



**CITY COUNCIL
MINUTES
TUESDAY, MARCH 17, 2015**

A regular meeting of the La Quinta City Council was called to order at 3:31 p.m. by Mayor Evans.

PRESENT: Councilmembers Franklin, Osborne, Peña, Radi, Mayor Evans

ABSENT: None

PUBLIC COMMENT ON MATTERS NOT ON AGENDA – None

CLOSED SESSION

1. **CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION, EXPOSURE TO LITIGATION PURSUANT TO GOVERNMENT CODE SECTION 54956.9 (d)(2) (NUMBER OF POTENTIAL CASES: 1)**

COUNCIL RECESSED TO CLOSED SESSION AT 3:32 P.M.

MAYOR EVANS RECONVENED THE CITY COUNCIL MEETING AT 4:08 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).

Councilmember Osborne led the audience in the pledge of allegiance.

PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA

PUBLIC SPEAKER: Robert Sylk, La Quinta – Mr. Sylk provided an update on the La Quinta Middle School potential cancer cluster, and asked that everyone write a letter to the school board asking why they are delaying independent testing.

CONFIRMATION OF AGENDA – Confirmed

ANNOUNCEMENTS, PRESENTATIONS AND WRITTEN COMMUNICATIONS – None

CONSENT CALENDAR

1. **APPROVE MINUTES OF FEBRUARY 17 AND MARCH 3, 2015**
2. **APPROVE DEMAND REGISTERS DATED FEBRUARY 27 AND MARCH 6, 2015**

3. DENIAL OF CLAIM FOR DAMAGES FILED BY MALCOLM CHERNICK, DATE OF LOSS – SEPTEMBER 8, 2014
- 4 DENIAL OF CLAIM FOR DAMAGES FILED BY GARY GRAVERSEN AND JOHN BILLINGS, DATE OF LOSS – SEPTEMBER 8, 2014
5. RECEIVE AND FILE REVENUE AND EXPENDITURE REPORTS FOR THE MONTH OF FEBRUARY 2015
6. *pulled by Mayor Evans for separate vote due to a potential conflict of interest based on proximity to her residence >>>* **ADOPT RESOLUTION GRANTING APPROVAL OF FINAL PARCEL MAP 36523** [RESOLUTION 2015-009]
7. **ADOPT RESOLUTION TO EXTEND TIME TO COMPLETE OFF-SITE AND ON-SITE IMPROVEMENTS FOR CODORNIZ (TRACT MAP NO. 32070)** [RESOLUTION 2015-010]
8. **ADOPT RESOLUTION GRANTING CONDITIONAL APPROVAL OF FINAL MAP AND SUBDIVISION IMPROVEMENT AGREEMENT ASSOCIATED WITH THE ORCHARD DEVELOPMENT** [RESOLUTION 2015-011]
9. **APPROVE PLANS, SPECIFICATIONS AND ENGINEER’S ESTIMATE, AND AUTHORIZE ADVERTISEMENT FOR BIDS FOR THE ADAMS STREET SIGNAL AND STREET IMPROVEMENT PROJECT**
10. **APPROVE REPLACEMENT OF AUDIO/VISUAL/CONTROL SYSTEM IN COUNCIL CHAMBERS AND APPROPRIATE FUNDING**
11. **ACCEPT EMERGENCY SERVICES GRANT FUNDS FROM THE FEDERAL EMERGENCY MANAGEMENT AGENCY**
12. **APPROVE TRANSFER OF ONE EMERGENCY SERVICES VEHICLE TO RIVERSIDE COUNTY FIRE DEPARTMENT FOR USE BY THE DEDICATED EMERGENCY SERVICES COORDINATOR**
13. **APPROVE SUB-REIMBURSEMENT AGREEMENT WITH COACHELLA VALLEY ASSOCIATE OF GOVERNMENTS, ALL COACHELLA VALLEY CITIES AND RIVERSIDE COUNTY FOR THE INTERCHANGE PROJECT AT JEFFERSON STREET/ INTERSTATE 10 AND APPROPRIATE FUNDS FOR TOTAL PROJECT COSTS**
14. *pulled by Councilmember Osborne for a separate vote due to a potential conflict of interest based on a business relationship >>>* **AWARD CONTRACT TO DATELAND CONSTRUCTION CO. INC. AND APPROPRIATE \$30,000 FROM UNALLOCATED GENERAL FUND RESERVES FOR THE AVENIDA CARRANZA DRAINAGE IMPROVEMENT PROJECT**

