

MEASURE J OVERSIGHT COMMISSION

CITY OF PALM SPRINGS, CALIFORNIA

www.palmspringsca.gov

SPECIAL MEETING AGENDA

January 10, 2013
4:00 p.m., Special Meeting



City Hall Council Chamber
3200 E. Tahquitz Canyon Way
Palm Springs, CA 92262

COMMISSIONERS

Kristin Bloomer
Leo Cohen
Aftab Dada
Christine Hammond
Mark Marshall
Robert Moon, Chair

Kevin Towner, Vice-Chair
David Vogel
John Williams
Elizabeth Glass*
Curt Watts*
*Alternates

Staff representatives: Geoffrey S. Kiehl, Director of Finance and Treasurer
Cindy Cairns, Administrative Assistant/Commission Secretary

City of Palm Springs Vision Statement: Palm Springs aspires to be a unique world-class desert community, where residents and visitors enjoy our high quality of life and a relaxing experience. We desire to balance our cultural and historical resources with responsible, sustainable economic growth and enhance our natural desert beauty. We are committed to providing responsive, friendly, and efficient customer service in an environment that fosters unity among all our citizens.

Please silence all cell phones, pagers and/or other electronic devices for the duration of the meeting.

CALL TO ORDER:

ROLL CALL:

PLEDGE OF ALLEGIANCE:

ACCEPTANCE OF THE AGENDA:

PUBLIC COMMENT: This time has been set aside for members of the public to address the Measure J Oversight Commission on the Special Meeting Agenda, and items of general interest within the subject matter jurisdiction of the Commission. Although the Measure J Oversight Commission values your comments, pursuant to the Brown Act, it generally cannot take any action on items not listed on the posted Agenda. Three (3) minutes are assigned for each speaker.

1. NEW BUSINESS:

- 1.A. DISCUSSION AND IDENTIFICATION OF KEY MESSAGES FOR USE BY THE MEASURE J OVERSIGHT COMMISSION IN DEVELOPING A COMMUNICATIONS PLATFORM:** Members of the Measure J Oversight Commission will discuss and adopt approximately five (5) key initial messages that can be utilized by Measure J Commissioners and the City of Palm Springs to communicate to the public in a simple, clear and consistent manner the purpose, intent and methodology for the Measure J Oversight Commission Idea/Application and the review process for these applications.
RECOMMENDATION: Receive and file.

PUBLIC COMMENT:

STAFF MEMBER COMMENTS:

COMMISSION MEMBER ITEMS AND REQUESTS:

ADJOURNMENT: The Measure J Oversight Commission of the City of Palm Springs will adjourn to the next regular meeting at 4:00 p.m., Thursday, January 17, 2013, Palm Springs City Hall, 3200 E. Tahquitz Canyon Way.

PUBLIC NOTICES

The City of Palm Springs Council Chamber is handicapped accessible. It is the intention of the City of Palm Springs to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, or in meetings on a regular basis, you will need special assistance beyond what is normally provided, the City will attempt to accommodate you in every reasonable manner. Please contact the Department of Finance and Treasury, (760) 323-8229, at least 72 hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible.

Pursuant to G.C. Section 54957.5(b)(2) the designated office for inspection of records in connection with the meeting is the Department of Finance and Treasury, City Hall, 3200 E. Tahquitz Canyon Way. Complete Agenda Packets are available for public inspection at City Hall, Department of Finance and Treasury. Agenda and staff reports are available on the City's website www.palmspringsca.gov. If you would like additional information on any item appearing on this agenda, please contact the Department of Finance and Treasury at (760) 323-8229.

Any person who wishes to speak regarding an item on the agenda or on a subject within the Measure J Oversight Commission's jurisdiction during the "Public Comments" portion of the agenda must file a "Speaker Card" with the Commission Secretary BEFORE that portion of the agenda is called. Although the Measure J Oversight Commission values your comments, pursuant to the Brown Act, it generally cannot take any action on items not listed on the posted agenda.

