



Mayor Weill  
Mayor Pro Tem Mallotto  
Council Member Downs  
Council Member Fromberg Edelstein  
Council Member O'Keefe

---

**REGULAR MEETING OF THE RANCHO MIRAGE CITY COUNCIL  
AND COMMUNITY SERVICES DISTRICT, ENERGY AUTHORITY,  
HOUSING AUTHORITY, JOINT POWERS FINANCE AUTHORITY, LIBRARY  
AND OBSERVATORY, AND REDEVELOPMENT SUCCESSOR AGENCY BOARDS**

**69-825 HIGHWAY 111, RANCHO MIRAGE, CA 92270**

**Thursday, May 1, 2025, 1:00 PM**

**MINUTES**

---

**1. GENERAL**

**1A. Call to Order**

Mayor Weill called the meeting to order at 1:00 P.M.

**1B. Flag Salute**

Mayor Weill led the flag salute.

**1C. Roll Call: Downs, Fromberg Edelstein, O'Keefe, Mallotto, Weill**

All members were present.

---

**2. PRESENTATIONS**

**2A. Eisenhower Health Project Update**

Michael Landes, Eisenhower Health Foundation President, introduced Monica Vazquez, Director of Community Giving. Mr. Landes then provided an update on ongoing projects at Eisenhower Health.

**2B. Fire Hazard Severity Zones Presentation**

Deputy Fire Marshal Kohl Hetrick and Division Chief Mike Beverlin provided updates on Fire Hazard Severity Zones and Local Responsibility Areas.

**2C. Recognition of Holli Kenley, Ms. Senior California 2025**

Mayor Weill presented Holli Kenley with a certificate of recognition in honor of being crowned Ms. Senior California 2025. Ms. Kenley thanked the Council and provided brief comments.

---

**3. COUNCIL MEMBER COMMENTS/REPORTS**

Council Member Downs spoke regarding the CV Link and affordable housing.

Mayor Weill provided an update on bicycle safety improvement efforts and presented a related video.

---

**4. CITY MANAGER COMMENTS/REPORTS**

---

None.

## **5. CONSENT CALENDAR (A-D)**

---

Isaiah Hagerman, City Manager, presented the Consent Calendar items.

The following individual provided public comments: Brad Anderson.

### **MOVED/SECONDED BY DOWNS/O'KEEFE TO APPROVE THE CONSENT CALENDAR AS PRESENTED.**

#### **5A. April 17, 2025, Regular City Council Meeting Minutes**

— RECOMMENDED ACTION: Approve the April 17, 2025, Regular City Council Meeting Minutes as presented.

#### **5B. Quarterly Treasurer's Report for the Quarter Ending December 31, 2024**

— RECOMMENDED ACTION: Receive and file the March 31, 2025, Quarterly Treasurer's Report as presented.

#### **5C. Contracts**

— RECOMMENDED ACTION: Approve the terms of the contracts as presented and authorize the City Manager to execute the subject contracts.

#### **5D. Demands**

— RECOMMENDED ACTION: Approve the demands as presented.

## **6. ACTION CALENDAR**

---

#### **6A. Intention to Annex Territory Comprising 10.12 Acres to Community Facilities District No. 1 in Connection with Tentative Tract Map No. TTM 38222. Location: APNs 685-280-002 and 685-280-003. Owner: Bravo Properties Inc.**

— RECOMMENDED ACTION: Adopt Resolution No. 2025-(Next-in-Order), Declaring the City's Intention to Annex Territory to Community Facilities District No. 1 and to Levy a Special Tax therein for Additional Police and Fire Services, Preliminarily Approve a Map of the Area Proposed to be Annexed, and Schedule a Public Hearing to Consider the Annexation and the Levy of the Special Tax for Annexation No. 197.

Jacob De La Cruz, Financial Analyst, presented the staff report.

**MOVED/SECONDED BY FROMBERG EDELSTEIN/MALLOTTO TO ADOPT RESOLUTION NO. 2025-09, DECLARING THE CITY'S INTENTION TO ANNEX TERRITORY TO COMMUNITY FACILITIES DISTRICT NO. 1 AND TO LEVY A SPECIAL TAX THEREIN FOR ADDITIONAL POLICE AND FIRE SERVICES, PRELIMINARILY APPROVE A MAP OF THE AREA PROPOSED TO BE ANNEXED, AND SCHEDULE A PUBLIC HEARING TO CONSIDER THE ANNEXATION AND THE LEVY OF THE SPECIAL TAX FOR ANNEXATION NO. 197. MOTION CARRIED 5/0.**

#### **6B. Fiscal Year 2025-2026 Rent Levels for Housing Authority Residential Complexes**

— RECOMMENDED ACTION: Approve the Fiscal Year 2025-2026 (July 1, 2025 to June 30, 2026) rent levels for Parkview Villas, San Jacinto Villas, Santa Rosa Villas, and Whispering Waters age-restricted residential complexes.

