



City of Needles

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(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: October 10, 2025

1. **Needles Honored with Helen Putnam Award at Cal Cities Conference**

From October 8–10, 2025, Mayor Janet Jernigan, Councilmember JoAnne Pogue, and City Manager Patrick Martinez represented the City of Needles at the League of California Cities Annual Conference, where Needles was honored with the 2025 Helen Putnam Award for Excellence. Presented annually by the League, the award recognizes cities for innovative programs that enhance community well-being and service delivery. Needles received this distinction in the Public Works, Infrastructure, and Transportation category for the Bob Belt Beach Park Project — a Clean California-funded transformation of a once-underutilized riverfront into a safe, shaded, and ADA-accessible public space that fosters recreation and community pride. As award winners, the City hosted a booth at the conference, providing an opportunity to share Needles' story of innovation, resilience, and community revitalization with leaders from across California. The official press release is available [here](#), and the award presentation can be viewed [here](#).

2. **City of Needles Featured in *PublicCEO* for Innovation and Excellence**

The City of Needles was featured twice this week in *PublicCEO*, a statewide publication highlighting innovation and leadership in local government. The first article, published in *PublicCEO*'s special League of California Cities Conference edition, recognized Needles' 2025 Helen Putnam Award for Excellence for the Bob Belt Beach Park Project. The feature celebrated the City's transformation of a once-underutilized riverfront into a safe, shaded, and ADA-accessible public space that promotes recreation and community pride. (Here is the link to the article: [City of Needles Receives Helen Putnam Award for Bob Belt Beach Park Project](#)). The second article highlighted the City's redesigned website, developed in partnership with Tripepi Smith, which enhances accessibility, usability, and alignment with the City's goals for transparency and community engagement. (Here is the link to the article: [City of Needles Launches Redesigned Website with Tripepi Smith Support](#)).

These statewide features directly support the City Council's goals to enhance public communication, improve access to City services, and invest in quality-of-life projects that strengthen community identity and attract visitors to Needles.

3. City Manager Participates in California City Management Foundation Panel

City Manager Patrick Martinez was honored to serve as a panelist at the 2025 League of California Cities Annual Conference, participating in the California City Management Foundation's (CCMF) session titled *"Reframing Career Challenges as Leadership Milestones."* The panel, moderated by El Cerrito City Manager Karen Pinkos, also included Alexa Davis, Assistant City Manager of Rolling Hills Estates, and Bret Prebula, City Manager of Suisun City. Drawing from Needles' real-world experience, Martinez shared how city leaders can turn organizational challenges into opportunities for growth, resilience, and stronger team culture — emphasizing that "communication is leadership." Participation in this statewide forum directly supports the City Council's goals of advancing professional excellence, fostering effective leadership, and promoting a culture of continuous improvement across all departments. The full CCMF event announcement is available [here](#).

4. Urban Land Institute (ULI) Technical Assistance Panel in Needles

The City of Needles was honored to host the Urban Land Institute (ULI) California–Nevada Technical Assistance Program (TAP), one of only six cities selected statewide for this fully grant-funded initiative. Led by ULI Orange County/Inland Empire and supported by the Randall Lewis Center for Sustainability in Real Estate, the panel of experts provided strategic guidance on housing, economic development, and climate resilience. Their presentation, *"Heat and Housing in Needles,"* outlined actionable steps to attract investment, address extreme heat, and enhance community livability — aligning with the City Council's goals for sustainable growth and resilient infrastructure. The City extends its appreciation to the TAP panel — including Kendra Chandler, Karen Gulley, Scott Naples, Tammy Seale, Tom Grable, Matthew Romero, Adam Seidman, Kelly Annis, and Mallory Belknap — for their time, expertise, and commitment to the future of Needles. Please refer to the attached presentation for discussion topics and preliminary findings; the final report will be distributed in November.

5. Needles Pride Program & Infrastructure Improvements

The Needles Pride Program brings together residents, property owners, and businesses to beautify neighborhoods, promote civic pride, and support property maintenance. The City continues to invest in infrastructure, public safety, and enhanced public spaces through ongoing beautification and improvement projects. As part of these efforts, new custom decorative light fixtures for Broadway and Santa Fe Park were delivered this week, with installation scheduled to begin immediately. These fixtures will enhance the aesthetics and nighttime visibility of the downtown corridor, reinforcing the City's commitment to creating a welcoming, vibrant, and well-lit community. 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! Refer to the attached images for a preview of the new lights.

