

**POWER POINTS**

**CITY COUNCIL  
MEETING**

**OCTOBER 1, 2024**

**City Council Regular Meeting  
October 1, 2024**



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**City Council Regular Meeting  
October 1, 2024  
PUBLIC COMMENT – MATTERS  
NOT ON THE AGENDA**



10/1/2024

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**City Council Regular Meeting  
October 1, 2024  
CLOSED SESSION IN PROGRESS**



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**Pledge of Allegiance**



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**City Council Regular Meeting  
October 1, 2024  
PUBLIC COMMENT – MATTERS  
NOT ON THE AGENDA**



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**City Council Meeting  
October 1, 2024**

**P1 – Introduction of New City Staff Members**



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**City Council Meeting  
September 17, 2024**

**P2– Proclamation Recognizing National Fire  
Prevention Week October 6-12, 2024**



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**City Council Meeting  
October 1, 2024**

**P3 – Proclamation Recognizing Code  
Enforcement Officers Appreciation Week  
October 6-12, 2024**



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**City Council Meeting  
October 1, 2024**

**P4 – Proclamation Recognizing Charlie Cooper –  
2024 US Junior Boy's Wheelchair  
Singles Champion**



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# City Council Meeting October 1, 2024

## P5 – Talus Development Project (Formerly SilverRock) – Status Update



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**City Council Meeting  
October 1, 2024  
B1 – Approve 1<sup>st</sup> Round Community Services  
Grants 2024-25**



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## **Community Services Grants**

- Grants are awarded to non-profits that serve La Quinta residents and the Coachella Valley
- Budget is \$100,000 (3 rounds)
- Ad-Hoc recommends \$26,000 for 9 organizations
- \$74,000 would remain for next 2 grant rounds

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Applicant	Requested	Committee Recommendation
Alzheimer’s Coachella Valley (ACV)	\$4,000	\$2,500
Desert Healthcare District & Foundation	\$5,000	*\$500
Friends of the Palm Springs Animal Shelter	\$5,000	*\$500
HARC, Inc.	\$5,000	\$0
JFK Memorial Foundation (Ophelia Project)	\$5,000	\$5,000
La Quinta Historical Society	\$5,000	\$5,000
La Quinta High School Girls Golf	\$2,400	\$2,500

\*Starter Grant

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Applicant	Requested	Committee Recommendation
Pegasus Therapeutic Riding Center	\$5,000	\$5,000
Ritecare Childhood Language Center	\$5,000	\$2,500
Shay’s Warriors	\$5,000	\$2,500
<b>Total</b>		<b>\$26,000</b>

\*Starter Grant

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## City Council Meeting October 1, 2024

**B2 – Approve Veteran Nominations for Inclusion on  
Veterans Acknowledgement Monuments**



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# Veteran Recognition Ceremony

Date: Monday, November 11, 2024

Location: City Hall Courtyard

Time: 9:00 AM – 10:00 AM

- Honor nominees
- Acknowledge past nominees
- Engrave name, rank, and dates of service on the Veterans Acknowledgment Monuments



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## Requirements

- Current or former La Quinta Resident
- Honorable discharge from service
- Proof of military service (DD214)

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# Honoring Those Who Served

- There are 338 names engraved on the Veterans Acknowledgement Monuments
- There were 8 applications submitted
  - 3 Army
  - 4 Marine Corps
  - 1 Navy
- Nominations were submitted in person and via City website
- Nominees were vetted by City staff
- Submitted for Council approval



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## 2024 Nominees

Last Name	Middle Name	First Name	Branch	Rank	Years of Service
Bianca	C.	Daniel	U.S. Army	Captain	1960-1968
Quevedo	M.	Rudy	U.S. Army	Sgt.	1975-1979
Tuvell	F.	Taylor	U.S. Army	Sgt.	2015-2021
Adams	R.	Laurence	USMC	Captain	1965-1970
Jenkins	B.	Erik	USMC	Sgt.	1986-1992
Kentner	D.	George	USMC	Cpl.	1966-1968
Tatham	I.	John	USMC	Cpl.	1969-1970
Greco	N.	Robert	U.S. Navy	SFM2	1958-1962

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**City Council Meeting  
October 1, 2024  
S1 – Review City of La Quinta Draft  
Strategic Plan**



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## MISSION STATEMENT



*La Quinta*  
— GEM OF THE DESERT —

As the ‘Gem of the Desert,’ the City of La Quinta is committed to enhancing its unique natural surroundings to the benefit of its diverse residents through support for the arts and culture, public safety, affordable housing, sustainable fiscal and environmental guidelines, multiracial and multigenerational activities and events, and preservation of its ancient and recent history.

