

THE TWENTYNINE PALMS CHAMBER OF COMMERCE AND VISITORS BUREAU

MONTHLY REPORT

February 2004

RECAP OF THE MONTH

The Chamber experienced a surge in visitors and phone calls this month. Winter visitors, many from Canada, discovered the visitor's center and gathered information about our community.

Inquires regarding real estate purchases, building and development continue to arrive steadily.

The Chamber continues to support local merchants and the economy by gathering information from business people about the challenges they face and finding ways to assist with those challenges. We are also working with the Combat Center to find new ways to market local merchants to military families as well as finding new ways to present our community to new markets world-wide.

Suggestions for services and volunteers to help with programs and events are most welcome.

VISITOR SERVICES

New information/publications available in the Visitor Center include:

- Sudden and Severe Economic Dislocation Loan Program brochures- California Technology, Trade and Commerce Agency
- The Office Companion Handbook, Resources For Small Business
- Regional Occupational Program brochures for Job Placement Services and Becoming a Community Classroom Training Site
- Workability Program information packets for employers
- Informational handouts on the Joshua Tree
- Morongo Basin Directory of Community Service and Non-Profit Agencies

Gift shop - New merchandise at the Chamber's Visitor's Center Gift Shop includes:

- Key tags and lapel pins featuring Twentynine Palms & Joshua Tree Nat'l Park
- Self-Guided audio tours of Joshua Tree National Park

Consignments are accepted from Chamber members.

Customer contacts during February 2004:

Phone Calls: 596

Visitors: 507

Visitor/Relocation Packets: 28

MEMBER SERVICES

During February 2004:

- 0 new members
- 1 renewals

Membership currently totals 239.

Note: Most member renewals occur during July of each year.

Employer Posters

Required employer posters are now available for purchase at the Chamber office. These posters are required for every California employer. Poster sets are priced significantly below regular retail.

Networking Opportunities:

The Chamber's February mixer was hosted by the Brandi Wilcox, owner of Fake 'N Bake Tanning and Break 'N Run Billiards and was held at Break 'N Run. The March 18, 2004 Mixer will be hosted by 29 Palms Rotary Club and will be held at Theatre 29.

Complaints Mediation

Two requests for complaint mediation were received during February. One complaint, regarding plumbing services, was mitigated satisfactorily by the merchant immediately. The second complaint regarded false advertising. The business was advised to supply additional information to clients before providing services.

MARKETING

Advertising Campaigns

The Blend Magazine current issue features Twentynine Palms! We also have a dedicated page on The Blend's website at www.theblend.com. Listing travel, attraction and other information for Twentynine Palms. As an added benefit; local businesses may secure a **complimentary listing** of their contact information on this website. The Blend is a travel and entertainment magazine dedicated to

the American southwest. *The Blend* is distributed throughout southern California and Arizona to high income populations known to travel. The February print issue was inserted into copies of the Observation Post which are distributed to military housing.

Visitors Guide - Work is nearly complete on the Morongo Basin Visitors Guide. Layout and galley proofs are being edited. Advertising sales are being curtailed as a publishing contract is being finalized. This project has taken longer than expected and the final product is more modest than originally planned. However, the benefit of all Morongo Basin communities working together to produce a mutually beneficial marketing piece is priceless. Future guides will be more efficiently and comfortably produced now that the groundbreaking effort has been established.

Other Marketing

- Continuing to produce content for www.visit29.org. Meeting planning services and travel information will be available 24 hours.
- Working with the Neurosciences Graduate Program from U.C. San Diego to plan meeting facilities for a group of 60-70 people.
- Included local points of interest as part of our entry in Hi-Desert Publishing's guide book to area non-profit groups.
- Registered with eventcrazy.com., a nationwide event registry and search engine. Street Fair and other local events will be submitted.
- Obtained listing at chamber101.com
- Obtained listing in American Directory Services Inc. National Yellow pages directory.
- Working regularly with the editor of *The Hi-Desert Star* to include more 29 Palms' events in their "Things to Do and Places to Go!" publication.
- Local events have been submitted to The American Profile print publication.
- Twentynine Palms Community Guides were distributed during the L.A. Travel Show on Feb. 7 & 8 through California Desert Destinations, our California Tourism regional marketing group.

- A photo bank of wild flowers has been amassed and will be loaded on appropriate websites. A news release is being developed to encourage visitation for wild flower season. This release will be sent to travel media around the world.
- Local art festival was submitted to Westways Magazine (a publication of AAA).
- Continuing to work with Culture California to list 29 Palms as a place to hold meetings.
- Continuing to work with Gadabout Vacations to be considered as a place to 1) pick up people for tours elsewhere and 2) make 29 Palms a place to tour.

TECHNOLOGY & EQUIPMENT COMMITTEE

This Chamber committee is currently writing a request for proposal to be issued for a Visitor's Center computer system. This computer would be available to visitors to check their email, download and print brochures and other information about our area or to plan the next part of their trip.

