



Cathedral City

CITY COUNCIL STUDY SESSION

AGENDA

CITY COUNCIL CHAMBERS 68-700 AVENIDA LALO GUERRERO CATHEDRAL CITY, CA 92234

Wednesday, April 25, 2018

STUDY SESSION

4:30 PM

- **CALL TO ORDER**

- **ROLL CALL**

- **AGENDA FINALIZATION**

At this time, the City Council may announce any items being pulled from the agenda or continued to another date.

- **STATEMENT OF PARTICIPATION BY THE DEPUTY CITY CLERK**

1. PUBLIC COMMENT

Public Comment is limited to 3 minutes per person.

2. STUDY SESSION

Normally, no action is taken on Study Session items; however, the City Council reserves the right to give specific policy direction and take specific action as necessary. Presentations will be limited to 10 minutes unless other provisions are made in advance.

2.A. [2018-154](#) Interview Applicants for Planning Commission

Recommendation: Staff recommends that the City Council interview the applicants that submitted applications for possible appointment to fill the vacant seat on the Planning Commission.

2.B. [2018-153](#) Update from the Greater Palm Springs Convention & Visitors Bureau

Recommendation: This is a presentation only, no formal action will be taken.

2.C. [2018-144](#) Reducing the Membership on the Public Arts and Parks and Community Events Commissions

Recommendation: This item is presented for information, discussion and direction only.

3. CLOSED SESSION

The City Council may hear all or some of the following Closed Session Items if time permits, otherwise they will be heard at the end of the City Council Meeting.

- 3.A. [2018-134](#) Conference with Legal Counsel - Anticipated Litigation Pursuant to Government Code Section 54956.9.**
Initiation of litigation pursuant to Government Code Section 54956.9(d)(4). Number of potential cases: One
- 3.B. [2018-161](#) Conference with Legal Counsel - Existing Litigation pursuant to Government Code section 54956.9(d)(1):**
Name of Case: Cathedral City v. Rivera (Aurora Cota)
Riverside County Superior Court Case Number: INC1302340
- 3.C. [2018-136](#) Conference with Real Property Negotiator Pursuant to Government Code Section 54956.8.**

Property Location: Approximately 8.4 acres at the South side of Vega Rd and Landau Blvd APN #s 678-060-001 to 005, and 678-060-049 to 053
Negotiating Parties: City of Cathedral City as Housing Successor and Urban Housing Communities ("UHC")
Property Owners: City of Cathedral City as Housing Successor
Under Negotiations: Property Negotiations
- 3.D. [2018-138](#) Conference with Real Property Negotiator Pursuant to Government Code Section 54956.8.**

Property Location: Approximately 5 acres at the southeast corner of West Buddy Rogers and East Palm Canyon Drive.
Negotiating Parties: City of Cathedral City as the Housing Successor Agency to the former Redevelopment Agency, City Urban Revitalization Corporation and Cathedral Canyon Development LLC
Property Owner: City of Cathedral City as the Housing Successor Agency to the Former Redevelopment Agency and City Urban Revitalization Corporation
Under Negotiations: Price and Terms for potential sale of real property.
- 3.E. [2018-140](#) Conference with Real Property Negotiator Pursuant to Government Code Section 54956.8.**

Property Location: Approximately 13.5 acres south of East Palm Canyon Drive at Date Palm Drive
Negotiating Parties: City of Cathedral City as the Successor Agency to the former Redevelopment Agency and the City Urban Revitalization Corporation
Property Owner: City Urban Revitalization Corporation
Under Negotiations: Price and Terms for potential sale of real property

ADJOURN

The next Study Session Meeting is scheduled to be held on Wednesday, May 9, 2018 at 4:30 p.m.

NOTES TO THE PUBLIC:

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in a City meeting or other services offered by this City, please contact the City Clerk's Office at (760)770-0322. Assisted-listening devices are available at this meeting. Ask the City Clerk if you desire to use this device. Notification at least 48 hours prior to the meeting or the time when services are needed will assist city staff in assuring reasonable arrangements can be made to provide accessibility to the meeting or service.



