



City of Needles

817 Third Street, Needles, California 92363
(760) 326-2113 • FAX (760) 326-6765
www.cityofneedles.com

Mayor, Janet Jernigan
Vice Mayor Ellen Campbell
Councilmember Tona Belt
Councilmember Jamie McCorkle
Councilmember JoAnne Pogue
Councilmember Henry Longbrake
Councilmember Larry Ford

City Manager Patrick J. Martinez

MEMORANDUM

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: PATRICK J. MARTINEZ, CITY MANAGER

SUBJECT: WEEKLY MEMORANDUM

DATE: July 18, 2025

1. **Route 66 Broadband – Channel 2 Community Broadcasts**

City staff recently met with representatives from Route 66 Broadband to coordinate the City's use of Channel 2 on their cable TV platform for community programming. The City will utilize this channel to broadcast public bulletins, emergency alerts, community flyers, a calendar of community events, and recordings of City Council meetings on a continuous loop. This initiative supports the Council's goal of enhancing public engagement and promoting transparency by expanding access to timely and relevant information. By leveraging Route 66 Broadband's local cable platform, the City can more effectively inform residents about upcoming events, programs, and important local decisions. Channel 2 programming is expected to be operational within the next few weeks. Thank you to Route 66 Broadband for your collaboration and support in helping the City share its story with the community.

2. **Needles Beautification in Action**

The City of Needles remains committed to infrastructure, safety, and community pride through coordinated, citywide efforts. This week, Public Works and Utility crews addressed priority maintenance across several areas. Temporary asphalt repairs were completed near Chestnut Market and nearby neighborhoods to improve road safety until permanent resurfacing is scheduled. In the downtown area, overgrown vegetation was cleared to enhance visibility and appearance. At Bob Belt Beach Park, crews placed boulders to block access to the peninsula and prevent erosion. On Front Street near El Garces, the Water Department responded to a recurring leak, initiated an emergency Blue Stake, and fully replaced the service line. These improvements reflect the City Council's priorities—investing in infrastructure, enhancing neighborhoods, and promoting beautification. We thank our crews for their continued dedication. Photos from this week's work are attached. Residents can report concerns by calling **760-326-2115 (press #9)** or using the **Needles Connect app** on [Google Play Store](#) (Android) and [Apple Store](#) (iOS). **Together, we're building a safer, stronger Needles!**

3. **Route 66 Pharmacy – Now Open and Accepting Registrations**

Route 66 Pharmacy is now open at 821 W. Broadway with a fresh new storefront and is actively registering patients. While approval to serve Medi-Cal patients is still pending, they are currently able to serve those with Medicare Part D insurance. Residents are encouraged to stop by and create a patient profile now, ensuring they're ready for full service as soon as Medi-Cal authorization is in place. This new pharmacy helps address the gap in local prescription access created by the closure of Rite Aid earlier this year. This effort aligns with the City Council's commitment to expanding essential services, supporting public health, and fostering economic growth. Take a look at their updated storefront—another positive step for healthcare access in Needles.

4. **Elevating Needles Through Regional Tourism Partnerships**

The City of Needles was recently featured in *Traicy Japan*, highlighting the city as the **Gateway to California's Oasis on the Colorado River** and a key stop along historic **Route 66**. In April, the Mayor welcomed an international delegation from Japan during a Familiarization (FAM) tour organized by **Discover Inland Empire** and tourism leader **Freddy Bi**. The visit showcased local attractions including the **Recreation Center**, **Needles Regional Museum**, and the **Welcome to California sign**—promoting Needles' Route 66 legacy, riverfront amenities, and historic character. The coverage provided valuable international exposure and strengthened the city's appeal to global travelers. This effort supports the **City Council's goals** to attract tourism, foster engagement, promote Needles as a vibrant destination, and drive economic opportunity. Read the article: [Traicy Japan – Discovering Needles](#).

5. **Chamber Business Directional Sign Program – Now Open for Participation**

The Needles Chamber of Commerce is actively managing the Business Directional Sign Program, offering local businesses a low-cost way to increase visibility and attract travelers. Supported by an \$8,700 grant from Supervisor Dawn Rowe, the first of 11 signs is now being renovated, with full installation expected by year's end. Sign slots are available at high-traffic locations throughout the city, including Needles Highway, Broadway, River Road, and K Street. Details on sizing, pricing, and availability are outlined in the attached brochure. This program supports Council's goals of enhancing tourism, supporting small business, and promoting public-private partnerships. Businesses interested in participating can contact the Chamber at info@needleschamber.com or (760) 326-2050.

