

AGENDA

EL PASEO PARKING & BUSINESS IMPROVEMENT DISTRICT SPECIAL MEETING - ANNUAL MERCHANT MIXER

Thursday, October 12, 2017

*8 am * Mitch's on El Paseo. 73951 El Paseo, Palm Desert, CA*

I. WELCOME – David Fletcher and Board of Directors

II. NEW BUSINESS

1. City of Palm Desert

- a. City Update
- b. Palm Desert Sheriff – Lt. Webb

2. Marketing - FG Creative

- a. Presentation of 2017-2018 Marketing Plan
- b. Review of Participation Opportunities

3. Palm Springs Life

- a. Review of El Paseo Catalogue and Advertising Opportunities

III. CLOSING REMARKS

IV. NEXT MEETING: Monthly Board of Directors Meeting October 19, 2017

V. ADJOURN