Cathedral City

Agenda Report

File #: 2018-154

Item No: 2.A.

City Council

MEETING DATE: 4/25/2018

TITLE:

Interview Applicants for Planning Commission

FROM:

Tracey R. Martinez, CMC
Deputy City Clerk

RECOMMENDATION:

Staff recommends that the City Council interview the applicants that submitted applications for possible appointment to fill the vacant seat on the Planning Commission.

BACKGROUND:

On March 28, 2018, the City Council accepted the resignation of Stan Barnes from the Planning Commission.

Pursuant to the California Government Code Section 54974, a Notice of Unscheduled Vacancy on the Planning Commission was posted in the three designated posting locations as well as the City's Website and Face Book. It was also published in the Desert Sun.

The unexpired term will continue through June 30, 2019.

DISCUSSION:

The deadline to submit applications for the vacant seat on the Planning Commission was April 18, 2018. Staff received three applications from the following individuals:

Stephen Burchard
Laurie S. Holk
Gant Linhart

Staff recommends that the City Council interview the three applicants during the Study Session Meeting for possible appointment to the Planning Commission.

An item has also been placed on the Regular Meeting Agenda for the consideration of an

appointment, should it be the desire of the Council to appoint one of the individuals to fill the vacant seat.

FISCAL IMPACT:

None

ATTACHMENTS:

Applications



Cathedral City

**CITY OF CATHEDRAL CITY
COMMISSION/BOARD/COMMITTEE APPLICATION**

Commission/Board/Committee on which you would like to serve: Planning Commission
(One Application for each Commission/Board/Committee)

NAME: Stephen Burchard

HOME ADDRESS: _____
(Applicants must be a Registered Voter in Cathedral City)

HOME PHONE: _____ CELL PHONE: _____

E-mail ADDRESS: _____ .com

LENGTH OF RESIDENCY IN CATHEDRAL CITY: 4 years

IF EMPLOYED, PLEASE LIST WHERE YOU WORK AND POSITION YOU HOLD: _____
Residential & Commercial Real Estate Broker

PLEASE ATTACH A LETTER OF INTEREST INCLUDING, BUT NOT LIMITED TO, THE FOLLOWING:

- Why you wish to be considered for appointment to the Commission/Board/Committee
- Your relevant experience and knowledge

The information provided will be used by the City Council as part of the application process and will be considered by the City Council upon receipt, provided a vacancy exists on the Board, Commission or Committee for which you have applied. If there is no vacancy, your application will be kept on file for one year for consideration should an opening occur.

Please keep in mind that State Law requires specific Commission/Board/Committee members to file a Financial Disclosure Statement.

Please return application to: City of Cathedral City
Office of the City Clerk
68-700 Avenida Lalo Guerrero
Cathedral City, CA 92234

Submit by email to: tmartinez@cathedralcity.gov

Thank you for your willingness to serve your local government and community.



April 17, 2018

Councilmembers
City of Cathedral City
68-700 Avenida Lalo Guerrero
Cathedral City, CA 92234

Honorable Councilmembers:

I request to be considered for the vacant planning commission position. Please see attached application and resume for your consideration.

I live and work in Cathedral City and have become deeply involved with the local community and business community through my work as a small business owner. I believe one of the best ways to help my clients, colleagues and the communities I serve is by being of service. This allows me to contribute my talents and skills in leadership as well as educate myself about the local business and community.

I have been a Real Estate Broker and small business owner since 2001 when I owned and operated a successful mortgage and Real Estate company in the Bay Area until 2007.

I am involved locally with the Greater Coachella Valley Chamber and was appointed to serve as a Director for the Cathedral City Business District.

In addition, I am a Director for the Palm Springs Regional Association of Realtors and Chair the Young Professionals Network and am a former Chair for the PR/Communications committee for this organization. I am also a Director for the California Association of Realtors and serve on several committees.