Marcus Aleman, Housing Manager, presented the staff report.

**MOVED/SECONDED BY DOWNS/MALLOTTO TO APPROVE THE FISCAL YEAR 2025-2026 (JULY 1, 2025 TO JUNE 30, 2026) RENT LEVELS FOR PARKVIEW VILLAS, SAN JACINTO VILLAS, SANTA ROSA VILLAS, AND WHISPERING WATERS AGE-RESTRICTED RESIDENTIAL COMPLEXES.**

#### **6C. Economic Development Strategic Plan Professional Services Agreement**

— RECOMMENDED ACTION: Approve a Professional Services Agreement with Natelson Dale Group, Inc., in an amount not to exceed \$135,000, for an Economic Development Strategic Plan.

Ryan Stendell, Assistant City Manager, presented the staff report.

The following individual provided public comments: Brad Anderson.

A discussion ensued.

**MOVED/SECONDED BY MALLOTTO/O'KEEFE TO APPROVE A PROFESSIONAL SERVICES AGREEMENT WITH NATELSON DALE GROUP, INC., IN AN AMOUNT NOT TO EXCEED \$135,000, FOR AN ECONOMIC DEVELOPMENT STRATEGIC PLAN. MOTION CARRIED 5/0.**

**6D. Amphitheater Programming Master Plan Professional Services Agreement**

— RECOMMENDED ACTION: Approve a Professional Services Agreement with Victus Advisors, in an amount not to exceed \$100,000, for an Amphitheater Programming Master Plan.

Hayley Tice, Marketing and Events Specialist, presented the staff report.

The following individual provided public comments: Brad Anderson.

A discussion ensued.

**MOVED/SECONDED BY O'KEEFE/DOWNS TO APPROVE A PROFESSIONAL SERVICES AGREEMENT WITH VICTUS ADVISORS, IN AN AMOUNT NOT TO EXCEED \$100,000, FOR AN AMPHITHEATER PROGRAMMING MASTER PLAN. MOTION CARRIED 5/0.**

**6E. Shop Local Rancho Mirage Gift Card Program**

— RECOMMENDED ACTION: Approve a new Shop Local Rancho Mirage Gift Card Bonus Program, to coincide with Visit Greater Palm Springs Restaurant Week (May 30, 2025 to June 8, 2025), utilizing a \$10,000 bonus fund with a 50% match incentive.

Gabe Coddington, Director of Marketing, presented the staff report.

A discussion ensued.

**MOVED/SECONDED BY DOWNS/FROMBERG EDELSTEIN TO APPROVE A NEW SHOP LOCAL RANCHO MIRAGE GIFT CARD BONUS PROGRAM, TO COINCIDE WITH VISIT GREAT PALM SPRINGS RESTAURANT WEEK (MAY 30, 2025 TO JUNE 8, 2025), UTILIZING A \$10,000 BONUS FUND WITH A 50% MATCH INCENTIVE. MOTION CARRIED 5/0.**

**6F. Consideration of a Resolution in Support of Eisenhower Medical Center's Challenge to the Desert Healthcare District's Validation Action Pertaining to Tenet Lease**

— RECOMMENDED ACTION: Take whatever action is deemed appropriate.

Colin Kirkpatrick, City Attorney, presented the staff report.

The following individual provided public comments: Brad Anderson.

Council Member Down explained why he requested the subject agenda item and a discussion ensued.

**MOVED/SECONDED BY DOWNS/MALLOTTO TO ADOPT RESOLUTION NO. 2025-10, IN SUPPORT OF EISENHOWER MEDICAL CENTER'S CHALLENGE TO THE DESERT HEALTHCARE DISTRICT'S VALIDATION ACTION IN RIVERSIDE SUPERIOR COURT PERTAINING TO TENET LEASE. MOTION CARRIED 5/0.**

---

**7. NON-AGENDA PUBLIC COMMENTS**

The following individuals provided non-agenda public comments: Susan Ragsdale, Robert Lewinter, Patrick Lowry, Wally Melendez, Brad Anderson, Carrie (last name unknown).

---

**8. CLOSED SESSION**

**8A. Closed Session Agenda**

— 1. CONFERENCE WITH LEGAL COUNSEL - POTENTIAL INITIATION OF LITIGATION Pursuant to Government Code Section 54956.9(d)(4). (1 Potential Case)

The following individual provided public comments: Brad Anderson.

Colin Kirkpatrick, City Attorney, summarized the Closed Session Agenda.

**8B. Recess to Closed Session**

Mayor Weill recessed the meeting to Closed Session at 3:28 P.M.

**8C. Reconvene Open Session**

Mayor Weill reconvened the meeting at 4:17 P.M., with all members present.

**8D. Closed Session Announcements**

Colin Kirkpatrick, City Attorney, announced there was no reportable action taken during Closed Session.

**9. ADJOURNMENT**

---

Mayor Weill adjourned the meeting at 4:18 P.M.

---

*Date Approved by City Council: 05/15/2025*