

March 7, 2019

Community Update
by Charles McClendon, City Manager



City Council Adopts Goals for 2019

The City Council met in a day-long planning session on Saturday, January 26, 2019 and developed goals and objectives for the year. The goals statements were formally adopted by resolution during the Council meeting on February 27, 2019. One of the key policy roles of the City Council is to set priorities for the organization. With clear direction from the Council, all staff can then pull in the same direction, increasing the effectiveness of all departments in serving the public. After the Council goals were adopted, department heads and managers met in a planning session on February 28 to begin developing departmental strategies to implement the Council goals.

Council Goals - 2019

1. ECONOMIC DEVELOPMENT

- Work with tribal officials to insure a smooth planning and development process so that the Casino can break ground as soon as possible.
- Facilitate a quicker completion of Economic Development deals by reviewing economic development policies and priorities by February 28
- Finalize the 13.5-acre transaction
- Work to fill empty store fronts as well as develop new construction
- Engage with Riverside County officials to bring the proposed RUHS medical clinic to Cathedral City
- Work with County agencies, area non-profits and the local CCCC to open a job training and resource center

- Demonstrate the City's commitment to the Auto Dealers by attending the monthly meeting of their association with the objective that each councilmember will go at least once in 2019
- Bring in new businesses to diversify the local economy and consider incentives from cannabis revenues
- Review the status of the cannabis industry in Cathedral City including a report on applications in progress and operating businesses
- Develop an Ambassador program to welcome new businesses and residents to the City

2. INFRASTRUCTURE

- Provide an update on the Pavement Management plan to the Council by April 30, including financing recommendations to repair our streets such as the development of a street assessment district
- Develop plans to improve the Date Palm entry to city
- Address general plan property designations and the zoning of parcels along the west side of Date Palm from Vista Chino to 30th
- Improve drainage in flood prone areas
- Develop plans to address infrastructure north of Ramon Road near the Dream Homes neighborhood, especially during or in advance of the planned road work in the area
- Develop plans to address infrastructure north of I-10
- Explore a sewer assessment district in the neighborhood near Ocotillo Park
- Look at ways to improve access to broadband internet service in the City
- Advance the DaVall interchange through the CVAG planning and approval processes

3. FISCAL

- Revisit the parks maintenance portion of the LLD assessments for Panorama and Century Parks including identifying ways to equalize how parks maintenance and parks improvements are funded throughout the City
- Include funding in future budgets to reduce pension unfunded liability
- Develop future budgets to increase reserves

4. (A) POLICE

- Research concerns and develop recommendations for police staffing, equipment and facilities
- Continue to build Police strength and special skills teams
- Discuss with the Chief ways in which police may be able to assist with code enforcement
- Review with the Chief and Finance the benefits and costs of a north end police substation

4. (B) FIRE

- Research concerns regarding fire staffing and develop plans to improve diversity in the department
- Start construction on the new Fire station in 2019

5. CODE ENFORCEMENT

- Review the staffing and management structure of the code department and consider adding additional staff
- Provide a review of ways to improve Code Enforcement in Cathedral City including:
 - Creating a volunteer code enforcement on patrol program
 - Moving code enforcement from a complaint-based focus to an education/program-based focus
 - Providing an update on short-term vacation rental regulation and enforcement efforts
 - Tightening control on cannabis odor violations

6. PARKS

- Open the high school pool to the community during the summer
- Review the Parks and Recreation Master Plan and related policies:
- Site family-friendly amenities such as dog park, trails, community center near where most people live
- Pursue annexation into the Desert Recreation District
- Offer smaller scale family-friendly events at local parks
- Develop a financing and construction plan for a community center
- Work on grants and other funding options for the Dog park, Dream Homes park and the 1000 Trees initiative

7. HUMAN RESOURCES

- Place an emphasis on diversity in hiring and promotions and achieve a 100% score on the HRC Municipal Equality Index
- Develop and implement an Employee appreciation program for all departments including planning, building, engineering and code, and let the community know about employee achievements and recognition
- Prepare a presentation for Council review on the costs and benefits of implementing a 5-day week for city hall
- Integrate code enforcement into the volunteer process

8. HOUSING

- Increase funding to address homelessness through CVRM and other regional partners and work on City programs for the homeless
- Work with developers to bring affordable housing construction to the City

9. COUNCIL PLANNING, FUTURE ACTIONS

- Do not lose sight of past Council goals
- Complete the Ophelia Bringas and Greg Pettis legacy reviews
- Discuss term limits for council members
- Engage residents to be more active in our community through civic affairs and volunteering

