



Coachella Library  
1500 Sixth Street  
Room 3  
Coachella, California  
(760) 398-3502 ♦ [www.coachella.org](http://www.coachella.org)

**AGENDA**  
OF A REGULAR MEETING  
OF THE  
CITY OF COACHELLA  
ECONOMIC DEVELOPMENT SUB-COMMITTEE

**March 23, 2023**  
5:00 PM

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**Please Note New Location: Coachella Library 1500 Sixth Street Room 3**

<p>In-Person Meeting Location:</p> <p>Coachella City Hall Council Chamber 1515 Sixth Street Coachella, CA</p>	<p><b>If you would like to attend the meeting via Zoom, here is the link:</b></p> <p><a href="https://us02web.zoom.us/j/88007186882?pwd=MGtYOU00RnJuSHN5Wm9iUzAyU3I1QT09">https://us02web.zoom.us/j/88007186882?pwd=MGtYOU00RnJuSHN5Wm9iUzAyU3I1QT09</a> Passcode: 998777 Or One tap mobile : 16694449171,,88007186882#,,, *998777# Or Telephone: US: +1 669 444 9171 <b>Webinar ID: 880 0718 6882</b> <b>Passcode: 998777</b></p> <p><b>Spanish:</b> El idioma español está disponible en Zoom seleccionado la opción en la parte de abajo de la pantalla</p>
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- Public comments may be received **either in person, via email, telephonically, or via Zoom** with a limit of **250 words, or three minutes:**
  - **In Real Time:**  
If participating in real time via Zoom or phone, during the Public Comment Period, use the “**raise hand**” function on your computer, or when using a phone, participants can raise their hand by pressing \*9 on the keypad.
  - **In Writing:**  
Written comments may be submitted to the City Council electronically via email to [cityclerk@coachella.org](mailto:cityclerk@coachella.org). Transmittal **prior to the start** of the meeting is required. All written comments received will be forwarded to the City Council and entered into the record.
  - If you wish, you may leave a message at (760) 262-6240 before 5:30 p.m. on the day of the meeting.
- The **live stream** of the meeting may be **viewed online** by accessing the city's website at [www.coachella.org](http://www.coachella.org), and clicking on the "Watch Council Meetings" tab located on the home page, and then clicking on the "live" button.

**CALL TO ORDER:**

**ROLL CALL:**

**APPROVAL OF AGENDA:**

“At this time the Committee may announce any items being pulled from the agenda or continued to another date or request the moving of an item on the agenda.”

**APPROVAL OF THE MINUTES:**

1. Approval of the Minutes

**PRESENTATIONS:**

2. La Entrada - Second Amendment to the Development Agreement
3. Mobius Conference 2023

**NEW BUSINESS CALENDAR (LEGISLATIVE AND ADMINISTRATIVE):**

**PUBLIC COMMENTS (NON-AGENDA ITEMS):**

“The public may address the Committee on any item of interest to the public that is not on the agenda, but is within the subject matter jurisdiction thereof. Please limit your comments to three (3) minutes.”

**ADJOURNMENT:**

*Complete Agenda Packets are available for public inspection at the  
City Clerk's Office at 53-462 Enterprise Way, Coachella, California, and on the  
City's website [www.coachella.org](http://www.coachella.org).*

THIS MEETING IS ACCESSIBLE TO PERSONS WITH DISABILITIES



City Hall Council Chamber  
1515 Sixth Street, Coachella, California  
(760) 398-3502 ♦ [www.coachella.org](http://www.coachella.org)

**MINUTES**  
OF A REGULAR MEETING  
OF THE  
CITY OF COACHELLA  
ECONOMIC DEVELOPMENT | PLANNING SUB-COMMITTEE

**January 05, 2023**  
5:00 PM

**CALL TO ORDER:**

The Regular Meeting of the Economic Development | Planning Sub-Committee of the City of Coachella was called to order at 5:14 P.M.

**PLEDGE OF ALLEGIANCE:**

Gabriel Perez led the Pledge of Allegiance.

**ROLL CALL:**

Present: Committee Member Delgado and Chair Hernandez  
Absent: None

**APPROVAL OF AGENDA:**

There were no modifications to the agenda.

Motion: To approve the agenda minutes as presented  
Made By: Chair Hernandez  
Seconded By: Committee Member Delgado  
Approved: 2-0, by a unanimous voice vote

**APPROVAL OF THE MINUTES:**

1. Regular Meeting Minutes of January 5, 2023, of the Coachella Economic Development | Planning Sub-Committee.  
Motion: To approve the minutes as presented  
Made By: Committee Member Delgado  
Seconded By: Chair Hernandez  
Approved: 2-0, by a unanimous voice vote

**PRESENTATIONS:**

2. Electric Scooter Start-Up Business

*Committee Member Delgado recused herself from discussion on the following:*

3. RV Storage with Hotel Option at Vista Del Norte

*Committee Member Delgado returned to the meeting, and Chair Hernandez recused himself during the following discussion:*

4. Downtown 6th Street Ceja Paseo Property Proposal

*Chair Hernandez returned to the meeting during the following discussion:*

5. Leja Farms Proposal for Music Studio and Private Club

**NEW BUSINESS CALENDAR (LEGISLATIVE AND ADMINISTRATIVE):**

None.

