

February 6, 2020

Community Update

by Charlie McClendon, City Manager



City Council Develops Goals for 2020

The City Council met in a day-long planning session on Saturday January 25, 2020 and developed goals and objectives for the year. The goals statements will be formally adopted by resolution during the Council meeting on February 26, 2020. One of the key policy roles of the City Council is to set priorities for the organization. With clear direction from the Council, staff can then all pull in the same direction, increasing the effectiveness of all departments in serving the public. After the Council goals are adopted, department heads and managers will use the goals statements to develop work plans for their individual departments and divisions.

City Council Goals 2020

1. Police and Fire

- a. Prepare a study session presentation on the current Animal Control contract and its costs and provide an analysis of options for the future including renewing the current contract or developing a contract with another agency.
- b. Develop a plan to make the public aware of the successes of the Police Department including publicizing local crime data and consider community events showcasing the Police Department

- c. Review existing Police and Fire staffing plans and develop options and cost estimates to address future needs.
- d. Prepare a study session presentation on the Emergency Preparedness Plan and include options to promote the CERT program for training residents.
 - i. Include options to revive and expand neighborhood watch programs including the use of social media for virtual watch programs.
- e. Prepare a study session presentation on Fireworks as part of the presentation on the 2019 Building and Fire Code adoption.
- f. Consider the use of SLESA funds for the purchase of additional cameras for the Police Department.

2. Housing and Homelessness

- a. Conduct research and present findings to Council related to the use of mini-homes or other options for housing the homeless.
- b. In cooperation with regional partners, provide a presentation to Council on options available for summer cooling centers for the homeless.

3. Economic Development and Events

- a. In partnership with the GCVCC prepare a local purchasing directory.
- b. Plan and promote amphitheater events.
- c. Coordinate with tribal officials and let the community know about the status of the Casino project.
- d. Continue to work on the Council goals from 2019 that remain in progress including:
 - i. Development of the 13.5 acres.
 - ii. Work to fill empty store fronts as well as develop new construction.
 - iii. Engage with Riverside County to bring the proposed RUHS medical clinic to Cathedral City.
 - iv. Work with regional partners to open a job training and resource center.
 - v. Bring in new businesses to diversify the local economy.
- e. Continue to pursue agreements with new businesses to promote local first hiring

4. Streets and Transportation

- a. Complete an inventory of all gaps in sidewalks on arterial streets in Cathedral City and seek funding options to fill in the identified gaps.
- b. Review the City wayfinding signs and identify new features that may need to be identified on the signs and the costs to update the signs.
- c. Review the procedures for establishing street assessment districts and the need for such districts in specific areas or citywide.
 - i. Review the status of efforts to establish sewer assessment districts and work for successful implementation.
- d. Review the City active transportation plan and work to establish and promote a Cathedral City bicycle loop and multi-use, off-street paths.

5. Finance

- a. Develop an on-line business license inventory and improve enforcement action against operating unlicensed business, including mobile car wash businesses.
- b. Contract for the completion of a comprehensive fee study and separately for a development impact fee (DIF) study.
- c. Conduct an inventory of licensed long-term rental properties and take action to identify and license any unlicensed properties.
- d. Prepare a study session presentation on the City's debt status and debt management efforts.
- e. By the end of calendar year 2020 complete a review and presentation to Council on the new City Hall operating hours including data on the use of the various services

- provided.
- f. Evaluate the options available and costs related to the creation of an Assistant City Manager position.
- g. Provide a presentation and facilitate a Council discussion on Consumer Choice Aggregation and the Desert Community Energy JPA.