AFFIDAVIT OF POSTING AND NOTICE

I, GEOFFREY S. KIEHL, Director of Finance and Treasurer of the City of Palm Springs, California, posted at Palm Springs City Hall, 3200 E. Tahquitz Canyon Way, before 4:00 p.m., Wednesday, January 9, 2013, and posted on the City's website as required by established policies and procedures.



GEOFFREY S. KIEHL
Director of Finance and Treasurer, City of Palm Springs

MEASURE J – KEY MESSAGES

GOAL: To adopt an initial set of Measure J “key messages” to communicate to appropriate audiences what we most want them to understand about Measure J and the process for selecting ideas/projects for funding.

WHAT ARE KEY MESSAGES?

- Key Messages are statements that succinctly communicate the most important things to say on a subject to an audience;
- They are easy to say and more important, easy for the audience to understand and remember;
- They boost an overall communication effort by providing clarity, focus and precision; and
- Typically, key messages are not the only messages, merely the most important.

TASK FOR TODAY

Draft approximately five (5) key messages that can be utilized during the next several months by Measure J Commissioners and the City of Palm Springs to communicate in a cohesive and consistent manner to various audiences during the initial phase of the current Measure J funding application and review process.

INTRODUCTORY DISCUSSION – COMMUNICATION PLATFORMS & TARGET AUDIENCES

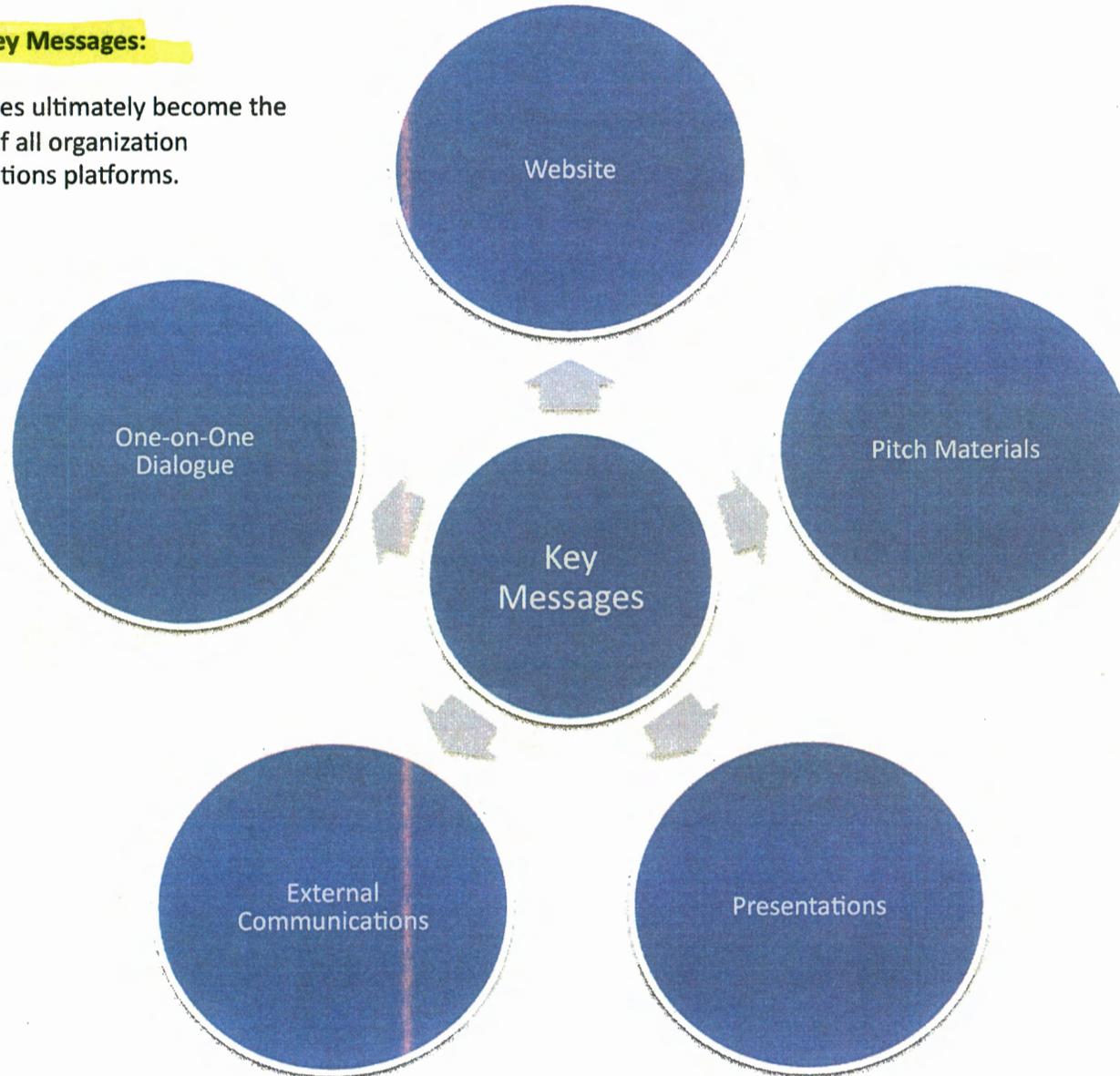
- Review “Applying Key Messages” Hand-Out.
- Briefly refresh everyone’s minds on target audiences.

