

# AGENDA

## EL PASEO PARKING & BUSINESS IMPROVEMENT DISTRICT MONTHLY BOARD MEETING

Thursday, May 17, 2018

8 am \* City of Palm Desert, ACR Conference Room (by Council Chambers)

- 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 April 19, 2018 Board of Directors Meeting;
  - b. Approval of Financial Statements ending April 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 five 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. **MEDIA PARTNER UPDATES/PRESENTATIONS**
  - a. Palm Springs Life
    - i. Website Report; *Sent prior to meeting*
    - ii. Directory/Catalogue Reports; *Sent prior to meeting*
- VII. **OLD BUSINESS**
- VIII. **NEW BUSINESS**
  - a. FG Creative: Marketing Update
    - i. Monthly Marketing Report; *sent prior to meeting*
    - ii. Brief Recap of Final Marketing Efforts through June 30
      1. PSL E-Blasts; choose dates and content
    - iii. June 12 Oasis Awards - Final RSVPs
    - iv. Eye on the Desert Segments; Review May 9

- b. 2018-2019 Planning Input Session
  - i. Results of FGC Survey
  - ii. Determine Key Objectives and Goals
  - iii. Determine SWOT
  - iv. Discuss Initial Budget Allocations

**IX. REMARKS**

- a. City of Palm Desert
- b. Board Members

**X. NEXT MEETING:** Confirm June 21, 2018

**XI. ADJOURNMENT**