



STAFF REPORT

TO: City Council
FROM: City Manager

CITY COUNCIL MEETING: January 24, 2012

SUBJECT: City Council Comments, Input and Guidance Regarding the Script and Video Shoot Outline for the Production of Four Economic Development Videos by Wounded Warriors (Command Media)

RECOMMENDATION

Provide staff with comments, input and guidance regarding the script and video shoot outline for the production of four economic development videos by wounded warriors (Command Media)

ORDER OF PROCEDURE

Request Staff Report (City Manager)
Council Questions of Staff
Council Discussion
Motion/Second
Discussion of Motion
Call the Question

Attachment

**Script and Video Shoot Outline Dated
January 9, 2012**

BACKGROUND

Many wounded warriors have been trained in film and video production as part of their rehabilitative training. Training has included script writing, shooting and editing. Their production company is Command Media. Some staff and City Council Members have seen their work and have been impressed with its quality.

The City voted on November 8, 2011, to retain these wounded warriors to produce four separate three-to-five minute videos to encourage businesses, tourists and potential households and retirees to consider Twentynine Palms as a place to establish their business, residency or vacation. Each video will have a separate economic development focus and be geared to a different target audience. The specific focus of each video will be as follows:

1. Attract a major chain restaurant.
2. Attract retail operations (independent, green, big box)
3. General economic development piece.
4. Longer video that features "what to do and why" in Twentynine Palms. This is for visitors and tourists and will feature attractions, seasonal highlights and give tribute to the community's unique environment, culture and history.

DISCUSSION

Command Media spent the months of November and December talking to elected officials, staff, community leaders, business owners, residents and other stake holders regarding each video's mission, audience, market, themes and potential video shots. Based on this initial input they have produced a script and video shoot outline. City staff and Command Media would like any input from the City Council regarding the outline and the video production.

ALTERNATIVES

City Council could decide to discontinue the project.

FISCAL IMPACT

The cost of each video is \$15,000 for writing, shooting and editing.

City of Twentynine Palms: Video Series

Restaurant, Retail, Economic Development and Tourism

Developed w/input of City leaders, Vickie Waite, 29 Palms residents

Command Media Video Shoot Outline Draft #6 1/13/12

Objective for Video filming 1/31 - 2/15/12:

1. Film the Marines' "sure could go for a steak and beer tonight" video.
2. Gather "timeless" (i.e. not spring, summer, fall, winter) footage for the retail, economic development and tourism videos
 - a. Weds Feb 1- 5 -8 p.m. New Savalot Food Store in Downtown 29 grand opening "Neighborhood Opening Celebration"
3. Film "I'm 29 and Proud Of It!" first-hand testimonials by a demographic range of Twentynine Palms' residents and business people: "I AM 29, and proud of it!" (see list below in Tourism)
4. Work with Vickie Waite to gather demographic and supportive facts for inclusion in videos
5. Film night-time restaurant activity at Bistro 29, Twentynine Palms Inn, Echadas; breakfast at Roughley Manor
6. Time lapse sunrise/sunset

Restaurant Video

- Mission
 - o "Inspire young Marines, Marine families and residents of Twentynine to stop driving to Yucca and stay home to dine in 29."
 - o Attract a restaurant with a good bar (as opposed to a bar that serves food)
 - o Attract a mix of Outback Steakhouse-type restaurant or micro-brewery, Hometown Buffet, Chilis and/or small independent restaurants like Bistro 29.
 - o Attract a coffee/morning-lunch restaurant/internet cafe
- Audience:
 - o Restauranters
 - o Former Marines interested in investing in City of Twentynine/Restaurants, Retail
- Market (for Restaurants and Retail, genl. Economic Dev.)
 - o Marines
 - o Marine families (immediate and extended)
 - o Marine contractors
 - o 29 Palms residents (full and part-time)
 - o Military retirees
 - o workers who commute daily to 29
 - o tourists who visit the Park and stay in the inns/hotels (European visitors)

- o retirees/snowbirds (RV-park residents, other temporary seasonal residents)
- o Artists
- Call To Action:

