

# **City Council Goals Council Planning Retreat January 28, 2017**

## **1. Economic and Community Development**

- Modify the City service contract with the Chamber of Commerce to require increased Chamber outreach to all Cathedral City businesses, with a particular emphasis on Latino-owned businesses, and promotion of business workshops
- Participate in franchisee events and explore ways to get franchise information to the community
- Complete a comprehensive update to the General Plan over the next two fiscal years.
- Continue to make downtown development a priority
- Modify the North City plans and corresponding zoning to update the uses allowed and to better reflect market realities
- Continue discussions with College of the Desert regarding options available to the College in Cathedral City
- Pursue a longer term arrangement with the Palm Springs International Film Festival
- Nurture positive relationships with the auto dealers
- Work with the business community to promote local hiring
- Review the downtown zoning districts and the mountain side zoning moving east from the Cove
- Explore tourism opportunities with our sister city of Tequila, Jalisco and talk to the Convention and Visitors Bureau to seek assistance in expanding air service
- Increase involvement with the CVB to make sure Cathedral City is included in their ads
- Identify and reach out to developers who specialize in reinventing outdated retail spaces
- Pursue the establishment of a Business Improvement District for small hotel properties
- Develop a contract for design services related to potential Perez Road improvements
- Develop a plan to process in appropriate phases with the annexation of Thousand Palms
- Support the Chamber and Rotary in the development of a new Bike Race event

## **2. Public Safety**

- To the extent financially possible implement the recommendations of the Police and Fire strategic plans
- Evaluate options to provide Public Safety services to other communities or to form other joint services partnerships
- Focus efforts on reducing property crime

## **3. Community Engagement and Community Relations**

- Fund the plan to have our three signature events presented by private promoters with the City as title sponsor and implement the plan to improve communications efforts
- Make a major effort to replace and update television equipment by December of 2017 and expand programming on Channel 17 and other available outlets

- Conduct the Community Benefits Agreements stakeholder's workshop in conjunction with the identified contractor
- Identify sites available, costs and constraints related to a possible Community Center
- Schedule a joint Council/Commission meeting with the Planning Commission, Arts Commission and Parks and Community Events Commission
- Rename the streets adjacent to the schools, which have no residences addressed on them, to reflect the school mascot

#### **4. Infrastructure**

- Evaluate ways to address infrastructure needs in ways that will promote business development
- Participate in Riverside County efforts to improve communications access in the County
- Identify sites and develop plans for a new Public Works facility
- Complete the relocation of Fire Station 411
- Evaluate options for electrical service in the community
- Report to Council on the engineer's study on a city-wide assessment district and other methods to address pavement management funding needs

#### **5. Governance**

- Continue to explore the possibility of joining the Desert Recreation District
- Work with the Health Care District on park grant opportunities
- Develop a local procurement ordinance and complete other items required to implement the City Charter

#### **6. Financial Strength**

- Complete the selection and installation of new financial software
- Develop a facilities and equipment restoration and replacement plan
- Develop and adopt a balanced budget for the FY17-18 and 18-19 biennium