



**CITY COUNCIL
MINUTES
TUESDAY, JUNE 2, 2015**

A regular meeting of the La Quinta City Council was called to order at 3:00 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 REAL PROPERTY NEGOTIATOR PURSUANT TO GOVERNMENT CODE SECTION 54956.8 FOR PROPERTY LOCATED SOUTH OF AVENUE 52 AND WEST OF JEFFERSON STREET (APNS: 776-150-025, 776-150-022, 777-490-011, 777-490-008, 777-490-017, AND 777-490-005).
 CITY NEGOTIATOR: FRANK J. SPEVACEK, CITY MANAGER
 NEGOTIATING PARTY: CHRISTIAN TITLE/ART CENTER TRUST
 UNDER CONSIDERATION: PRICE AND TERMS OF PAYMENT

2. PUBLIC EMPLOYEE PERFORMANCE EVALUATION, PURSUANT TO GOVERNMENT CODE SECTION 54957, COUNCIL APPOINTED POSITION – CITY ATTORNEY

3. PUBLIC EMPLOYEE PERFORMANCE EVALUATION, PURSUANT TO GOVERNMENT CODE SECTION 54957, COUNCIL APPOINTED POSITION – CITY MANAGER

COUNCIL RECESSED TO CLOSED SESSION AT 3:04 P.M.

MAYOR EVANS RECONVENED THE CITY COUNCIL MEETING AT 4:06 P.M. WITH ALL MEMBERS PRESENT.

City Attorney Ihrke reported that no actions were taken in Closed Session regarding Item Nos. 1 and 3 that require reporting pursuant to Government Code Section 54957.1 (Brown Act). City Attorney Ihrke reported that based on the performance evaluation conducted per Item No. 2, there would be no change in his position as City Attorney.

Councilmember Franklin led the audience in the pledge of allegiance.

PUBLIC COMMENT ON MATTERS NOT ON AGENDA

PUBLIC SPEAKER: Joe Dolence, La Quinta – Mr. Dolence spoke about the start time of Council meetings and the tickets his son received in April for not wearing a helmet.

PUBLIC SPEAKER: John Wadlund, La Quinta – Mr. Wadlund, a 15-year old resident, requested that the Council change the skate park rules to allow bicycles.

PUBLIC SPEAKER: Eric Wadlund, La Quinta – Mr. Wadlund requested that the Council allow bicycles to use the existing skate park so bikers did not have to wait until a new skate/bike park is built.

CONFIRMATION OF AGENDA

Councilmember Franklin requested that Consent Calendar Item No. 14 be moved to the Business Session for separate discussion and vote. Council concurred.

ANNOUNCEMENTS, PRESENTATIONS AND WRITTEN COMMUNICATIONS – None

CONSENT CALENDAR

1. **APPROVE MINUTES OF MAY 19, 2015**
2. **APPROVE DEMAND REGISTERS DATED MAY 15 AND MAY 22, 2015**
3. **SECOND READING AND ADOPTION OF ORDINANCE NO. 525 CHANGING ZONING DESIGNATION FROM MEDIUM HIGH TO LOW DENSITY RESIDENTIAL FOR PROPERTY LOCATED AT THE NORTHWEST CORNER OF JEFFERSON STREET AND AVENUE 52**
4. **APPROVE A PROFESSIONAL SERVICES AGREEMENT WITH BENGAL ENGINEERING TO PROVIDE PROFESSIONAL ENGINEERING SERVICES FOR DUNE PALMS ROAD WIDENING PROJECT**
5. **APPROVE SPECIFICATIONS AND ENGINEER'S ESTIMATE AND ADVERTISE FOR BIDS FOR FISCAL YEAR 2015/2016 SLURRY SEAL PROGRAM**
6. **APPROVE PROFESSIONAL SERVICES AGREEMENT WITH PSOMAS FOR CONSTRUCTION INSPECTION SERVICES**
7. **APPROVE INVESTMENT ADVISORY BOARD WORK PLAN FOR FISCAL YEAR 2015/2016**
8. **APPROVE PROFESSIONAL SERVICES AGREEMENT WITH TRAFFEX ENGINEERS, INC. FOR CONTRACT TRAFFIC ENGINEER SERVICES**

