

**POWER POINTS**

**CITY COUNCIL  
MEETING**

**MAY 2, 2023**

**City Council Meeting  
May 2, 2023**



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**City Council Meeting  
May 2, 2023  
CLOSED SESSION IN  
PROGRESS**



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# Pledge of Allegiance



5/3/2023

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5/3/2023

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**City Council Meeting  
May 2, 2023  
Presentations**



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**City Council Meeting  
May 2, 2023  
P1 – Family YMCA of the Desert  
Presentation**



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# Family YMCA of the Desert

May 2, 2023: City of La Quinta Council Presentation



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## Testimonials

Every day my children attended the YMCA, I knew they felt cared for, listened to, and appreciated. The kind staff always modeled what a good human should be like, and my children learned from them daily.

I am thankful that a YMCA exists on my kids' school so that they have a place to call "home" before they have to go home.

I am grateful for the patient teachers and directors who take the time to guide, laugh, teach, and play with my kids.

Thank you, thank you, thank you for all that the YMCA does to keep kids safe and cared for.

On special days, the YMCA became a place to explore artistic opportunities with the LQ Artisan ceramics. I knew better than to try to pry my kids out early on those days

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# Family YMCA of the Desert

## Adams Elementary Licensed Childcare | Enrichment Program

The City of La Quinta has played a large part in the growth and development of Adams Elementary Licensed Childcare | Enrichment program by promoting and we are forever grateful for the help we received to help during COVID and beyond.

- April 2020 - Opened at La Quinta Museum for essential childcare. Started with two kids.
- August 2020 - Distance learning began at the La Quinta Museum with 20 kids total.
- January 2021 - Moved to Adams and had 28 kids in two cohorts.
- March 2021 - Adams housed all kids that opted to stay on distance learning rather than hybrid.
- June 2021 - Summer 2021 saw a full program of 28 kids. Capacity of 14 in each class still in place.
- August 2021 - First full school year began at Adams with four kids to start.
- June 2022 - School ends with 20 kids now enrolled and summer begins with a full 60 kid capacity. No more restrictions in place.
- August 2022 - Second school year begins with now 30 kids enrolled. ELO-P funding in place helping families.
- June 2023 - We are planning another full summer with 60 kids enrolled

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Family YMCA of the Desert  
Adams Elementary Summer Program



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Family YMCA of the Desert  
La Quinta Child Development Center  
Opened in 1991



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Family YMCA of the Desert  
La Quinta Child Development Center  
Infant through 6<sup>th</sup> Grade Year-Round Licensed Childcare | Enrichment



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Family YMCA of the Desert  
La Quinta Child Development Center  
104 children enrolled in safe, nurturing and caring program  
with 24 dedicated YMCA Team Members



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Family YMCA of the Desert  
La Quinta Child Development Center

Our mission and vision for our Early Childhood Education program and community.

Strengthen families in their role as their child’s first teacher  
Improve the quality of our early learning environment and access to those programs  
Promote prevention and early identification of exceptional health and developmental needs  
Research by [Nobel Prize-winning economist James Heckman](#) showed that every \$1 invested in quality early childhood programs can yield returns between \$4 and \$16.



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**Y FUN FACTS:**

We have 175 team members at 10 various program locations in La Quinta, Indio and Palm Desert.

We have wonderful collaborative partnerships with Old Town Artisan Studio, Friends of Desert Mountains, Hidden Harvest, Armed Services YMCA Twentynine Palms, Desert Sands Unified School District, College of the Desert and more!

**THANK YOU CITY OF LA QUINTA  
COUNCIL, STAFF AND RESIDENTS FOR  
YOUR CONTINUED SUPPORT FOR OUR  
FAMILY YMCA OF THE DESERT  
FAMILIES AND STAFF!**

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**City Council Meeting  
May 2, 2023  
B1 – Village Hospitality Homes**



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## Background

- In October 2022, City approved Village Hospitality Homes to be allowed in Village Commercial (VC) area
  - Parcels between 4,500-10,000 sf
  - For rent 30 days or less, subject to TOT
- Added as a permitted use with a CUP in VC zone