6. **Electric Yard Building – Construction Progress Update**

As a follow-up to the initial delivery of the Electric Yard Building, construction is now visibly progressing. The structural steel framing has been erected, and the concrete pad and driveway have been completed. Equipment is on-site, and crews are actively advancing work on the next phase of the build. This project continues to reflect the Council's investment in infrastructure stability, asset protection, and operational readiness. By replacing temporary storage with a permanent facility, the City is taking meaningful steps to extend the lifespan of

essential utility equipment and reduce long-term replacement costs. Updated site photos are attached for your reference.

7. Advancing Regional Collaboration

As part of the City Council's ongoing commitment to strategic regional collaboration, City Manager Patrick Martinez recently participated in a leadership roundtable hosted by the ROMEO Breakfast Club, a respected 46-year-old civic group in Boulder City focused on regional dialogue and public service. The meeting brought together local government leaders to address shared challenges, exchange best practices, and explore opportunities to align resources for smart, sustainable growth. It also provided a platform to showcase Needles' rich history, recent economic development efforts, and growing momentum, reinforcing the city's progress and potential. These efforts reflect the City of Needles' dedication to building strong intergovernmental partnerships that advance Council priorities and enhance quality of life throughout the region.

8. Backpack and School Supply Drive – Colorado River Station

The Colorado River Sheriff's Station / Needles Police Department is hosting a Backpack and School Supply Drive to support students in the Needles Unified School District. The drive aims to collect new backpacks and school supplies to assist local families and ensure children are prepared for a successful school year. Because backpacks are often a costly burden for low-income families, this effort helps relieve that pressure while strengthening community support for Needles youth. Monetary donations are also accepted and will be used to purchase backpacks and supplies. All contributions will be acknowledged publicly, including on social media platforms. Donations should be submitted by August 5, 2025. For more information or to arrange pick-up/drop-off, please contact Community Relations Officer Misti Hunt at (760) 326-9207 or mhunt@sbcasd.org. Checks should be made payable to River Daze, the department's non-profit account.

9. Financial Literacy– “On The Money” by Arrowhead Credit Union

Over the weekend, Arrowhead Credit Union hosted its “On The Money” financial literacy workshop at the Needles Recreation Center. This free, hands-on event gave students the opportunity to navigate real-world financial decisions—including budgeting, managing credit, paying bills, and handling unexpected expenses—through a simulated life experience. Participants engaged with interactive stations, learning about housing costs, transportation, savings, and employment, while working alongside peers and mentors. The atmosphere was energetic, educational, and highly engaging. Lunch was generously provided by Smashed Burgers on 66—thank you for fueling the day. We also extend our sincere thanks to Arrowhead Credit Union for their continued investment in Needles youth and community development. Programs like this build a more financially informed and resilient Needles. Photos from the event are attached for your reference.

10. Palo Verde College Needles Center: Fall 2025 Enrollment

Palo Verde College's Needles Educational Center begins Fall 2025 classes on August 11. Located at 725 W. Broadway St., the Center is a vital resource for local access to higher education and workforce training. This semester includes programs in **phlebotomy, welding, child development, health education**, and general education courses such as **economics** and **statistics**. Students can register at www.paloverde.edu, with on-site support for orientation, counseling, and financial aid. The Center plays a **key role** in advancing **City Council goals**—expanding educational access, developing a skilled workforce, and supporting a **family-friendly, opportunity-rich community**. Promoting these programs strengthens local capacity and long-term economic health.

11. Community Events Calendar Now Live on City Website

As part of the City's newly launched website, we're excited to introduce a [comprehensive Community Events Calendar](#) designed to keep residents informed about the many activities and happenings across Needles. We invite **local organizations and event organizers** to collaborate with the **City Clerk's Office** to add or update events—helping ensure the calendar remains vibrant, inclusive, and reflective of our community's diverse offerings. To contribute or request modifications, please contact **Candace Clark** at cclark@cityofneedles.com. Your participation helps strengthen community spirit and enrich the local experience for residents and visitors alike.

