

March 1, 2018

## Community Update

by Charlie McClendon, City Manager



It is my pleasure to inform you that the City Council met in a special study session on January 27, 2018 to develop goals for the year. The Council spent about six hours discussing their vision for the City and developing goals statements, which were subsequently adopted by resolution on February 28, 2018. This is one of the most important things that a City Council does, laying out the road map for staff to follow during the year. Any organization is most effective when there is clear direction provided on goals and priorities and then everyone pulls in the same direction. Department heads and managers have met to review the Council goals, assign responsibility for achieving the goals and to begin developing strategies to implement the goals adopted by Council. Periodic updates on the progress being made on implementation of the goals will be provided to Council throughout the year. Following is the resolution adopted by Council laying out the goals for 2018:

### **RESOLUTION NO. 2018-04**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CATHEDRAL CITY, CALIFORNIA, ESTABLISHING GOALS THAT HAVE BEEN IDENTIFIED BY THE CITY COUNCIL FOR 2018.**

**WHEREAS**, on January 27, 2018 the City Council held a Planning and Goal Setting Workshop to establish goals for 2018; an

**WHEREAS**, many of the goals identified by the City Council can be achieved with existing resources, however, in those cases where additional resources are required, the need will be addressed through the budget amendment process.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CATHEDRAL CITY, DOES HEREBY RESOLVE, DETERMINE AND ORDER AS FOLLOWS: SECTION 1.** The City Council has identified the following items, by category, as their Goals for 2018:

1. **Quality of Life** – Develop and improve options and opportunities to enhance the quality of life for the people of Cathedral City.
  - Develop plans to link downtown facilities, as development occurs, so that pedestrian movement in the area is facilitated.
  - Join the Sister City International organization, form a local committee and consider additional Sister City opportunities.
  - Work with the Palm Springs Unified School District to identify options and the costs of operating the CCHS pool for public use in the summer months.
  - Prepare an item for Council consideration related to a Healthy Cathedral City initiative to provide general fund revenues which might be used to support recreation and pool programs, a community center, the Senior Center and the Boys & Girls Club.
  - Make an improved effort to promote Commission seats to youth in the community.
  - Work with CVAG to encourage that the next CV Link section to be built continues south from Ramon.
  - Develop plans for a CV Link destination feature at the Date Palm entrance to the facility.
  - Continue to explore the possibility of annexing into the Desert Recreation District and develop plans to improve recreation opportunities in the community.
  - Use volunteers and interns to supplement staff and provide learning opportunities.
  - Continue to implement the Fire and Police strategic plans and staffing recommendations as financially feasible and develop an over-hire policy so replacements are trained and ready to go when a vacancy occurs.
  - Develop a plan, including an aggressive fine structure, to address illegal fireworks by May 31, 2018.
  - Continue to evaluate and improve community events.
2. **Economic and Community Development** – Promote quality development in Cathedral City to improve economic opportunity for all residents and improve the appearance of the community.
  - Develop options and cost estimates for a Date Palm entry feature of some type to signal entry into the City from I-10.
  - Develop tools and incentives such as density transfers and others to help promote quality development in the City and apply as appropriate.
  - Identify the owners of privately held property near Ramon and Crossley and develop strategies and plans for development.
  - Proceed with the required economic analysis related to the possible annexation of Thousand Palms and then with subsequent engagement with the community.
  - Work with Wells Fargo with the goal of relocating and/or improving their branch facility in Cathedral City.
  - Conduct research and develop a plan for a micro loan program.
  - Work with College of the Desert staff and secure a location for the auto tech center in Cathedral City.
  - Work with Riverside County on the location of a County medical and services center in Cathedral City.
  - Develop and make available a tax sharing program to assist with infrastructure costs for new development in the North City area.
  - Identify funding sources that might be available for tourism advertising to the Tequila and Jalisco markets.
  - Review cannabis revenues and consider a designated planner position to process cannabis related applications.
  - Promote a business-friendly approach in Economic Development and Community Development.
  - Keep downtown as a development focus.
  - Use community events to invite and entertain Economic Development clients.