PRIMARY DISCUSSION – BRAINSTORM & DRAFT KEY MESSAGES

- Review Examples of Roy’s Foundation Questions/Statements and resulting Key Messages
- Potential Measure J message concepts “to get the ball rolling”:
 - What is Measure J?
 - Why was Measure J established and/or why is it important to our city and our future?
 - What is Measure J in place to do?
 - How are Measure J funds directed or managed?
 - How do residents and visitors benefit from Measure J?
 - How do businesses benefit from Measure J?
 - How can I be involved?

Applying Key Messages:

Key messages ultimately become the backbone of all organization communications platforms.



Question / Statement:

What is the Friends of Roy's Foundation and what does it do?

Key Message:

The Friends of Roy's Foundation is a fundraising & awareness entity.

The Friends of Roy's Foundation was established to bridge the gap in the expected financial shortfall of local area government funding to Roy's Desert Resource Center. And in doing so achieve long-term sustainable funding that ensures essential services are provided to the Coachella Valley's families and individuals when they need it most.

Proof Points:

The fact is, government's are experiencing financial hardships just like the Valley's residents. They're having to do more with less. As the chief funders of Roy's Desert Resource Center they've found themselves not being able to provide enough funding to support the high demand of Roy's Desert Resource Services.

The Friends of Roy's Foundation is a non-profit, 501 (c)(3) entity whose sole mission is raising funds and awareness of the homeless to support Roy's Desert Resource Center.

The Friends of Roy's Foundation is a private-public partnership and relies on the financial support of private individuals, corporate partners and public agencies to provide the funding necessary to provide services to all who are eligible and need it.

Question / Statement:

What are monies received used for and who oversees and is accountable for the performance of Roy's Desert Resource Center?

Key Message / Answer:

Funds received by the Friends of Roy's Foundation go directly Roy's Desert Resource Center. (Other than generally accepted and expected administrative and marketing costs of the foundation).

Roy's Desert Resource Center, named after the late Riverside County Supervisor Roy Wilson, is community service funded jointly by Riverside County and the combined governments of the Coachella Valley, called CVAG. It is run and managed under contract by a highly capable service provider: Jewish Family Services.

The Friends of Roy's Foundation is supremely confident the facility is being run in a manner foundation board members can recommend peer & community support without any hesitation.

It is CVAG's ultimate desire to ultimately turn the facility over to private responsibility and management and the Friends of Roy's Foundation is working on a multi-year strategic plan to potentially take over full responsibility for the facility and its delivery of services.

Proof Points:

N/A

Question:

What is the most important thing I can do to help the mission of Roy's Desert Resource Center and its ability to impact the lives of fellow Coachella Valley residents?

Key Message / Answer:

Financially support Roy's Desert Resource Center.