9. **APPROVE SPECIFICATIONS AND ENGINEER'S ESTIMATE AND ADVERTISE BIDS FOR THE INTERIOR PHASE OF THE LIBRARY 10TH ANNIVERSARY IMPROVEMENTS PROJECT**
10. **ADOPT A RESOLUTION TO AMEND AND RESTATE THE RULES OF PROCEDURE FOR COUNCIL MEETINGS AND RELATED FUNCTIONS AND ACTIVITIES**
[RESOLUTION 2015-023]
11. **ADOPT RESOLUTION FOR FISCAL YEAR 2015/2016 INVESTMENT POLICY**
[RESOLUTION 2015-024]
12. **APPROVE PLANS, SPECIFICATIONS AND ENGINEER'S ESTIMATE AND ADVERTISE FOR BIDS FOR PHASE I AND PHASE II AMERICANS WITH DISABILITIES ACT SPORTS COMPLEX AND YMCA FACILITY IMPROVEMENTS PROJECT**
13. *pulled by Councilmember Osborne for a separate vote due to a conflict of interest*
>>> APPROVE PROFESSIONAL SERVICES AGREEMENT WITH NAI CONSULTING, INC. FOR PROJECT MANAGEMENT AND CONTRACT ADMINISTRATIVE SUPPORT SERVICES
14. *pulled by Councilmember Franklin, moved to Business Session No. 2 for separate discussion and vote*
>>> APPROVE MEMORANDUM OF UNDERSTANDING WITH EAST VALLEY COALITION FOR REGIONAL ECONOMIC DEVELOPMENT AND FIRST YEAR BUDGET

Councilmember Osborne announced that he will abstain from voting on Consent Calendar Item No. 13 due to a conflict of interest resulting from a business relationship with the principals of NAI Consulting, Inc.

MOTION – A motion was made and seconded by Councilmembers Radi/Franklin to approve Consent Calendar Item Nos. 1-12 as recommended with Item Nos. 10 and 11 adopting Resolutions 2015-023 and 2015-024 respectively. Motion passed unanimously.

MOTION – A motion was made and seconded by Councilmembers Peña/Radi to approve Consent Calendar Item No. 13 as recommended. Motion passed: ayes 4, noes 1, abstain 1 due to conflict of interest (Osborne).

BUSINESS SESSION

1. **INTERVIEWS AND APPOINTMENTS OF RESIDENTS TO VARIOUS CITY BOARDS AND COMMISSIONS**

Mayor Evans thanked all applicants for their willingness to serve the City, and explained the process the Council would follow in conducting the interviews and selecting new members.

City Clerk Maysels held a random drawing resulting in the following interview order:

1. Architectural and Landscaping Review Board
2. Planning Commission
3. Community Services Commission
4. Investment Advisory Board
5. Historic Preservation Commission

1. ARCHITECTURAL AND LANDSCAPING REVIEW BOARD

No applicants present. No appointments made.

2. PLANNING COMMISSION (open: one alternate)

The following applicant gave a brief presentation on her qualifications:

Andrea Spirtos

~~Javier Lopez~~ not present

MOTION – A motion was made and seconded by Councilmembers Osborne/Radi to appoint Andrea Spirtos as an Alternate to the Planning Commission for a term to be decided at the next Council meeting. Motion passed unanimously.

3. COMMUNITY SERVICES COMMISSION (open: one alternate, one mid-term vacancy)

The following applicant gave a brief presentation on his qualifications:

Felice Chiapperini

~~Doug Hasset~~ application withdrawn

~~Kathleen Boylan~~ not present

~~Doriel Wylor~~ not present

MOTION – A motion was made and seconded by Councilmembers Radi/Franklin to appoint Felice Chiapperini to the Community Services Commission to fill the mid-term vacancy with the term ending June 30, 2016. Motion passed unanimously.

4. INVESTMENT ADVISORY BOARD (open: one alternate, one full term)

The following applicants gave a brief presentation on their qualifications:

George Batavick

Mike Krmpotich

MOTION – A motion was made and seconded by Councilmembers Osborne/Radi to appoint George Batavick to the Investment Advisory Board for the term of July 1, 2015 to June 30, 2018, and to appoint Mike Krmpotich to fill the mid-term vacancy with the term ending June 30, 2016. Motion passed unanimously.

5. HISTORIC PRESERVATION COMMISSION (open: one alternate, one professional, one non-professional)

The following applicant gave a brief presentation on her qualifications:

Linda Williams

MOTION – A motion was made and seconded by Councilmembers Osborne/Radi to appoint Linda Williams to the non-professional seat on the Historic Preservation Commission for the term of July 1, 2015 to June 30, 2018. Motion passed unanimously.