It would be an honor to serve the City I love through being a part of the Planning Council. I believe my background and leadership experience would bring value to the Council and, more importantly, our beloved City.

Please contact me if you have any questions or require further information. Thank you for your consideration.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Stephen Burchard', is written over a light blue horizontal line. The signature is fluid and cursive.

Stephen Burchard



Stephen R. Burchard

www.stephenrurchard.com;

Effective leader and articulate communicator that interfaces with clients, investors, stakeholders, and organization staff with professionalism and discretion. Efficient organization and administrative skills. Solid problem-solving and crisis management skills. Responsible and focused leader who supports team members, while exhibiting a strong sense of urgency and focused direction.

CORE SKILLS

System Environments

Electronic Data Interchange

Business Operations

Business Development

Relationship Management

Business Analyst

Project Management

Leadership and Supervision

Behavioral Health Specialist

Broker Associate, HomeSmart Professionals, Palm Springs, CA

01/2015 to Present

- Manage and expand a thriving real estate practice through relationship nurturing and business referral networks.
- Business, client and property management consultation and sales for commercial and residential real estate activities.
- Spearheaded and facilitated BNI Chapter creation, including communication with stakeholders and motivation.
- Leverage skills and time by employing and supervising transaction agents, business manager and real estate assistants.
- Local Community, Real Estate Industry and business leadership
- Client & agent education and empowerment
- Social Media content engagement expert

Behavioral Health administration consultant Rodney Karr, Ph.D., Palm Springs, CA

01/2007 to Present

- Psychology practice business administration and management support.
- Behavioral Health Patient care advocate and case management for private psychology practice.
- Process CMS 1500 claims and coding monthly with ICD-10 and CPT codes related to outpatient mental health.
- Mitigate and follow up on unpaid claims within standard billing cycle timeframe.
- Insurance Explanation of Benefits and receivables reconciliation, mitigation and follow up.
- Business process engineering, business management and psychology practice support

Broker/Agent, RTSB Enterprises, Walnut Creek, CA

10/2001-06/2007

- IT infrastructure design and management, project management, staffing, payroll, financial and business management, and marketing.
- Business, client and property management consultation and sales for real estate and loan origination activities.
- Drove a 75% reduction in monthly overhead within 45 days by implementing virtual office and administrative outsourcing programs.
- Acquired and integrated a company's identity and technology into an infrastructure within 30 days.
- Increased sales 150% through employing and training agents in referral marketing practices and methodologies.
- Facilitated and led the launch of two international organizational chapters for networking and community service within three months.
- Maintained responsibility for sales, marketing, business, and client consulting for real estate and loan origination activities.
- Oversaw strategic planning, human resources, business operations, training and development, and marketing and sales for the organization.

Manager, Finance and Operations, GT Capital, Walnut Creek, CA

10/2000-10/2001

- Business and client consultation and sales for loan origination activities.
- Doubled sales volume per representative from \$5M to \$10M; doubled regional volume through implementing new products, business methodologies, and coaching programs for training recruits and existing agents.
- Managed financial and operational activities, staffing, and management.
- Recruited, managed, and developed the abilities of sales representatives; instituted new courses for training, improving profitability

COMMUNITY SERVICE AND ADVOCACY

Former Chair, Client Advocacy Committee, Desert AIDS Project,

- Facilitate Monthly Client Advocacy Team Meetings
- Create and Deliver Meeting Agenda
- Manage Client Advocates
- Coordinate and liaise with DAP staff
- Participate on cross functional teams within DAP for Quality Improvement of client care

HIV Prevention and Planning Council: appointed in 2010 by the San Francisco Department of Public Health's, AIDS Office.

- As part of a committee, set priorities for HIV prevention in San Francisco.
- Use information about the local epidemic to decide which populations are in greatest need of HIV prevention services and to determine the best ways to meet those needs with the available resources. Decisions guide funding of programs and services by the San Francisco Department of Public Health HIV Prevention Section.
- Participate in task-oriented work groups.