The most important thing we can do as a community to support our fellow Coachella Valley residents who find themselves in a life changing situation that has caused them to become one of the Coachella Valley's homeless is to provide financial support to Roy's Desert Resource Center, via the Friends of Roy's Foundation's regular fundraising activities. Doing so ensures that when our neighbors need it most they have access to the shelter, support, training and services provided by the Center that give them the opportunity to choose a better life.

Proof Points:

N/A

Note: Activities related to the Downtown Revitalization Plan are approved by the City of Palm Springs approval process and not reviewed by the Measure J Oversight Commission.

Measure J – 1% Tax Increase

On November 8, 2011 Palm Springs voters approved Measure J, a local revenue measure to maintain local community services and economically revitalize our Downtown.

The Measure J ballot question was as follows: Shall an ordinance to provide funding that cannot be taken by the State and help preserve Palm Springs city services, including without limitation police, fire, library, parks, streets/pothole repair, acquisition and development of garages and parking facilities, installation and maintenance of improvements and facilities for the implementation of the Museum Market Plaza Specific Plan, by enacting a City of Palm Springs 1% sales and use tax, for 25 years, subject to independent annual audits, be adopted?

This site has been created to highlight progress and provide access to information on Palm Springs Measure J projects.

• Meeting Notice

The 11-member Measure J Oversight Commission meets every third Thursday of each month at 4:00 p.m. in the Large Conference Room at Palm Springs City Hall. 3200 E. Tahquitz Canyon Way. Information: (760) 323-8299

• Press Releases

- [Measure J Ideas And Projects Application](#)
- [Downtown Revitalization Plan Public Meeting Invitation](#)
- [Measure J Oversight Commission Appointments](#)

Measure J Revenue Project Funding: Background

In November 2011, Palm Springs voters approved ballot Measure J, which, effective April 1, 2012, increased sales tax on retail transactions, sales and use tax rates in the City of Palm Springs from 7.75% to 8.75% for a period of 25 years. Measure J authorizes that 1% increase be used to help preserve Palm Springs City and community services, and to revitalize the Palm Springs downtown area. *This is a tremendous opportunity for Palm Springs!*

The City of Palm Springs and the Measure J Oversight Commission look forward to receiving your idea/project applications for *any and all small and large projects*. Applicants are encouraged to consider "out of the box" creative and innovative ideas and projects. The Commission will look for ideas and projects that build on the character of Palm Springs and appeal to residents and visitors of all ages and interests - projects that enhance the quality of life in our City making it an even better place to live, work and play.

This application is the first part of a two-part process designed by the Commission to meet the objective of soliciting the most creative and innovative ideas and projects for investing your Measure J tax dollars. After weighing and ranking your ideas/projects and recommendations, the Commission will contact those whose submissions they determine would best benefit the residents and visitors of the City of Palm Springs. Applicants whose ideas/projects are selected by the Commission will be provided with and asked to complete a more comprehensive Part 2 application packet.

Applicants should keep in mind that the amount of tax revenues available for Measure J funding is limited and the Commission fully expects to receive significantly more requests than can be funded.

How to Submit Your Idea/Project Application

Applicants may submit their idea/project application for Measure J revenue project funding in hard copy using the attached Idea/Project Funding Request. The application may also be downloaded in a "fillable" PDF format from www.psmeasurej.com. Electronic copies completed using the downloaded PDF format may be e-mailed to CityClerk@palmspringsca.gov.

If submitting hard copies please submit one original signed copy on white 8.5" x 11" paper. If manually completing a hard copy please type or PRINT legibly in black ink. (Black ink is required to ensure clear photocopies can be made). All hard copy submissions must be delivered to the Office of the City Clerk located at Palm Springs City Hall, 3200 E. Tahquitz Canyon Way, Palm Springs, CA 92262, or faxed to (760) 322-8332.

All submissions, whether electronic or hard copy, must be received no later than 3:00 P.M. (local time) on THURSDAY, JANUARY 31, 2013. Idea/project applications received after that time cannot be considered by the Commission.

