

# *Indian Wells City Council*

*Staff Report – City Manager’s Office*

*March 17, 2022*

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## **2022 City Council Strategic Planning Session**

### **RECOMMENDED ACTION:**

Council **REVIEWS** and **APPROVES** the 2022 City Council City Goals.

### **BACKGROUND:**

Strategic planning determines where an organization is going over the next year and beyond; how the organization is going to get there, and how it will know if it got there or not. This is the City’s “Game Plan.” The focus of a strategic plan is to outline the goals of the City Council for the entire community/organization over a period of time (one, three, or five years are common). Goals-based planning starts with focus on the organization’s vision and/or values, then the selection of projects and programs to meet and achieve the goals, an analysis of the resources needed and available, and finally who will do what and by when.

### **DISCUSSION:**

On February 17, 2022, the City Council held a Strategic Planning Session to identify goals for the coming year. Per City Council policy, no formal action may be taken at a study session. Staff is providing the following summary of the City Council direction from the Strategic Planning Session for approval.

Below is a summary of the City Council Goals for 2022.

#### □ **General Plan Update**

In May 2020, the City Council selected De Novo Planning Group to conduct the Comprehensive General Plan Update. City staff and De Novo will be hosting the 3rd and final community workshop related to land use in April 2022. A postcard on the event will be mailed to residents. This workshop will include discussions on improving pedestrian, bicyclist, and motor vehicle circulation in the community (e.g., Active Transportation Plan and Complete Streets concepts). This community workshop will ensure the residents and stakeholders have their concerns addressed and included in the land use and circulation elements in the General Plan Update. In addition, landscaping

palettes for Highway 111 and a Historical Architectural survey will be conducted as part of the General Plan update. The Updated General Plan is targeted for City Council review in June 2022.

□ **Encourage and Expand Economic Development Opportunities in the Community**

Council's interest in a newly formed Economic Development Division focused on continued efforts to drive tourism and shape the future of the City through relationship building, research and advocacy of development. These efforts were categorized into three areas: Monitoring Current and Future Development, the evaluation of an Enhanced Infrastructure Financing District (EIFD), and Business Assistance and Relationship Building.

Monitoring Current and Future Development

Staff will continue to work with the Miles Lodge and Brixton sites for development in the coming year(s). Brixton is proposing to amend the existing Indian Wells Crossing Specific Plan, which allows for mixed use commercial development only on the Brixton site. Brixton may pursue a hotel, short-term rental resort village, and commercial area. The inclusion of the short-term rental resort village provides the city with a development that is less invasive than previously approved designs and should create less of a traffic concern due to this more residential structure.

Enhanced Infrastructure Financing District (EIFD)

In May 2020, the City Council selected Kosmont Companies to examine the feasibility of an enhanced infrastructure financing district (EIFD), which is designed to leverage tax increment financing from the City, and potentially the County of Riverside, to encourage development. Kosmont has provided the City and County with information that an EIFD can be beneficial to both parties. City will work with the County on a proposed project list and County process to move forward. Once completed, staff will bring back for Council discussion and consideration.

Business Assistance and Relationship Building

Continue relationships with the Greater Coachella Valley Chamber, Visit Greater Palm Springs, the Coachella Valley Economic Partnership (CVEP), the Indian Wells Chamber, and others throughout 2022 to evaluate opportunities to provide resources to the business community. Additionally, Staff will continue to be in constant communication with Kosmont Companies to ensure we are actively pursuing attraction opportunities.

□ **Tourism**

Staff will continue working with the Visit Greater Palm Springs to promote local resorts and the Indian Wells Golf Resort as a tourism destination. The Indian Wells plan for sales and marketing is now full steam ahead, with the goal of building familiarity with Indian Wells among the leisure and group meetings markets. Leisure marketing will include building on the momentum of social media efforts, continuation of digital ads, the distribution of a visitor newsletter, a focus on golf, tennis, and pickleball, and exploration of a potential Collection holiday experience.

Staff is currently working with the Indian Wells partners and vendors on identifying options for lighting, décor, programming, marketing, and associated costs for a December Holiday 2022 event. This event is designed to significantly increase occupancy for our hotel partners during a typically slow time period.