3. **Housing and Homelessness** – Promote the development of new housing in the community.
  - Work to promote the completion of the Landau veteran's housing project with the goal of starting construction by 2020.
  - Work with regional partners to address homeless in the community with the goal of reducing the number of homeless persons in Cathedral City.
  - Work with the property owners and governmental agencies to identify funding options for the renovation of the Cathedral Palms housing.
4. **Infrastructure** – Improve public infrastructure in the community.
  - Analyze street maintenance needs as identified in the Pavement Management plan and develop plans to address.
  - Develop a plan and insure proper maintenance of the CV Link
  - Work to push the DaVall interchange through the regional planning and funding processes.
5. **Community and Business Relations** – Provide information to the community and opportunities for individuals and businesses to interact with their City government.
  - Conduct research on the San Francisco programs designed to open up banking opportunities to residents and evaluate their applicability in Cathedral City.
  - Evaluate the possibility and costs of a program to seed a college fund for public school kindergarteners.
  - Continue outreach to the Latino-owned businesses in the community
  - Work with state agencies and other cities to seek a solution to provide for banking services for the cannabis industry.
  - Work with an identified community group seeking to establish a job resource center and identify other resources through the County or other agencies that may be available.
  - Get at least two agreements in place for new businesses to include a local first hiring provision and other items as applicable.
  - Focus on business retention and growth of existing businesses.

**SECTION 2.** By adoption of this Resolution, the City Council is establishing the aforementioned as the Goals for the City for 2018 and directs staff to move forward with implementation and completion of these goals as feasible.

**SECTION 3.** This Resolution shall take effect immediately upon adoption.

**PASSED, APPROVED AND ADOPTED** at a regular meeting of the City Council of the City of Cathedral City held on this 28th day of February, 2018, by the following vote:

Ayes: Councilmembers Aguilar, Carnevale and Kaplan; Mayor Pro Tem Pettis and Mayor Henry

Noes:       None

Absent:     None

Abstain:    None

## News



The next City Council Meeting is set for March 14, 2018



## ACE Hardware Coming to Cathedral City

Cathedral City's Economic Development Department is excited to announce that ACE Hardware Cathedral City will open in April at the former Fresh and Easy Grocery Store located at 30025 Date Palm Drive. Ace stores offer a wide variety of paint, lawn and garden, tools, business supplies, local niche services and virtually anything you'll ever ...[Read more.](#)



## “Runway Dining, Drinks & Drag” Restaurant Groundbreaking Ceremony on Monday, March 5th

The first restaurant to be built in Downtown Cathedral City from the ground up in nearly a decade The Cathedral City Economic

Development Department, the City Council, and Owners Richard and Eric Altman invite you to join them in a groundbreaking ceremony for the new “Runway Dining, Drinks, ...[Read more.](#)

## Native Film Fest...

Comes to Cathedral City's Mary Pickford Theatre Starting Today

[Read more.](#)





**APRIL 3, 2018 – MAY 22, 2018**  
**TUESDAYS: 6:00PM- 8:00PM**  
 Where: Cathedral City Police  
 Department

### Community Police Academy

Get involved with your local Police Department. Come join us for an interactive experience in Police work. We are offering a FREE 8-week Community Academy to Cathedral City Residents. This 8-week class offers hands on approach that enables attendees to better understand the role of the police department in their community. You will learn about various divisions within the police department and about volunteer opportunities.



### Course Topics

—  
 Criminal  
 Investigations  
 Police  
 Communications  
 Patrol Operations  
 —  
 SWAT  
 Canine Program  
 Homeless Liaison  
 —  
 Traffic Enforcement  
 Volunteer Services  
 Vice & Narcotics  
 RAID Task Force  
 —

CATHEDRAL CITY POLICE  
 DEPARTMENT  
 68700 Ave. Lalo Guerrero  
 Cathedral City Ca 92234  
 cathedralcitypolice.com  
 (760) 770-0300

To Register Go To: <https://www.eventbrite.com/e/cathedral-city-community-police-academy-tickets-43318078532>

## Register Now for the Community Police Academy

Would you like to get involved and learn more about your local Police Department?

Registration is occurring now for an interactive experience in Police work.

Cathedral City Police Department is offering a FREE 8-week Community Police Academy.

