



MINUTES

OF A REGULAR MEETING
OF THE
CITY OF COACHELLA

ECONOMIC DEVELOPMENT | PLANNING SUB-COMMITTEE

June 8, 2023

5:00 PM

CALL TO ORDER:

The Regular Meeting of the Economic Development | Planning Sub-Committee of the City of Coachella was called to order at 5:04 p.m. in the Council Chamber at City Hall by Chair Hernandez.

PLEDGE OF ALLEGIANCE:

The Pledge of Allegiance was led by Chair Hernandez.

ROLL CALL:

Present: Chair Hernandez and Committee Member Virgen

Absent: None.

APPROVAL OF AGENDA:

Motion: To approve the agenda as presented

Made by: Chair Hernandez

Seconded by: Committee Member Virgen

Approved: 2-0, by a unanimous voice vote

APPROVAL OF THE MINUTES:

NONE.

PRESENTATIONS:

1. CGI Digital Video Project – Presentation delivered; direction to proceed.
2. Development Agreement: La Entrada Specific Plan – Presentation delivered; staff proposed changes for construction milestones, affordable housing phasing, development agreement fee, and the transfer fee; direction to proceed.
3. Placer AI Dashboard – Presentation delivered; direction given.
4. Economic Development Marketing Strategies Discussion – Presentation delivered; direction provided to capitalize the use of social media and highlight Economic Development strategies to spur investment, attract a hotel and bring tourism.

NEW BUSINESS CALENDAR (LEGISLATIVE AND ADMINISTRATIVE):

NONE.

PUBLIC COMMENTS (NON-AGENDA ITEMS):

“The public may address the Committee on any item of interest to the public that is not on the agenda, but is within the subject matter jurisdiction thereof. Please limit your comments to three (3) minutes.”

ADJOURNMENT:

There being no further business to come before the Committee, Chair Hernandez adjourned the meeting at 6:19 p.m.

Respectfully Submitted,

Delia Granados
Deputy City Clerk

*Complete Agenda Packets are available for public inspection at the
City Clerk's Office at 53-462 Enterprise Way, Coachella, California, and on the
City's website www.coachella.org.*

THIS MEETING IS ACCESSIBLE TO PERSONS WITH DISABILITIES