

City of Twentynine Palms
Treasurer's Report
May 31, 2004

Depository	Term	Matures	Interest Rate	Amount	Market Value	Percent of Total
Petty Cash	On Hand		N/A	\$520	\$520	0.01%
PFF Bank & Trust Checking account	Demand		0.56%	\$134,902	\$134,902	1.92%
Pacific Western Payroll Account	Demand		0.64%	\$108,751	\$108,751	1.55%
Local Agency Investment Fund	Demand		1.43%	\$6,421,195	\$6,421,195	91.53%
Total City Funds				\$6,665,368	\$6,665,368	95.01%
Funds Held in Trust:						
Employee deferred compensation	N/A		N/A	\$350,413	\$350,413	4.99%
Total Funds in the Treasurer's Custody				\$7,015,781	\$7,015,781	100.00%

THE TWENTYNINE PALMS CHAMBER OF COMMERCE AND VISITORS BUREAU

MONTHLY REPORT

June 2004

RECAP OF THE MONTH

Mild early summer weather has kept visitors coming to our desert paradise.

Much marketing work is scheduled for this summer as the chamber expands its reach into new customer bases for our community.

VISITOR SERVICES

Visitors Center Computer – A bid was recently awarded for a computer system for the Visitor Center. Visitors will be able to send and receive email, visit community and other destination websites, print travel brochures, etc. Services will be complimentary and limited to reasonable use.

New information/publications available in the Visitor Center include:

- New Joshua Tree National Park guides
- *Geology of Mojave National Preserve*-binder containing guide to points of interest, trips, self-guided tours.
- Updated Shopping Guides to merchants of Twentynine Palms.

Gift shop -

Merchandise on consignment from:
Action Council for 29 Palms
Wonder Garden Café
O'Connor Graphics

Customer contacts during June 2004:

Phone Calls: 496

Visitors: 256

Information Packets Mailed: 12

MEMBER SERVICES

During June 2004:

- 3 new members
- 98 renewals

Membership currently totals 247.

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 June mixer was hosted by Reach Out 29. The Mixer marked the organization's 6th anniversary. The next Chamber Mixer will be held in September.

Complaints Mediation

1 request for complaint mediation was received during June. A customer reported that a local dry cleaner had damaged her property during the cleaning process. The customer had taken a large amount of water damaged items to be cleaned. The business has a reimbursement policy for accidents or if they are at fault. They did not feel at fault in this incident, however and declined to offer compensation.

MARKETING

Morongo Basin Visitors Guide – Final layout is being done. Final proofing will be done in the next couple of weeks and the Guide will go to press. We anticipate delivery early September. Cardinal Van & Storage will accept a drop shipment at their facility and has pledged free storage space for our share of guides for as long as we need it. The base will also accept a drop shipment of 10,000 guides and will store them for use aboard the base by Family Housing, Relocation Assistance, etc.

Visit29.org website – Chamber staff continues to work with the City Manager on content for visit29.org. Most items are now complete. Final design work is being done by webmaster. This site is expected to go live during July.

Chamber website – Updates to 29chamber.com are complete. A new site is being designed by Melanie Stine, web designer.

Community Slogan & Logo - A graphic designer has been contracted to design a logo to accompany the slogan, "Life is Fine in 29". The design will be placed in the public domain for use on websites, in advertising, on marketing materials etc. by anyone who wants to use it. To the best of our knowledge, this slogan was conceived by Mrs. Prudie Underhill. The slogan has been used in our community for

many, many years. The new accompanying logo incorporates a hieroglyphic symbol for the sun and a stylized palm tree against the backdrop of a mountain skyline.

Tours, Conferences & Meetings

- Planned marketing of our community to groups is underway. An inventory of local sites and their amenities is being conducted. A preliminary set of information has been provided for the new visit29.org website.

Other Marketing

- Pat Flanagan, local naturalist, has been retained as part-time Chamber staff assigned to creating website content for visitors. Online brochures are being designed which outline pertinent information and sample itineraries for a variety of visitor demographics.
- Chamber representatives are participating in plans to celebrate Joshua Tree National Park's 10th anniversary. Publicity for anniversary events as well as local events in the weeks surrounding the celebration will be far-reaching. The Chamber is considering a grant request for historic photo display during this celebration.
- The Chamber has offered assistance with the Sky's The Limit Observatory project. Chamber staff attended a planning meeting for the observatory and will participate as possible in the project.
- Continuing development of media contacts for use in marketing our community
- Expanding selection of ready response information for visitor inquiries about less well-known visitor attractions and services.
- Submitting local events and attractions to California Happenings, Event Crazy, The Blend magazine, local publications and other travel-related publications and sites.

TECHNOLOGY & EQUIPMENT COMMITTEE

BUSINESS & ECONOMIC DEVELOPMENT

Roundtables

- The Chamber's Business and Economic Development Committee will host a Workers' Compensation Reform – Practical Applications Workshop in partnership with Rotary Club on Wednesday, July 21.

