

CHAMBER OF COMMERCE AND VISITORS BUREAU

MONTHLY RECAP REPORT: April 2007

The Chamber is pleased to announce that Janet "Dolly" Benito and Valerie Hinshaw Hunt are the 2007 Pioneer Days Grand Marshals. Both ladies come from early pioneer families who began creating the city's history.

Chamber's first "City Council Connections" was held at the Chamber Conference Room on April 23, 2007. Both Councilmen Spear and Flock attended this informal discussion with community members. Issues of economic viability, enticing new business to the city and the General Plan were the principal topics.

Matt Baca, CSB Department of Health, presented information regarding preparations for a Pandemic Flu to Chamber members and community at the 29 Palms Rotary on April 11, 2007. Regional Chambers have agreed to partner a Basin Wide Pandemic Flu presentation.

Chamber Board of Directors voted unanimously in February 2007 to hire a distribution vendor to meet the Chamber's Program of Work goal to cross-market our region. Desert Fox Distribution has delivered over 38,000 Joshua Tree Visitor Guides in the Coachella Valley area since March 1, 2007. Jim Fox states that he "has had numerous requests for restocking of the guide."

Street Fair and Car Show, June 1, 2007, preparations are in the works. We started to receive vendor applications and entry forms. Brig. General Spiess and Mayor Klink have both agreed to pick their choice. The Soapbox Derby is again going to run its course down Cactus Drive. Last year there were 118 car, truck, and motorcycle entries with over 3,000 in attendance to this event. Chamber staff has worked diligently to post the event on websites throughout California. In addition, the Chamber has distributed 400 entry forms to various car clubs, car races, and car shows.

VISITOR SERVICES

New information/publications available in the Visitor Center include:

- Chamber's April 2007 Newsletter;
- 2007 April SBA classes;
- Spring/Summer Copper Mountain College Schedule of classes 2007;
- Soapbox Derby registration forms;
- 44th Annual Small Business Week registration forms;
- Action Council for 29 Palms, Inc., Limited Edition Print Preorder Form, "Battle of the Bell Mural";
- Battle of the Bell Mural brochure;
- Street Fair and Car Show entry forms;
- New map addition with directions from I10 to Las Vegas;

Gift Shop -

- Sales in Gift Shop for April 2007: \$195.50

April New Members: 3

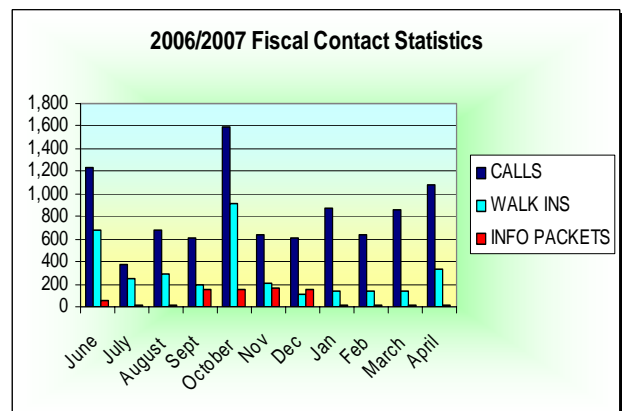
Total Chamber Members: 264

Contact Statistics: April 2007:

Phone Calls: **1,085**

Visitors: **336**

Information Packets: **12**



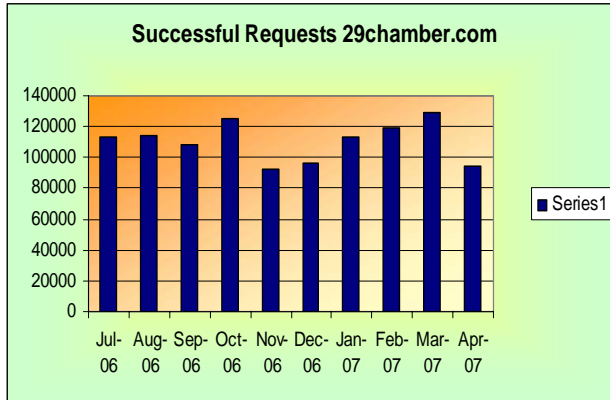
29chamber.com

Successful requests: 90,651

Average successful requests per day: 3,780

Successful requests for pages: 22,472

Average successful requests for pages per day: 937



Visit29.org:

Successful requests: 52,646

Average successful requests per day: 2,197

Successful requests for pages: 9,196

Average successful requests for pages per day: 3383



MARKETING

- Tri Chamber Mixer, Joshua Tree Nursery, May 8, 2007, 5-7p.m.
- City Council Connections, 29 Palms Inn, May 9, 6pm;
- Street Fair and Car Show, June 1, 2007, 5pm-10pm;
- Chamber staff is participating with the California Cultural and Heritage Council to organize a “Public Arts Workshop” in Barstow on June 12, 2007. Ray Kinsman, Action Council, Syndee Slaton, Morongo Basin Cultural Arts and Gerri Hagman, Sky’s the Limit has agreed to participate on the workshop panel. Additional information will be announced for

attendees’ registration. This is a remarkable opportunity to network with other desert cities and hear about their programs.

