

Council Recap - Tuesday, February 20, 2024

City Council members approved a sponsorship policy outlining the criteria and eligibility requirements for potential sponsors of events, programming, projects, and facilities.

The policy gives the City the right to decline any request for sponsorship if it is not in La Quinta's best interest. Sponsorships that violate federal, state, or local law will not be approved.

Individuals, organizations and businesses that would be ineligible for sponsorships include:

- Those whose revenues are substantially derived from the sale of alcohol, illegal drugs or paraphernalia, firearms or weapons, tobacco products, cannabis, gambling, or sexually explicit materials.
- Those that promote adult-oriented businesses.
- Those with the intent to act on behalf of, in support of, or in opposition to any political candidate or ballot measure or advocate a political position.
- Those that would be prohibited from receiving a financial or in-kind gift from the City pursuant to any applicable federal, state or local law or regulation, court order, or administrative decision.

Agreements with charitable, religious, and other public welfare organizations and entities must comply with federal and state laws and regulations, including the City's constitutional requirement not to endorse any religion, convey or attempt to convey a message that a particular religion or religious theory is favored or preferred against another.

Sponsorships can be solicited by City manager-designated staff. The mayor, council, appointed boards and commission members cannot legally solicit sponsorships.

Naming rights and sponsorship agreements of \$50,000 or more must be reviewed by City staff and brought to the City Council for approval. Agreements with proposed funding of less than \$50,000 may be approved by the city manager or designee.

The policy is included with the City Council agenda packet and can be viewed or downloaded at www.laquintaca.gov.

Avenue 50 Bridge Project

On Tuesday, the City Council also approved a \$2.3million contract agreement with Mark Thomas & Co. engineering firm for the Avenue 50 bridge over the La Quinta Evacuation Channel. The contract is contingent on approval from Caltrans. The project is estimated to cost nearly \$16.5 million. The City Council voted in December to close Avenue 50 between Washington Street and Park Avenue to build the bridge in one stage rather than do eastbound and westbound lanes separately, which would take up to 22 months to complete rather than 12 to 14 months if done all at one time. Building the bridge in two stages would also cost an additional \$600,000. The cost for the bridge will be shared by three entities: Caltrans, \$11.2 million; the Coachella Valley Association of Governments, \$3.9 million; City of La Quinta, \$1.2 million. Construction is expected to begin in 2026.

The La Quinta City Council meets the first and third Tuesday every month at 4 p.m. at City Hall. The next scheduled meeting is March 5, 2024. We invite the public to attend to stay in the know of all things LQ.

If you can't make it to a meeting or missed a meeting, you can livestream or watch the video online at <https://laquinta.12milesout.com>.

Agenda packets with staff reports can be viewed on the City's website, www.laquintaca.gov, or received via email or text by signing up for Quail Mail.