

AGENDA
EL PASEO PARKING & BUSINESS IMPROVEMENT DISTRICT
MONTHLY BOARD MEETING
Tuesday, February 13, 2018

*8 am * City of Palm Desert, North Wing Conference Room*

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. CONSENT ITEMS:** *All matters listed on the consent calendar are considered to be routine and will be enacted by one roll call vote. There will be no separate discussion of these items unless members of the Board or audience request that specific items be removed from the consent calendar for separate discussion and action under Section V (Consent Items Held Over).*
 - a. Approval of Minutes from January 18, 2018 Board of Directors Meeting;
 - b. Approval of Financial Statements ending January 31, 2018.
- IV. ORAL COMMUNICATIONS:** *Any person wishing to discuss any item not otherwise on the agenda may address the Board at this point by raising their hand and giving their name, address and establishment for the record. Remarks shall be limited to 5 minutes unless the Board authorizes additional time. It should be noted that at Board direction, these comments may be deferred to a related item on the agenda.*
- V. CONSENT ITEMS HELD OVER**
- VI. GUEST PRESENTATIONS**
 - a. Palm Springs Life
 - i. Website Report; *Sent prior to meeting*
 - ii. Directory/Catalogue Reports; *Sent prior to meeting*
 - iii. Fashion Week/Food & Wine Update
- VII. OLD BUSINESS**
 - a. TV Spot Revision: Revise #3 complete (added Palm Desert)
 - b. Ad Campaign Revise: Completed
- VIII. NEW BUSINESS**
 - a. City of Palm Desert
 - i. Meeting Location; moving to the ACR room starting in March
 - ii. Director of Finance; review of new collection procedures
 - iii. Public Relations: Recent negative stories regarding vacancies
 - b. Budget;
 - i. Overall Review
 - ii. Summer Co-Op Budget; discuss options
 - c. FG Creative: Marketing Update
 - i. Eye on the Desert Segment; Review of 2/6 - next date is March 15.
 - ii. Monthly Marketing Report; *sent prior to meeting*
 - iii. PD First Weekend/Feb 3 Swing N' Hops - Post-Event Discussion
 - iv. Summer Merchant Mixer; hosted by Cambria on May 7
 - v. Public Relations: CVB Fam Tour in June
 - vi. E-Blasts to Merchants; discuss limit per month & open rate
- IX. REMARKS**
 - a. City of Palm Desert
 - b. Board Members
- X. NEXT MEETING:** Confirm March 15, 2018
- XI. ADJOURNMENT**