- Annual Awards and Installation Dinner, Elks Lodge, June 16, 2007, 5:30pm;
- Chamber staff has started monitoring travel websites for submission of articles, web links or answering an individuals questions regarding Twentynine Palms and JTNP;
- Preparing for submission of articles with information regarding Spring-Summer events to newspapers, magazines, and travel websites;

Tours, Conferences & Meetings

- Lodging Facilities, April 10, 2007;
- San Bernardino Health Dept, “Pandemic Flu,” April 11, 2007, partnered with 29 Palms Rotary;
- City Council Connections, April 23, 2007;

Other Marketing

Chamber will capitalize event information regarding the following:

- Joshua Tree Music Festival, May 18-20;
- “America’s Best Idea” Tri - Chamber event, June 8, 2007, Joshua Tree Visitor Center;
- Cultural Arts & Heritage Workshop, June 12, 2007;
- Travel Writer’s Showcase, November 2007;

The following articles highlighted Twentynine Palms area and events:

1. Modern Hiker, *Hiking Queen Mountain* February 2007;
2. TripAdvisor, “A unique and wonderful place to stay in the desert,” Roughly Manor, March 3, 2007;
3. SoGoNow, “On The Road Again: Palm Springs,” March 11, 2007;
4. SRO News Updates, “Summer Oakes,” March 15, 2007;
5. TripAdvisor, “Really good place to stay”, 29 Palms Inn, March 19, 2007;
6. TripAdvisor, “Great Experience at the Holiday Inn,” March 23, 2007;
7. TripAdvisor, “Friendly service, clean rooms, good location,” Holiday Inn Express,” March 28, 2007;

8. DefenseLink, "DoD Announces Winners of the Commander in Chief's Annual Award for Installation Excellence," March 30, 2007;
9. TripAdvisor, "Oasis in the Desert," Roughly Manor, March 31, 2007;
10. Navy.mil, "DoD Announces Winners of the CINC's Annual Award for Installation Excellence," April 2, 2007;
11. Press Enterprise, "Quirky entertainment spot in Wonder Valley," April 2, 2007;
12. P.E.com, video on command, "Quirky entertainment spot in Wonder Valley," April 2, 2007;
13. The Mountain World, "Why I Keep Going to Joshua Tree," April 4, 2007;
14. TripAdvisor, "Awesome find in 29 Palms," Roughly Manor, April 8, 2007;
15. Marines.mil, "Commander in Chiefs Installation Excellence Award," April 9, 2007;
16. Press Enterprise, "National award for Inland teacher comes with \$25,000 prize," April 17, 2007;
17. ABC TV News, "Three California teachers are awarded by Milken," April 23, 2007;
18. NBC TV News, "Teachers receive 25k award," April 23, 07;
19. TripAdvisor, "A flawless experience," Roughly Manor, April 20, 2007;

NETWORKING

- Yucca Valley and Twentynine Palms Chambers were invited to speak briefly to the Concierge Association, at the Desert Springs Hotel in Palm Desert, April 10, 2007. Regional brochures and maps were left for the concierges.
- Chamber Mixer at The Desert Trail, April 19, 2007;

BUSINESS & ECONOMIC DEVELOPMENT

- Ribbon Cutting for "The Strike Zone" at the Bowladum at 1pm, on March 30, 2007;
- DRTA meeting with Chamber Executive Directors, April 12, 2007;
- Lodging Facilities Committee April 10, 2007;
- Ribbon Cutting for Southwest Surveying, Inc., April 17, 2007;

LEGISLATIVE AFFAIRS

- City Council Connections, 29 Palms Inn, May 9, 6pm. This is an opportunity for the community and City leaders to talk in an informal atmosphere.

MILITARY AFFAIRS

- M.A.C. Assistance Fund The Chamber has continued to maintain 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.

EVENTS

- Chamber Executive Board of Directors meet on May 3, 12pm, Chamber Conference Room;
- Tri-Chamber Mixer will be at the Joshua Tree Nursery, 5pm-7pm on May 8, 2007;
- "City Council Connections" will be held at the 29 Palms Inn, May 9, 6pm;
- Chamber Board of Directors meet May 17, 2007, 12pm, Chamber Conference Room;
- Memorial Day, May 28, 2007, Chamber closed.