This 8-week class offers hands-on approach that enables attendees to better understand the role of the ...[Read more.](#)

## City Hall at Your Corner - Monday, March 5th

Have an issue you would like to speak to your city councilmembers about or learn what is happening in Cathedral City? Then join us for "City Hall at Your Corner" hosted by two members of the City Council, Mayor Pro Tem Greg Pettis and Councilmember Mark Carnevale. The forum will take ...

[Read more.](#)

**CITY HALL AT YOUR CORNER**

You are invited to join

Mayor Pro Tem Greg Pettis  
and  
Councilmember Mark Carnevale  
for

**CITY TALK**

Monday, March 5, 2018  
 10:00 am to 11:00 am  
 Zobö & Meester's Restaurant  
 68703 Perez Road  
 Cathedral City



## Volvo Dealership Expands to a New Location

Cathedral City's Auto Center continues to expand as the former Volvo/Subaru Dealership has split into their own stand-alone dealerships. The Volvo Dealership, now owned by Dan Jessup, has moved to a brand-new location at 67615 East Palm Canyon Drive in Cathedral City, the former Flooring Innovations building. According to Mr. Jessup, the dealership ...[Read more.](#)

## STARDUST Performing Arts Expo - This Saturday - Cathedral City High School

Sponsored by the Cathedral City Public Arts Commission, the Cathedral City High School is hosting a special music/arts event entitled, "STARDUST Performing Arts Expo"

on Saturday, March 3, 2018 between 10:00 am and 5:00 pm, at the Cathedral City High School, 69274 Dinah Shore Drive, Cathedral City. Stardust ...[Read more.](#)



## Join Cathedral City, S.B.A., and CVEP for the second in a free series of workshops

Join Cathedral City, Small Business Administration, and Coachella Valley Economic Partnership for the second





## Small Business Success Series: Understanding Credit

Building and maintaining your credit will make  
financing your small business easier.  
Learn to look at your credit as a lender would!

**FREE WORKSHOP**

in a free series of workshops  
conducted in English and Spanish,  
and held on the second Thursday of  
each month at Palm Springs Motors.  
Small Business Success Series:  
Understanding Credit March 8 @  
6:00 pm - 8:00 pm Building and  
maintaining your credit will make  
financing ...

[Read more.](#)

## Cathedral City Makes History with the Grand Opening and Ribbon Cutting of the CV Link

After 10 years in the making, the first  
segment of the Coachella Valley (CV)  
Link opened today in Cathedral City  
before an overflowing crowd of  
supporters. Mayor Stan Henry  
provided opening remarks celebrating  
the 2.4 mile section that runs from  
Vista Chino on the north ...[Read  
more.](#)



## Upcoming Events

### Stop Identity Theft Program

To help STOP identity theft and as a service to its residents, the  
City of Cathedral City is hosting FREE Document Shredding  
Events. The Shredding Events are the first Saturday of the  
month October thru May each year.

[Read more.](#)

**The City of Cathedral City**

**Stop Identity Theft Program** FREE!

To help STOP identity theft and as a service to its residents, the City of Cathedral City is hosting FREE Document Shredding Events. The Shredding Events are the first Saturday of the month October thru May each year.

**WHEN:** 2017 **Saturday, October 7, November 4 and December 2**  
2018 **Saturday, January 6, February 3, March 3, April 7 and May 5**

**TIME:** **8:00 a.m. – 9:00 a.m.**  
Arrive early – once the shredding truck is filled to capacity the event will end.

**LOCATION:** **68-510 East Palm Canyon Drive**

**EXAMPLES OF DOCUMENTS:**  
Legal documents  
Medical records  
Financial statements  
Accounting files/records  
Personnel files  
Payroll records  
Bank statements  
Tax records  
Contracts  
Receipts/invoices  
Cancelled checks  
Photographs  
Credit card documents

**TIPS:**  

- You do not need to remove paper clips, staples, file folders, report covers, envelopes or binder clips from your documents.
- You can bring your documents in boxes or plastic bags.

**RESTRICTIONS:**  

- Limited to Cathedral City RESIDENTS only.
- Be prepared to show proof of residency or bring the passport to the event.
- Link 3 smaller sized boxes per resident or household.
- No business or official**
- Remove all trash items from your boxes or bags!
- Items like pens, pencils or regular household trash cannot be shredded.