6. River's Edge Golf Course – Restaurant Improvement Project

Construction is scheduled to begin next week on the City's facility improvement project at the River's Edge Golf Course, located at 144 Marina Drive. The 90-day project represents a significant investment in Needles' tourism corridor along the Colorado River, advancing the City's long-term strategy to enhance recreation, hospitality, and economic activity in this destination area. The improvements include major upgrades to the restaurant and kitchen facilities to meet San Bernardino County Health Department standards, ensuring the site's long-term viability and improved service for residents, visitors, and golfers. The project is being completed in partnership with 19th Hole Bar & Grill, LLC under a newly approved 10-year lease, which secures ongoing restaurant operations and provides a steady revenue stream for the City. This investment strengthens one of Needles' most valuable community assets on the Colorado River and directly supports the City Council's goal of reinvesting in tourism-focused infrastructure to promote sustainable local growth. During construction, the bar area will remain open while the kitchen is temporarily closed.

7. Double Ten Day Flag-Raising Ceremony – 52nd Anniversary

On October 10, 2025, the City of Needles proudly celebrated the 52nd anniversary of its annual Double Ten Day flag-raising ceremony at the historic Needles Courthouse. The event honors the National Day of the Republic of China (Taiwan) and continues a tradition that began in 1972, symbolizing Needles' enduring commitment to cultural exchange and international friendship. The ceremony featured the Republic of China Air Force Veterans Color Guard and was attended by representatives from the Taipei Economic and Cultural Office in Los Angeles, along with City, County, and community dignitaries. City officials in attendance included Mayor Janet Jernigan, Councilmembers Henry Longbrake and JoAnne Pogue, and City staff. With the exception of one interruption following 9/11, this cherished tradition has been held for more than five decades, reflecting Needles' lasting connection to the global community. Please refer to the attached images for highlights from the ceremony.

8. 2025 State of the City – Now Available Online

The City of Needles' 2025 State of the City presentation is now available for viewing on the City's newly redesigned website. [Click here to watch the full presentation](#). Held on September 25 in partnership with the Needles Chamber of Commerce and Visitor Center, this year's State of the City carried the theme "*From Planning to Progress*," highlighting the City's growth and momentum driven by the collaboration of the City Council, staff, local businesses, and residents. Mayor Janet Jernigan highlighted key achievements, including a 91% increase in citywide property values since 2017, more than \$10 million reinvested in streets, water systems, and safe drinking water, and the transformation of parks such as Duke Watkins Park and Bob Belt Beach Park — the latter recognized as the APWA Project of the Year. The program also celebrated new housing solutions, including 29 affordable micro-units converted

from the former River Valley Inn Motel, expanded HUD-VASH veteran housing, and continued economic growth supported by tourism and more than 600 new jobs in the City's emerging industries. With major infrastructure investments underway and the Route 66 Centennial on the horizon, Needles continues to build a stronger, more resilient community.

9. Final Reminder – Resume Building Workshop at Palo Verde College

Final reminder: Palo Verde College Needles Center will host a Resume Building Workshop on Wednesday, October 15, 2025, from 1:00 p.m. to 2:00 p.m. at 725 W. Broadway Street, Needles. Led by Artemiza Lujano, this free session will help participants craft professional, tailored resumes that highlight their strengths and meet employer expectations. Attendees are encouraged to bring a current resume, but those without one will create one during the workshop. For more information, contact artemiza.lujano@paloverde.edu or call 760-921-5448.

10. Mobile Dental Clinic at Colorado River Medical Center

The City of Needles is pleased to share that the San Bernardino County Department of Public Health will return to Needles with its Mobile Dental Clinic from **October 20–24, 2025**, in the parking lot of the Colorado River Medical Center, 1401 Bailey Avenue. The clinic will offer screenings, exams, cleanings, fillings, limited root canal treatments, and other essential dental services for Medi-Cal recipients and uninsured residents, expanding access to vital healthcare in our community. Appointments are strongly recommended and can be scheduled by calling **1 (800) 722-4777** (press 5). Additional information is available at dph.sbcounty.gov/clinics. The City extends its appreciation to San Bernardino County for their continued partnership and commitment to community wellness, as this initiative directly supports the City Council's goal of improving quality of life by expanding access to essential healthcare services. Refer to the attached flyer for details and clinic hours.

11. Discover IE Tri-State Route 66 Media Delegation Visit

The City of Needles will be featured as part of the *Discover Inland Empire Pre-ITF (Taipei International Travel Fair) Route 66 Tri-State Media Delegation Visit* from **October 13–18, 2025**. Organized in partnership with Ontario International Airport and Taiwan's China Airlines, the program will highlight key destinations along Route 66 ahead of the Taipei International Travel Fair — one of Asia's largest travel expos. The media delegation will visit Needles on **October 17** to tour historic landmarks, including the Needles Museum and Wagon Wheel sign, promoting the city's role as California's eastern gateway on Route 66. This initiative offers valuable international exposure and aligns with the City Council's goals of advancing tourism, economic development, and regional collaboration.