Twentynine Palms Chamber of Commerce
Contact Statistics for the Month of April 2007

Subject	Phone Calls	Walk-Ins
Art Galleries	10	
Action Council	5	
Bank	4	
Baseball Tourney		3
Camping	25	2
Chamber Business	218	54
Churches		1
Circus	9	
Demographics	5	3
Developers	7	
Directions	9	12
Email Inquiry	23	
Employment	4	4
Entertainment	15	
Gift Shop	3	10
Golf		2
Government	8	11
Information 411	186	
Internet access	17	5
Joshua Tree N.P.	67	35
Laundromat		
Lodging	41	6
Maps	6	4
Marine Base	3	2
Marketing		5
Miscellaneous	165	61
Mixers	12	3
Murals	12	9
Packet Requests (Relocation/Visitor)	12	20
Phone Books	14	10
Pioneer Days	18	2
Public Works	4	
Realtors Rentals, Homes, Apartments, Business	17	3
Reporter	3	
Restaurants	48	15
Road Conditions	22	
RV Park	21	25
Street Fair & Car Show	40	4
Sun Runner	5	6
Transportation	5	6
Wild Flowers	3	13
Weather	19	
TOTAL	1085	336

Packets

12



STAFF REPORT

TO: City Council via City Manager
FROM: Finance Director
DATE: May 8, 2007

SUBJECT: Resolution No. 07-12 (for City Council, City Manager and employees, both active and retired) and Resolution No. 07-13 (for City Council non-PERS members only, both active and retired).

RECOMMENDATION: That City Council adopts Resolution No. 07-12 and Resolution No. 07-13, correcting the employer's contribution amounts under the Public Employees' Medical and Hospital Care Act.

ORDER OF PROCEDURE:

Request Staff Report (Ron Peck Presenting)
Council Questions of Staff
Request Public Comment
Council Discussion
Motion/Second
Discussion of Motion
Call the Question (roll call vote)

Attachments
Resolution No. 07-12
Resolution No. 07-13

BACKGROUND:

In 1989, the City Council voted to fix the employer contribution toward health premiums at \$200 per month per employee, and \$1 per month per annuitant (retiree). The Resolution stated that the amount for annuitants was to be increased annually by 5 per cent of the current amount for active employees.

The following year, the annuitant amount was increased by \$10 (5 per cent of \$200), but the employee amount had been raised to \$250, so the correct amount for the increase was actually \$12.50 (5 per cent of \$250). The \$10 annual increase has mistakenly continued through the years, even though the employee amount has been raised three more times – in 1991, 2001 and 2005 – and is now at \$500.

As of today, each annuitant is receiving \$181 per month toward their health premium. After reviewing the situation and computing the correct amounts, it has been determined that the correct annuitant amount today should be \$343. The Personnel Task Force has reviewed the issue and concurs with the City Manager and City Attorney in recommending that the City Council adopt the attached resolutions that will implement the correct annuitant amount.

ALTERNATIVES:

There are no practical alternatives.

FISCAL IMPACT:

An additional \$4,860 (\$162 per month per retiree) will be spent for the remaining six months of 2007. Thereafter, the annual increase will be 5 per cent of the active employees' monthly employer contribution, which is currently at \$500.

Review of Staff Report: _____
City Manager City Attorney City Engineer Department Head

RESOLUTION NO. 07-12

**A RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF TWENTYNINE PALMS, CALIFORNIA,
FIXING THE EMPLOYER'S CONTRIBUTION UNDER THE
PUBLIC EMPLOYEES' MEDICAL AND HOSPITAL CARE ACT**

WHEREAS, Government Code Section 22892(a) provides that a local agency contracting **under the Public Employees' Medical and Hospital Care Act** shall fix the amount of the **employer's contribution** at an amount not less than the amount required under Section 22892(b) of the Act; and

WHEREAS, Government Code Section 22892(c) provides that a contracting agency may fix the amount of the **employer's contribution** for employees and the **employer's contribution** for annuitants at different amounts provided that the monthly contribution for annuitants shall be annually increased by an amount not less than 5 per cent of the monthly contribution for employees, until such time as the amounts are equal; and

WHEREAS, the City of Twentynine Palms, hereinafter referred to as Public Agency, is a local agency contracting under the Act.

NOW, THEREFORE, BE IT RESOLVED that the **employer's contribution** for each employee shall be the amount necessary to pay the full cost of his/her enrollment, including the enrollment of his/her family members, in a health benefits plan up to a maximum of:

CODE BARGAINING UNIT:	CONTRIBUTION PER MONTH:
01 Miscellaneous	01 \$500
02 City Manager	02 100% of total premium
03 Council Members (PERS Members)	03 \$500

AND BE IT FURTHER RESOLVED that the **employer's contribution** for each annuitant shall be the amount necessary to pay the full cost of his/her enrollment, including the enrollment of his/her family members, in a health benefits plan up to a maximum of:

CODE BARGAINING UNIT:	CONTRIBUTION PER MONTH:
01 Miscellaneous	01 \$343
02 City Manager	02 \$343
03 Council Members (PERS Members)	03 \$343

Plus administrative fees and Contingency Fund assessments.