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## SACRED VALUES

- **Fiscal Sustainability:** In La Quinta we prioritize financial management to ensure the well-being of our community. We are committed to conservative spending practices and providing high quality services and amenities. This proactive approach reflects our dedication to safeguarding the stability and resilience of our City.
- **Health & Wellness** - La Quinta is a place to escape the hustle and bustle of everyday life. Here, anyone can unplug and experience nature, and a legacy of luxury with countless breathtaking views, community parks, and spa retreats. It's no wonder La Quinta is called the “Gem of the Desert.”

*La Quinta*  
— GEM OF THE DESERT —

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## SACRED VALUES

- **Vibrant & Safe Community:** There's something different about La Quinta - something special. Spend enough time here and you'll see why. It's the people. Here we care and uplift one another because we are a community dedicated to supporting the safety and prosperity of all.
- **Cultural Diversity:** In La Quinta, we are committed to making meaningful connections - we celebrate our differences and promote safety and inclusivity.
- **Visually Beautiful City** - Surrounded by some of the country's most beautiful natural landscapes and historic landmarks, La Quinta is a sustainable destination defined by its beauty - inside and out. Whether it's our local art, unique parks, or our striking mountainscapes, La Quinta shines brightly.

*La Quinta*  
— SINCE 1919 —

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## COLLABORATIVE EFFORT

- The proposed Plan has been a collaborative effort of staff citywide.
- It also reflects input from our residents during the Community Workshop in February and an outreach meeting in April.
- In August and September, a draft Plan was presented to each of the City's Commissions for their input as well.

*La Quinta*  
— SINCE 1919 —

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## 13 FOCUS AREAS

- Implement the Reenvision Highway 111 Plan
- Address IID Lease Expiration & Equipment Needs
- Underground Utilities
- Be a Leader in Sustainability
- Exemplary Public Safety
- Marketing & Tourism
- Broaden Community Involvement
- Continue to Address Affordable Housing Needs
- Expanding La Quinta's Boundaries
- Expand Art in Public Places
- Preserve La Quinta's History
- Enhance Health/Wellness & Recreation Amenities
- Economic Development



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## TRACKING PROGRESS

- The 13 Focus Areas have been identified by Staff, Council and residents as important today and for the City's future.
- Each of the Focus Areas includes Goals and Action Items that guide our progress toward achievement.
- They will be updated internally every quarter and brought to the Council for review twice a year.
- New Focus Areas can be added as goals are achieved and to meet the changing needs and priorities of the City.



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# WHAT'S NEXT

- Staff is working with the Finance Team to tie in the budget to track spending on projects once the Plan is finalized.
- The Marketing Team is helping to create a PDF of the Strategic Plan that will be posted on the City's website.
- Based on Council's input tonight, a final draft will be brought back for adoption.

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# WHAT'S NEXT

### Implement the Reenvision Highway 111 Plan

Update was given to City Council and Planning Commission in a joint session on September 26, 2023

The City is challenged with keeping this vital area, which generates about 75% of annual sales tax revenues, thriving at a time when internet sales are growing. Potential Budget: \$1 million allocated annually; about \$5 million allocated to date November 2023.

**Goals:**  
 Make the shopping centers appealing to Highway 111 commuters and residents by creating attractive streets and landscaping, walkable spaces, retailtainment and mixed use developments.  
 Encourage existing property owners to be part of the vision for the future.  
 Make the corridor attractive to developers and businesses wanting to be part of Highway 111 in La Quinta.

### Plan Status and Progress

**Focus Areas Progress Over Time**

Focus Area	Progress Percentage (Approximate)
Exemplary Public Safety	~85%
Resilient Community Involvement	~75%
Address ID Lease Expiration & Equipment Needs	~65%
Promote La Quinta's History	~55%
Marketing and Tourism	~45%
Be a Leader in Sustainability	~35%
Enhance Health, Wellness & Recreation Amenities	~25%
Underground Utilities	~15%
Expanding La Quinta's Boundaries	~10%
Expanded Art in Public Places	~5%
Economic Development	~5%
Implement the Reenvision Highway 111 Plan	~5%

### Address IID Lease Expiration, Equipment Needs

A study session held to consider a cost-share plan to include developers and the City for equipment upgrades on January 16, 2024

An agreement between IID and CVWD expires in 2022. Stakeholders, including La Quinta, are exploring options for continued electrical service if that is no longer IID, and aging equipment, upgrades and replacement.

**Goals:**  
 Determine what is the best option for a service provider for the City of La Quinta's residents and businesses.  
 Determine what is needed to ensure the City has electricity for growing need by current, future users.

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