

August 17, 2017

## Community Update by City Manager Charlie McClendon

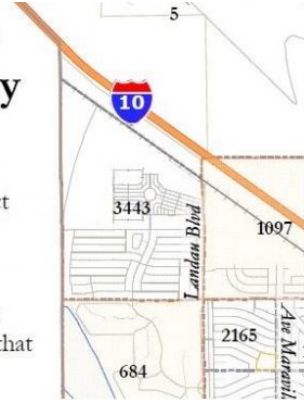
### Districting Process Has Proven to be Community Driven

The process to create Council election districts in Cathedral City is now in its eighth month. Since last January, when Council approved a contract with NDC consultants to provide demography services to the City, the public process associated with creating the districts has continued.

### Draw the Future for Cathedral City

Can you divide the city into five areas of roughly 10,240 people each? Or can you draw one district of 10,240 people in and around your own neighborhood?

The numbers in the dashed boxes indicate the number of people in that "Population Unit."



Two public hearings were held during April, prior to the time when NDC consultants began working on the draft maps. The purpose of those public hearings was to receive input from the community on factors residents wanted to have considered as the maps were drawn.

The three original draft maps prepared by NDC were released to the public in June and have been posted on the City website [cathedralcity.gov](http://cathedralcity.gov) ever since. In addition, the City offered to the public an on-line map drawing tool provided through NDC to allow residents the opportunity to draw and submit their own district maps for consideration. Giving the community the opportunity to draw maps is not required by law and many cities do not include the option as part of their districting process. Your Council wanted to go beyond the minimum requirements of the law to promote public participation so they decided to include the on-line map drawing option to you. A wide variety of maps were submitted by the public and 19 were unduplicated and determined to meet the minimum legal requirements to be considered. When combined with the three maps prepared by NDC the result was a total of 22 maps for consideration.

The community also had the opportunity to participate through legally noticed public hearings. A total of five, counting the two held in April, have been held to date, again exceeding the four required by law, and three additional hearings will be held over the next few weeks. Public Hearings were held on June 26, July 26 and August 9 and additional public hearings will be held on August 23, September 13 and September 27. But that's not the only options for participation that Council provided to the community. Four of the monthly City Hall at Your Corner meetings were devoted primarily to the topic of districts. These were held on May 11 at the Sunshine Café, on June 7 at Cardenas Market, on July 18 at City Hall and on August 10 at the Cathedral City Library. Additionally, numerous email comments from the community have been received and are included as part of the record for the districting process.

Based on the comments from the public, their own analysis of the maps and guidance from the demographic consultants, Council narrowed the field of maps under consideration to seven "semi-

finalists” during the July 26 public hearing. They further narrowed the field to three “finalists” during the August 9 public hearing.

The input received from the community didn’t stop with the selection of the three final maps. During the August 9 meeting and at the subsequent City Hall at Your Corner meeting comments were provided to Council from Panorama neighborhood residents indicating that their neighborhood should be kept together in a single district. This echoed comments received from Cove neighborhood residents all throughout the process that they preferred their neighborhood be placed in a single district. Dream Homes residents also commented that they preferred an option placing their neighborhood in a district with other central Cathedral City neighborhoods rather than with more distant neighborhoods in the far north or far south of the City.

Council heard these comments and asked the NDC consultant to develop a modification of the Purple map, originally prepared by NDC and selected as one of the three finalists, to try to incorporate these community preferences to the extent possible. The result is the Purple2 map, which is now available for public review on the [cathedralcity.gov](http://cathedralcity.gov) website or by following this link.

### Purple2 map

It is the stated intent of Council to arrive at a consensus on a final map during the public hearing on August 23. This will allow preparation and proper posting of the ordinance adopting the map to be prepared for first reading on September 13 followed by second reading and adoption on September 27.

The first election to be held using the new districts will occur in 2018 in three districts followed by district elections in the other two districts in 2020.

## News



### Watch a Video Tour of Cathedral City’s First Medical Cannabis Cultivation Only Facility

Watch a Video Tour of Cathedral City’s First Medical Cannabis Cultivation Only Facility PS Patients Collective is the first medical

cannabis cultivation only facility that recently opened in Cathedral City. A cultivation only center grows medical cannabis that can be sold to medical cannabis pharmacies throughout California once it is harvested. These facilities are not retail facilities and therefore are ...[Read more.](#)

### Councilmember Shelley Kaplan's Video Council Report for August 12, 2017

Councilmember Shelley Kaplan's Video Council Report for August 12, 2017 Councilmember Kaplan

provides his council report on topics that include the "Sioux War: An Historic Exhibit" and Economic Development in Cathedral City. Councilmember Kaplan reviews the goals established by the City Council back in January 2017 and the progress being made on those goals. [Read more.](#)



## Upcoming Events



## Free Kids Summer Film Series

The Cathedral City Parks and Community Events Commission in partnership with the Mary Pickford Theatre presents a Free Summer Kids Film Series happening on every Friday at 9:30 a.m. starting Friday, June 16, 2017 thru Friday, August 18, 2017.