LGBT Community Center of the Desert: Community leader and content facilitator.

EDUCATION

- **A.A. Degree**, Alcohol and Drug Studies, College of the Desert
- **Master of Arts in Organizational Management**, University of Phoenix
- **Bachelor of Science in Business Management**, University of Phoenix
- **Leadership in Advocacy & Planning**, Academy for Educational Development
- **Project Management**—MS Project, New Horizons
- **Team Management & Leadership Program**, Landmark Education

Associations and Affiliations

- Palm Springs Regional AOR, Director 2017-2019
- California Association of Realtors, Director 2018
- PSRAR YPN Advisory Board, Chair
- PSRAR PR & Communication, Past Chair
- Charter President & Member, BNI Desert Alliance
- Ambassador, Greater Coachella Valley Chamber of Commerce
- Ambassador, Palm Springs Chamber of Commerce
- Landmark Education, Team Management & Leadership Program Graduate
- Kiwanis International, Past Board Member and Former Charter President
- Celebrate Life Spiritualist Community, Charter Board President

References available upon request



Cathedral City

**CITY OF CATHEDRAL CITY
COMMISSION/BOARD/COMMITTEE APPLICATION**

Commission/Board/Committee
on which you would like to serve: Planning Commission
(One Application for each Commission/Board/Committee)

NAME: Laurie S. Holk

HOME ADDRESS: _____
(Applicants must be a Registered Voter in Cathedral City)

HOME PHONE _____ CELL PHONE _____

E-mail ADDRESS: _____

LENGTH OF RESIDENCY IN CATHEDRAL CITY: 15 years

IF EMPLOYED, PLEASE LIST WHERE YOU WORK AND POSITION YOU HOLD: Retired

PLEASE ATTACH A LETTER OF INTEREST INCLUDING, BUT NOT LIMITED TO, THE FOLLOWING:

- Why you wish to be considered for appointment to the Commission/Board/Committee
- Your relevant experience and knowledge

The information provided will be used by the City Council as part of the application process and will be considered by the City Council upon receipt, provided a vacancy exists on the Board, Commission or Committee for which you have applied. If there is no vacancy, your application will be kept on file for one year for consideration should an opening occur.

Please keep in mind that State Law requires specific Commission/Board/Committee members to file a Financial Disclosure Statement.

Please return application to: City of Cathedral City
Office of the City Clerk
68-700 Avenida Lalo Guerrero
Cathedral City, CA 92234

Submit by email to: tmartinez@cathedralcity.gov

Thank you for your willingness to serve your local government and community.

Laurie S. Holk



April 17, 2018

To the Cathedral City Mayor and City Council Members:

My name is Laurie S. Holk and I am applying for a position on the City's Planning Commission. I retired from Riverside County Department of Environmental Health five years ago. I desire to share the knowledge gained from that experience with the City. I feel that it would add another layer to my post retirement activities.

Since my retirement, I have been involved in Rotary, my local church, have assisted at community events and enjoyed singing at various venues.

During my thirty-five-year tenure with the County, I inspected restaurants, swimming pools, solid waste, liquid waste, medical waste, body art facilities, landfills, transfer stations, plan checked and inspected sewage systems, inspected new facilities of various types. Before I retired I was Supervising the solid waste, liquid waste, medical waste, land use development, and body art sections. On the development side, I reviewed environmental documents, acted as staff to the County Planning Commission when needed, assisted cities in writing documents to enable proper permitting by the State Waste Board. Developed permit conditions for various types of facilities and developments. Spoke on behalf of the Department at Planning Commission, City Council and Board of Supervisor meetings.

I believe I would be an asset to this commission and looked forward to working with the City.