**NOTE:**  

- Your documents will be shredded on-site – you will be able to witness the entire process.
- Arrive early – once the shredding truck is filled to capacity the event will end.
- This is a free event – there is no charge to shred your documents.

**Don't miss this opportunity!**  
Call: (760) 778-4389  
Email: [dmagnifico@cathedralcity.gov](mailto:dmagnifico@cathedralcity.gov)

**Cathedral City**  
DiscoverCathedralCity.com



## CHILDREN'S ART PARTY FOR CHILDREN AND ELDERS

The SCRAP Gallery and the Agnes Pelton Society hosts the Children and Elders monthly Art Party at the Simeon Den Gallery, 68895 Perez Road, Suite I-27 (across from Frankie's Italian Bakery) on the First Saturday of each month from 1-3 PM. Admission is free.

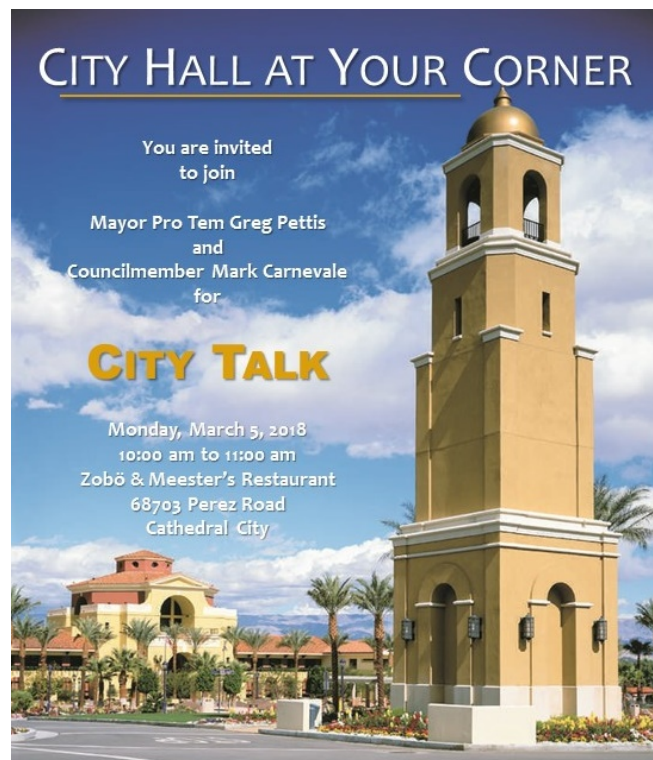
Participants create art pieces made of recyclable materials and also meet and work with a local guest artist, who will share his/her work as well as conduct an art making activity in their style ...[Read more.](#)

## City Hall at Your Corner

Have an issue you would like to speak to your city councilmembers about or learn what is happening in Cathedral City? Then join us for "City Hall at Your Corner" hosted by two members of the City Council, Mayor Pro Tem Greg Pettis and Councilmember Mark Carnevale.

The forum will take place on Monday, March 5, 2018 from 10:00 am to 11:00 am at Zobo & Meester's Restaurant, 68703 Perez Road in Cathedral City.

"City Hall at Your Corner" is scheduled once a month at various locations throughout the City and ...[Read more.](#)



## Day of the Young Child

Join the Consortium for Early Learning Services Eastern Region & Partners for the "Day of the Young Child" on Saturday, March 10, 2018 from 9 am to 12 pm. The event provides information from local resources and offers free





snacks, children's performances, entertainment, kids activities, special guests and more!

If you are interested in sponsoring or participating in the event, please contact Jennifer Haessley or Andrea Del Valle at (951) 778-5003 [Read more.](#)

## 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! Art Walk on Perez Road

[Read more.](#)



**March 20, 2018 11:30am to 1pm**  
**Double Tree Hotel Cathedral City**

[more](#)

## State of the City 2018

The Greater Coachella Valley Chamber of Commerce presents the annual "State of the City."

