUSS REVENUE ENHANCEMENT OPTIONS TO OFFSET COST OF CITY SERVICES

Chris Escobedo, Assistant to the City Manager, presented the staff report, which is on file in the City Clerk's office.

Council examined avenues to increase revenues including fees, assessments, a general tax, and special taxes; adding an inflation or cost-of-living adjustment to an approved tax; timeline if aiming to get on the November 2014 ballot; debatable need to spend money on a survey; need to address the deficit in the citywide assessment district caused by the freeze in revenue for many years – possibly with a second assessment so that the first is not jeopardized or a general tax; best to keep it simple with a sales tax increase.

Council reached a consensus to aim for a sales tax increase on the November 2014 election. City Manager Spevacek stated that staff will return to Council after conducting an economic analysis; evaluating the community threshold regarding the tax increase amount; considering the duration the tax increase would be needed; and other factors Council will need to consider. Mr. Spevacek suggested that Council begin to develop plans on ways to build community consensus through discussions about a sales tax increase.

REPORTS AND INFORMATIONAL ITEMS

La Quinta's representative for 2014, Councilmember Evans reported on her participation in the following organizations meeting:

- GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU - awards

La Quinta's representative for 2014, Councilmember Henderson reported on her participation in the following organizations meeting:

- LEAGUE OF CALIFORNIA CITIES BOARD MEMBER
- RIVERSIDE COUNTY TRANSPORTATION COMMISSION
- SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

La Quinta's representative for 2014, Councilmember Osborne reported on his participation in the following organizations meeting:

- IID ENERGY CONSUMERS' ADVISORY COMMITTEE

La Quinta's representative for 2014, Mayor Adolph reported on his participation in the following organizations meeting:

- COACHELLA VALLEY ASSOC. OF GOV'TS EXECUTIVE COMMITTEE
- SO. CALIFORNIA ASSOCIATION OF GOVERNMENTS DELEGATE
- SUNLINE TRANSIT AGENCY
- CHAMBER OF COMMERCE INFO EXCHANGE COMMITTEE

DEPARTMENT REPORTS

1. REQUEST FROM THE OFFICE OF MILITARY AND DEFENSE SERVICES FOR THE COUNTY OF RIVERSIDE

City Manager Spevacek presented the staff report, which is on file in the City Clerk's Office.

By consensus of Council, the City supports the six positions taken by the Riverside County Office of Military & Defense Services.

2. CITY ATTORNEY REPORTED ON NEW FPPC REGULATIONS

MAYOR'S AND COUNCIL MEMBER'S ITEMS

Councilmember Osborne complimented the Community Services Department staff on a great job during the City's birthday celebration, including the unanticipated move due to the windstorm.

PUBLIC HEARINGS – None

ADJOURNMENT

There being no further business, a motion was made and seconded by Councilmembers Franklin/Evans to adjourn at 8:24 p.m. Motion passed unanimously.

Respectfully submitted,

SUSAN MAYSELS, City Clerk
City of La Quinta, California