PASSED, APPROVED AND ADOPTED at a regular meeting of the City Council, at Twentynine Palms, California, this 8th day of May 2007 by the following vote:

AYES: COUNCIL MEMBERS:
NOES: COUNCIL MEMBERS:
ABSENT: COUNCIL MEMBERS:

Joel A. Klink, Mayor

ATTEST:

Charlene L. Sherwood, CMC, City Clerk

RESOLUTION NO. 07-13

**A RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF TWENTYNINE PALMS, CALIFORNIA,
FIXING THE EMPLOYER'S CONTRIBUTION UNDER THE PUBLIC EMPLOYEES'
MEDICAL AND HOSPITAL CARE ACT**

WHEREAS, Government Code Section 22892(a) provides that a contracting agency **under the Public Employees' Medical and Hospital Care Act** shall fix the amount of the **employer's contribution** at an amount not less than the amount required under Section 22892(b) of the Act; and

WHEREAS, Government Code Section 22892(c) provides that a contracting agency may fix the amount of the **employer's contribution** for employees and the **employer's contribution** for annuitants at different amounts provided that the monthly contribution for annuitants shall be annually increased by an amount not less than 5 per cent of the monthly contribution for employees, until such time as the amounts are equal; and

WHEREAS, the City of Twentynine Palms, hereinafter referred to as Special District, is a contracting agency under the Act for participation by members of the City Council (Non-PERS Members).

NOW, THEREFORE, BE IT RESOLVED that the **employer's contribution** for each employee shall be the amount necessary to pay the full cost of his/her enrollment, including the enrollment of his/her family members, in a health benefits plan up to a maximum of \$500 per month.

AND BE IT FURTHER RESOLVED that the **employer's contribution** for each retired employee shall be the amount necessary to pay the full cost of his/her enrollment, including the enrollment of his/her family members, in a health benefits plan up to a maximum of \$343 per month.

PASSED, APPROVED AND ADOPTED at a regular meeting of the City Council, at Twentynine Palms, California, this 8th day of May 2007 by the following vote:

AYES: COUNCIL MEMBERS:
NOES: COUNCIL MEMBERS:
ABSENT: COUNCIL MEMBERS:

Joel A. Klink, Mayor

ATTEST:

Charlene L. Sherwood, CMC, City Clerk



STAFF REPORT

TO: City Council via City Manager
FROM: Community Services Director
DATE: May 8, 2007

SUBJECT: Approval to award contract to Carpet & Things in the amount of \$41,750.00.

RECOMMENDATION: That City Council approve the Luckie Park Swimming Pool Restroom Tile Project to Carpet & Things of Yucca Valley in the amount of \$41,750.00.

ORDER OF PROCEDURE:

Request Staff Report (Randy Councill Presenting)
Council Questions of Staff
Request Public Comment
Council Discussion
Motion/Second
Discussion of Motion
Call the Question (roll call vote)

Attachments

1. Bids Received for Project

BACKGROUND:

The City Council awarded the Luckie Park Swimming Pool Restroom Tile Project to SRG Development on April 24, 2007 in the amount of \$34,882.00. Shortly thereafter SRG Development notified staff that due to unforeseen issues it cannot initiate the project.

Staff is recommending that the contract be awarded to the next lowest qualified bidder, which is Carpet & Things of Yucca Valley in the amount of \$41,750.00.

Carpet & Things has recently completed several projects for the City, including the tiling of the Youth Club Kitchen, the Senior Center, and a restroom at City Hall. Staff has found their workmanship to be acceptable.

ALTERNATIVES:

The Council can re-bid the project. However, this option will delay the project by up to six weeks and most likely cause schedule conflicts with those utilizing the pool.

FISCAL IMPACT: \$41,750 in allocated CDBG funds.

Review of Staff Report:

_____ City Manager

_____ City Attorney

_____ City Engineer

_____ Department Head



STAFF REPORT

TO: City Council
FROM: City Manager
DATE: May 8, 2007

SUBJECT: Update of City Controlled Substances and Alcohol Policy for Commercial Drivers

RECOMMENDATION: Approve Update of City Controlled Substances and Alcohol Policy

ORDER OF PROCEDURE:

Request Staff Report (Michael Tree Presenting)
Council Questions of Staff
Request Public Comment
Council Discussion
Motion/Second
Discussion of Motion
Call the Question (roll call vote)

Attachments

1. Controlled Substances and Alcohol Policy

BACKGROUND: The federal Omnibus Transportation Employee Testing Act of 1991 requires the City to perform drug and alcohol testing of its safety-sensitive employees with transportation related duties. The Department of Transportation publishes rules about who must conduct such testing, how to conduct such testing, and what procedures to utilize in relation to such testing.

