



**REGULAR MEETING OF THE CITY COUNCIL
AND THE CITY COUNCIL SITTING AS THE REDEVELOPMENT AGENCY BOARD**

**CLOSED SESSION MEETING BEGINS AT 3:00 p.m.
IN THE CITY HALL STUDY SESSION ROOM
68700 Avenida Lalo Guerrero
Cathedral City, CA 92234**

WEDNESDAY, JULY 14, 2010

**Closed Session at 3:00 p.m., followed by Study Session at approximately 5:00 p.m. or at
such time as the City Council completes the Closed Session Agenda
and Regular Meeting at 6:30 p.m. in Third Floor Council Chambers**

CALL TO ORDER

ROLL CALL

- a) Roll call of City Council/RDA Board Members
- b) Action to excuse absent City Council/RDA Board Member(s)

CLOSED SESSION PUBLIC COMMENTS

*At this time, members of the public may address the City Council on any matter that is listed on this Closed Session agenda. Unless additional time is authorized by the City Council, **remarks shall be limited to three minutes.***

*In response to any public comment on an item or matter **on this Closed Session agenda**, pursuant to Government Code Section 54954.2, members of the City Council and/or the Redevelopment Agency Board may only: **1) respond briefly to statements made or questions posed by the public; 2) ask a question for clarification; 3) make a brief report on his or her own activities; 4) provide a reference to staff or other resources for factual information; 5) request staff to report back to the City Council at a subsequent meeting concerning any matter raised by the public; or, 6) direct staff to place a matter of business on a future agenda.** (California Government Code Section 54954).*

SUMMARY OF CLOSED SESSION ITEMS

City Attorney will read a summary of Closed Session items into the record.

AGENDA APPROVAL

THE CITY COUNCIL WILL MOVE TO CLOSED SESSION

CLOSED SESSION AGENDA

1. CONFERENCE WITH REAL PROPERTY NEGOTIATOR pursuant to Government Code Section 54956.8 (**J. Davison**)
Property Location: APN: 687-472-005
Negotiating Parties: RDA and CC Restaurant Center, L.P. (Michael Tumajan)
Owner: Cathedral City Redevelopment Agency
Under Negotiation: Property Negotiations

2. CONFERENCE WITH REAL PROPERTY NEGOTIATOR pursuant to Government Code Section 54956.8 (**J. Davison**)
Property Location: APN: 687-475-003, 68510 East Palm Canyon
Negotiating Parties: Cathedral City Redevelopment Agency, Downtown Foundation, Cinema Group (Richard James)
Owner: Cathedral City Redevelopment Agency
Under Negotiation: Property Negotiations

3. CONFERENCE WITH REAL PROPERTY NEGOTIATOR pursuant to Government Code Section 54956.8 (**J. Davison**)
Property Location: APN: 687-472-007
Negotiating Parties: Cathedral City Redevelopment Agency and North America Cinema Group
Owner: Rolling Hills Silver Spur Pickford Theatre
Under Negotiation: Property Negotiations

4. CONFERENCE WITH REAL PROPERTY NEGOTIATOR pursuant to Government Code Section 54956.8 (**A. Hall**)
Property Location: APN's: 687-180-005, 687-180-011, 687-180-009, 687-201-001, 687-201-002, 687-201-003, 687-201-004, 687-201-005, 687-201-006, 687-201-007, 687-201-008, 687-201-009, 687-201-010, 687-201-011, 687-202-001, 687-202-004, 687-202-006, 687-202-008, 687-202-010, 687-202-002, 687-202-003, 687-202-005, 687-202-007, 687-202-009, 687-202-011, 687-202-012, 687-202-015, 687-203-015, 687-203-008, 687-203-009, 687-203-010, 687-203-011, 687-203-012, 687-203-013, 687-203-014, 687-204-001, 687-204-002, 687-204-004, 687-204-006, 687-204-008, 687-204-013, 687-204-003, 687-204-005, 687-204-007, 687-204-009, 687-204-014, 687-204-016, 687-205-005, 687-205-006, 687-205-007, 687-205-008, 687-206-001, 687-206-002, 687-206-003, 687-206-004, 687-206-005, 687-206-007, 687-206-006, 687-206-008, 687-206-009, 687-206-010, 687-206-011, 687-206-012, 687-206-013, 687-206-014, 687-206-015, 687-206-016, 687-208-025, 687-208-026, 687-208-024, 687-208-023, 687-208-022, 687-208-015,
Negotiating Parties: Cathedral City Redevelopment Agency, and Pacific Development Group.
Property Owners: Cathedral City Redevelopment Agency, Jesus Gomez, Aguilar Family Trust, Roger L. Smith, Marsh L. Smith Karianne Middleton, Robert P. Middleton Erminia Verlengia, Grove Street Properties and Wessman Holdings.
Under Negotiation: Property Negotiations