2. NEEDLES BEAUTIFICATION



2. NEEDLES BEAUTIFICATION



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2. NEEDLES BEAUTIFICATION



3. ROUTE 66 PHARMACY UPDATE



4. INTERNATIONAL TOURISM

アメリカ・カリフォルニアの「ルート66」を旅する（後編）

2025年7月1日

旅人ITライターさとる



カリフォルニアといえばメジャーリーグでの大谷選手の活躍もあり、ロサンゼルス周辺が注目されがち。とはいえカリフォルニア自体は約42万4千平方キロメートルと日本全体の約1.1倍の大きさ。それだけにせっかくカリフォルニアへ行くなら、ロサンゼルスだけを見て回るのはもったいない。そんなカリフォルニアの魅力を伝えるFAMトリップに参加した。（[前編はこちら](#)）

4. INTERNATIONAL TOURISM



コロラド川に隣接するニードルス市は、州東部からの重要な玄関口のひとつ。歴史的な建造物やルート66に関連するスポットが多く現存する。「ルート66」は2026年に100周年を迎えるため、「アメリカの母なる道」とも呼ばれるルート66が現在再注目されているのだ。



ニードルス市内には、ルート66に関連する記念撮影を楽しむための場所が複数存在する。特に高速道路沿いに設置された「CALIFORNIA」の巨大なサインや、歴史的なボラックスワゴンもルート66の雰囲気を伝えるスポットとして親しまれている。



ニードルスの主要な施設の一つであるNeedles駅（El Garces Train Depot）は、歴史的な鉄道駅で、かつてはフレッド・ハーベイが経営したホテルとしても利用されていた。この建物は現在、鉄道博物館として運営されており、鉄道遺物やルート66に関連する品々などを収蔵。第二次世界大戦前には、クラーク・ゲーブルやアルバート・アインシュタインといった著名人も鉄道旅行中にここに宿



ニードルスではハンプトン・イン・ニードルス宿泊。コロラド川の近くに立地し、周囲にはマリナー、ゴルフコースなどもあり、ルート66の玄関口だけでなく、リゾートとしての利用にも最適なホテルだ。

5. CHAMBER DIRECTIONAL SIGNS

REF. # 1

Location: Needles Hwy & Pashard Street

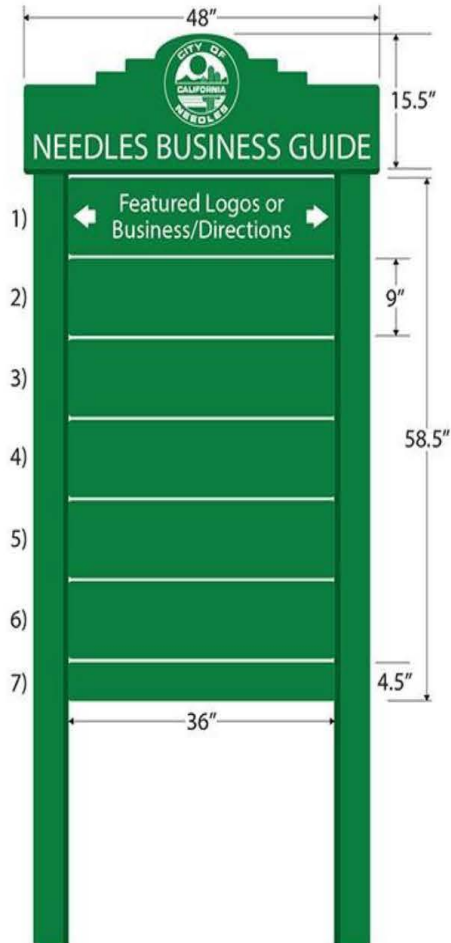
Price (s): Per Year

Size: 4.5" x 36" (1 slot available) \$166.00

3 Year Contract Commitment \$368.00

Size: 9" x 36" (6 slots available) \$271.00

3 Year Contract Commitment \$802.00



REF. # 1A

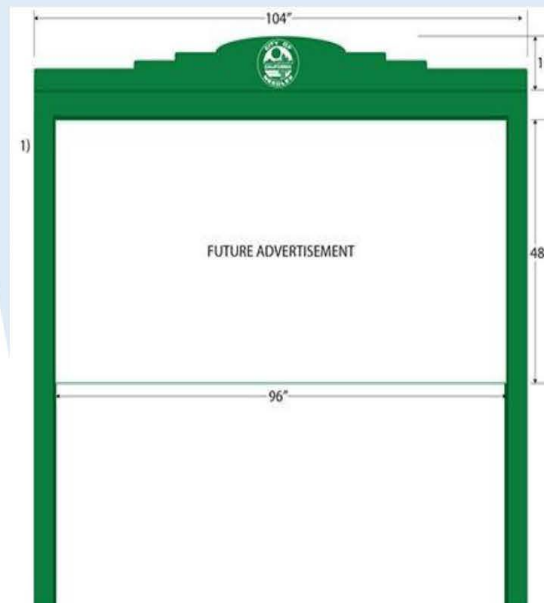
Location: Needles Hwy & Pashard Street

Close to Carl's Jr.