NEWS



Hollister Co. Conducts Photo Shoot at Cathedral City's Rainbow Crossing

On Thursday, March 7th, the Hollister Co., the global teen clothing company with 540 retail locations, conducted a photo shoot with its models promoting

their strong support for GLSEN (Gay, Lesbian & Straight Education Network) at Cathedral City's

Rainbow Crossing. The producers and models were excited to have the rainbow crossing as the backdrop for promoting its support of LGBTQ ...[Read more.](#)

Take the Call – HARC’s Coachella Valley Health Survey

The 2019 Coachella Valley Community Health Survey by HARC (Health Assessment and Research for Communities) is under way and you may receive a call from Kent State University asking questions about your health. The calls are confidential, and the answers are used to benefit the community and policies towards health. HARC was initially founded to provide local health data ...

[Read more.](#)



WIN \$100

One participant will win \$100 each week!

2019 Coachella Valley Community Health Survey

TAKE THE CALL

YOUR VOICE AND YOUR HEALTH MATTERS



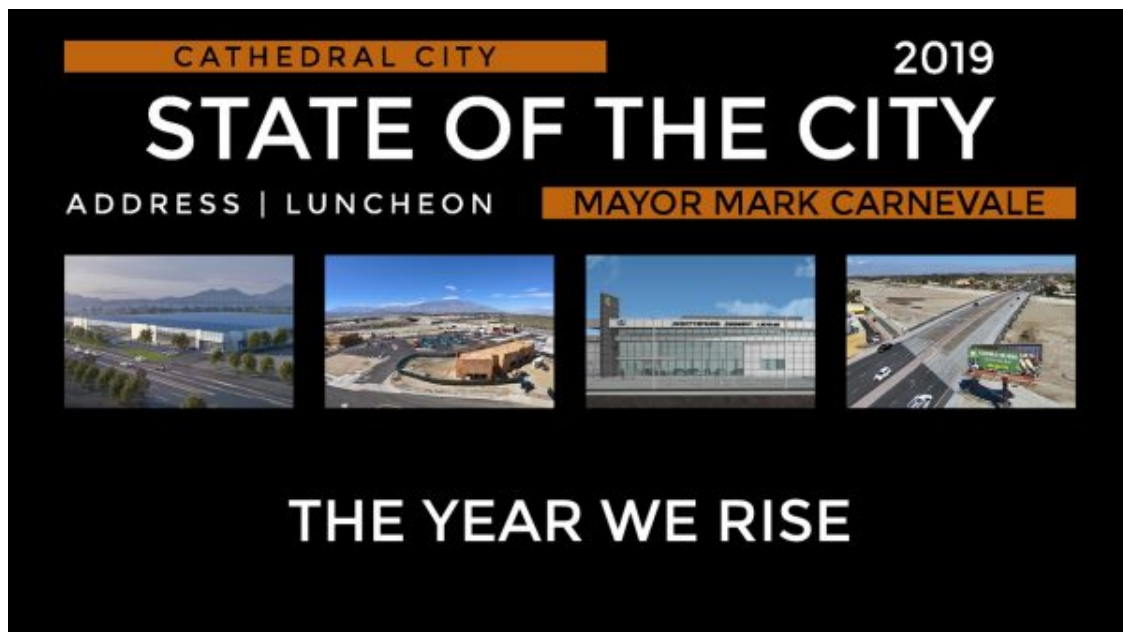
You may receive a call from Kent State University on behalf of HARC to ask you about your health. Please take the call to help us identify the important health needs of our community. The calls are confidential and your responses help bring much-needed resources to our Valley.

HARC
HEALTH ASSESSMENT AND RESEARCH FOR COMMUNITIES

HARC is a nonprofit organization in Palm Desert. If you have any questions, please visit www.HARCdata.org or call 760-404-1945.



Funding made possible by Alzheimer's Association - Coachella Valley, City of Cathedral City, City of Coachella, City of Desert Hot Springs, City of La Quinta, City of Palm Desert, City of Palm Springs, Desert AIDS Project, Desert Care Network: Desert Regional Medical Center & JFK Memorial Hospital, Desert Healthcare District, Eisenhower Health, First 5 Riverside, Grace Helen Spearman Charitable Foundation, Inland Empire Health Plan (IEHP), RAP Foundation, Riverside University Health System - Behavioral Health, Riverside University Health System - Public Health, and generous private donors.