Retail Video

- Mission
 - o Attract a multi-use REI or Bass Pro Shops-type (climbing/camping) sporting goods store
 - o Other development opportunities:
 - Explore feasibility of developing an Airstream/vintage RV park in town (within walking distance of downtown/Inn/Bistro/Old Schoolhouse/ 29 Palms Art Gallery, 29 Palms Creative Center, etc.). Get historic photos of airstreams in 29 ... (Liz Meyer has.)
- Audience
 - o Prospective retailers
 - o Small box retail (Target, Trader Joes, Lowes)
 - o Clothing retail stores (chain, discount, or independent)
 - o Look into introducing Artists' "live-work" studio loft housing in development piece. Studios on first floor w/retail access from Paseo/street frontage/artists' housing on second floor.
 - o
- Market
 - o In addition to those listed in "Restaurant", those going east to the Colorado River
- Call To Action:
- Shooting schedule:
 - o **Shoot retail "activities": hiking, fishing, camping, airstreams, artists, farmers' market 1/31 - 2/14/12**

Economic Development Video

- Mission
 - o Present the City as *incomparably unique*, comprised of the USMC base, Joshua Tree National Park, more hotels than any other place in the Morongo Basin, with rotating annual and weekly events.
 - o Show how City is different than the strict economic/demographic profile
 - Art Colony of the '40s
 - "World's most salubrious climate"
 - "Beneficence of the desert"
 - "sum of the parts": adobe architecture, gems that paint a profile of the City

- o Present a dynamic portrait of "helmets and rooftops", residents of Twentynine.
- o "We're open for business!" Show potential businesses that Twentynine Palms has a pro-business council and staff who will streamline the approvals process.
 - Develop "economic incentive" package that City can offer as incentive for businesses and citizens to relocate to 29:
 - Small business loans
 - Streamlined approvals' package
 - Site selection and development assistance
- o Target retired military: "Come back to 29!"
- o Artists:
 - showcase collectable 29-brand merchandise for sale within town
 - look into including Artists' "live-work" studio loft housing in Project Phoenix workforce housing mix. Studios on first floor w/retail access from Paseo/street frontage. Artists' housing on second floor.
- o Retail: include footage gathered for retail-specific piece
- o Restaurants: include footage gathered for restaurant-specific piece
- o Lodging: feature that Twentynine is the lodging hub of Morongo Basin - location of the only Inns that situated directly adjacent to the Park.
- o Joshua Tree National Park: feature Sky's The Limit (Observatory and Nature Center)
- o List Annl Events with footage if available ... (Vickie to provide available photos/video footage)
 - Farmers' Market/Historic Plaza, Sunday mornings (contact Lori Herbel)
 - Laughlin River Run (motorcycles, April)
 - Youth Basketball Tournaments (Feb./March)
 - Pioneer Days Weekend (October)
 - Weed Show (November)
 - Furnace Creek 508 Bicycle Race (Santa Clarita to Death Valley to Twentynine Palms, October)
 - Adventure Corps Inc. (Marathon run in JTNP, April)
 - Wildflowers in Spring
 - Hwy 62 Art Tours (October)
 - Hilltoppers MC Grand Prix Motorcycle Races (April)
 - Joshua Tree National Park Art Festival (April)
 - Spring Concert Series in Luckie Park (April/May)
 - Summer Movies in the Park (June-July-August)
 - Street Fair and Car Show (June)

- Audience
 - See above audience for "Restaurants"
 - Potential businesses moving to Twentynine Palms
 - Local/regional/state "community" bankers who need to buy in to 29 as an investment to support their customers/clients.
 - Entice local business owners or retirees to reinvest in community & create new restaurant/retail/services.
- Call to action:

Tourism Video

- Mission
 - Attract visitors from Los Angeles and Southern California "road trip" driving distance (under 3 hours).
 - Attract snowbirds to desert from Canada & northern states.
 - Attract some of the 1.4 million visitors to Joshua Tree National Park to "come down" into 29 for lodging, dining, services, shops, art.
 - Attract off-the-beaten-path visitor-types to Mojave Desert outback, Destination 29!
 - Entice visitors to stay longer, revisit often, and/or buy property for a vacation/getaway cabin, art/music studio, or early retirement.
- Audience
 - See above audience for "Restaurants". In addition:
 - When info is requested this video will be sent out (electronically and/or dvd)
 - Video will be posted on the City's visit29.org website.
 - Show video on kiosk screen at Twentynine Palms Visitor Center and kiosk at California Welcome Center, YV.
 - Show video at travel/tourism conferences.
- Call to action:

"I'm 29 and Proud Of It!":

Colorful people in their colorful settings:

Arts (each in their studios)

- Chuck Caplinger in his studio
- Woman who makes cake stands
- Paris Birdwell
- Ann Congdon
- Gretchen: arts coop

Mayor: John Cole (with family, at home)

Church:

- Little Church of the Desert

- Catholic Church of Twentynine

Economic Development: Film Commission

- Film Bruce Campbell on filming location

Education: Morongo Valley Unified School District (quality education that v

- Jim Majchrzak, Superintendent

Entrepreneur:

- Bob Whitt: sign company
- Steve Flock: airplane owner, 29 airport
- Jerry Mattos: Insurance agency owner, "Sky's The Limit"
- John Masterson: Electric Contractor, contractor on base
- Chamber of Commerce: President Maggie Shaffer, owns insurance co w/husband
- Pat Welch: Cardinal Moving Co owner
- Woman/Farmer out in Wonder Valley
- Farm stand folks out of Yucca

Farmers' Market: Lori Herbel

Entertainment/Part-time resident:

- Huell Houser: California Gold
- Producers who live across from Audrey/Owen:

History:

- Jim Bagley
- Roughley Manor
- Twentynine Palms' Inn
- The Plaza

Innkeepers:

- Jan/Gary Peters
- Innkeeper/Desert Ecologist: Jane Smith
- Inn -

Snowbirds:

- Need suggestion (film in front of Jane and Paul Smith's Airstream)

Attorney/Entrepreneur: Paul Smith

Artists:

- Twentynine Palms' Artists Guild
- Audrey Gillick
- Gretchen @

Marines: young (Brandon DelFiorentino) older (CO of 29 Palms Base)

Marine retirees:

- Owen Gillick

Restauranteurs:

- Karen & Sam/Bistro 29

Retailer:

- Sue/Sarah Waite: The Silk Purse
- Dana Bowden: Framer, by jeep

Services:

- Kristina/Hair dresser to SgtMajMC)
- Insurance folks whom Jan/Gary people know well (close to SgtMajMC)

OTHER CONSIDERATIONS:

1. Overall themes/tourism themes:

- What is uniquely 29: "concentrate on what we are", not on what we are not."
- "come here to get away from it all"
- Escape. Enjoy the stars. Climb rocks. Breathe clean air.
- The Inn Place, in the Desert
- Nothing fancy, but you'll feel like a king.
- Where artists go because it's a great place to create.
- Experience the spirituality of the desert.
- Celebrate the magnificent sunrises and sunsets.
- Get back to basics.
- Get lost in our desert.
- It's okay to relax and Do Nothing!

2. Secure input and buy-in from Community Leaders:

- Council Members
- Planning Commission members
- Phoenix Project: revitalization and redevelopment of downtown: Take into consideration approval timing in order to incorporate plans in to EconDev video (if Supreme Court passes)
- Chamber Board
- PAAC (Public Arts Advisory Committee) - Pat Flanagan
- Friends of the Library: Dan Luckenbill, Chairman. (Historical and contemporary art collection)
- Historical Society: photographs, Dan Luckenbill
- Innkeepers: Jan/Gary Peters, Jane Smith (+16 lodging owners)
- Artists: Ann Congdon, Audrey Gillick, Chuck Caplinger et al
- 29 Palms Artists' Guild: Allen Barter, Scott Monteith
- Action Council for 29 Palms, Inc.: Keri Waldrop, Ray Kinsman

3. Command Media/Vickie Waite et al tasks:

- a. QR Code (John Colley will work with Vickie to develop)

b. Start and actively market Film Commission: PRIORITY (Judith work w/Vickie)

- o Meet w/Jane and Paul Smith to develop list of contacts, obtain footage/photos shot in 29. Vickie, Judith
- o Track down all film, catalogue, television, advertising footage shot in 29: Vickie and Judith
- o Track down Chris Coppola film(s): Vickie, Jane Smith
- o Harmony Inn footage of U2 concert (Owen Gillick to procure?!))
- o Work with Bruce Campbell (Bruce's Coyote Kitchen) to develop list of contacts: Judith
- o Develop Film Commission logo: Vickie and Judith
- o Track down Victoria's Secret footage from shoot at Chuck Caplinger's (Liz M?)
- o Dan Luckenbill: Military Art Show (JAP coordinate meeting between Joan Thomas/USMC Curator and Dan to locate Marine artists who have served in 29)

c. Demographics, Economic incentives

- o Contact RSG: Matt McCleary, Frank Spevacek: also revised Project Phoenix elevations
- o Contact San Bernardino County/Omar Castro: c. 909-289-7048 w.909-382-0429
- o Hotel statistics: rack rates, room nights, visitor statistics (tourists, business, contractors)
- o Demographics: **combined total #s in City and on Base**
 - Population: USMC Base population, USMC transient population, City of 29 Year-round, City of Twentynine part-time
 - # HHs
 - Age distribution
 - Income
 - Education levels
 - Workforce: resident, DOD, civilian
 - Traffic statistics (# people who commute to Base, weekly visits)
- o Other military bases annexed by cities: compare demographics and restaurants/retail operations
- o Joshua Tree National Park Visitor Study Fall 2010
- o NPS Money Generation Model, D.Stynes, Economic Benefits to Local Communities from Nat.Park Visitation and Payroll 2009