BUSINESS & ECONOMIC DEVELOPMENT

Roundtables

The Chamber's Business and Economic Development Committee hosted a Roundtable discussion for local food and beverage merchants on Tuesday, February 24.

Each Roundtable session targets a segment of the business community. These informal sessions encourage local merchants to share challenges to their industry with the Chamber. The group will then explore how the Chamber can assist with these challenges.

LEGISLATIVE AFFAIRS

Endorsements

The Chamber recently endorsed Measure A- a proposed increase in the special tax for Fire and EMS Services- and hosted a public forum on the matter. The Chamber posted flyers throughout town indicating its endorsement and urging voters to pass the measure. Information about Measure A is available at the Chamber office and the public forum will be broadcast on cable television on two evenings and a Sunday afternoon immediately prior to the election.

The Chamber recently signed on as a public supporter of Workers' Compensation Action Network. The California Chamber of Commerce and the California Manufactures & Technology Association, and the California Coalition on Workers' Compensation are the principal sponsors of the Network whose goal is to accomplish reform through the legislative process.

The Chamber recently signed on to a letter to Congressman Jerry Lewis commending him for his support of our National Parks and asking him to work toward an increase in the National Park Service budget for 2005. The letter was drafted by the National Parks Conservation Association.

MILITARY AFFAIRS

The Chamber is partnering with the Combat Center and MCCS in Operation Enduring Families 2. Community events and services have been submitted for inclusion in the program. The Military Discount Program will be featured in briefs given to Key Volunteers and spouses.

M.A.C. Assistance Fund

The Chamber maintains a small fund of donated monies which has been set aside to assist military personnel and their families with urgent needs. Military personnel are eligible to apply for assistance upon referral from the Navy/Marine Corps Relief Society.

City/Base Liaison

- The Chamber is working with military officials to produce a "Doing Business with the Military" workshop for local business owners.

FAM Tours:

Community tours are now being offered to organizations aboard base on a scheduled tailored to their group. Organizations will establish a group of attendees and arrange for transportation. The Chamber will provide guides, informational materials, and breakfast or lunch for a nominal fee.

COMMUNITY EVENTS

Street Fair and Car Show

The 2004 Street Fair and Car Show will be held Friday, June 4 from 6 to 10 p.m. on the highway, downtown. Sponsorship packages are available for this event and vendors are being recruited. The Chamber has obtained different insurance which will allow us to relax the requirement for vendors to carry business liability insurance. This change will encourage and enable crafters to vend at this event.

Pioneer Days 2004

"29 Palms Rocks!" is the theme for Pioneer Days 2004. Most events will be scheduled during the third week and weekend of October and most will be held on the Fairgrounds. This arrangement will provide for a more concentrated experience for residents and visitors as well as better use of both facilities and volunteers. A button design contest is being held and a Grand Marshal for the parade will be selected on March 1.

Other

The Government Class from Twentynine Palms High School visited the Chamber on Tuesday, February 24. Mrs. Bishop and her students learned what a Chamber is, what it does and why it is important to a community. They also learned how a business person find information and assistance necessary to start and run a business.



STAFF REPORT

To: City Council

From: City Manager

Date: 03092004

Subject: Ordinance for the asset seizure of vehicles illegally transporting waste for unpermitted disposal (dumping) on public or private lands in the City

Recommendation: Receive draft ordinance, conduct first reading & public hearing; pass to adoption and 2nd reading.

Discussion: The City Council has adopted a new solid waste franchise, work is in progress to update the City's Waste Disposal Ordinance and volunteer groups are forming to pick up trash and refuse on streets throughout the City. These items should result in a cleaner and more beautiful community.

One perennial problem is the illegal dumping of trash. While the new franchise increases the frequency and capacity of curbside trash pickup and provides for twice yearly collections of large bulk items, dumping in the open lands within the City continues to irritate the citizens and residents of our community who expect the desert to remain scenic and uncluttered by refuse. Fines can be imposed for illegal dumping but the Council wants to create further disincentives for illegal dumping.

At Council direction staff and the City Attorney reviewed the legality of confiscating vehicles directly used in the transport of trash and refuse for disposal in conflict with City and State Law and reported on their findings to Council. Council directed staff to proceed. A draft ordinance has been prepared for the Council's consideration that will enable the seizure of the assets used to transport trash in violation of the Municipal Code.

The attached Ordinance amendment contains the purpose and intent, findings, authority and method of seizing such assets. On adoption it should serve as a deterrent and can become one more instrument for cleaning up the community.



STAFF REPORT

To: City Council

From: City Manager

Date: 03092004

Subject: Thomas Towing Conditional Use Permit application and Appeal

Recommendation: 1. Direct the Planning Commission and Community Development Department to process the resubmitted Land Use Application without additional fee; 2. Set public hearing for the appeal for the Council meeting of March 23rd.

Discussion: Thomas Towing Company has taken two actions.

1. It has appealed the Planning Commission's denial of its application for a Conditional Use Permit.
2. It has submitted a site plan to accompany their application for a Conditional Use Permit.