Price (s): Per Year

Size: 48" x 96" (1 slot available) \$1,657.00

3 Year Contract Commitment \$6,184.00



REF. # 3

Location: Needles Hwy & Broadway

Close To Old Outside Carwash

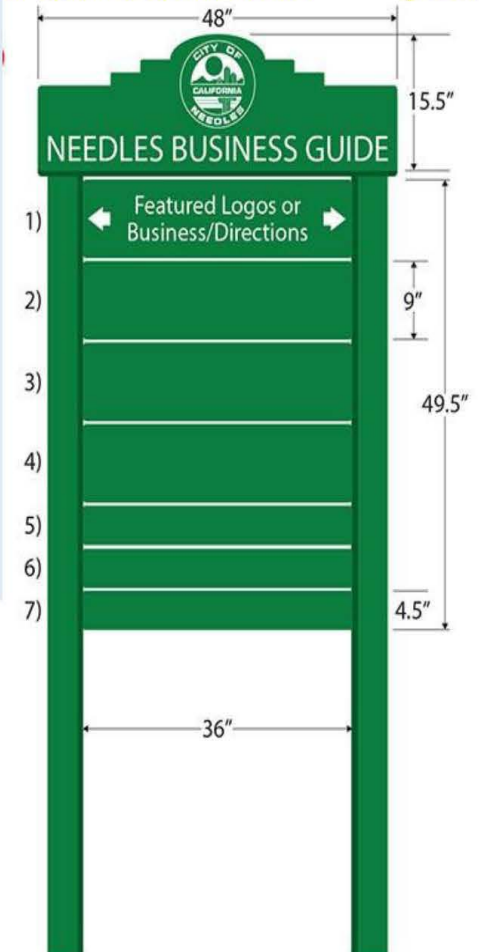
Price (s): Per Year

Size: 4.5" x 36" (3 slots available) \$166.00

3 Year Contract Commitment \$368.00

Size: 9" x 36" (4 slots available) \$271.00

3 Year Contract Commitment \$802.00



5. CHAMBER DIRECTIONAL SIGNS

REF. # 4

Location: Town Center North On Broadway

Close To Auto Zone

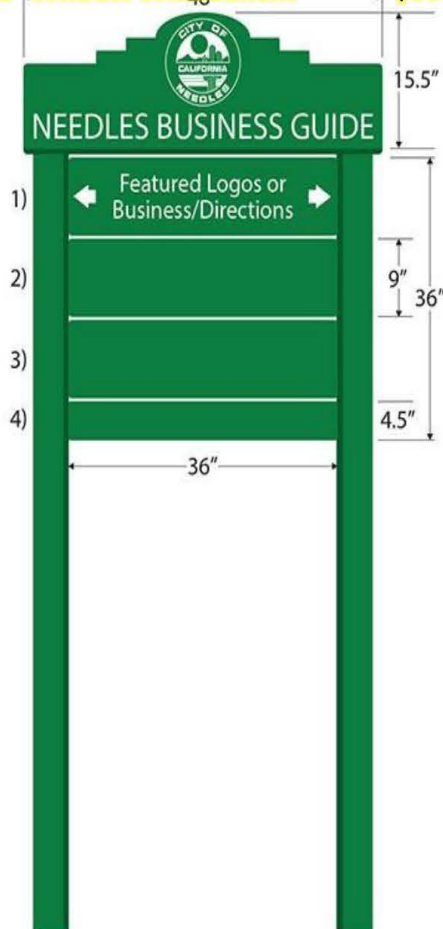
Price (s): Per Year

Size: 4.5" x 36" (1 slot available) \$166.00

3 Year Contract Commitment \$368.00

Size: 9" x 36" (3 slots available) \$271.00

3 Year Contract Commitment \$802.00