2. *Consent Calendar Item No. 14 pulled by Councilmember Franklin, moved to Business Session No. 2 for separate discussion and vote >>> **APPROVE MEMORANDUM OF UNDERSTANDING WITH EAST VALLEY COALITION FOR REGIONAL ECONOMIC DEVELOPMENT AND FIRST YEAR BUDGET***

Councilmembers discussed the status of the Coachella Valley Economic Partnership's iHUB; amounts budgeted by the city for economic development purposes in past years and amount requested for Fiscal Year 2015/2016; a possible duplication of effort; participating cities would include only La Quinta and Indio; number two economic driver in the Valley being agriculture; \$10,000 is a nominal investment for a two-year pilot program; ability to interview the County's recommended staff person from its Economic Development Agency; the similar partnership in the western portion of the County; private sector involvement in the partnership, and; support for the concept but not the partnership's name.

MOTION – A motion was made and seconded by Councilmembers Osborne/Radi to approve a memorandum of understanding with East Valley Coalition for regional economic development and first year budget. Motion passed unanimously.

STUDY SESSION

1. MARKETING STRATEGIES FOR FISCAL YEAR 2015/2016

Marketing and Events Supervisor Larson presented the staff report, which is on file in the City Clerk's Office. City marketing consultants Mike Cheley, CEO/Creative Director of Graphtek Interactive and Garry Sage, President of JNS Media Specialists provided additional information.

Councilmembers discussed working with the concierge staff at the Jacqueline Cochran Regional Airport Authority; the need to include more city activities on the website event calendar such as Wellness Center and Museum events; support for the map of registered vacation rentals; effectiveness of *Next Door* program; efforts to bring out local market; ability to track the benefits of *GEM* publication; the need for nightlife to attract the millennial generation; increasing the use of twitter and Instagram; marketing program during Coachella and Stagecoach events; efforts to promote golf

in La Quinta; effectiveness of print versus electronic marketing on the millennial generation; recalibration strategy; efforts to extend the high season into the shoulder seasons; suggestion to explore producing a city restaurant map with the Chamber of Commerce; support for the dedicated “selfie” photo sites; website bounce rates; maximizing the City’s relationship with the CVB; expansion into emerging markets such as Seattle and Portland; City ads at the Palm Springs Airport; and slush fund for local events.

PUBLIC SPEAKER: Wells Marvin, La Quinta – Mr. Marvin said the marketing efforts are well done; marketing is the best use of money to stimulate economic development; there is a need to reach out to locals who have money; golf is passé; a high percentage of visitors are looking for hiking and biking; need to be proactive with local events like the block party and fund larger events such as marathons and bike rides; need to allocate more funds to marketing and spend the funds once budgeted.

The consensus of the Council was that staff and marketing consultants were on the right track with past efforts and plans for future marketing.

2. DISCUSS INTERIM OFF-STREET PARKING STANDARDS FOR THE LA QUINTA VILLAGE

Community Development Director Johnson presented the staff report, which is on file in the City Clerk’s Office.

Councilmembers discussed the pros and cons of Options A, B, and C; use of in-lieu parking fees; re-examining whether parking requirements should be the same for the Village as other areas of the City such as Highway 111; allowing for compact size spots; solutions to employee parking in prime customer spots; triggers for parking and traffic studies; short-term credit for street spaces; and increase interim period from one to two years.

PUBLIC SPEAKER: Wells Marvin, La Quinta – Mr. Marvin said the time for action is now; no more studies are needed - the 2006 parking study is still relevant; supports Option A for a period of two years.

The consensus of the Council was to support a modified Option A for a period of one year with an option for the Council to extend it for a second year, with no new parking required for change-of-use permits.

3. FISCAL YEAR BUDGET 2015/2016

City Manager Spevacek and Finance Director Conrad presented the staff report, which is on file in the City Clerk’s Office.

Councilmembers discussed public safety budget and staffing; city staffing requests; Village EIR study; transferring animal control responsibilities to the County so the City's Code Officers may focus on code enforcement; increasing the marketing budget; Old Town Artisans' funding request; stipulated that La Quinta contributions to CVEP are to be used for the workforce excellence program; frequency of awarding grants; grant amounts awarded to schools; setting marketing funds aside for local events; and a reserve for unexpected expenses.

In response to Councilmembers' questions, Sheriff Captain Andrew Shouse, La Quinta's Police Chief, said that the Sheriff supports the City Manager's recommendation to reduce patrol hours from 150 to 140 hours per day (a reduction from 15 to 14 officers) for a savings of \$460,000, with the caveat that if the data/crime statistics show a fluctuation, the City and Sheriff readdress the matter.

Councilmember Franklin said that she supports reducing police patrols from 150 to 140 hours per day; the addition and reclassification of employees as recommended in the report; funding the Village EIR; contracting with Riverside County for animal control services; increasing the marketing budget; referring Old Town Artisan's funding request to the City's grant program, and; reserving some funds to cover unanticipated expenses during the fiscal year.