The City's Controlled Substances and Alcohol Policy contains the abovementioned information. It has recently been updated by the City Manager and City Attorney to include the latest changes by the Department of Transportation. In the process of the update clarification language was also added to the policy.

The Personnel Task force has reviewed the policy and recommends approval by the City Council. In addition, staff has been given the opportunity to review the policy changes and as of the writing of this memo have offered no opinion as to changes that should be considered. The redline version of the proposed changes is available for viewing thru the City's Personnel Director.

ALTERNATIVES: None

FISCAL IMPACT: None

Review of Staff Report: _____
City Manager City Attorney City Engineer Department Head



STAFF REPORT

TO: City Council via City Manager
FROM: Public Works Superintendent
DATE: May 8, 2007

SUBJECT: Surplus of Vehicles and Equipment

RECOMMENDATION: That City Council declare vehicle #34 (VIN 1GCCS14AXN8223915) and vehicle #35 (VIN 1GCCT14ZOM8159109) and non compliant ball field lights surplus, and authorize staff to send said items to public auction for disposal.

ORDER OF PROCEDURE:

Request Staff Report (Michael Tree Presenting)
Council Questions of Staff
Request Public Comment
Council Discussion
Motion/Second
Discussion of Motion
Call the Question (roll call vote)

BACKGROUND:

The following vehicles and equipment are no longer in use:

1. Vehicle #34. 1992 Chevrolet S10 pickup truck. License Number 357790, VIN Number 1GCCS14AXN8223915.
This vehicle in inoperable due to transmission failure and inability to pass smog.
2. Vehicle #35. 1990 Chevrolet S10 pickup truck. License Number 288141, VIN Number 1GCCT14ZOM8159109.
This vehicle is in need of engine rebuild.
3. Ball field lights that were replaced with new energy efficient lights at Luckie Park.
Ball field lights do not meet current code.

ALTERNATIVES: City can repair vehicles. However, because vehicles are 15 years or older the cost of maintaining said vehicles most likely will outweigh the benefits of retaining. In addition, said vehicles are no longer used by public works due to size and capacity constraints.

FISCAL IMPACT: Auction will result in nominal return of funds to City.

Review of Staff Report: _____
City Manager City Attorney City Engineer Department Head



STAFF REPORT

To: City Council
From: City Manager
Date: May 8, 2007
RE: Department Management Action Plans

RECOMMENDATION: Review and provide direction to staff as appropriate

BACKGROUND: Each Department Head in the City has created a Management Action Plan (MAP) thru which the City Manager can track the progress of projects/tasks to be completed during the fiscal year.

Generally speaking, the MAP does not include tasks that are accomplished on a routine basis within a department, unless the Department Head and/or City Manager has determined a deficiency that will be singled out for improvement during the year.

Among its many uses, the MAP is an effective tool for the City Manager in providing performance evaluations. It can also be an important tool for the City Council, as it provides a regular update on City projects, and can be used to ensure that staff has aligned its work with the vision of the Council.

The MAPs are updated by Department Heads on a monthly basis and will be provided for review the first City Council meeting of each month.

FISCAL IMPACT: N/A



STAFF REPORT

TO: Redevelopment Agency Board
FROM: Executive Director
DATE: May 8, 2007

SUBJECT: Discussion on City's Redevelopment Agency and the Current Five Year Implementation Plan

RECOMMENDATION: Receive report and provide direction as appropriate

ORDER OF PROCEDURE:

Request Staff Report (Michael Tree Presenting)
Board Questions of Staff
Request Public Comment
Board Discussion

Attachments

1. Five Year Implementation Plan

BACKGROUND: The California Community Redevelopment Act, enacted in 1945, gave cities and counties in California the authority to establish redevelopment agencies in an effort to attack blight conditions.

In September of 1991 the City Council took action to enact powers of a Redevelopment Agency in Twentynine Palms. And, in December of 1993 the Redevelopment Agency Board adopted the City's redevelopment project area.

Staff will provide a brief presentation on the City's Redevelopment Agency, to include work currently being planned for its future.