6. Code Enforcement

- a. Improve Code Enforcement services:
 - i. Continue to review options for providing support to Code Enforcement from other departments.
 - ii. Expand volunteer options for providing support to Code Enforcement.
 - iii. Expand community outreach and education related to relevant municipal code provisions.
 - iv. Consider the need to add resources in Code Enforcement.
- b. Develop options for a more program-based approach to Code Enforcement.
- c. Encourage the STVR task force to provide their report and recommendations to Council by June 1.
- d. Conduct a study session review of the municipal code provisions related to shopping carts.
- e. Pressure the Post Office to address the unacceptable condition of the landscaping at their facility.
- f. Prepare a study session presentation and consider the costs and effectiveness of implementing parking restrictions on street sweeping days.
- g. Complete a review of the property maintenance provisions in the municipal code including sections relating to maintenance of property, appearance of property and nuisances.

7. Parks and Recreation Facilities

- a. Work with Parks and Community Events Commissioners to develop interim lists of desired park improvements as a first step toward the ultimate development of a new Parks and Recreation Master Plan.
- b. Explore funding opportunities for development of the land acquired for a new Cathedral City dog park.
- c. Explore the attainment of an age-friendly city designation from the World Health Organization.

8. Other Goals and Continuing Goals from 2019

- a. Review the definitions of residential property related to the setback requirements in the Cannabis regulations in the municipal code.
- b. Work to improve the Date Palm entry into the city.
- c. Address infrastructure in the area north of Ramon Road near the Dream Homes neighborhood.
- d. Develop plans to address infrastructure north of I-10.
- e. Advance the DaVall interchange through the CVAG planning and approval process.
- f. Pursue annexation into the Desert Recreation District which includes funding for a community center.
- g. Offer smaller-scale family-friendly events at local parks.
- h. Place an emphasis on diversity in hiring and achieve a 100 score on the HRC Municipal Equality Index.



The Census 2020 Is Hiring People for Field Workers for the Coachella Valley

In advance of the 2020 Census, the U.S. Census Bureau is recruiting people for temporary jobs here in the Coachella Valley paying between \$16.50 to \$17.00 per hour. These positions provide the perfect opportunity to earn some extra income while helping your community. It is great part-time work and ideal for college students and veterans or anyone over the age ...[Read more.](#)

2 Stages of LIVE Music, 10 Bands, Kid Zone, and Firework Finale at the 5th Annual Taste of Jalisco Festival this Saturday

Join us at the new Cathedral City Community Amphitheater located in Downtown Cathedral City for the 5th Annual Taste of Jalisco Festival that celebrates the sister city relationship between the cities of Cathedral City, California (USA) and Tequila, Jalisco (Mexico) through music, fashion, spirits, culture and cuisine this Saturday, February 8, 2020 from 11 am to 9 pm. The weather ...[Read more.](#)



Community Information Meeting

Where: Agua Caliente Elementary School
30800 San Luis Rey Dr.
Cathedral City, CA 92234

When: Tuesday, February 18, 2020
Time: 5:30 pm to 7:30 pm

Please join Councilmember Ernesto Gutierrez, Cathedral City Code Compliance and Cathedral City Police Department Officers for an informational Community Meeting

Topics to be discussed:

Cathedral City Councilmember Gutierrez:

Proposed Park Update
2020 Census Information

Code Compliance:

Junk Car Removal Assistance
Landscape Assistance Program
Go Request App

Police Department:

Crime Prevention/ Neighborhood Watch
Community Academy
Volunteer Opportunities



Reunión de información comunitaria

Donde: Agua Caliente Elementary School
30800 San Luis Rey Dr.
Cathedral City, CA 92234

Cuándo: 18 de febrero de 2020
Hora: 5:30 pm to 7:30 pm

Por favor acompañe a el Concejal Ernesto Gutierrez, el Departamento de Cumplimiento de Códigos y Oficiales del Departamento de Policía de la Ciudad de Cathedral City para una Junta Comunitaria Informativa.