LEGISLATIVE AFFAIRS

Endorsements

The Chamber has endorsed the renewal of Measure I and plans to present Measure I information to local merchants and voters, encouraging them to become educated about and vote for the Measure on the November ballot.

MILITARY AFFAIRS

Chamber representatives attended the change of command for the MCAGCC Commanding General.

The Chamber is partnering with the Combat Center and MCCS in Operation Enduring Families 2. The Adopt-A-Unit Program has been very successful with most of the deployed units currently adopted by local businesses.

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.

FAM Tours:

Community tours are 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.

EVENTS

Street Fair and Car Show

The 2004 Street Fair and Car Show was held Friday, June 4 from 6 to 10 p.m. on the highway, downtown. Approximately 3,000 people attended over the course of the evening. Event went well. Law enforcement reported no problems. There were 43 Vendors and 69 Car show entries.

This event was accepted by publication by Culture California and was listed on culturecalifornia.com. The event was also submitted to Westways Magazine, California Happenings, Event Crazy and other national and state publications. The event was

featured in the Twentynine Palms section of The Blend magazine's e-zine.

Local artist and graphic designer David Fick designed eye-catching event posters. Car Show coordinator was Jim Woolsey.

Annual Awards & Installation Dinner

The Chamber recognized several 2004 Community Award recipients during its Annual Awards Dinner and Installation of Directors held June 12 at Theatre 29. The Chamber unveiled several new awards this year, designed to recognize a wider representation of community leaders.

Attendees expressed pleasure with the dinner theatre format and the new awards.

Pioneer Days 2004

Dates: October 14-17

Saturday- Military Appreciation Day

Theme: "29 Palms Rocks!"

Parade Grand Marshals: Bill & Betty Holmes

Graphic Artist Patrick Brink designed this year's Pioneer Days commemorative button. Buttons will be produced by A-Z Specialty Imprints in Joshua Tree.

An Adopt-A-Banner program for Pioneer Days street banners was been launched. Two banners were sold within two hours of the program's announcement.

Carnival and Rodeo contracts are being finalized.

A major sponsor is being sought. Sponsor packages will include several levels of participation.

Twentynine Palms Chamber of Commerce
Phone Calls / Visitor Breakdown for the Month of June 2004

Subject	Phone Calls	Walk-Ins
Action Council	3	
Adopt a Marine Unit	6	1
Art Galleries		2
Bank	1	
Camping	7	1
Chamber Business	102	27
Complaints	5	
Demographics	1	1
Directions	7	22
Entertainment	1	13
Gift Shop	4	4
Fitness Centers		2
Government	9	2
General Information		
Information 411	13	1
Joshua Tree N.P.	2	50
Installation Dinner	104	18
Lodging	6	5
Maps	6	10
Marketing	8	
Marine Corps Base	11	3
Miscellaneous	18	8
Miss 29 Palms		
Mixers	13	1
Murals	12	12
Newspaper	2	
Packet Requests (Relocation)	10	
Packet Requests (Visitors)	2	
Phone Books	7	15
Pioneer Days	17	
Relocation Information		2
Rentals, Homes, Apartments, Business	6	
Reporters	5	
Restaurants	2	8
Roofers	2	
RV Parks	3	8
Road Conditions	1	
Street Fair / Car Show	84	38
Sun Runner Magazine	4	2
Transportation, Bus/Air/Cabs/etc.	5	
Workman's Comp Workshop	4	
Weather	3	
TOTAL	496	256
Packets Mailed	12	



STAFF REPORT

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To: City Council via City Manager
From: Community Development Director
Date: July 13, 2004
RE: PC 02-17
Development Code Update, revision of Chapter 19.54 Bed and Breakfast Uses.

RECOMMENDATION: Adopt Ordinance No. 184, implementing revised regulations.

BACKGROUND: On May 25, 2004, Council conducted a public hearing to consider proposed changes to the regulation of Bed and Breakfast uses. After conducting the hearing, Council directed staff to present the draft text to the Planning Commission for additional consideration. The Planning Commission held a June 15, 2004 hearing on this matter and their revised recommendation is presented to Council at this time for adoption.

Attachments

- Draft Ordinance No. 184, with attachment "A" Chapter 19.54, Bed and Breakfast Uses

The May 25th draft allowed Bed and Breakfast uses of up to ten guest units in any residential land use district. The revised draft allows Bed and Breakfast Uses of up to ten guest units in the Multi-family Residential (RM) land use district and Bed and Breakfast uses of up to five guest units, in certain limited cases, in the Rural Living (RL) land use district. Per the revised text, a Bed and Breakfast of up to five units can be approved in the RL district only if the parcel is five acres or greater and is adjacent to a paved and City-maintained Expressway, Arterial or Collector. While the Commission recognized Council concern with allowing such uses in the RL district, it was their consensus that certain limited exceptions could be made; see section 19.54.010 (B) of the attached draft text.

In all cases, a Bed and Breakfast use requires approval of Conditional Use Permit.

If Council is satisfied with the Planning Commission's recommendation, Ordinance No. 184 can be adopted at this time. If adopted it becomes effective on August 13, 2004.