Sincerely,
Laurie S. Holk



PAST COMM. MEMBER

2012/2013



Cathedral City

**CITY OF CATHEDRAL CITY
COMMISSION/BOARD/COMMITTEE APPLICATION**

Commission/Board/Committee
on which you would like to serve: PLANNING COM.
(One Application for each Commission/Board/Committee)

NAME: GRANT E. LINKHART

HOME ADDRESS: CATHEDRAL CITY
(Applicants must be a Registered Voter in Cathedral City)

HOME PHONE: _____ CELL PHONE: SAME

E-mail ADDRESS: _____

LENGTH OF RESIDENCY IN CATHEDRAL CITY: 9 years

IF EMPLOYED, PLEASE LIST WHERE YOU WORK AND POSITION YOU HOLD: _____
RETIRED ELECTRICAL CONT. & ELECTRICIAN

PLEASE ATTACH A LETTER OF INTEREST INCLUDING, BUT NOT LIMITED TO, THE FOLLOWING:

- Why you wish to be considered for appointment to the Commission/Board/Committee
- Your relevant experience and knowledge

The information provided will be used by the City Council as part of the application process and will be considered by the City Council upon receipt, provided a vacancy exists on the Board, Commission or Committee for which you have applied. If there is no vacancy, your application will be kept on file for one year for consideration should an opening occur.

Please keep in mind that State Law requires specific Commission/Board/Committee members to file a Financial Disclosure Statement.

Please return application to: City of Cathedral City
Office of the City Clerk
68-700 Avenida Lalo Guerrero
Cathedral City, CA 92234

Submit by email to: tmartinez@cathedralcity.gov

Thank you for your willingness to serve your local government and community.



Cathedral City

Agenda Report

File #: 2018-153

Item No: •A.

City Council

MEETING DATE: 4/25/2018

TITLE:

Update from the Greater Palm Springs Convention & Visitors Bureau

FROM:

Tracey Martinez, CMC
Deputy City Clerk

RECOMMENDATION:

This is a presentation only, no formal action will be taken.

BACKGROUND:

The Greater Palm Springs Convention and Visitors Bureau requested an opportunity to provide the City Council with an update on the hospitality and tourism industries in the Coachella Valley.

DISCUSSION:

Scott White, President/CEO, Greater Palm Springs Convention and Visitors Bureau will provide the annual update on the work and progress of the Greater Palm Springs Convention & Visitors Bureau for hospitality and tourism in the Coachella Valley.

FISCAL IMPACT:

There is no fiscal impact with this item.

ATTACHMENTS:

None



Cathedral City

Agenda Report

File #: 2018-144

Item No: 2.C.

City Council

MEETING DATE: 4/25/2018

TITLE:

Reducing the Membership on the Public Arts and Parks and Community Events Commissions

FROM:

Commission Liaison / Deanna Pressgrove

RECOMMENDATION:

This item is presented for information, discussion and direction only.

BACKGROUND:

City Council directed Staff to bring back an analysis to determine if the City should amend the Municipal Code reducing the number of Commissioners on the Public Arts and Parks and Community Events Commission from seven to five members.

DISCUSSION:

The Cathedral City Municipal Code currently states that both Commissions shall consist of seven members selected by the City Council.

The Municipal Code also addresses term limits.

Section 2.06.1013 states “no person shall be appointed to and serve substantially more than two full consecutive terms upon any single board or commission and any person who has served substantially two full consecutive terms shall not be reappointed to the same board or Commission until at least the time equal to one full term has elapsed.

Commissioners are appointed for three-year terms.

Below is the status of each Commission.

Public Arts Commission

Alan Carvalho

Appointed: 6/2014

Term Expired: 6/2017

	Reappointed: 6/2017	Term Expires: 6/2020
Wendy Willson	Appointed: 6/2017	Term Expires: 6/2020
Pam Price	Appointed: 9/2010	Term Expired: 6/2023
	Reappointed: 12/2013	Term Expired: 6/2015
	3 rd Appointment: 6/2015	Term Expires: 6/2018
Denise Rodriguez Bowman	Appointed: 6/2015	Term Expires: 6/2018
Sue Townsley	Appointed: 11/2017	Term Expires: 6/2018
Christian Sesma	Appointed: 11/2017	Term Expires: 6/2019

Summary

There is currently one vacant seat on the Public Arts Commission.