Review of Staff Report:

_____ City Manager

_____ City Attorney

_____ City Engineer

_____ Department Head



**FIVE YEAR
IMPLEMENTATION PLAN
FOUR CORNERS
REDEVELOPMENT PROJECT
2004-2009
Approved December 12, 2006**

SECTION I – INTRODUCTION

By action of the Twentynine Palms Redevelopment Agency (Agency) and City Council of the City of Twentynine Palms (City), the Redevelopment Plan for the 4 Corners Redevelopment Project Area (Project Area) was approved and adopted to guide redevelopment activities in the Project Area.

The Agency is required to adopt a five year implementation plan. This plan must state the specific goals and objectives of the Agency for the Project Area for the ensuing five year period and must include the specific programs, including potential projects and estimated expenditures, and an explanation of how the goals and objectives, programs, and expenditures will eliminate blight within the Project Area and improve and increase the supply of affordable housing to very low, low, and moderate income households. The plan must also address the Agency’s affordable housing production, and replacement housing needs and achievements.

Adoption of this Implementation Plan does not constitute an approval of any specific program, project, or expenditure, and shall not change the need to obtain any required approval of a specific program, project or expenditure from the Agency or the City.

SECTION II -- AFFORDABLE HOUSING FUND

As of the date this plan is adopted, the Agency’s Low and Moderate Income Housing Fund (“Housing Fund”) has \$90,750. The following table depicts the Agency’s anticipated deposits into the Housing Fund for each of the next five years.

Low and Moderate Income Housing Fund – Anticipated Deposits						
FY	04-05 (actual deposit)	05-06	06-07	07-08	08-09	Total
Current projection	\$79,604	\$93,000	\$100,000	\$110,000	\$120,000	\$502,604

SECTION III -- GOALS AND OBJECTIVES OF THE REDEVELOPMENT PLAN

The following is a list of the Goals and Objectives identified in the Redevelopment Plan:

1. The elimination of existing blighted conditions be they properties or structures, and the prevention of recurring blight in the Project Area.
2. The development and redevelopment of property within a coordinated land use pattern of commercial, residential, industrial, recreation, and public facilities in the Project Area consistent with the requirements, standards, regulations, procedures, policies and guidelines which are or may be adopted by the Agency, and the requirements as set forth in the City's adopted General Plan.
3. The development of public services and facilities including, but not limited to, emergency, cultural, and recreational, services and facilities as are necessary and required for the redevelopment of the Project Area and the community.
4. The elimination or mitigation of physical and environmental deficiencies including inadequate street improvements, inadequate utility systems, inadequate flood control improvements, and inadequate public services that are physical, and environmental characteristics of blight.
5. The development of a more efficient and effective circulation corridor system, free from hazardous vehicular, pedestrian, equestrian, and bicycle interfaces designed to their ultimate circulation flow.
6. Beautification activities to eliminate all forms of blight including, but not limited to, visual blight, in order to encourage community identity.
7. The encouragement, promotion, and assistance in the development and expansion of local commerce and needed commercial and resort facilities, increasing local employment, and improving the economic climate within the Project Area.
8. The acquisition, assemblage, and disposition of sites of usable and marketable sizes and shapes for commercial, industrial, recreation, residential, and public facility development within the Project Area.
9. The creation of a more cohesive and unified community by strengthening the physical, social, and economic ties between the residential, commercial, industrial, and recreational land uses within and adjacent to the Project Area.
10. To provide for very low, low and moderate income housing availability as required by the County, Region, or State Law and requirements, as necessary and desirable, consistent with the goals and objectives of the community
11. To encourage the coordination, cooperation, and assistance of other local agencies, as may be deemed necessary, to ensure that projects undertaken by this Agency are implemented to their fullest and practical extent.
12. The achievement of a physical environment reflecting a high level of concern for architectural

and urban design principles deemed important by the community and property owners.

13. To encourage community and property owner involvement and citizen participation in the adoption of policies, programs, and projects so as to ensure that the Redevelopment Plan is implemented in accordance with the objectives and goals of the General Plan.

14. To provide a procedural and financial mechanism by which the Agency can assist, complement, and coordinate public and private development, redevelopment, revitalization, and enhancement of the community.

15. To ensure that the community maintains a competitive position with surrounding communities so as to enhance the economic climate and stability of the Project Area and the community.

SECTION IV -- PROPOSED FIVE YEAR PROGRAMS AND EXPENDITURES

The following is a summary of the programs anticipated to be developed or continued during the five-year planning period to accomplish the Agency's goals and objectives. Approval of specific programs is subject to the requirements of the California Community Redevelopment Law, including certain public notice and hearing requirements.