CATHEDRAL CITY

2019

STATE OF THE CITY

ADDRESS | LUNCHEON **MAYOR MARK CARNEVALE**



THE YEAR WE RISE

“The Year We Rise” Was the Theme for the 2019 State of the City

In front of a sold out crowd at the DoubleTree Golf Resort banquet room, Mayor Mark Carnevale presented the 2019 State of the City on Tuesday, March 5, 2019. Highlights included a review of major projects that had started in 2018 and are nearly completed. They include: The Crossings at Bob Hope Drive – a new freeway-oriented shopping plaza at ...

[Read more.](#)

Events

Cristopher Cichocki's "Desert Sea" Exhibit (February 15 - May 5)

Internationally recognized, Coachella Valley artist, Cristopher Cichocki, will create his latest art installation entitled, "Desert Sea," on the Festival Lawn, 68-600 East Palm Canyon Drive, in Downtown Cathedral City with a scheduled opening on Friday, February 15, 2019 through Sunday, May 5, 2019. Desert Sea unveils a fusion of materials derived from the Coachella Valley that include Salton Sea barnacles, ...

[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 9, 2019 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 at (951) 778-5003 or jhaessley@consortiumels.org

[Read more.](#)

Speakers Series - Friends of the Cathedral City Library

New Speakers Series Comes to the Cathedral City Library The Friends of the Cathedral City Library invite you to join them for a new Speakers Series featuring bestselling authors, writers, and producers. This free event will host the following: Maggie Downs and Tod Goldberg, "Tales from the Open Book Radio Show & Podcast" Calling all book lovers! Join journalist ...[Read more.](#)



Food Truck Mash-Up

If you came to the 5th Annual Cathedral City Hot Air Balloon Festival and enjoyed the Food Truck Mash-Up, then you are going to LOVE the Food Truck Mash-Up on Saturday, March 16, 2018 from 12:00 pm to 9:00 pm. More than 25 of the best food trucks from SoCal will be here for your enjoyment as well as musical ...[Read more.](#)

5th Annual Cathedral City LGBT Days

March 29 - 31, 2019

[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. The Time for Public Skate Available for "Two ...


[Read more.](#)

Two for Tuesday

at
DESERT ICE CASTLE
 1st Tuesday of Every Month




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**DESERT
ICE
CASTLE**
"the coolest fun in the desert!"

DESERT ICE CASTLE
 68-600 Perez Road
 Cathedral City
 (760) 324-0400
info@deserticecastle.com



Cathedral City

www.DiscoverCathedralCity.com

Rethinking how museums work and feel

Dr. Stephen Karr will share his insights, and those of other modern cultural museum leaders, regarding the changed landscape in collecting, exhibiting, and interpreting the history and life of native/indigenous people. With his extensive background working in major museum organizations, Dr. Karr has participated directly in the movement to rethink how museums work and feel. Free admission, Cathedral City Library, 33520 Date Palm ...

[Read more.](#)

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

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: 2018 **Saturday, October 6, November 3 and December 1**
2019 **Saturday, January 5, February 2, March 2, April 6 and May 4**

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

You're not limited to the items listed – bring all your sensitive documents.

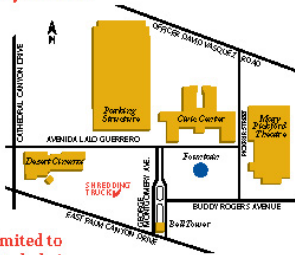
TIPS:

- 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 this postcard to the event.
- Limit 5 banker sized boxes per resident or household.
- **No businesses allowed.**
- Remove all trash items from your boxes or bags!
- Items like pens, pencils or regular household trash cannot be shredded.

FOR MORE INFORMATION
CALL (760) 770-0369
EMAIL dpressgrove@cathedralcity.gov



COACHELLA VALLEY 1st ANNUAL SHREDDING PROGRAM CALIFORNIA



MORE:

- 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.

Cathedral City
DiscoverCathedralCity.com

Greater Palm Springs Fast Pitch for Entrepreneurs

The excitement is real as entrepreneurs from across the Coachella Valley compete in this Shark-Tank-style fast pitch competition. The audience will help



select three winners who will take home cash prizes, and the top two contestants will advance to the countywide Fast Pitch Finale in Corona, CA. Part of Riverside County Innovation Month... [Read more.](#)

Easter Kidapalooza

For more information, [Click Here.](#)

For Questions or Comments, Contact Chris Parman, Communications and Events Manager
cparman@cathedralcity.gov