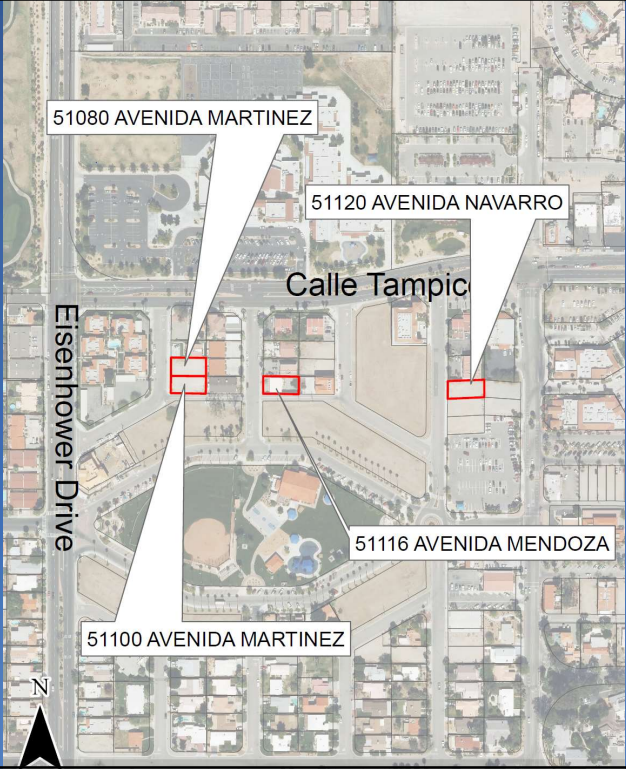
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## Proposal

- Applicant proposed four Village Hospitality Homes on four properties within the Village:
  - 51120 Avenida Navarro
  - 51116 Avenida Mendoza
  - 51080 Avenida Martinez
  - 51100 Avenida Martinez
- Approved by PC on April 11, 2023

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# Vicinity Map



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## Proposal

- Applicant is requesting a partial waiver of entitlement application fees and a waiver of undergrounding utilities
- Each of the four properties require separate entitlement applications: One SDP and One CUP for each

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## Application waiver

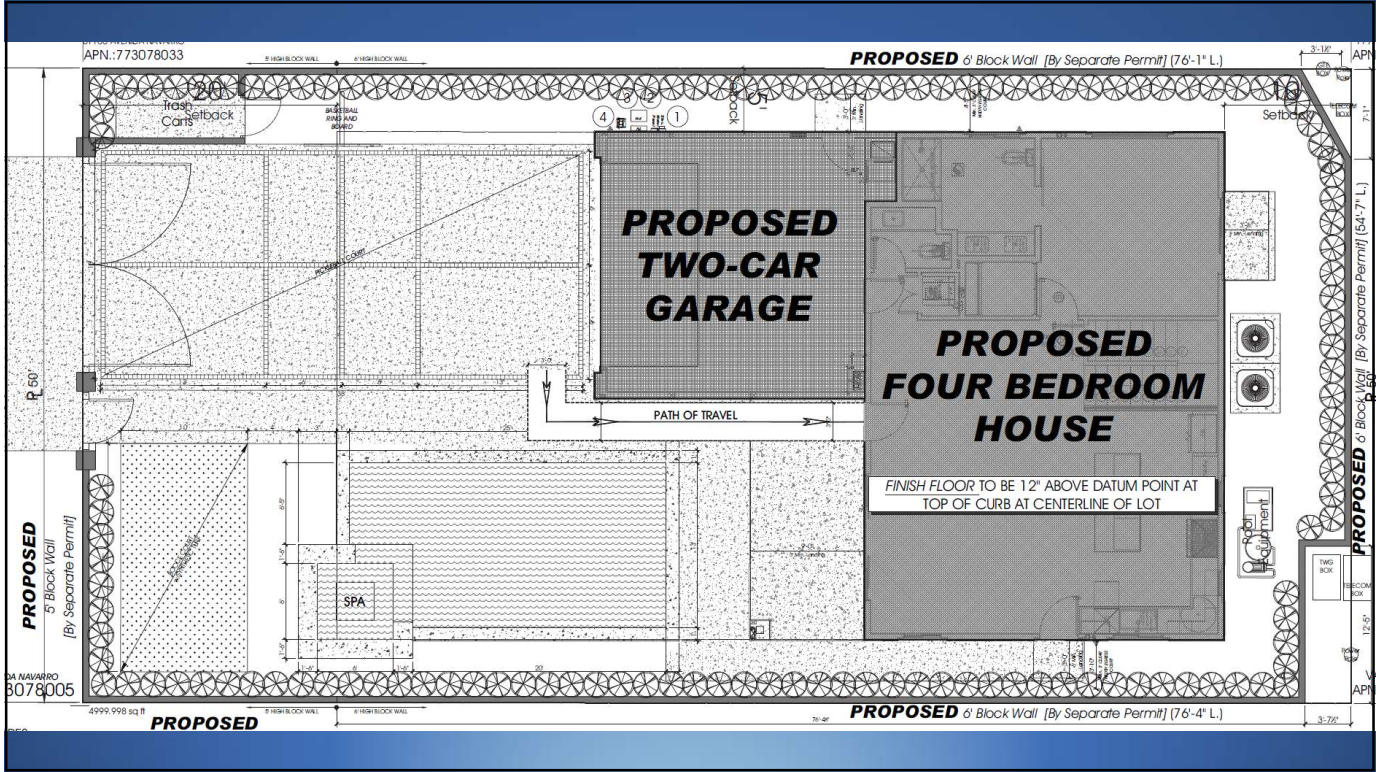
- Applicant requesting partial waiver of fees because they are similar in design and were processed and presented all at same time
- Total amount of fees is \$63,676 (\$15,919 per project site).
- Applicant requesting 1.5 times fee for one project: \$23,878 (equivalent of 1.5 SDP + 1.5 CUP)