5. CONFERENCE WITH REAL PROPERTY NEGOTIATOR pursuant to Government Code Section 54956.8 (**J. Davison/A. Hall**)
Property Location: APN's 687-086-001 and 002 thru 006
Negotiating Parties Cathedral City Redevelopment Agency, Ali Tourkaman on behalf of Eisenhower Medical Center, and Angel View Crippled Children's Foundation, dba Angel View Thrift Mart No. 303, and Richard Hauke.
Property Owners Cathedral City Redevelopment Agency
Under Negotiation Property Negotiations
6. CONFERENCE WITH REAL PROPERTY NEGOTIATOR pursuant to Government Code Section 54956.8 (**T. Scott**)
Property Location Parcel Map 32932 Parcel 1, East of Van Fleet Avenue, south of East Palm Canyon
Negotiating Parties Cathedral City Redevelopment Agency and City Urban Revitalization Corporation
Property Owners City Urban Revitalization Corporation
Under Negotiations Property Negotiations
7. CONFERENCE WITH LEGAL COUNSEL REGARDING EXISTING LITIGATION pursuant to Government Code Section 54956.9(a) (**C.Green**)
Case name: City of Cathedral City v. South Coast Patients Collective Association et.al.
Case No.: INC 099436
Court: Riverside County Superior Court, Indio Branch

RECESS

Following the Closed Session meeting, the Council will convene to the Council Chamber on the third floor for the Study Session and Regular Meeting.



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AND THE CITY COUNCIL SITTING AS THE REDEVELOPMENT AGENCY BOARD
Council Chamber -- Third Floor of City Hall
68700 Avenida Lalo Guerrero
Cathedral City, CA 92234

STUDY SESSION
WEDNESDAY, JULY 14, 2010 at approximately 5:00 p.m.
or at such time as the City Council completes the Closed Session Agenda.

STUDY SESSION

CALL TO ORDER

PRESENTATION OF COLORS

PLEDGE OF ALLEGIANCE

INVOCATION

OATH OF OFFICE CEREMONY
NONE

PRESENTATIONS AND PROCLAMATIONS

Certificate of Recognition to Diane Sawa for 26 years of Service to Cathedral City.

PUBLIC COMMENTS

At this time, members of the public may address the City Council on any matter not listed on the agenda or any item on the Study Session agenda. Please complete a 'Request to Speak' form and limit your comments to three minutes. When you are called to speak, please come forward and state your name and city of residence for the record.

In response to any public comment on an item or matter not on this agenda, pursuant to Government Code Section 54954.2, members of the City Council and/or the Redevelopment Agency Board may only: 1) respond briefly to statements made or questions posed by the public; 2) ask a question for clarification; 3) make a brief report on his or her own activities; 4) provide a reference to staff or other resources for factual information; 5) request staff to report to the City Council at a subsequent meeting concerning any matter raised by the public; or, 6) direct staff to place a matter of business on a future agenda. (California Government Code Section 54954). Unless additional time is authorized by the City Council, remarks shall be limited to three minutes.

STUDY SESSION AGENDA

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.

1. **COUNCIL.** Receive presentation of Date Palm Drive Connector Plan: A SCAG Compass Blueprint Project (**L. Lukes**) (**Pg. 1- 22**)
2. **COUNCIL.** Consideration of Rotary Club proposal to adopt building in Patriot Park. (**T. Scott**) (**Pg. 23 - 27**)
3. **COUNCIL.** Discussion of Economic Development Initiatives including Business Retention and Business Attraction Programs. (**A. Hall**)
4. **COUNCIL.** Discussion of Policy Change on Alarm Response Policy. (**S. Henry**) (**Pg. 28-41**)
5. **COUNCIL.** Discussion of Placement of Public Art Sculpture, "Wheel of Time" (**A.Howe**) (**Pg. 42-44**)
6. **COUNCIL.** Discussion of Policies Related to Housing Programs (**J. Davison**) (**Under Separate Cover**)
7. City Council/Staff reports and inquiries of new or ongoing projects.