Councilmembers concurred with Councilmember Franklin's directions to staff.

PUBLIC HEARINGS – *moved up on the agenda by Mayor Evans*

1. ADOPT RESOLUTION CONFIRMING DIAGRAM AND ASSESSMENT FOR LANDSCAPE AND LIGHTING ASSESSMENT DISTRICT 89-1, FISCAL YEAR 2015/2016 [RESOLUTION 2015-025]

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

MAYOR EVANS DECLARED THE PUBLIC HEARING OPEN AT 8:03 P.M.

PUBLIC SPEAKER: None

MAYOR EVANS DECLARED THE PUBLIC HEARING CLOSED AT 8:03 P.M.

MOTION – A motion was made and seconded by Councilmembers Franklin/Radi to adopt Resolution No. 2015-025 entitled:

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LA QUINTA, CALIFORNIA, CONFIRMING THE DIAGRAM AND ASSESSMENTS FOR FISCAL YEAR 2015/2016 LANDSCAPE AND LIGHTING ASSESSMENT DISTRICT 89-1 (PURSUANT TO THE LANDSCAPE AND LIGHTING ACT OF 1972)

Motion passed unanimously.

2. ADOPT RESOLUTION APPROVING FISCAL YEAR 2015/2016 THROUGH 2019/2020 CAPITAL IMPROVEMENT PROGRAM [RESOLUTION 2015-026]

Principal Engineer Wimmer presented the staff report, which is on file in the City Clerk's Office.

Councilmembers discussed the funding for the roundabout at Eisenhower Drive and Avenida Montezuma; circumstances under which Developer Impact Funds could be used for water conservation programs; entering into a Memorandum of Understanding with the Coachella Valley Water District regarding rebates for water conservation projects; cost of the BMX/skate/scooter facility; use of courts for both tennis and pickle ball; pool improvements schedule; Civic Center turf conversion; and timing of drainage projects.

MAYOR EVANS DECLARED THE PUBLIC HEARING OPEN AT 8:27 P.M.

PUBLIC SPEAKER: Janeil Austin, La Quinta – Ms. Austin requested that capital funds for the pool improvements be moved up to Fiscal Year 2015/2016, and delivered to the City Clerk a petition with about 30 signatures supporting her request.

In response to Councilmembers' questions, Community Services Director Hylton explained the pros and cons of heating the pool and completing improvements sooner than planned.

MAYOR EVANS DECLARED THE PUBLIC HEARING CLOSED AT 8:40 P.M.

MOTION – A motion was made and seconded by Councilmembers Radi/Franklin to adopt Resolution No. 2015-026 entitled:

ADOPT RESOLUTION APPROVING FISCAL YEAR 2015/2016 THROUGH
2019/2020 CAPITAL IMPROVEMENT PROGRAM

Motion passed unanimously.

REPORTS AND INFORMATIONAL ITEMS

La Quinta's representative for 2015, Mayor Evans, reported on her participation in the following organization's meeting:

- CVAG EXECUTIVE COMMITTEE

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

- SUNLINE TRANSIT AGENCY

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

- IID ENERGY CONSUMERS' ADVISORY COMMITTEE

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

- COACHELLA VALLEY ECONOMIC PARTNERSHIP

DEPARTMENT REPORTS

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

MAYOR'S AND COUNCIL MEMBER'S ITEMS

Councilmember Osborne requested that staff inform residents about Imperial Irrigation District's free energy audits in the next publication of *The Gem*.

Councilmember Franklin said that she toured the La Quinta Resort with the Council's Economic Development Subcommittee and learned from the Resort's General Manager, Paul Cherrett, that the City's hiking trails are not well marked. Mr. Cherrett called La Quinta the "Palm Beach of the West" and informed them that resort rooms are \$99 a night through the summer months.

Councilmember Radi said that the La Quinta Resort is considering adding an art studio and Mr. Cherrett suggested that the City's economic development efforts focus on the arts, food, hiking and biking.

In response to Councilmember Peña, Assistant Police Chief Walton explained his department's effort to clear the homeless squatters on the hillside.

Mayor Evans noted that many members of the Council will be attending the La Quinta High School graduation on Thursday to celebrate the students and their achievements.

ADJOURNMENT

There being no further business, a motion was made and seconded by Councilmembers Franklin/Radi to adjourn at 9:04 p.m. Motion passed unanimously.

Respectfully submitted,

SUSAN MAYSELS, City Clerk
City of La Quinta, California