15. **RECEIVE AND FILE TREASURER'S REPORTS DATED DECEMBER 31, 2014 AND JANUARY 31, 2015**
16. **APPROVE A TEMPORARY ART DONATION AGREEMENT WITH GOLDENVOICE FOR ARTWORK TO BE PLACED AT THE JEFFERSON STREET ROUNDABOUT**
17. **EXCUSE ABSENCE OF INVESTMENT ADVISORY BOARD MEMBER KATHERINE GODBEY FROM MEETING OF MARCH 11, 2015**

MOTION – A motion was made and seconded by Councilmembers Osborne/Radi to approve the Consent Calendar as recommended with the exception of Item Nos. 6 and 14, and with Item Nos. 7 and 8 adopting Resolutions 2015-010 and 2015-011 respectively. Motion passed unanimously.

MOTION – A motion was made and seconded by Councilmembers Peña/Osborne to approve Consent Calendar Item No. 6 as recommended and adopting Resolution 2015-009. Motion passed: 4 ayes, 0 noes, 1 abstain (Evans)

MOTION – A motion was made and seconded by Councilmembers Radi/Peña to approve Consent Calendar Item No. 14 as recommended. Motion passed: 4 ayes, 0 noes, 1 abstain (Osborne).

BUSINESS SESSION

1. APPROVE PILLARS OF THE COMMUNITY NOMINATIONS

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

Councilmembers agreed that sitting councilmembers are not eligible for selection as a Pillar of the Community while in office; asked staff to design stronger minimum requirements; requested that a clearer policy be brought for the Council's approval prior to nominations; authorized staff to screen nominations and bring only complete applications to the Community Services Commission and the Council.

Councilmember Peña suggested that sitting city board members/commissioners be eligible for nomination.

MOTION – A motion was made and seconded by Councilmembers Peña/Franklin to select the following nominees as new Pillars of the Community for 2015: Don Adolph, Terry Henderson, Eddie Gilreath, John Walling, Don Arends as well as 2014 Senior Inspiration Award recipient Barbara Paumier. Motion passed unanimously.

STUDY SESSION

1. DISCUSS STRIPING OPTIONS FOR AVENIDA BERMUDAS AND BLACKHAWK WAY

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

Councilmembers discussed parking options; student safety; current speed limits; bicycle lane widths; widths of car travel lanes; policing of joggers using streets and bike paths instead of sidewalks; collision data for both streets; enforcement issues; cost-benefit of restriping versus targeted policing; prioritizing road maintenance needs based on condition of roads and documented safety issues; preferred use of permanent, solar-powered speed indicators as a first response rather than restriping for \$440,000, and; Council will reconsider restriping when these street come up for routine slurry sealing.

2. ECONOMIC DEVELOPMENT STRATEGY

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

Councilmembers discussed expanding market evaluation areas to include the region outside the city limits; the impact of regional and seasonal residents on city sales tax revenue; desirability of preparing a report similar to the "East Valley Coalition Annual Goals and Budget Resources" for the city; active effort needed to find new uses for vacant big-box stores; spot zoning for big-box stores to allow for uses not currently permitted; overuse of the term "economic development"; deferred maintenance along Highway 111; need to take advantage of transportation opportunities; possibility of forming a subcommittee of residents who have a wealth of information and talent to assist with economic development; role of marketing to draw an influx of visitors and shoppers; the high attendance at activities around the city; use of spot lights to attract visitors and/or low intensity lights to light the mountains; increasing the marketing budget; need for a focused marketing campaign during high attendance periods; need for mobility in any strategy and the ability to take advantage of opportunities when presented – organizational readiness; need for economic development incentives that are self-generating and conditional; creation of a ten-year vision and a financing mechanism to realize that vision; continued community engagement; continued need to be innovative, decrease costs and increase value; creating connectivity through economic development; pros and cons of joining with other cities and entities for economic development purposes, the need to be consistent if a commitment is made, and the need to see measurable results; positive results generated by the Valley convention and visitors' bureau; option of investing in direct marketing of consumers rather than investing in regional organizations; disseminating the La Quinta brand package; providing Coachella Valley Economic Partnership with a