REF. # 5

Location: River Road I-40 West

Close To Storewise I-40 Offramp

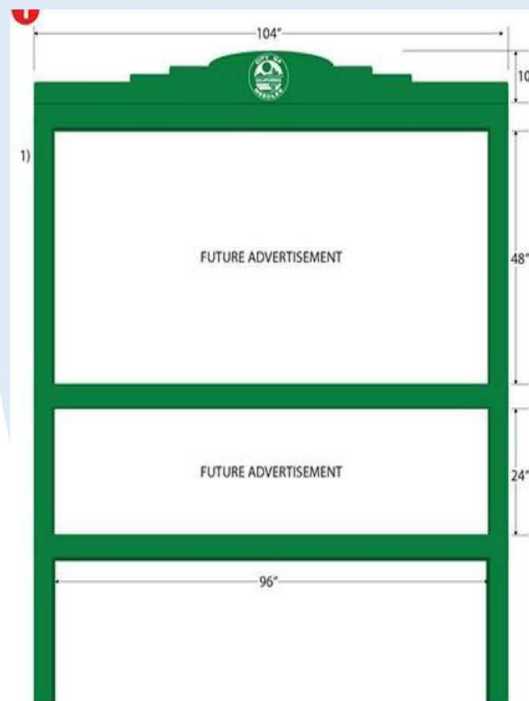
Price (s): Per Year

Size: 24" x 96" (1 slot available) \$969.00

3 Year Contract Commitment \$3,555.00

Size: 48" x 96" (1 slot available) \$1,657.00

3 Year Contract Commitment \$6,184.00



REF. # 6

Location: Near Balboa I-40 On Ramp

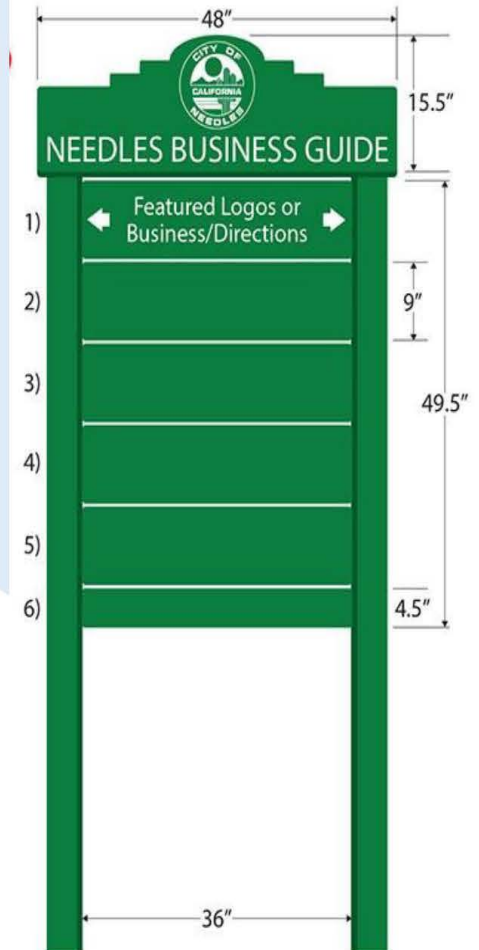
Price (s): Per Year

Size: 4.5" x 36" (1 slot available) \$166.00

3 Year Contract Commitment \$368.00

Size: 9" x 36" (5 slots available) \$271.00

3 Year Contract Commitment \$802.00



5. CHAMBER DIRECTIONAL SIGNS

REF. # 7

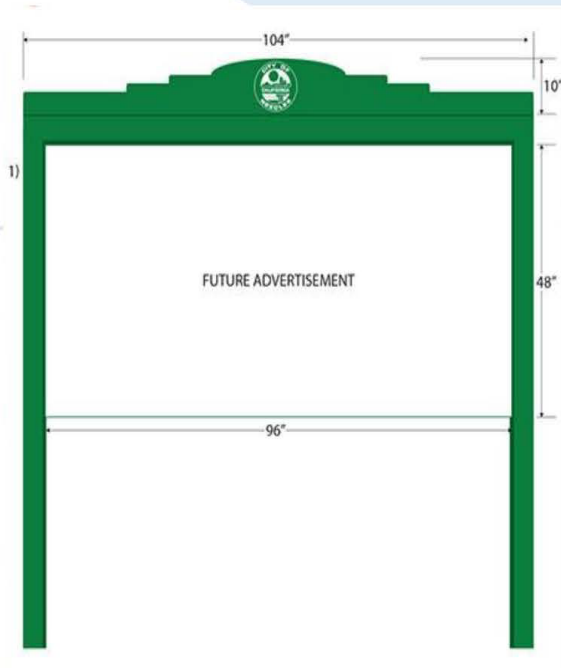
Location: Broadway Near California Street

