

March 11, 2021

National Johnny Appleseed Day

Community Update

By Charlie McClendon, City Manager

City Council Develops Goals for 2021

The City Council met in a day-long planning session on Saturday January 30, 2021 and developed goals and objectives for the year. The goals statements were formally adopted by resolution during the Council meeting on February 24, 2021. 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 simultaneously “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 2021

1. Public Safety

- a. Create virtual opportunities for the public to interact with the Police and Fire departments.
- b. Encourage Police to expand the use of cameras and other surveillance technology through grants and other sources.
- c. Provide an update on the Citizens on Patrol (COP) program, policies, training and potential additional tasks they could address including Municipal Code enforcement.
- d. Provide an update to Council on gang enforcement efforts and planned improvements.
- e. Provide information and presentations to Council on the available public safety radio options and make a decision on future direction.
- f. Provide an update on options, costs and benefits of alternative service delivery options related to the ambulance service.

2. Housing and Homelessness

- a. In cooperation with regional partners, non-profits and others promote rapid housing and other options for the homeless and provide a presentation and update to Council.
- b. Work with regional partners to establish annual summer cooling centers for the homeless and winter shelter services.
- c. Provide a discussion on tools to promote infill housing projects by reducing development costs, providing incentives or other solutions.

3. Finance and General Government

- a. Complete and implement the comprehensive fee study and initiate the Development Impact Fee (DIF) study.
- b. Assistant City Manager – develop a plan and hire the position.
- c. Provide a presentation and recommendations to Council on the current ordinances related to the functions of our Boards and Committees and update as necessary.
- d. Develop procedures to annually approve recurring Arts education events and proposed expenditures for the year to streamline the Council review and approval process.
- e. Assign a Councilmember (or two) to serve as liaison to the Arts Commission, Parks and Community Events Commission and the Historic Preservation Commission for the purpose of meeting periodically with the Chair to help facilitate Commission work.
- f. Develop a mechanism for Councilmembers to be able to introduce themselves and interact with Commission members on a scheduled basis.
- g. Support the Arts Commission in development of an annual Student Government Day Field Trip to inspire civic engagement; consider a Youth in government day as well.
- h. Provide a comprehensive presentation on staffing throughout the City including the use of contracts and overtime, support services, etc.
- i. Conduct a comprehensive review of the City website with the goal of improving and modernizing the site.
- j. Develop a mechanism to provide more frequent and more comprehensive budget updates.
- k. Begin the process to complete the required redistricting based on the 2020 Census using appropriate consulting services.
- l. Provide a study session discussion on the procedures for Councilmembers to add agenda items.
- m. Identify methods to formalize the process used for City Manager and City Attorney evaluations.
- n. Provide a presentation on options to clean-up the ambiguities on the Mayoral rotation ordinance.
- o. Review the procurement ordinance, policies and procedures.
- p. Consult with the advisory commissions prior to the goal setting session to have the benefit of their input as goals are developed.
- q. Establish a searchable repository of Council resolutions available via the City website.
- r. Support Arts Commission objectives to bring art into the neighborhoods.

4. Economic Development and Events

- a. Continue efforts to promote the development of the 13.5 acres in downtown and work toward the start of construction.
- b. Formalize the City policy to promote local hiring programs in cooperation with the business sector and encourage local business to business purchasing.
- c. Conduct some research on available, legal incentives for business attraction.
- d. Monitor the activity of providers related to broadband capability and provide an update to Council by the end of 2021.

5. Planning, Streets and Infrastructure

- a. Complete the SCAG grant and identify and publicize the availability of bicycle facilities/loops and off-street pedestrian paths.
- b. Complete the review and approval process for the General Plan including the housing element and develop options to address infrastructure needs north of I-10

- and in the area North of Ramon near Dream Homes.
- c. Develop a presentation on the downtown design standards for Council review.
 - d. Form an ad-hoc Council subcommittee (Ross and Gutierrez) to explore options for a pilot program to address parking on street sweeping days including signage and towing, text or email reminders or other options.
 - e. Provide recommendations on methods and resources necessary to expedite the plan review process including a review of normal turnaround times and causes of exceptions.
 - f. Provide a presentation on the legal methods available to reduce, over time, the number of billboards in the City.
 - g. Provide information through the budget process on our street maintenance efforts and funding gaps.
 - h. Address a method to address the zoning code status of existing multi-family properties in single-family zones.

6. Code Enforcement

- a. Develop a new Code Enforcement model including moving from just a complaint-based system, using volunteers, rebuilding staff with a customer service focus and prepare the necessary budget recommendations.
- b. Review existing procedures and resources to address Shopping Carts that are removed from the store or shopping center and develop recommendations to improve relevant codes and procedures.

