

City Council Goals
Council Planning Retreat
January 9, 2016

1. Economic and Community Development

- Promote and assist efforts by property owners to develop in the North City and Extended North City planning areas including assistance in establishing an assessment district to provide necessary infrastructure
- Make downtown development a priority
- Explore a longer term arrangement with the Palm Springs International Film Festival.
- Use revenues resulting from increased solar permit fees to add a Permit Tech position to insure excellent service
- Use expedited plan check fees to add contract plan review services to provide an accelerated review schedule
- Nurture positive relationships with the auto dealers
- Complete the medical cannabis ordinance revisions and implement the resulting permit processes
- Complete the review process for the mountain side re-zoning to potentially remove the residential designation
- Expand marketing and tourism options with our sister city of Tequila, Jalisco
- Continue discussions with College of the Desert regarding options available to the College in Cathedral City
- Identify and reach out to developers who specialize in reinventing outdated retail spaces
- Develop and adopt criteria for evaluating incentive requests
- Develop a contract for design services related to potential Perez Road improvements

2. Public Safety

- Complete and adopt strategic plans for Police and Fire
- Explore grant funding opportunities to increase staffing in Police and Fire
 - Apply for six firefighters through the SAFER grant
 - Prepare a fiscal year-end report on the status of and plans for staffing in Police
 - Prepare a fiscal year-end report on the status of and plans for staffing in Fire
- Focus efforts on reducing property crime
- Continue efforts to promote pedestrian safety
- Create a Crime Analyst position using existing Police department resources
- Use video cameras and other technology as practical to assist with policing efforts
- Look at longer term disaster recovery plans

3. Community Engagement and Community Relations

- Continue City Hall at Your Corner to offer opportunities for residents to interact with Council
- Continue to provide opportunities for youth members on city Commissions

- Work with various community partners on a possible holiday event for the needy
- Continue efforts to embrace diversity including using Commission appointments to do so
- Evaluate the options, costs and benefits of potentially expanding City Hall hours to include Fridays
- Develop plans to observe the Lalo Guerrero 100th birthday
- Provide a financial and general City update to the Thousand Palms community
- Market our successes
- Continue to support the Cathedral City Senior Center and explore options for multi-use lease space

4. Infrastructure

- Advocate for Cathedral City interests on bridges and overpasses with CVAG, Caltrans and other local, regional and state agencies
- Be aggressive in monitoring activities and supporting Cathedral City positions with intergovernmental agencies
- Evaluate options to provide indoor community space
- Explore the viability of options for revenue producing enterprises

5. Governance

- Continue to explore the possibility of joining the Desert Recreation District
- Work with the Health Care District on park grant opportunities
- Move the Charter question to the ballot and start engaging various community groups
- Offer opportunities to staff to learn basic Spanish
- Foster a culture open to viewing things differently as a means to achieve constant improvement

6. Financial Strength

- Complete the selection and installation of new financial software
- Explore opportunities to obtain Public Safety grants to supplement IT staff