Close to Fidel Chevron

Price (s): Per Year

Size: 48" x 96" (1 slot available) \$1,657.00

3 Year Contract Commitment \$6,184.00



REF. # 8

Location: Broadway and J Street West

Downtown Across The Street From Premier Boats

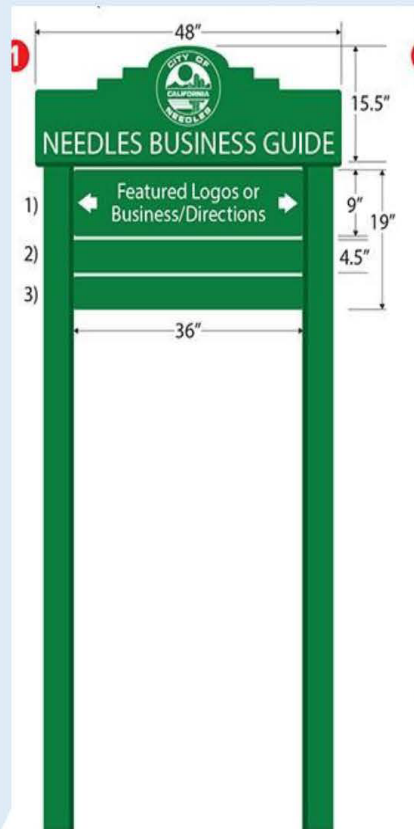
Price (s): Per Year

Size: 4.5" x 36" (2 slots available) \$166.00

3 Year Contract Commitment \$368.00

Size: 9" x 36" (1 slot available) \$271.00

3 Year Contract Commitment \$802.00



REF. # 9

Location: Broadway and J Street West

Downtown Across The Street From Premier Boats

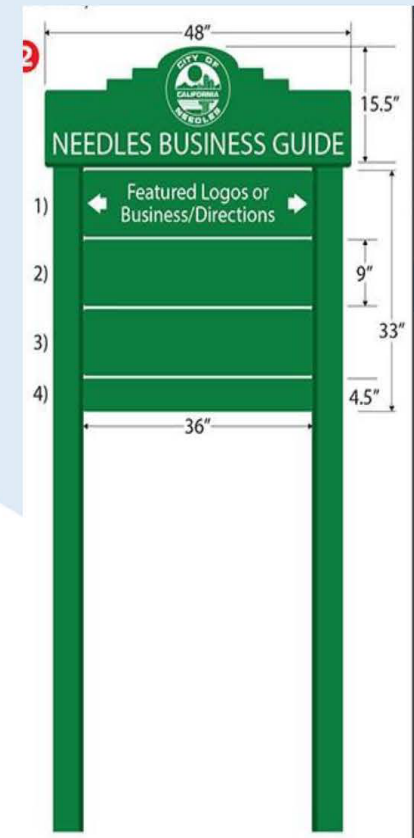
Price (s): Per Year

Size: 4.5" x 36" (1 slot available) \$166.00

3 Year Contract Commitment \$368.00

Size: 9" x 36" (3 slots available) \$271.00

3 Year Contract Commitment \$802.00



5. CHAMBER DIRECTIONAL SIGNS

REF. # 10

Location: K Street & Needles Highway
Over Bridge, First Left on Right

Price (s): Per Year

Size: 48" x 96" (1 slot available) \$1,657.00

3 Year Contract Commitment \$6,184.00

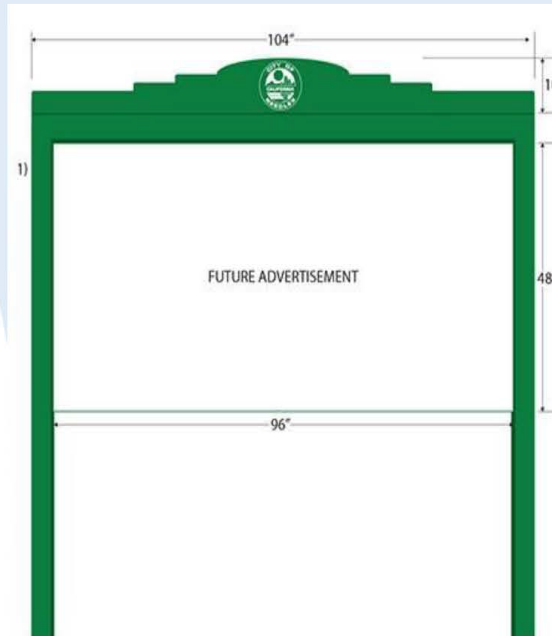
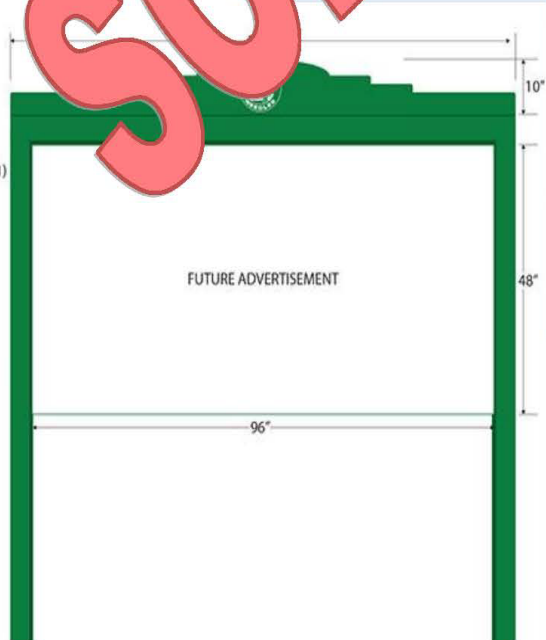
REF. # 11

Location: River Road Toward Marina
Close to Golf Course

Price (s): Per Year

Size: 48" x 96" (1 slot available) \$1,657.00

3 Year Contract Commitment \$6,184.00



Trailblazer
Directional Signs
Needles California



Needles Business Owners:

The purpose of this message is to highlight the opportunity to enhance a business's visibility and accessibility to customers in the Needles California Community.

Directional signage is a crucial tool to help people find the location, which can lead to increased foot traffic and sales.

Custom directional signs are offered to guide visitors directly to an establishment.

These signs are a cost-effective way to:

- Improve discoverability: Simplify the process for potential customers to locate a business, even in areas with complex layouts or limited direct visibility.
- Enhance customer experience: Reduce frustration and confusion for visitors trying to find entrances or specific departments.
- Boost brand awareness: Display a business name and logo, reinforcing the brand in the minds of passersby.
- Various options are available, including customizable text and design options.

A discussion on how directional signage can benefit specific business goals is welcomed. A meeting can be arranged at your convenience to provide more details about services and offer a personalized consultation.

Please reply to this email / Letter by calling **760.326.2050** to schedule a meeting or if there are any questions.

Thank You, Tena McGee, Membership Director

Chamber: 760.326.2050

Cell: 760.985.4050

Email: chamberofneedles@gmail.com

6. ELECTRIC YARD BUILDING UPDATE



8. BACKPACK AND SCHOOL SUPPLY DRIVE



Back to School



Backpack & School Supply Drive

The Colorado River Station is hosting a backpack and school supply drive to help children in our community get ready for the new school year.

PLEASE BRING YOUR
NEW DONATED ITEMS TO
THE NEEDLES SHERIFF'S
STATION BY
AUGUST 5, 2025



Contact Community Officer M. Hunt at (760)326-9200 or mhunt@sbcasd.org with any questions.

9. ARROWHEAD CREDIT UNION



9. ARROWHEAD CREDIT UNION



9. SMASHED BURGERS ON 66



ABOUT US

Local flavor, legendary taste!

Smashed Burgers On 66 brings you the juiciest, most mouthwatering smash burgers in town. Fresh ingredients, bold flavors, and a passion for perfection—because you deserve more than just a burger, you deserve amazing.



**A FRESH, TASTEBUD-
EXPLODING EXPERIENCE**

ORDER AHEAD
(760) 983-7172



2205 Needles Hwy, Suite 102, Needles, CA
WWW.NEEDLESSMASHBURGERS.COM

NOW ON
DOORDASH!!