Downtown Plans

The Project Area encompasses the entire Downtown. The Agency has initiated a Downtown Revitalization Specific Plan and an Economic Revitalization Study centered on the Downtown. The Economic Revitalization Study will analyze and include a trade area analysis. The study will project growth in the trade area and will analyze trade capture, measuring customers available for retail purchases based upon proximity and population size and by retail sub-sector, rate population employment rating by sector, estimate percentage of sales attributable to customers outside of region, measure the Twentynine Palms trade area based upon distances between cities and population, study tourism planning enhancements, measure and quantify the community's economic base, identify challenges facing businesses in the Downtown, quantify annual expenditures on goods and services, estimate existing and future demand for goods and services, project annual expenditures based upon build-out, estimate fiscal impact of tourism, quantify sales tax leakage, identify needed visitor services, identify tourism marketing niches, identify retail sectors currently not represented or under-represented, identify economic and business opportunities, and provide recommendations on all of these areas. The anticipated cost of this project is \$100,000.

Downtown Enhancements

The Agency anticipates funding enhancements to the Downtown and Historic Plaza. The Downtown enhancements will include improving portions of the Downtown adjacent to the Twentynine Palms Highway and the alley south of the highway and in the Historic Plaza area to reduce dust, eliminate blight, improve air quality and provide paved access to off-street parking lots in the vicinity of the Downtown. This category includes beautification and blight elimination. This will also include improvements to sidewalks and walkways in the Downtown. These enhancements may also include landscaping, the provision of shade, and pedestrian amenities such as seating and directional signage. Lastly, this may include the underground relocation of commercial utility service in the Downtown. The anticipated cost of this project is \$433,000

Joshua Tree National Park Visitors Center

The Agency, in partnership with the City, National Park Service, Marine Corps, and 29 Palms Band of Mission Indians, anticipates constructing a visitor center for the National Park adjacent to the National Park Headquarters and Interpretive Center. The Visitor Center will serve as Cultural and Interpretive Center for the vast repository of cultural, historic, paleontological and anthropological holdings of the National Park Service, Marine Corp and 29 Palms Band of Mission Indians. The anticipated cost of these improvements is \$200,000.

National Park Drive Landscape Median

As an enhancement to a vital tourism corridor, the Agency anticipates funding development of an entrance marker which identifies tourist oriented facilities, including the Joshua Tree National Park Headquarters, and provide landscaping and native materials in the median along this well traveled tourist artery. Approximately \$15,000 was been expended in design. The project is anticipated to cost an additional \$100,000.

Land Acquisition

The Agency anticipates purchasing land within the Project Area for consolidation and subsequent redevelopment. The Agency anticipates expending up to \$700,000 for such acquisitions.

Owner Participation Agreements

The Agency contemplates establishing an Owner Participation Agreement program to assist business owners to rehabilitate commercial buildings in the Project Area. The Agency anticipates expending up to \$121,000 for such acquisitions.

Affordable Housing Programs

Twenty percent of the Agency's revenue or \$592,604 must be set aside in the Housing Fund pursuant to Health and Safety Code Section 33334.2. The Housing Fund may be used only for certain expenditures related to the development of low and moderate income housing.

Senior Affordable Housing Project – The Agency anticipates participating with a private non-profit Developer to develop a Senior Affordable Housing Project which creates apartments for Senior citizens. The Agency will prepare a call for projects. Following review of the projects, the agency will enter into an agreement with a developer, based upon the project which best meets the identified objectives of the Four Corners Redevelopment Project and Five Year Plan. This will lead to the Agency partnering with a developer to produce new senior housing, with appropriate amenities. It is anticipated that the project will be developed in or adjacent to the Downtown, in proximity to the Senior Center. The project will be accessible to public transit and have a package of amenities for its residents. The project will provide attractive housing in a dignified manner and will be designed to create a community atmosphere for its residents. The anticipated cost of this project is \$502,604.

This implementation plan does not contain any project that is anticipated to cause the destruction or removal of any low or moderate income housing units.

The following project was completed in 2005:

Community Center Parking Lot

The agency has provided public improvements at the Community Center, including paving of the parking lot and placement of curb, gutter and sidewalks at the facility. The Agency completed this project, which cost \$28,000.

The following programs were in effect at the commencement of the Plan period, but have been discontinued prior to the adoption of this Plan:

Storefront Improvement Program

The Storefront Improvement Program offered up to \$7,500 of Redevelopment funding to commercial properties within the Project Area for use in enhancing the exterior appearance of the property. Funding was eligible to be used for exterior aesthetic and architectural improvements. The Agency expended \$33,207 on this program before it was discontinued in November, 2006.

Building Permit Subsidy

The Agency has subsidized building permits for new single family development in in-fill areas within the Project Area. The Agency expended \$83,885 on this program before it was discontinued in November, 2006.

SECTION V -- AFFORDABLE HOUSING PRODUCTION AND REQUIREMENTS

State law established inclusionary housing requirements. During this five year period, it is anticipated that approximately 1,000 new housing units will be constructed within the project area. Section 33413 of the Health and Safety Code requires that 15% of this number (150) be designated as affordable housing and 40% of this number (60) units be very low income citizens units.