The lunch portion begins at 11:30 am. Tickets for the luncheon are available at [www.gcvcc.org](http://www.gcvcc.org)

The State of the City address begins at 12:30 p.m. and is free.... [Read](#)

## 4th Annual Cathedral City LGBT Days

The 4th Annual Cathedral City LGBT Days, presented by Volkswagen of Palm Springs,

**VOLKSWAGEN**  
of PALM SPRINGS  
Presents

California's First Pride of the Year  
**CATHEDRAL CITY  
LGBT DAYS**  
March 30-April 1, 2018

**FEATURING:**

- **Thea Austin** - Formerly of SNAP!
- New York Drag Legend - **Lady Bunny**
- **Delta Work** of RuPaul's Drag Race
- **Mariachi Arcoiris de Los Angeles**  
- The world's first LGBTQ mariachi band
- **David Hernandez**  
- FINALIST from American Idol
- Musical performance by **Corday**
- **Aurora Sexton** - female Illusionist
- **Palm Springs Gay Men's Chorus**
- **Keisha D**
- **Jeremiah Clark**
- **Modern Men Chorus**

**FREE FESTIVAL EVENTS**

**Del Shores**  
Performing his one-man show  
"Six Characters In Search Of A Play"  
at the Mary Pickford Theatre

**Bed Race 11am March 31**

**Mariachi Arcoiris de Los Angeles**

**David Hernandez**

**Corday**

**Delta Work**

**Del Shores**

**Thea Austin**

**Lady Bunny**

celebrates the lives, history, and wonderful accomplishments of the LGBT community has contributed to making Cathedral City one of the "most livable" cities in America and a testament to its perfect equality score by the Human Rights Campaign Foundation. The festival provides an opportunity to recognize the strength in our diversity, appreciate our similarities, and stand united for the equal ... [Read more.](#)

**Honda**  
of The Desert  
Presents

**EASTER  
Kidapalooza**

Sunday, April 1, 2018  
12 noon - 3 pm

**Easter Egg Hunt For the Kids**  
**25,000 Easter Eggs**  
**BOUNCE HOUSES**  
**@ TOWN Square PARK**

- Kid Zone
- Easter Egg Hunt
- Bicycle Give Away
- Photos with the Easter Bunny

**Sponsors**

**Special appearance by the EASTER BUNNY**

**Frazier** **Outdoor Desert CAR WASH** **renova.energy** **Cathedral City**

## Easter Kidapalooza

Bring the kids to Cathedral City's Town Square Park in downtown for an event that is all about Kids! From 12 (noon) to 3:00 pm, kids will enjoy the fun of multiple bouncy houses surrounding Cathedral City's Fountain of Life area ... [Read more.](#)

## Cathedral City Senior Center's Chili Cook-Off

Come join in the fun, cook some chili, eat lunch, sponsor or donate items for the Silent Auction. The proceeds go to benefit the programs at the CC Senior Center which relies upon donations, gifts and grants for its funding. Help our seniors "THRIVE" and take part in the new and fun event.

Contact [Bob@CathedralCenter.org](mailto:Bob@CathedralCenter.org) or 760-321-1548 for details.

[Read more.](#)



**Chili Cook Off**

**Saturday, April 7, 2018**  
**11:00am - 3:00pm**

**Cathedral Gateway Plaza**  
**69026 E. Palm Canyon Drive,**  
**Cathedral City 92234**  
Northeast corner of Date Palm & East Palm Canyon next to Big Lots



\$20 for Chili Tastings and lunch

Benefiting  
CATHEDRAL CITY  
SENIOR CENTER



**COACHELLA VALLEY**

**BATTLE OF THE BADGES**

**USA BOXING**

**SATURDAY, MAY 12, 2018**  
DOORS OPEN AT 5PM • FIRST BOUT AT 6PM  
**CIVIC CENTER/ FESTIVAL LAWN**  
**CATHEDRAL CITY, CA**

FOR TICKETS AND TABLES CONTACT JESUS GONZALEZ (760) 335-8895

HECZAR DESIGNS  
POSTER DESIGN BY HECZAR DESIGNS  
HECZAR@ICLOUD.COM

## Battle of the Badges Boxing Event

Come watch police officers and firefighters box in the main ring on the Lawn Festival in Downtown Cathedral City.

Doors open at 5:00 p.m.

1st boxing match starts at 6:00 p.m.

[Read more](#)