12. Celebrate 70 Years of Mustang Tradition – NHS Homecoming 2025

Needles High School (NHS) proudly celebrates its 70th annual Homecoming this week. The festivities kicked off with the Mustang Drive and spirited Community Pep Rally, followed by the traditional Senior Class Bonfire. Earlier today, the Homecoming Parade filled the streets with school pride and

community spirit as residents, alumni, and students came together to celebrate decades of Mustang tradition. Tonight, the NHS Mustangs take on Lincoln at 7:00 PM. Congratulations to this year's Homecoming Grand Marshal and to all those who helped make this milestone celebration a success.

13. **Community Events Calendar Now Live**

The City's new website now features a [Community Events Calendar](#)—your go-to source for what's happening in Needles. From festivals to meetings, it's designed to keep residents and visitors connected. Local organizations are invited to submit or update events through the City Clerk's Office to keep the calendar fresh and inclusive. Contact Candace Clark at cclark@cityofneedles.com to participate. Together, we can showcase the best of Needles, strengthen community spirit, and make it easier than ever to stay informed. The calendar can also be downloaded directly to your phone.

1. LEAGUE OF CITIES CONFERENCE



1. LEAGUE OF CITIES HELEN PUTNAM AWARD

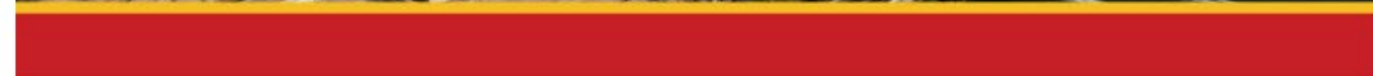


1. LEAGUE OF CITIES HELEN PUTNAM AWARD



2. PUBLICCEO FEATURE

City of Needles receives Helen Putnam Award for Bob Belt Beach Park project



The City of Needles is proud to announce it has received the Helen Putnam Award for Excellence in Public Works, Infrastructure, and Transportation from the League of California Cities for its Bob Belt Beach Park Project. The League presented the award at its Annual Conference on October 9, recognizing the City's work to transform a neglected riverfront into a safe, accessible, and community-centered public space that now serves as both a public health resource and a source of local pride.

Needles — one of California's hottest cities — set a national heat record in July 2024 with an average temperature of 103.2 °F, surpassing Phoenix's mark and underscoring the urgent need for safe, shaded public spaces. That same year, the City secured a \$2.2 million grant to redevelop a long-used but unsafe and unsanitary informal riverfront area into what is now Bob Belt Beach Park, named in honor of a longtime community advocate.

Recent News



City of Baldwin Park receives Helen Putnam Award for Excellence for Successful Homeless Initiatives

October 10, 2025



City of Hercules reports continued success toward the goals of its FY 2025-26 Capital Improvement Program