The e-mail date/time stamp or the physical receiving time in the Office of the City Clerk will be the governing time for acceptability of request packages. It is the responsibility of the applicant to ensure any proposal sent through the mail or by any other method is complete and is received by the City Clerk prior to the submission deadline. Late or incomplete proposals will not be reviewed for funding.

Applicants are encouraged to refer to www.psmeasurej.com for additional information on the criteria the Measure J Oversight Commission considers creative and innovative projects, programs or services.

Measure J Approved Projects

City Council Approved Projects for the Use of Measure J Funds
 City of Palm Springs
 2012-2013 Fiscal Year

At the November 7, 2012 Palm Springs City Council meeting, the Measure J Oversight Commission asked the City Council to consider the Oversight Commission's recommendations for Measure J project funding. At that meeting, the City Council approved a number of project expenditures to fund in the current fiscal year with Measure J funds.

Below is a summary of the Measure J Oversight Commission's recommendations and the projects approved by the City Council on November 7th, as well as photo examples of some specific projects and the list of approved street improvements with color maps.

<u>Project Expense Budget:</u>	<u>Commission Recommendation</u>	<u>City Council Approved</u>
• Street Improvements	\$3,000,000	\$3,000,000
• Capital Projects -- Previously Deferred		
1. Pavilion Kitchen Equipment Replacement	\$14,000	\$14,000
2. Desert Highland Light Poles/Fixture Replacement	\$80,000	\$80,000
3. Repair Swim Center Deck	\$161,000	0
4. Ruth Hardy Park Security Path Lighting	\$50,000	\$50,000
5. Desert Highland Small Parking Lot Repairs	\$40,000	\$40,000
6. Dog Park Improvements	\$10,000	\$10,000
7. Sidewalk Replacement in Parks Citywide	\$80,000	\$80,000
8. Demuth Park - Softball Field Wiring Replacement	\$40,000	\$40,000
9. Demuth Comm. Center - Gymnasium Floor Repairs	\$40,000	\$40,000
10. Sunrise Park Water Valve Replacement	\$50,000	\$50,000
11. Demuth and Ruth Hardy Parks - Parking Lot Repairs	\$165,000	\$165,000
12. Stadium Fencing Repairs	\$20,000	\$20,000
13. Replace 20 Trees-Palm Cyn, Indian Cyn, Sunrise Park	\$125,000	\$125,000
14. Village Green - Electric Meter Panel Replacement	\$25,000	\$25,000
15. Downtown / Uptown Crosswalks	\$150,000	\$150,000
16. Light Poles - Raise Footings - Citywide	\$150,000	\$150,000
17. Traffic Signal Installation - Sunrise @ Ralph's Center	\$300,000	0
17. Traffic Signal & Queing Study (Sunrise @ Ralph's)	0	\$10,000
18. Lighting-Replace Underground Electrical, Phase One	\$100,000	\$100,000
19. New Fire Station #5 Site Location and Design Study	0	\$50,000
Total Capital Projects	\$1,600,000	\$1,199,000
• Commission Communications (Website, Ads)	\$20,000	\$5,000
Total Project Expense Budget	\$4,620,000	\$4,204,000

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Fact Sheet

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Downtown Revitalization Plan and Project Financing Agreement Fact Sheet

[To Download a PDF of this information, click here.](#)

Revitalization Plan Description

The Downtown Revitalization Plan replaces an obsolete enclosed mall with new city streets throughout the site and effectively incorporates both residential and retail uses into an urban village which presents a pedestrian-friendly environment with a number of plazas and walkways. Upon completion, the Project will reintegrate a property that had been massed into a monolithic “superblock” back into the downtown street grid, resulting in a strong public gathering place comprised of well-designed public spaces linked by a total entertainment and retail environment.

Upon completion of the Phase I project’s new public streets, landscaping and walkways will be in place to provide user friendly pedestrian and vehicular circulation with architectural shading; all street intersections will be finished with decorative interlocking pavers and no curbs; at entry points into the DFP Area, streets will contain submersible stainless steel bollards that can be electronically raised so that interior streets and other areas can be used for special events and functions as needed; new public areas will be enhanced with public art and sculpture to serve as a place for pedestrian activities and public functions; the renovated building in Block A-1 (the only retail property not fully demolished) will have all new exterior facades; new buildings will be in place in Blocks A-2 and C; Blocks D, E and G will be temporarily used for parking and/or landscaped open space pending future vertical development in Phase II; and, Block F will contain a new state of the art multiplex movie theater.