4. KAL/JAP contact:

- o Fabrizio Ferre (for Film Commission footage)
- o MajGen Les Palm, former CG, USMC 29 Base. (to approach Restauranteurs, Retail outfitter)
- o BGen Cowdrey (Chris & Donna): John/Marsha Cole's daughter-in-law's father, former CG, USMC 29 Base.

- o Charlie Baisley: help with restaurant?
- o Joshua Tree Natl Park Director Mark Butler (film Econ. Dev. Conference in 29 12/6/11)
 - Get Visitor statistics
- o Jeff Maddoff (for Film Commission footage of Victoria's Secret shoot Kev shot and directed)
- 5. Review USMC Study of Impact of Base upon City and Basin**
- 6. Western Governors' Conference (12/7/11):** get copy of Paul Smith presentation w/visitor statistics, how Natl Park impacts community, etc.
- 7. Vickie Waite:**
 - o "What IS 29 Palms?" video
 - o Releases, permissions
 - o List all events: visitor numbers, dates
- 8. Restaurant site selection criteria development:**
 - o Develop site selection criteria (for Outback, for micro-brewery, for independents, for other chains)
 - o How to convince the site selection developers that 29 has the market to support restaurants, retail
 - o Approach Capt. Adam Firestone re: Firestone-Walker micro-brewery opening in 29.
- 9. Retail site selection criteria development:**
 - o Work with Vickie to identify site selection criteria (for Target, small box retail ...)
- 10. Interface with USMC Base 29**
 - o Mayor John Cole meeting w/ CG of Base (Gen Smith) 1/25/12. Develop list of questions, proposals.
 - i. Shuttle from Base to Town (MBTA currently has bus once/hour @ \$.75 to Town.)
 - o Jim Ricker: get copies of slides shown at Basinwide Foundation breakfast (Judith)



STAFF REPORT

TO: City Council
FROM: Community Development Director
COUNCIL MEETING: January 24, 2012

SUBJECT: City Council Guidance on Interviews and Recommendations for Planning Commission Appointments.

RECOMMENDATION

Provide guidance to staff on how the Council would like to proceed with the selection of two (2) new Planning Commissioners.

ORDER OF PROCEDURE

Request Staff Report (Charles LaClaire Presenting)
Council Questions of Staff
Council Discussion
Council provide guidance to staff as appropriate

PROJECT DESCRIPTION

Staff request for City Council guidance on how it would like to proceed with interviews and recommendations for Planning Commission appointments once the recruitment closes on January 25, 2012.

BACKGROUND

With the recent resignation of two Planning Commissioners for personal reasons, the City currently has two (2) vacant Commission seats. Staff initiated the recruitment process for new Commissioners with an advertisement within the Desert Trail newspaper running December 22, 2011, December 29, 2011, January 5, 2012, January 12, 2012 and January 19, 2012 and notification on the City's website of the City accepting applications for the vacancies. The closing date for receipt of applications for these vacant seats was set as 6:00 p.m. on Wednesday, January 25, 2012. As of 6:00 p.m. Wednesday, January 18, 2012, one new application has been submitted, with two (2) previously submitted applications available from the recent, previous (where Mr. Plummer had been selected) recruitment.

Staff will inform the Council of any additional applications received with its oral presentation at the January 24th Council meeting.

ALTERNATIVES

The Council may elect to establish a subcommittee to review the submitted applications and conduct initial interviews, forwarding its recommendation to the full Council for final action; the Council may elect to allow all members to review all applications, conducting interviews and selection at either a regular or special Council meeting; or the Council may find that it would better serve the community to seek additional applicants and defer the review and selection

process, directing that additional community outreach be conducted.

FISCAL IMPACT

It is not anticipated that the selection and seating of two (2) Commissioners to fill currently vacant seats upon the City's Planning Commission shall result in any unanticipated fiscal impact to the City as the City's adopted budget provided appropriate funding for the Commission.