Staff will also inquire into the costs and potential development of a Indian Wells Spa Collection “signature scent” to be marketed at the Indian Wells Golf Resort and local resorts.

□ **Preservation of the Indian Wells Golf Resort (IWGR) as a Premier Destination for Residents and Visitors**

In 2021, the City approved the development of a Master Plan for the IWGR by Stone Creek. Due to the COVID pandemic, the completion of the final report has been delayed until March 2022. A separate Strategic Planning Session will be scheduled for March/April 2022 to go over the results and identify goals for 2022.

□ **Develop Landscaping Uniformity Along Highway 111**

The landscaping along Highway 111 is an iconic characteristic of the City and requires high quality maintenance to preserve the City's standards. Council instructed staff to include design standards into the General Plan Update and to continue efforts with Home Owners Association's (HOA) along Highway 111 to discuss options for more consistent landscaping in HOA owned areas.

□ **Evaluate Energy Efficiency Opportunities**

The City has begun preliminary construction for the installation of solar panels, high-efficiency air conditioners, and lighting at City Hall and the IWGR. City is also awaiting notification of a \$775,000 State's grant for the program. Work on this project will continue throughout 2022. Once completed, Finance will provide updates to the City Council on the project savings in dollar and energy reduction. Staff will also monitor funding opportunities from the Inland Regional Energy Network (I-REN).

□ **Introduce New Community Events/Activities**

City will move forward with an Arbor Day Celebration, an Animal Shot Clinic/Public Safety expo, End of Year celebration, Memorial Day, along with Salton Sea Tour and possible Tram tour. The Community Activities Committee will do a semi-annual survey at the end of this fiscal year to help with planning for Fiscal Year 2022-23. The Committee continues to partner with Desert Recreation District for additional.

□ **Non-Profit Foundation**

Staff is to research the possible formation of a City nonprofit foundation (e.g., 501c3) that can receive donations and provide funding to nonprofit organizations serving the community.

□ **Sister City Relationship**

The Sister City Ad-Hoc Committee of Mayor Dana Reed and Mayor Pro Tem Donna Griffith will continue to seek relationships and will provide the City Council with an update on the City's invitation to Turin, Italy to explore a possible Sister/Friendship City and opportunities of cultural exchange.

□ **City Council Policy Manual Updates**

Annual review and updates to the City Council Policy Manual are recommended to evaluate operations, improve administrative efficiency, or to make changes in how the City conducts its business. The Council formed a two-Councilmember Policy Ad-Hoc Committee of Mayor Pro Tem Griffith and Council Member Sanders to conduct a comprehensive review and recommended revisions to the Council. Staff will bring back the recommended changes in April 2022.

□ **Identify Potential Park Sites**

In 2021, the Council approved a park development at the corner of Fairway and Eldorado. Community meetings on the proposed development were completed in March 2022. Council has a discussion on today's agenda regarding this project.

In addition, staff will continue to assist the City Council in identifying new recreational or park sites in the community (e.g., pickleball courts, etc.).

□ **Provide responsive, innovative and efficient public safety**

Representatives of the Riverside County Sheriff's Department will schedule public safety outreach meetings in neighborhoods throughout Indian Wells to educate

residents on how to better protect themselves and their property and the many other services offered by the Sheriff's Department. Coffee with a Cop will also be reinstated in 2022.

Sheriff's Department to continue increasing traffic and crime prevention efforts, including speed enforcement operations (speed stings), code enforcement, and increased patrol by the SET and burglary suppression task forces.

Council also instructed the Public Safety Committee to assess the current public safety deployment model and determine if any changes are needed to improve the level of public safety in the community.

□ **Housing Update**

The City will continue efforts to complete its Housing Element and implement various State of California mandate programs. The City will also continue its partnership with Abode Communities to develop and operate a 100-unit affordable housing project within the City and assist with the new market-rate housing development on the corner of Cook and Highway 111.

□ **Capital Improvement Projects**

Staff will provide an update to the Five-Year Capital Improvement Plan with the completion of the Fiscal Year 2022-2023 Budget, identify opportunities to consolidate and move projects forward, and seek new funding sources for capital projects.