Temas que se discutirán:

Concejal Gutiérrez:

Propuesta de actualización del parque
Información sobre el censo 2020

Oficiales de Cumplimiento del Código:

Asistencia para la eliminación de automóviles inoperables
Programa de asistencia en el diseño de jardines
Go Request App

Oficiales del departamento de policía:

Prevención de delitos / vigilancia vecinal
Academia comunitaria
Oportunidades para voluntarios



Dream Homes Community Information Meeting – Tuesday, February 18

The Dream Homes neighborhood is invited to join Councilmember Ernesto Gutierrez, Cathedral City Code Compliance and Cathedral City Police Department officers for an informational community meeting focused on: Proposed Dream Homes Neighborhood Park 2020 U.S. Census Assistance with junk car removal Landscape assistance program GoRequest App for reporting things like graffiti, displaced shopping carts, etc. Crime prevention Police community ...[Read more.](#)

U.S. OLYMPIC TEAM



FEBRUARY 20 - 23

MARYNUTTERCLASSIC.COM

Team USA – Women's Olympic Softball Team to Compete in Cathedral City

The annual Mary Nutter Collegiate Classic, held on February 20-23, 2020, at Big League Dreams Sports Park in Cathedral City, California, will have one extra special team this year. The 2020 USA Softball Women's National Team will join 29

NCAA – Division 1 softball teams as they compete in the highly acclaimed tournament. The Women's Olympic Team chose the Mary ...[Read more.](#)

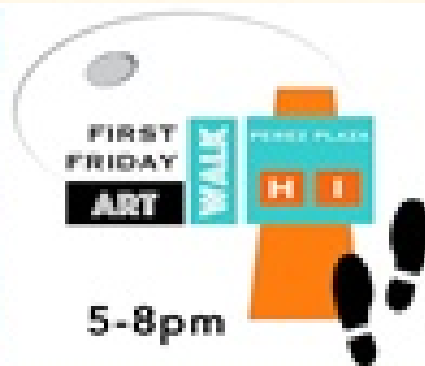
Deputy Police Chief Anthony Yoakum Announces His Departure, Former Police Chief George Crum Filling In

Deputy Chief and Acting Police Chief Anthony Yoakum announced that he has accepted the Deputy Police Chief position for the City of Beaumont, a community closer to his residency. Deputy Chief Yoakum joined the Cathedral City Police Department in December of 2017. Prior to joining the City, Deputy Chief Yoakum spent 29 years with the City of Upland California Police ...[Read more.](#)



EVENTS

Buildings H & I, Perez Road, Cathedral City



THE FIRST FRIDAY OF EVERY MONTH!

9 CONTEMPORARY GALLERIES & 3 HOME DÉCOR STORES

First Friday Art Walk - Perez Plaza H and I

Go Where ART Lives! Cathedral City is the place for wonderful art and design galleries. Every First Friday of the month, the galleries in Perez Plaza Suites H & I will host the First Friday Art Walk along Perez Road from 5 pm to 8 pm between Date Palm Drive and Cathedral Canyon Drive. You can meander in and out ...[Read more.](#)

5th Annual Taste of Jalisco

Music, Tequila Tasting, Fireworks, Outdoor Market & Delicious Cuisine
The 5th Annual Taste of Jalisco, managed by Hocker Productions, celebrates the sister city relationship between the cities of Cathedral City, California (USA) and Tequila, Jalisco (Mexico) through music, fashion, spirits, culture and cuisine in Downtown Cathedral City. Singer and Actress Carmen Jara, Nacho Bustillos, Zable Norteno, Mariachi Limón De Javier ...