RECESS



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REDEVELOPMENT AGENCY BOARD
Council Chamber -- Third Floor of City Hall
68700 Avenida Lalo Guerrero
Cathedral City, CA 92234

WEDNESDAY, JULY 14, 2010
6:30 p.m.

CALL TO ORDER

PRESENTATIONS AND PROCLAMATIONS

Recognition of Volunteers for the 2010 Cathedral City Census (Mayor DeRosa)
Recognition of Rotary Interact Volunteers (Mayor DeRosa)
Recognition of Commission and Committee Members that have completed their service. (Mayor DeRosa)

CLOSED SESSION ANNOUNCEMENTS

PUBLIC COMMENTS

At this time, members of the public may address the City Council on any matter not listed on the agenda or any item on the Consent Agenda. Please complete a 'Request to Speak' form and limit your comments to three minutes. When you are called to speak, please come forward and state your name and city of residence for the record.

*In response to any public comment on an item or matter **not on this agenda**, pursuant to Government Code Section 54954.2, members of the City Council and/or the Redevelopment Agency Board may only: 1) respond briefly to statements made or questions posed by the public; 2) ask a question for clarification; 3) make a brief report on his or her own activities; 4) provide a reference to staff or other resources for factual information; 5) request staff to report back to the City Council at a subsequent meeting concerning any matter raised by the public; or, 6) direct staff to place a matter of business on a future agenda. (California Government Code Section 54954). Unless additional time is authorized by the City Council, **remarks shall be limited to three minutes.***

AGENDA FINALIZATION

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

URGENCY ITEMS

Urgency Items ("Added Starters"): The Brown Act, which governs public meetings, permits the City Council to take action on any item that does not appear on the agenda only if 2/3 of the

Council (if all are present) or all members of the Council (if fewer than all members are present) determine there is a need to take immediate action on the item, and the need to take immediate action came to the City Council's attention after the agenda is posted.

COUNCIL COMMENTS

Council Members' comments on items not on the agenda.

COMMITTEE ASSIGNMENTS

See last page of Agenda Book

MINUTES

Approval of the minutes from the regularly scheduled City Council Meeting of June 9, 2010.

CONSENT AGENDA

All matters on the Consent Agenda are considered routine in nature and are expected to be enacted by one motion. Members of the public may comment on any item on the consent agenda. However, Council Members will not discuss individual items among themselves unless those items are pulled off the Consent Agenda by a Council Member.

1. **COUNCIL/RDA.** Receive and File payment of Claims and Demands in the aggregate sum of \$8,373,735 for the month of June 2010. **(T. Scott) (pg. 1)**

2. **COUNCIL.** Adoption and Second Reading of Ordinance Amending Section 11.56.040, "PENALTY", of Chapter 11.56, "JUVENILE CURFEW AND TRUANCY" of the Cathedral City Municipal Code. **(C. Green) (Pg. 2 -12)**

3. **COUNCIL.** Approve Special Use Permit # 10-024 for National Night Out. **(S. Henry) (Pg. 13-16)**

4. **COUNCIL.** Approve \$35,000 For Boys & Girls Club of Cathedral City; and, \$40,000 for Tierra del Sol Senior Center of Cathedral City under the Community Assistance Program. **(T. Scott) (Pg. 17)**

5. **COUNCIL/RDA/DOWNTOWN FOUNDATION.** Adopt Resolutions of the City Council, the Redevelopment Agency and Downtown Foundation Boards approving a biennial budget for Fiscal Years 2010-2011 and 2011-2012. **(T. Scott) (Pg. 18 - 29)**

6. **COUNCIL/RDA.** Receive and File Quarterly Report from the Cathedral City Chamber of Commerce Relative to the Fiscal Year 2009-2010 Business Services and Workforce Development Program. **(J. Davison) (Pg. 30-42)**