7. Parks and Recreation

- a. Re-engage with the Desert Recreation District working toward a 2022 annexation vote.
- b. Offer smaller-scale family events at local parks.
- c. Take an item to the Parks and Community Events Commission to consider providing T-Ball facilities at our parks.
- d. Support Parks and Community Events Commission priorities for improvements to our Parks facilities.
- e. Conduct planning and provide funding to address community desire for dog parks in the City considering both long and short-term projects.
- f. Pursue grants for funding of the Dream Homes Park and provide periodic reports to Council.
- g. Make the CCHS pool available for community use by the summer of 2022.

COVID-19 INFORMATION

COVID-19 Info

Get the latest on Coronavirus Disease 2019



Business Support

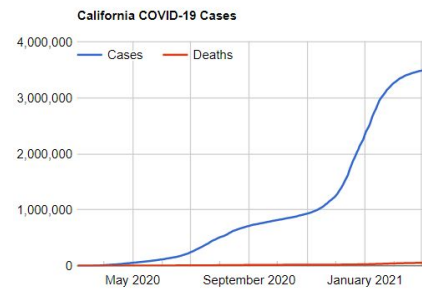


By the Numbers:

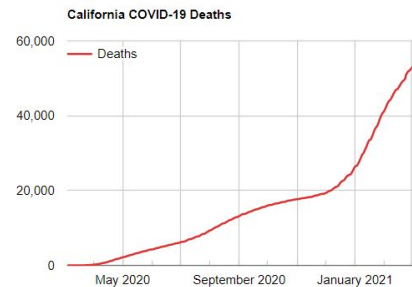
As of March 11, 2021, Cathedral City had a total of 6,926 confirmed COVID-19 cases (+6 since last week) and 102 reported deaths (+1 since last week). Other Coachella Valley cities are reporting the following:

Coachella 7,798 cases (+11), 80 deaths (+0)
 Desert Hot Springs 4,107 cases (+23), 61 deaths (+1)
 Indian Wells 188 cases (+0), 6 deaths (+0)
 Indio 12,065 cases (+22), 192 deaths (+2)
 La Quinta 3,313 cases (+14), 54 deaths (+0)
 Palm Desert 3,855 cases (+20), 111 deaths (+6)
 Palm Springs 3,619 cases (+17), 112 deaths (+0)
 Rancho Mirage 1,079 cases (+4), 41 deaths (+0)

Riverside County has reported 291,675 COVID-19 cases (+931), 3,941 deaths (+57), and 282,168 recovered cases (+4,228).



Larger



NEWS



Notice of Vacancies: Architectural Review Committee

The City of Cathedral City currently has two vacancies on the Architectural Review Committee. These terms will begin immediately. One position is for a Licensed Landscape Architect or someone who holds certificates or degrees or other education, training or work experience in the field of landscape design or similar fields determined to be relevant by the City Council and one ... [Read more.](#)

City Council Approves the Cathedral City Hot Air Balloon Festival for 2021 and 2022

On Wednesday, the City Council voted unanimously to approve a two-year contract with Fantasy Balloon Flights to manage and operate the 2021 and 2022 Cathedral City Hot Air Balloon Festival and Food Truck Fiesta. The festival will take place each year on the weekend before Thanksgiving. In 2021, the dates will be November 19-21, 2021. The balloon festival is ... [Read more.](#)



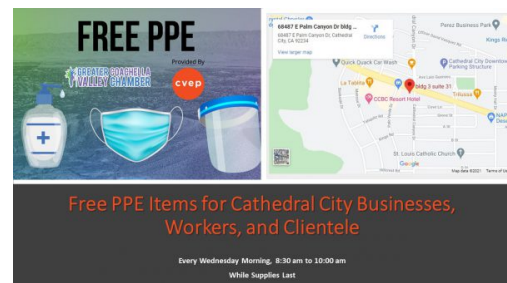
Visitation at Long Term Care Facilities Now Allowed

New Guidelines Allow for Nursing Home Visitations in California

On Monday, the California Department of Public Health Deputy Director Heidi Steinecker sent an All Facilities Letter notifying nursing homes and long-term care facilities to start allowing visitations regardless of the visitor's vaccination status and county tier status. The main reason for this change is that nursing home patients and their care providers have all had the opportunity to be ... [Read more.](#)

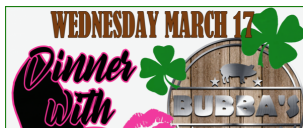
Free PPE Equipment for Cathedral City Businesses, Workers, and Clientele

Do you operate a business in Cathedral City and want FREE PPE items, such as face coverings and hand sanitizer for your employees, workers, or clientele? Thanks to Coachella Valley Economic Partnership (CVEP), Greater Coachella Valley Chamber of Commerce and the City of Cathedral City, PPE items will be available for pick-up at the Chamber Office: Every Wednesday Morning ... [Read more.](#)