[Read more.](#)

5th Annual
Taste of Jalisco
A Celebration of Our Sister City TEQUILA, JALISCO - MEXICO
February 8, 2020 - 11am - 9pm
Cathedral City Community Amphitheater - 68526 Ave Lalo Guerrero, Cathedral City

www.TasteofJalisco.com

Cathedral City burke FOREST LAWN
EISENHOWER HEALTH Philip H. Flickinger Attorney at Law Desert AIDS Project Liberty Catering VIP CARLS

GED NBC 4 Hub Radio 83.7 KCLB U-92.7 CARLS

City Hall at Your Corner - February 11, 2020

Have an issue you would like to speak to your mayor about or learn what is happening in Cathedral City? Then join us for “City Hall at Your Corner” hosted by Mayor Pro Tem Raymond Gregory and Councilmember Ernesto Gutierrez. The forum will take place on Tuesday, February 11, 2020 from 2:00 pm to 3:00 pm at Panorama Park, ...

[Read more.](#)

Mary Nutter Collegiate Classic - Team USA

The **Mary Nutter Collegiate Classic** is the nation's largest and most prestigious preseason college softball tourney, featuring more than 25 top Division I teams. Celebrating its 16th year, the Cathedral City, California event will occur on February 20-23, 2020. This year will be extra special as Team USA (Women's Olympic Softball Team) will be a featured guest team playing against the very best collegiate softball teams in preparation for the Summer Olympics in Tokyo, Japan.

[Read more.](#)



**USA OLYMPIC TEAM
RETURNS TO THE**

MARY NUTTER
CATHEDRAL CITY
COLLEGIATE CLASSIC

FEB. 20-23
17TH ANNUAL

**NCAA SOFTBALL
TOURNAMENT**

AT
**BIG LEAGUE DREAMS
SPORTS PARK
CATHEDRAL CITY**

Tickets available at: [@NutterClassic](#)

marynutterclassic.com

Movies in the Park - February 22

Gather the family, blankets and/or chairs for "Movies in the Park" located at Panorama Park, 28905 Avenida Maravilla, in Cathedral City. The free event, hosted by the City of Cathedral City, happens once a month on a Saturday evening between November and May, at dusk.

You are welcome to bring snacks or non-alcoholic drinks. Great Family FUN!

[Read more.](#)



Two for Tuesday at **DESERT ICE CASTLE** 1st Tuesday of Every Month



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.



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



www.DiscoverCathedralCity.com

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.](#)



2020 State of the City

The Greater Coachella Valley Chamber of Commerce, in partnership with the City of Cathedral City, invites you to the Cathedral City State of the City and Expo. The event will be held on March 17th, with the expo starting at 10:00 AM, event registration beginning at 11:30 AM, the State of the City beginning at 12:30 and the program is ... [Read more.](#)



6th Annual Cathedral City LGBT Days

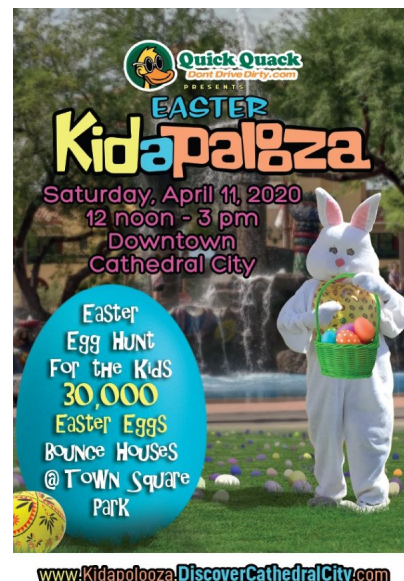
Join us for California's first Pride of the year at the 5th Annual Cathedral City LGBT Days starting Friday, March 27 through Sunday, March 29, 2020 in Downtown Cathedral City.

[Read more.](#)

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 Third Annual Chili Cook Off/Craft Beer and Wine Tasting

Flavors to Overflow at Chili Cook Off/Beer, Wine Tasting Event You can taste many of these flavors at Cathedral City Senior Center's Third Annual Chili Cook Off/Craft Beer and Wine Tasting event. The fund-raiser will take place Saturday, April 18, from 11 a.m. to 2 p.m. in the Senior Center's main dining room and outdoor patio. Admission is \$15 at ...

[Read more.](#)



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