sample of results expected; producing an inventory of commercial vacancies on which to focus; providing the Chamber of Commerce with direction and encouragement to court existing businesses; study how successful entities court businesses, such as other raceways; examination of factors behind vacancies, and; value of attending the Las Vegas and San Diego retailers conferences.

Councilmembers concurred that the top twenty sales-tax generating businesses in the city should be sent a formal thank you letter from the city.

REPORTS AND INFORMATIONAL ITEMS

La Quinta's representative for 2015, Councilmember Peña reported on his participation in the following organization's meeting:

- ANIMAL CAMPUS COMMISSION

La Quinta's representative for 2015, Councilmember Franklin reported on her participation in the following organizations' meetings:

- COACHELLA VALLEY MOUNTAINS CONSERVANCY
- SUNLINE TRANSIT AGENCY

La Quinta's representative for 2015, Councilmember Osborne reported on his participation in the following organization's meeting:

- DESERT SANDS UNIFIED SCHOOL DISTRICT COMMITTEE

La Quinta's representative for 2015, Councilmember Radi reported on his participation in the following organizations' meetings:

- CIVIC CENTER ART PURCHASE COMMITTEE
- RIVERSIDE COUNTY TRANSPORTATION COMMISSION

Councilmember Peña suggested that staff prepare an application for the Helen Putnam award in the health and wellness category.

COUNCILMEMBER PEÑA LEFT THE COUNCIL MEETING AT 5:46 P.M.

DEPARTMENT REPORTS

Department Reports were received and filed. Copies are available in the City Clerk's Office.

A summary of the following department reports was presented by staff:

- Monthly SilverRock development update
- Announcement of the SilverRock tenth anniversary event
- Responding to and addressing dog bites

MAYOR'S AND COUNCIL MEMBER'S ITEMS

Councilmember Radi said the event for Black History Month with 700 participants was very impressive; urged support of the La Quinta Wind Symphony at their Saturday fundraising concert; complemented organizers on the Taste of La Quinta event and suggested it be expanded to twice a year; expressed his thanks for the Police Safety Fair; and explained that a tour of parkway landscapes, taken with city staff and two knowledgeable commissioners, convinced him that drought-resistant landscaping is a must.

Mayor Evans reported on the success of the La Quinta Arts Festival; noted that the Indian Wells tennis matches cause more of a traffic impediment to the Valley than the Coachella festivals; reported on the activities at the Police safety event including the ten bike give-away, free helmets, fingerprinting, search and rescue information, and beer goggle demonstrations; explained the Reading Pals program she attended at a local preschool and noted that La Quinta is the only city participating; and reported that the Mayor's Walk on March 14, 2015 was attended by about a dozen residents and Councilmember Radi so there was no quorum of Council.

In response to Councilmembers' concern, City Clerk Maysels stated that future agendas and minutes for Mayor Walks will make it clear that Councilmember attendance is optional.

Councilmember Franklin reported on a luncheon at the Wellness Center and the high attendance of seniors who are finding their way back to the Center since reopening.

PUBLIC HEARINGS – None

ADJOURNMENT

There being no further business, a motion was made and seconded by Councilmembers Franklin/Osborne to adjourn at 6:34 p.m. Motion passed: 4 ayes, 0 noes, 1 absent (Peña).

Respectfully submitted,

SUSAN MAYSELS, City Clerk
City of La Quinta, California