The appeal needs to be set for public hearing in accordance with the Municipal Code, and, unless the Council conducts a special meeting, must be heard no later March 23rd so as to be consistent with the timeline requirements of the municipal code.

Their application for their Conditional Use Permit was previously heard by the Planning Commission and denied. Ordinarily, their re-application would be considered a new application and would trigger the payment of new Conditional Use Permit processing fees. Council action will enable the tow company to return for CUP hearing before the Planning Commission.

Action by the Council on this consent calendar item, waives the re-application fee enabling the tow company to return to the Planning Commission for hearing and sets the public hearing on the appeal before Council for March 23.



STAFF REPORT

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TO: City Council via City Manager
FROM: Community Development Director
Date: March 9, 2004
RE: **PC 02-17**
Development Code Update, Chapter 19.56 Community Care Facilities.

RECOMMENDATION: Adopt Ordinance No. 180.

BACKGROUND: At the February 24, 2004 meeting, Council took action to introduce Ordinance No. 180, which implements the attached chapter of the Development Code.

The Planning Commission held a Public Hearing on February 3, 2004 and, following the hearing, voted to recommend Council's adoption.

The attached chapter represents a portion of the ongoing Development Code update. Chapter 19.56 implements applicable state regulations in a manner that allows for the establishment of care facilities while preserving the character of the Land Use District in which the uses are located. The City's recently adopted zoning regulations provide detail on the required approval process for all land uses, including community care facilities. These chapters refer the reader to Chapter 19.56, stating that such facilities, where allowed, are required to operate in compliance with Chapter 19.56.

The attached chapter is ready for adoption at this time. If adopted, it becomes effective in thirty days, April 9, 2004.

Staff recommends Council adoption of Ordinance No. 180.

Attachments

- Ordinance No. 180
- Chapter 19.56 Community Care Facilities.



Staff Report

MARCH 9, 2004

TO: CITY COUNCIL AND CITY MANAGER

FROM: COMMUNITY SERVICES DIRECTOR

SUBJECT: PUBLIC HEARING REGARDING PRIORITIZATION FOR FUNDING OF
COMMUNITY DEVELOPMENT BLOCK GRANT APPLICATIONS FOR FISCAL
YEAR 2004-2005

RECOMMENDATION

The public hearing be opened and public comments be received and after consideration of the subcommittee's recommendation and public comments, the City Council approve funding for the fiscal year 2004-2005 Community Development Block Grant Program.

BACKGROUND

The County of San Bernardino Department of Economic and Community Development requested applications for use of Community Development Block Grant Funds for fiscal year 2004-2005 in November 2003. At the close of the application period in December, the Economic and Community Development Department staff reviewed the applications and has forwarded to the City those applications that are eligible for consideration for funding during fiscal year 2004-2005.

The City of Twentynine Palms has received a total allocation of Community Development Block Grant Funds of \$171,000 for 2004-2005, of which the City can allocate a maximum of 15%, \$25,650 toward public service projects. The City of Twentynine Palms has received request for eight construction projects for \$345,000 and thirteen community service projects for \$314,267 for a total of \$659,267.

The City Council subcommittee, consisting of Council Member Kevin Cole, and Mayor Pro Tem Benton along with staff, met to review the applications and develop recommendations for the City Council to consider funding for fiscal year 2004-2005.

The following are the Community Development Block Grant funding subcommittee recommendations for fiscal year 2004-2005.

| <u>CONSTRUCTION PROJECTS</u> | <u>AMOUNT</u> |
|--|--|
| 1. City of Twentynine Palms (Installation of Picnic Shelter at Knott's) | \$60,000 |
| 2. City of Twentynine Palms (Parking facility at Community Services Center) | \$50,000 |
| | City Council Meeting March 9, 2004 CDBG Prioritization |
| 3. City of Twentynine Palms | \$ 6,000 |

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|-----|--|------------------|
| | (Rehabilitation of Youth Club) | |
| 4. | City of Twentynine Palms (Purchase of Equipment) | \$15,000 |
| 5. | City of Twentynine Palms (Rehabilitation of Com Ser Office/Contingency) | \$15,000 |
| | TOTAL CONSTRUCTION PROJECTS | \$146,000 |
| | <u>COMMUNITY SERVICE PROGRAMS</u> | |
| 6. | Twentynine Palms Youth Club (Summer Program) | \$ 5,000 |
| 7. | Morongo Basin Unity Home (Domestic Violence Program) | \$ 5,000 |
| 8. | Morongo Basin Red Cross (Family Emergency Program) | \$ 5,000 |
| 9. | San Bernardino County Library (Adult Literacy Program) | \$ 5,000 |
| 10. | Reach Out 29 (In Home Services) | \$ 5,000 |
| | TOTAL COMMUNITY SERVICE PROGRAMS | \$25,000 |
| | TOTAL TO BE ALLOCATED | \$171,000 |

The recommendation is for the City Council to receive input from the public and City Council subcommittee and then approve funding for the Community Development Block Grant Program for fiscal year 2004-2005.