9. SMASHED BURGERS ON 66

SMASH BURGERS

SERVED WITH CRISPY, GOLDEN SHOESTRING FRIES & 20 OZ FOUNTAIN SODA

Grilled Cheese Smash 14.99

Two Sesame Buns, Melted American cheese, Double Smash Patty, Grilled Onions, and Pickles

Jalapeno Popper 13.99

Sesame Bun, Single Smash Patty, Jalapeno Popper Cheese Blend, BBQ Sauce, bacon

Old Fashioned 11.99

Sesame Bun, Single Smash Patty, Two Slices of Cheese, Grilled Onions, and Smash Sauce

Mac N Smash 14.99

Single Patty, Mac N Cheese, and Smash Sauce

PBJ Smash 13.99

Sesame Bun, Single Smash Patty, Bacon Habanero Jam, Peanut Butter, and Two Pieces of Bacon

Tomy's Chili 13.99

Sesame Bun, Single Smash Patty, Two Slices of American Cheese, Chili, Mustard, Pickles, and Grilled Onions

CHICKEN

SERVED WITH CRISPY, GOLDEN SHOESTRING FRIES & 20 OZ FOUNTAIN SODA

Chicken Mac Smash 12.99

2 Chicken Strips, Mac N Cheese, and Smash Sauce

Chicken Strips 11.99

Four Chicken Strips with French Fries and Dipping Sauce

HOT DOGS

SERVED WITH CRISPY, GOLDEN SHOESTRING FRIES & 20 OZ FOUNTAIN SODA

El Juan 7.99

Bacon Wrapped Frank, Grilled Onions, Hot Sauce, Jalapenos, and Cheese Sauce

The Frank 7.99

1/4 Pound All Beef Kosher Hot Dog, Chili, Cheese, and Diced Onions, Mustard

WRAPS

CBR 12.99

Crispy Chicken, Bacon, Ranch, Cheese, Lettuce, Tomatoes

GCW 12.99

Grilled Chicken, Bacon, Ranch, Cheese, Lettuce, Tomatoes

Smash Wrap 10.99

Smash Burger, Cheese, Smash Sauce, Pickles, Grilled Onions, and Fries

SALADS

Garden Salad 6.99

Salad Mix, Tomatoes and Dressing

Chicken Salad 9.99

Salad Mix, Tomatoes, Crispy or Grilled Chicken, and Dressing

Sriracha Chicken Salad 10.99

Salad Mix, Crispy or Grilled Chicken, Sriracha Sauce, Cucumbers, Onions, Shredded Cheddar Cheese, Jalapenos, Ranch and Smash Sauce

FRIES

Animal Fries 7.99

Grilled Onions, Bacon, Cheese Sauce, and Smash Sauce

Tomy's Chili Fries 6.99

Chili, Cheese, and Diced Onions

Buffalo Mac Fries 9.99

Mac N Cheese, Buffalo Chicken, Buffalo Sauce, and Ranch

Cheese Fries 6.99

Cheese and Fries

Regular Fries 3.99

Fresh Shoestring Fries

KID'S MENU

SERVED WITH CRISPY, GOLDEN SHOESTRING FRIES & 12 OZ FOUNTAIN SODA

Little Smash Burger 7.99

Single Patty, Ketchup, American Cheese, Pickles

Chicken Strips 7.99

Two Chicken Strips with French Fries and Dipping Sauce

ADD ONS

Double - \$3.00 | Triple - \$6.00 | 4X4 - \$9.00

Sub Beef with Crispy Chicken \$2.00

Bacon - \$2.00

Chili - \$2.00

Avocado - \$2.00

Extra Cheese, Grilled Onions,

Tomatoes, and Lettuce \$1.00 Each

Lettuce Wrap Protein Style Available

SIDES

Chili 4.99

Mac 4.99

DRINKS

Fountain Sodas 12oz \$2 | 16oz \$2.50 | 32oz \$3
Specialty Sodas \$3



10. PALO VERDE COLLEGE

**PALO VERDE
COLLEGE
NEEDLES
EDUCATIONAL
CENTER**

**REGISTER
FOR CLASSES!**

FALL 2025

Fall classes begin August 11, 2025

Empower your future with
excellence and growth in
every learning experience.



For More Information
www.paloverde.edu

725 W. Broadway St., Needles, CA 92363



**APPLY
HERE**