Commissioner Price will term out June 30, 2018.

Parks and Community Events Commission

Diane Hines	Appointed: 7/2010	Term Expired: 6.2012
	Reappointed: 7/2012	Term Expired: 6/2015
	3 rd Appointment: 6/2015	Term Expires: 6/2018
Sarah Clapp	Appointed: 6/2016 (filling an unexpired term)	Term Expires: 6/2018
Thomas Kocan	Appointed: 6/2017	Term Expires: 6/2020
Valerie Schechter	Appointed: 6/2015	Term Expires: 6/2018
Gary Marshall	Appointed: 4/2018 (filing an unexpired term)	Term Expires: 6/2019
Alice Daby	Appointed: 6/2017	Term Expires: 6/2020

Summary

Commissioner Hines will term out on June 30, 2018

Three of the Parks and Community Commissioners terms expire on June 30, 2018

If Council directs staff to reduce the Public Arts and Parks and Community Events Commission from seven to five, an ordinance will be brought back for introduction and first reading May 9, 2018.

FISCAL IMPACT:

None

ATTACHMENTS:

None



Cathedral City

Agenda Report

File #: 2018-134

Item No: 6.A.

City Council

MEETING DATE: 4/25/2018

TITLE:

Conference with Legal Counsel - Anticipated Litigation Pursuant to Government Code Section 54956.9.

Initiation of litigation pursuant to Government Code Section 54956.9(d)(4). Number of potential cases: One

FROM:

Charles McClendon, City Manager



Cathedral City

Agenda Report

File #: 2018-161

Item No: 6.B.

City Council

MEETING DATE: 4/25/2018

TITLE:

Conference with Legal Counsel - Existing Litigation pursuant to Government Code section 54956.9(d)(1):

Name of Case: Cathedral City v. Rivera (Aurora Cota)

Riverside County Superior Court Case Number: INC1302340

FROM:

Eric S. Vail, City Attorney



Cathedral City

Agenda Report

File #: 2018-136

Item No: 6.C.

Housing Successor Agency

MEETING DATE: 4/25/2018

TITLE:

Conference with Real Property Negotiator Pursuant to Government Code Section 54956.8.

Property Location: Approximately 8.4 acres at the South side of Vega Rd and Landau Blvd APN #s 678-060-001 to 005, and 678-060-049 to 053

Negotiating Parties: City of Cathedral City as Housing Successor and Urban Housing Communities ("UHC")

Property Owners: City of Cathedral City as Housing Successor

Under Negotiations: Property Negotiations

FROM:

Tami Scott, Administrative Services Director



Cathedral City

Agenda Report

File #: 2018-138

Item No: 6.D.

Housing Successor Agency

MEETING DATE: 4/25/2018

TITLE:

Conference with Real Property Negotiator Pursuant to Government Code Section 54956.8.

Property Location: Approximately 5 acres at the southeast corner of West Buddy Rogers and East Palm Canyon Drive.

Negotiating Parties: City of Cathedral City as the Housing Successor Agency to the former Redevelopment Agency, City Urban Revitalization Corporation and Cathedral Canyon Development LLC

Property Owner: City of Cathedral City as the Housing Successor Agency to the Former Redevelopment Agency and City Urban Revitalization Corporation

Under Negotiations: Price and Terms for potential sale of real property.



Cathedral City

Agenda Report

File #: 2018-140

Item No: 6.E.

Successor Agency to the Former Redevelopment Agency

MEETING DATE: 4/25/2018

TITLE:

Conference with Real Property Negotiator Pursuant to Government Code Section 54956.8.

Property Location: Approximately 13.5 acres south of East Palm Canyon Drive at Date Palm Drive

Negotiating Parties: City of Cathedral City as the Successor Agency to the former Redevelopment Agency and the City Urban Revitalization Corporation

Property Owner: City Urban Revitalization Corporation

Under Negotiations: Price and Terms for potential sale of real property

FROM:

Stone James, Economic Development Director