October 10, 2025



La Cañada Flintridge partners with Tripepi Smith on Budget at a Glance

October 10, 2025



City of Calabasas continues to invest in safer, smarter transportation

October 10, 2025



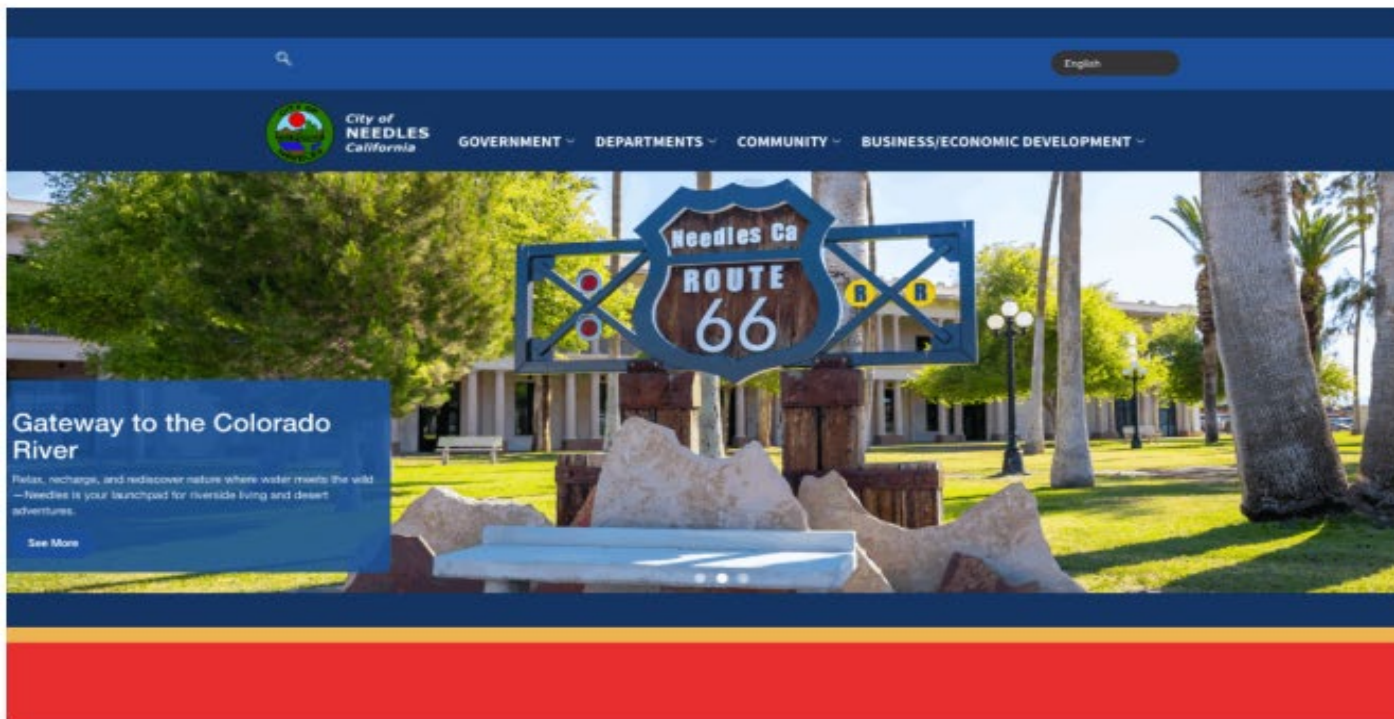
City of Needles receives Helen Putnam Award for Bob Belt Beach Park project

October 10, 2025



2. PUBLICCEO FEATURE

City of Needles launches redesigned website with Tripepi Smith support



The **City of Needles** partnered with Tripepi Smith to strengthen its digital presence through a comprehensive website content audit and website redesign. This multi-phase project not only refreshed the City's online identity, but also delivered a more user-friendly, accessible experience for the Needles community.

The project began with a deep-dive content audit led by Senior Business Analyst **Devyn Fisher** and Junior Business Analyst **Erica Chandler**, with strategic oversight from Principal **Jennifer Nentwig**. The team evaluated the City's highest-priority and most visited webpages, identifying opportunities to improve clarity, consistency

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3. CALIFORNIA CITY MANAGEMENT FOUNDATION



4. ULI TAP PROGRAM



4. ULI TAP PROGRAM



5. CITYWIDE BEAUTIFICATION



7. DOUBLE TEN DAY



9. PALO VERDE RESUME WORKSHOP

PALO VERDE COLLEGE

WHERE KNOWLEDGE TAKES ROOT AND OPPORTUNITY GROWS

RESUME BUILDING WORKSHOP

Wednesday, October 15, 2025
1 pm-2 pm - B07

Join our Resume Writing Workshop! Learn how to craft a professional resume that stands out. Tailor your experience, highlight your key skills, format it like a pro, and avoid common mistakes. Get the tips you need to land your next opportunity!

- Write a Targeted Resume – Learn how to tailor your resume for specific jobs.
- Tips & Tricks – Create a clean, professional layout that stands out.
- Essential Skills & Structure – Highlight your strengths effectively.
- What Employers Look For – Understand key hiring criteria.
- The “Don’ts” – Avoid common resume mistakes.



Palo Verde College Needles Center
725 W. Broadway St. Needles, CA 92363

artemiza.lujano@paloverde.edu



10. MOBILE DENTAL CLINIC



Dental Services

Mobile Dental Clinic On-The-Go

No insurance? We can help!

Who Can Benefit?

Open to uninsured and those who have applied for Medi-Cal

Services Provided

- Basic dental screenings, and assessments
- Preventative care and oral health education
- Comprehensive exam with dental x-rays for diagnosis and treatment planning
- Cleanings
- Application of topical fluoride varnish
- Fillings
- Limited root canal treatments and extractions

*To apply for Medi-Cal,
scan the QR code or visit the link:*

bit.ly/SBCMedi-Cal



Public Health

**Appointments are
strongly recommended**



Where?

Colorado River Medical Center
(Parking Lot)
1401 Bailey Ave., Needles

When?

From October 20-24, 2025:

- Monday from 1 - 3:30 p.m.
- Tuesday-Thursday 9 a.m.-3:30
- Friday from 9 a.m.-12 p.m.



1 (800) 722-4777

To make an appointment, press 5



dph.sbcounty.gov