7. **COUNCIL/RDA.** Approve First Amendment to the Owners Participation Agreement with Roberta's Partnership as assigned to Garcadia Holdings, LLC. **(J. Davison) (Pg. 43-50)**

8. COUNCIL. Approve the Substituted Amendment No.2 to the County of Riverside-Cathedral City-CVAG Reimbursement Agreement for the Date Palm Drive Interstate 10 Project. **(A. Hall) (Pg. 51-54)**

9. COUNCIL. Approve the Submittal of a Grant Application to Caltrans for the State Legislated Safe Routes to School (SR25) Cycle 9 Fiscal Year 10/11 Program in the Total Grant Amount of \$442,000. **(B. Bayne) (Pg. 55-87)**

10. COUNCIL/RDA. Approve License Agreement with Lamar Advertising Company to Maintain an Existing Billboard on Property Owned by the Cathedral City Redevelopment Agency Located East of Date Palm Drive at Buddy Rogers Road. **(A. Hall) (Pg. 88-93)**

11. COUNCIL. Approve a Resolution Authorizing the City Manager to Execute Agreements with the State Board of Equalization for the Implementation of Local Transactions and Use Tax. **(T. Scott) (Pg. 94-104)**

12. COUNCIL. Approve Placement of Special Assessments Against Properties for Code Enforcement Nuisance Abatement Costs **(B. Soqui) (Pg. 105-113)**

13. COUNCIL. Adopt Resolution in Support of H.R. 1024/S.424 United American Families Act **(G. Pettis) (Pg. 114-127)**

14. COUNCIL. Authorize an Agreement with the Energy Coalition to Provide Project Administration Services for the Energy Efficiency and Conservation Block Grant. **(T.Scott) (Pg. 128-130)**

15. COUNCIL. Consider Approval of Animal Control Field Services Contract with Riverside County Animal Control. **(S. Henry) (Pg. 131-145)**

16. COUNCIL. Approve Implementation Measures for the Cathedral City Economic Development Program. **(A. Hall) (Report Under Separate Cover)**

LEGISLATIVE ACTION(S)

17. COUNCIL. Accept Certification of June 8, 2010 Election Results from the Riverside County Registrar of Voters and Adopt Resolution of the City Council Declaring the Result of Said Election. **(P. Hammers) (Report Under Separate Cover)**

- a. Report by Pat Hammers, MMC, City Clerk
- b. Public Comments
- c. Recommendation: Accept and Approve Election Results Pending Certification from County Registrar of Voters Office.

18. COUNCIL. Consider Approval to Award a Contract with Sepulveda Construction Company to Furnish and Install Shade Structures and, a Drinking Fountain at the Dennis Keat Soccer Park. **(B. Bayne) (Report Under Separate Cover)**

- a. Report by Bill Bayne, City Engineer
- b. Public Comments
- c. Recommendation: Approve Award Contract

19. COUNCIL. Consideration for Approval of CVAG Agreement Amendment for the Commitment of One Hundred Percent of City AB2766 funds for FY 10/11 for the Arterial Street Sweeping Program and Approve a Six Month Extension to the Clean Streets, Inc. Street Sweeping and Post Event Cleanup Contract for Minor Streets in the not-to-Exceed Amount of \$50,000. **(B. Bayne) (Report Under Separate Cover)**

- a. Report by Bill Bayne, City Engineer
- b. Public Comments
- c. Recommendation: Approve Contract Agreement

COUNCIL REPORTS ON CITIZEN INQUIRIES AND CONCERNS

ADJOURNMENT

NOTES TO THE PUBLIC

Due to a summer schedule, the regularly scheduled meeting of July 28, 2010 is cancelled. The next regularly scheduled meeting of the City Council/Redevelopment Agency is scheduled for WEDNESDAY, AUGUST 11, 2010.

Please remember: City Hall is closed every Friday.

Agendas for Council meetings are posted at City Hall at least 72 hours before the meeting and on the Cathedral City Web site, www.cathedralcity.gov. The agenda is available for public inspection in the City Hall lobby or the City Clerk's office the Monday preceding the meeting. Any document or writing that relates to an agenda item on the open session of a City Council meeting that is not distributed at least 72 hours prior to the meeting is also available for public inspection in the City Hall lobby or the City Clerk's office.

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)770-0385. 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.