Dinner with Patsi Fundraiser for the Cathedral City Senior Center

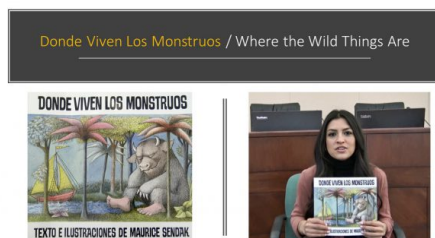
Patsi is looking to raise some "green" for the Cathedral City Senior Center on St. Patrick's Day during the monthly "Dinner with Patsi" charity benefit. Prior to Wednesday, March 17th call Bubba's Bones and Brews at (760) 699-7231 and order one of three meal choices



listed in the picture, then on Wednesday, March 17th go to Bubba's to pick-up your ... [Read more.](#)

Grocery Outlet: Bargain Market Coming to Cathedral City

Banners recently went up on the former ACE Hardware Store announcing that Grocery Outlet: Bargain Market will soon occupy the 300-25 Date Palm Drive location, next to Walgreens. Residents may remember that before the location was an ACE Hardware, it was a Fresh & Easy grocery store. According to Grocery Dive, the independently owned Grocery Outlet specializes in offering ... [Read more.](#)



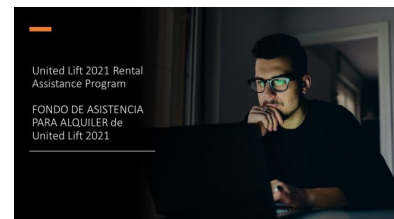
Donde Viven Los Monstruos / Where the Wild Things Are

One of the first Coronavirus Storytime books narrated by Councilmember Rita Lamb was "Where the Wild Things Are" by Maurice Sendak. Councilmember Lamb asked Cathedral City Elementary School

Teacher Matiana Rosales to read the book in Spanish. She accepted the request and has provided this wonderful narration of the book for K-3 ... [Read more.](#)

Riverside County, Lift to Rise, and Inland SoCal United Way, Announce Applications for Next Round of United Lift Rental Assistance

Rental Assistance Applications Available Today En Español: <https://www.unitedlift.org/esp> The economic fallout brought on by COVID-19 continues to negatively impact communities through Riverside County. In response, United Lift—a joint effort by Lift to Rise, Inland SoCal United Way, and the County of Riverside—announced that new rental assistance resources will soon become available to keep Riverside County families housed. ... [Read more.](#)



Soft Opening of the



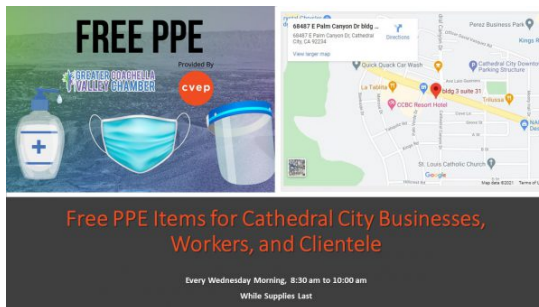
Cathedral City Community Amphitheater Park

While the City continues to work towards additional improvements to the Cathedral City Community Amphitheater, the park is now open for your enjoyment. Amenities include a Tot Lot which has a great jungle gym for the kids, outdoor picnic seating, lush green grass, walking paths, and single-stall restrooms. The park will be open from dawn to dusk, seven days a week.

Future construction plans include adding sound and light towers for outdoor performances and a new media control booth towards the back of the lawn.

The park is located at 68526 Avenida Lalo Guerrero near City Hall. There is plenty of free parking nearby at the city parking garage. Be sure to social distance and wear a facial covering when around others outside of your immediate household. Enjoy!

EVENTS



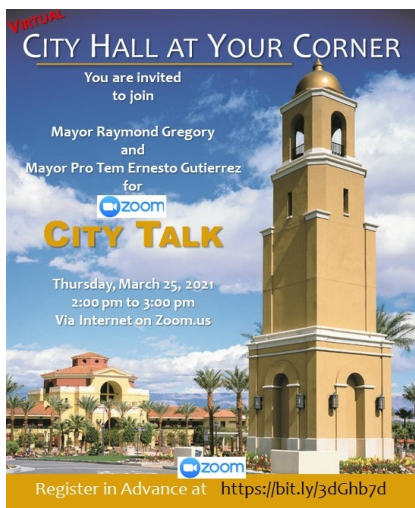
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“City Hall at Your Corner” Happens March 25th – Register Now

Register now for March's virtual “City Hall at Your Corner” as Mayor Raymond Gregory and Mayor Pro Tem Ernesto Gutierrez host the event for an informal discussion of issues in Cathedral City. This virtual event will take place on Thursday, March 25, 2021 from 2:00 pm to 3:00 pm on Zoom.us. You must register for the event in advance ... [Read more.](#)



Give the Gift of Life

To schedule an appointment, click below, call 800-879-4484 or download the LifeStream mobile app! Patients need your help. We are taking extra steps to keep donors safe.

“Click on the following link for a list Blood Drives in Cathedral City and to schedule an appointment. You may also call 800-879-4484 or download the LifeStream mobile app! Patients need your help. LifeStream is taking extra steps to keep donors safe.”

<https://www.lstream.org/ccbd/>



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

