

MEASURE J COMMISSION
CITY OF PALM SPRINGS, CALIFORNIA
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MEETING MINUTES
THURSDAY, JANUARY 16, 2014, 4:00 p.m.
CITY HALL LARGE CONFERENCE ROOM

CALL TO ORDER: Chairman Moon called the January 16, 2014 Regular Meeting of the Measure J Commission of the City of Palm Springs to order at 4:02 p.m.

ROLL CALL:

PRESENT: Commissioners Bloomer, Cohen, Dada, Glass, Hammond, Vogel, Watts, Williams, Vice-Chair Marshall, and Chair Moon.

ABSENT: Commissioner Towner.

ALSO PRESENT: Commission Secretary Cairns, Director of Finance Kiehl, and City Manager Ready.

PLEDGE OF ALLEGIANCE: Commissioner Hammond led the Pledge.

ACCEPTANCE OF THE AGENDA: The agenda was accepted as presented. **Motion Commissioner Dada, seconded by Commissioner Cohen and unanimously carried noting the absence of Commissioner Towner.**

APPROVAL OF MINUTES: Approval of November 21, 2013 Regular Meeting Minutes. **Motion Commissioner Hammond, seconded by Vice-Chair Marshall and unanimously carried noting the absence of Commissioner Towner and the abstention of Commissioner Vogel.**

PUBLIC COMMENT: None.

1. CITY MANAGER'S REPORT:

No action taken.

2. MEASURE J PROJECTS UPDATE REPORT:

No action taken.

3. NEW BUSINESS:

3.A. REPORT FROM THE MEASURE J OUTREACH AD HOC COMMITTEE (COMMISSIONERS COHEN, GLASS, MOON, AND TOWNER):

Mark Anderson from Buzz Factory provided a verbal presentation to the Commission regarding marketing the Measure J brand/logo and answered questions from the Commission.

The Commission also discussed the letter to residents who submitted funding applications.

ACTION: Ask the Outreach ad hoc committee to prepare a draft creative brief for submittal to the Commission at the next regular meeting along with a list of recommended, locally-based (Palm Springs) firms to receive the assignment of developing the Measure J identity concepts. **Motion Commissioner Watts, seconded by Vice-Chair Marshall and unanimously carried noting the absence of Commissioner Towner.**

ACTION: Accept the letter to funding applicants as amended. **Motion Commissioner Hammond, seconded by Commissioner Williams and unanimously carried noting the absence of Commissioner Towner.**

MOTION: Mail the letter to funding applicants, as opposed to emailing it. **Motion Commissioner Williams, seconded by Commissioner Hammond and failed on a roll-call vote.**

AYES: Commissioners Cohen, Hammond, Williams, and Chair Moon.

NOES: Commissioners Bloomer, Dada, Glass, Vogel, and Vice-Chair Marshall.

ABSENT: Commissioner Towner.

The letter to funding applicants will be emailed to those applicants who submitted an email address, and mailed to those with no email address.

3.B. REPORT FROM THE MEASURE J ANALYSIS AD HOC COMMITTEE ON 2013-14 PROJECT FUNDING (COMMISSIONERS HAMMOND, MARSHALL, AND VOGEL):

The Commission discussed and/or commented on the following with respect to the Analysis ad hoc committee report: disbanding the current ad hoc; the current Analysis ad hoc committee continuing to meet with the City Council Measure J subcommittee; the 2014-15 Analysis ad hoc taking over the responsibilities of the 2013-14 ad hoc and begin meeting with the City Council subcommittee; requesting a joint meeting with the City Council or City Council Measure J subcommittee.

MOTION: 1) Thank the 2013-14 Analysis ad hoc committee for their great work and now disband that committee; and 2) the 2014-15 Analysis ad hoc committee move forward and assume the responsibilities for looking ahead and for any future meetings with the City Council Measure J ad hoc subcommittee. **Motion Chair Moon, seconded by Commissioner Williams and failed on a roll call vote.**

AYES: Commissioners Bloomer, Glass, Williams, and Chair Moon.

NOES: Commissioners Cohen, Dada, Hammond, Vogel, and Vice-Chair Marshall.

ABSENT: Commissioner Towner.

ACTION: Request the Measure J ad hoc subcommittee of the City Council meet with the entire Measure J Commission in place of the Analysis ad hoc subcommittee meeting in March, to advise the Commission of their goals and long-term objectives. **Motion Commissioner Williams, seconded by Commissioner Cohen and unanimously carried 9-0 on a roll call vote, noting the absence of Commissioner Towner.**

3.C. REPORT FROM THE MEASURE J 2014-15 FUNDING ALLOCATION AD HOC COMMITTEE (COMMISSIONERS BLOOMER, WATTS, AND WILLIAMS):

A verbal report was provided by the ad hoc committee. No action taken.

Commissioner Vogel left the meeting at 6:04 p.m.

3.D. DISCUSSION AND REVIEW OF MEASURE J COMMISSION GOALS, STRATEGY, AND TIMELINE FOR 2014-2015:

ACTION: Table this item to the next regular meeting. **Motion Commissioner Williams, seconded by Commissioner Cohen and unanimously carried noting the absence of Commissioners Towner and Vogel.**

4. REPORTS AND INFORMATION ITEMS:

4.A. REPORT ON LIBRARY RENOVATION PROJECT:
No action taken.

4.B. REPORT ON ARNICO TRACT DEVELOPMENT, NEXT PHASE:
No action taken.

4.C. REPORT ON MEASURE J CONCEPT PROPOSAL FROM BUZZ FACTORY:
No action taken.

4.D. FINANCE DIRECTOR'S REPORT:
Finance Director Kiehl presented a verbal report. No action taken.

PUBLIC COMMENT: None.

STAFF MEMBER COMMENTS: None.

COMMISSION MEMBER ITEMS AND REQUESTS:

Commissioner Hammond commented on the PSNIC picnic on March 29. The Outreach ad hoc committee will discuss whether the Commission should have a booth, and will bring their ideas to the next meeting. Chair Moon commented on the website steering committee regarding the City's new website. Commissioner Glass commented on the letter to funding applicants being posted on the website.

ADJOURNMENT: The Regular Meeting of the Measure J Commission of the City of Palm Springs adjourned at 6:38 p.m. to 4:00 p.m., Thursday, February 20, 2014, Palm Springs City Hall, 3200 E. Tahquitz Canyon Way. **Motion Commissioner Dada, seconded by Commissioner Glass and unanimously carried, noting the absence of Commissioners Towner and Vogel.**

APPROVED BY A MOTION OF THE MEASURE J COMMISSION THIS 20TH DAY OF FEBRUARY, 2014.



Cindy Cairns
Commission Secretary