Thanks to Councilmember John Aguilar who donated a generous portion of his City discretionary funds, the film series will allow free admission in order to see a different kids movie each Friday morning at the Mary Pickford Theatre in Downtown Cathedral City.

[Read more.](#)

## The Sioux Wars: An Historic Exhibit

The Cathedral City Public Arts Commission (CCPAC) hosts a special photographic exhibit entitled, "The Sioux Wars: An Historic Exhibit," starting Saturday, July 22, 2017 through early September. The exhibit is open on Saturdays and Sundays only between 1:00 pm and 5:00 pm at the Cathedral City Cultural Arts Museum located adjacent to City Hall, 68-700 Avenida Lalo Guerrero, in Downtown Cathedral City.

[Read more.](#)





## 7 Steps to Start Your Business from Home or Office / 7 Pasos para Iniciar tu Negocio Desde Casa u Oficina

The USDA, Inland Empire Small Business Development Center, Telemundo, and Spotlight 29 are hosting a free seminar called "7 Steps to Start Your Business from Home or Office" hosted by Coach Manuel Martinez. The forum will be present in Spanish... [Read more.](#)

## Two for Tuesday

Cathedral City residents can ice skate for half-price on the first Tuesday of every month (excluding holidays) at Desert Ice Castle. Just bring proof of being a Cathedral City resident, such as an Driver's license, copy of a utility bill, or any other form of residential proof. Ages 3 years and up. Two Public Skates Available for "Two for Tuesday": ... [Read more.](#)



**Two for Tuesday**

at

**DESERT ICE CASTLE**

1st Tuesday of Every Month



Every Second Saturday  
5pm - 8pm

Participating Galleries

THE ART ROOM • AT-HOM VINTAGE & MODERN  
BILL ANSON GALLERY • COLIN FISHER GALLERY  
COLLIDING WORLDS FINE ART GALLERY • ELAN VITAL GALLERIES  
GARY KOTT'S CREATIVE WAREHOUSE • KARIZMA DECOR  
NICOLE BAROSI GALLERY • REBECCA FINE ART GALLERY  
RYAN CAMPBELL STUDIO • SHERRILL & ASSOCIATES  
SIMEON DEN GALLERY • SPACES • STUDIO 111 • TRENZ GALLERY

Cathedral City  
**WHERE Art LIVES**

## 2nd Saturdays Art Walk on Perez Road

Every 2nd Saturday, come to Cathedral City's Art & Design District for "2nd Saturdays Art Walk on Perez Road" where you will discover special art exhibits, museum quality art as well as cultural art to brighten your soul, meet other like-minded people, and maybe get a little exercise going from art gallery to design gallery to art gallery. It will be ARTtastic!

[Read more.](#)

## Tejano Music Fest

Come enjoy the Tejano Music Fest on Saturday, September 16th from 3 pm to 11 pm in Downtown Cathedral City. The event includes musical acts, Tejano food, beverages for all, and Tejano art.

[Read more.](#)

## Desert Glow Fest

Desert Glow Fest is the newly revamped event formerly known as **Health Glo**, at Health Glo 2015 & 2016 runners/walkers danced, jumped and sang along at our DJ spun Pre-Party while the paint flew. After enjoying the non-stop party our participants ran or walked through our 5k black light lit glow course where they were doused with even more paint and glowed the night away.....[Read more.](#)



## Halloween Spooktacular

The Cathedral City Police Department, Cathedral City Fire Department, City of Cathedral City's Special Events and many non-profit organizations bring to you the Halloween Spooktacular, Sunday, October 29, 2017 from 1-3 pm. The event will occur in downtown in front of City Hall, 68-700 Avenida Lalo Guerrero.

Halloween Spooktacular will include free admission as well as exhibits sponsored by non-profit organizations, the Cathedral City Police Department and Cathedral City Fire Department.

Families are encouraged... [Read more.](#)

## Healing Field

"Healing Field" is a tribute to the men and women of uniform who gave the ultimate sacrifice to our country since September 2001. The event is organized by the Cathedral City Rotary and sponsored by the City of Cathedral City. Located in Patriot Park next to Big League Dreams Sports Park at the corner of Date Palm Drive and Dinah ...

[Read more.](#)



## Cathedral City Hot Air Balloon Festival

Cathedral City Hot Air Balloon Festival 2017

[Read more.](#)

## Snow Fest

Bring the entire family for this brand new event that shall become a tradition for Cathedral City! Snow Fest captures all the holiday spirit and places it at one event. You will enjoy an outdoor market featuring holiday arts & crafts, food, treats, and beverages including hot chocolate. At 5:30 pm, the night-time holiday lights parade begins at the corner of Date Palm Drive and Perez Road and winds its way back to City Hall where the festival portion is held. [Read more.](#)