The Project also proposes demolishing property at the most valuable corner – the “100% corner” in Downtown – and placing a public space at least 90-100’ deep there. The entire street grid created by the project and conveyed to the City will also be designed to maximize its use for events. The new Museum Way will be wider, building to building, than Palm Canyon Drive. All of it will be available to be closed off for special events and public activities. In addition, the two “museum pads” to be conveyed to the City will be open green space until the day the Art Museum builds on one of them. These two parcels, located at the far western end of the project, shall be usable by the public during the period the Museum does not develop.

One outcome shall be permanent free parking for the public at the site. Another outcome would be City's ability to assist two of the City's most significant cultural assets — the Art Museum and the Film Festival — in expanding their facilities or their programming at the site.

There is also a provision for the creation of public restrooms within the project, which the City would operate and maintain. The Agreement contains a legal description of the restroom space which the City would purchase.

All parking structure improvements shall be undertaken by the City upon its acquisition of the property. Work to be done in the parking structure includes replacing the fire sprinklers and lights, concrete repairs, and possibly structural work. Some reconfiguration of the parking structure shall also be necessary in order to allow the construction of Belardo and the new Andreas Road on grade, as well as some new building pads on grade.

Project Financing Agreement Description

The Project will be developed through a public-private partnership of the City and Wessman Development. The total development cost of Phase I, described above, is in excess of \$100 million, including property acquisition costs by the Developer. These costs include:

- Demolition of over 85% of the existing mall;
- Streets, sidewalks, and open spaces;
- Parking structure improvements and modifications;
- Construction of building improvements including Façade Improvements on building A-1, Shell Costs for Buildings A-2, C, and F, and Tenant Improvements;
- Costs related to the purchase and carrying of the property of at least \$20 million;
- Architecture, engineering, permits, and taxes;
- and Financing expenses, including interest costs and fees.

The City will be responsible for the off-site improvements estimated at \$11.0 million. The estimated total amount of City participation, including the construction of public infrastructure and the acquisition of certain public properties, would be approximately \$43 million. The City has structured the project contribution as follows:

1. The partnership would result in the City receiving title to certain real property at the site. This property includes: (1) the above-ground parking structure, as well as the surface and underground level of the parking at the southwest corner of the site; (2) the underground parking structure beneath the developed shopping center; (3) the two possible "museum expansion" sites; (4) the improved streets created by the project described as the Museum Street, Andreas Road and the Belardo extension; and (5) new public restrooms.
2. The City would undertake the construction of the streets and the improvement of the parking facilities, at an estimated cost of \$11.0 million;
3. The City's funds of \$32 million would be deposited in a project-related escrow account to be used solely for project-related costs such as construction, architecture, engineering, and design. John Wessman's funds would come from personal resources such as equity, and would be secured by a personal guarantee backed by unencumbered real property.

The City's development cost would include the cost of constructing public streets and the refurbishing of the underground parking structure. There are detailed cost estimates on these elements, including demolition, streets, renovation of the parking structure, plus site work for the park/plaza and the private development. Other aspects of the Agreement include:

- **Term.** The Phase I of the Revitalization Plan sets a schedule for completion of the core and shell improvements (retail and office along Palm Canyon, the street infrastructure, the museum expansion sites, and the movie theaters) by December 2014.
- **Demolition.** The Bank of America building would be demolished in early 2012. The remainder of the Property demolition would commence in May, 2013, at the time the Project's plans are submitted to the Building Department for Building Permits. Vertical construction would proceed immediately after receipt of building plans.
- **Default.** If there is a default by the Developer, there is a provision that allows the City to acquire the remaining private property and all entitlements. As additional security, John Wessman shall provide the City a personal guarantee for his contribution secured by unencumbered real property.

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• Watch Latest Meeting



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