The housing programs identified in this Plan will commence the Agency's effort to address the Agency's inclusionary housing requirement.

SECTION VI -- ELIMINATION OF BLIGHT

The Redevelopment Plan identifies nine (9) general blight conditions in the Project Area. The following is a list of those general conditions and a description of how the proposed programs will eliminate or reduce the blight.

1. Inadequate street and circulation system to serve potential parking, circulation, and loading demand within the Project Area.

The Five Year Plan includes programs to provide additional public parking in the Downtown area and acquire rights-of-way for (and construction of) pedestrian/bicycle paths. Planning activities, including completion of the *Downtown Plans* will ensure a reduction in blight by improving the circulation and safety in the Project area. The *Community Center Parking Lot* improvements will augment parking and enhance access to existing recreation facilities in the community.

2. Inadequate street lighting, lack of curbs, gutters, and sidewalks, and poor public right-of-way improvements and facilities.

The *Owner Participation Agreements* program will provide additional funds to developers

responsible for providing off-site improvements. The *Downtown Enhancements* program will enhance existing facilities and provide for infrastructure improvements in the Downtown.

3. The lack of modern public facilities to serve the Community.

Programs such as the *Downtown Enhancement Program*, *National Park Drive Improvements*, and *Joshua Tree National Park Visitor's Center* will fund development of modern public facilities.

4. The need for additional public and private utilities in order to accommodate the development, redevelopment and recycling of properties within the Project Area boundaries (including the need for a sewer and additional storm water facilities and infrastructure).

The *Downtown Enhancement* program will provide for the underground relocation of existing above ground commercial utilities in commercial areas and *Senior Affordable Housing Project* for residential areas will provide assistance in development and construction of adequate offsite improvements. The Downtown enhancements will include improving portions of the Downtown adjacent to the Twentynine Palms Highway and the alley south of the highway and in the Historic Plaza area to reduce dust, eliminate blight, improve air quality and provide paved access to off-street parking lots in the vicinity of the Downtown. This category includes beautification and blight elimination. This will also include improvements to sidewalks and walkways in the Downtown. These enhancements may also include landscaping, the provision of shade, and pedestrian amenities such as seating and directional signage

5. The lack of proper utilization (i.e., vacancies, parking inefficiencies, improper design of available space and circulation) of properties within the Project Area boundaries resulting in development constraints, thus producing a stagnant and unproductive condition of land which is otherwise potentially useful and valuable.

Owner Participation Agreements program will attract development and use of unused or under utilized commercial properties. The *Downtown Enhancement* program will result in an improved use of the downtown area and the *National Park Drive Improvements* program will enhance a vital corridor in the City leading to increased usefulness and value of properties in the Project Area.

6. The defective or inadequate construction of some street improvements and public or private utilities within the Project Area which has resulted from the incomplete development of certain properties within the Project Area.

Programs such as *Owner Participation Agreements*, *Joshua Tree Visitor's Center*, and *Downtown Enhancement* will result in construction of improvements and/or improvements to existing utility service. The *Senior Affordable Housing Project* will provide incentives for the construction of new improvements and result in an increase in the number of affordable housing units in the community.

7. The lack of development or redevelopment within the Project Area, in cooperation with the private sector, which has resulted because of the inadequacy of the required public facilities and services, and inadequate circulation improvements necessary to accommodate the redevelopment of the area.

The *Downtown Enhancements* program is designed to enhance or generate increased development and redevelopment within the Project Area, and will improve circulation systems.

8. The presence of vacant, underutilized public, commercial, and residential property whose redevelopment has been impeded due to physical and economic characteristics, and which are not fully designed and developed to a standard acceptable for development.

The *Owner Participation Agreements* program will attract new businesses to locate in the Project Area and will provide incentives for existing businesses to rehabilitate their business locations. Development of the *Joshua Tree National Park Visitor's Center* will provide an impetus to quality development in the Project Area. *Downtown Enhancements* will lead to increased use of commercial property in the Project Area and will provide valuable links to the residential, tourist and commercial interests.

9. The presence of inadequate public facilities, including open space and other places of cultural, and recreational activity, which are necessary to serve the properties within the Project Area and adjacent community.

National Park Drive Improvements, and *Downtown Enhancements*, *Joshua Tree National Park Visitor's Center*, *Community Center Parking Lot* and *National Park Drive Landscape Median* will provide improvements to facilitate development of increased and enhanced cultural and recreational facilities.

The priorities and/or programs may be adjusted from time to time by the Agency as a result of changes in anticipated revenue or as the needs of the project area change.