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# Undergrounding Waiver

- New construction required to underground utility lines and poles
- Each VHH has utility poles running on the rear of the property
- Applicant requesting a waiver from undergrounding, stating it would make each project financially infeasible

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**51080 Avenida Martinez & 51100 Avenida Martinez**



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**51116 Avenida Martinez**

**51120 Avenida Navarro**



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**City Council Meeting  
May 2, 2023**

**B2 – Contract Services Agreement with Action  
Park Alliance Inc.**



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## Background

- RFP for skatepark management services published August 2021
- Action Park Alliance (APA) selected as the most qualified vendor
- Council approved agreement with APA October 2021

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## Background

- APA began operations March 23, 2022 (soft opening of X Park)
- Grand Opening of the X Park October 22, 2022
- APA oversees day-to-day operations, annual/day passes, programming, and events

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# Programming & Events



- Skate Camps, Pro Team Meet & Greet, Best Trick Contests, Skate Lessons
- El Gato Classic, Hotwheels Superchargers, Fivestar Throwdown Regional Qualifier, Lucky Pro Scooter “Scoot Jam”

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# Attendance

- Average monthly attendance: **2,400**
- Yearly park users (participants & spectators): **40,000**
- Total annual memberships: **850**



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# Agreement Options

## Five Day Operations Year Round

**OPTION  
1**

FY 2023/24	FY 2024/25	FY 2025/26	Total
\$342,000	\$359,100	\$377,055	\$1,078,155

## Five Day Ops (6months), Seven Day Ops (6 months)

**OPTION  
2**

FY 2023/24	FY 2024/25	FY 2025/26	Total
\$404,078	\$424,282	\$445,457	\$1,273,817

## Seven Day Operations Year Round

**OPTION  
3**

FY 2023/24	FY 2024/25	FY 2025/26	Total
\$466,225	\$489,537	\$514,014	\$1,469,776

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# Current Membership Costs

LQ RESIDENT	NON-RESIDENT
Annual Membership: \$25	Annual Membership: \$50
Day Pass: \$2	Day Pass: \$5



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# Proposed Membership Costs

**FY 2023/24**

LQ RESIDENT	NON-RESIDENT
Annual Membership: \$25	Annual Membership: \$50
Day Pass: \$2	Day Pass: \$5

**FY 2024/25**

LQ RESIDENT	NON-RESIDENT
Annual Membership: \$30	Annual Membership: \$60
Day Pass: \$3	Day Pass: \$8

**FY 2025/26**

LQ RESIDENT	NON-RESIDENT
Annual Membership: \$35	Annual Membership: \$70
Day Pass: \$3	Day Pass: \$8

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# Questions?



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