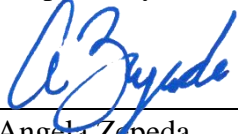
**PUBLIC COMMENTS (NON-AGENDA ITEMS):**

None

**ADJOURNMENT:**

There being no further business to come before the Committee, Chair Hernandez adjourned the meeting at 7:15 P.M.

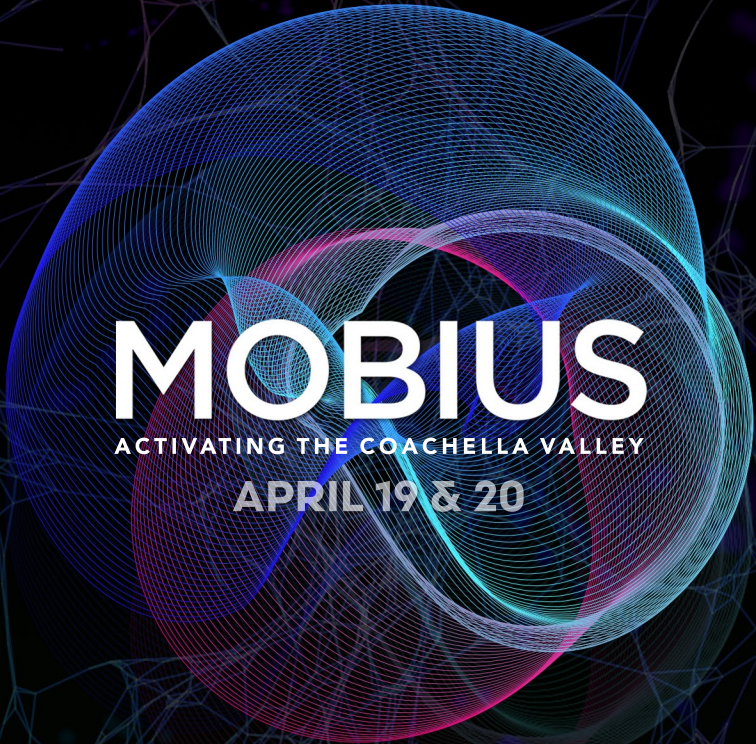
Respectfully Submitted,



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Angela Zepeda  
City Clerk

# THE **MOBIUS** EXPERIENCE



# MOBIUS

ACTIVATING THE COACHELLA VALLEY

APRIL 19 & 20

Every April, the serene Coachella Valley desert morphs into the arts, music, and media capital of the world.



APRIL 2023



COACHELLA  
WK 1

MOBIUS  
2023

COACHELLA  
WK 2

The Mobius Conference provides an ideal environment for layered and transformative discourse.



ENCAPSULATE  
PROMINENT VENUES  
VALLEY-WIDE



MULTI-FORMATTED  
PROGRAMMING



THOUGHT LEADERS  
TACKLING  
PACESETTING THEMES



PROXIMITY TO MEDIA,  
LEADERS, AND LUMINARIES

A transgenerationally diverse group of informed and passionate voices including but not limited to:

**STUDENTS · ARTISTS · POLICYMAKERS · ACTIVISTS · MEDIA**

## EXPERIENCE **MOBIUS**2023

To be a part of Mobius 2023 email us at [job.huerta@themobiusconference.com](mailto:job.huerta@themobiusconference.com)

**19TH**  
**APRIL**  
**2023**  
10AM - 1 PM

Item 3.



# MOBIUS

EMPOWERMENT SESSION

**COACHELLA CONTAINER PARK**  
85980 GRAPEFRUIT BLVD, COACHELLA, CA 92236

[WWW.THEMOBIUSCONFERENCE.COM](http://WWW.THEMOBIUSCONFERENCE.COM)

**20TH**  
**APRIL**  
**2023**  
10AM - 2 PM

Item 3.



**MOBIUS**  
EARTH SESSION

**PALM SPRINGS ART MUSEUM**  
101 N MUSEUM DR, PALM SPRINGS, CA 92262

[WWW.THEMOBIUSCONFERENCE.COM](http://WWW.THEMOBIUSCONFERENCE.COM)



**20TH  
APRIL  
2023  
6 - 9 PM**

Item 3.

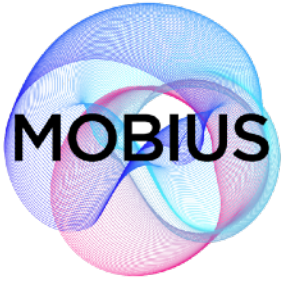
# **MOBIUS**

**THOUGHT COLLECTIVE  
& CLOSING RECEPTION**

**PKS3 STUDIO**

34330 GATEWAY DR #100, PALM DESERT, CA 92211

[WWW.THEMOBIUSCONFERENCE.COM](http://WWW.THEMOBIUSCONFERENCE.COM)



March 9, 2023

Dear City Manager Dr. Martin,

In prominent sites throughout the Coachella Valley and utilizing varied engagement formats, the Mobius Conference once again will bring together a select group of talented leaders, educators, students, and activists working to positively affect our collective community.

We are excited to bring our opening program to the City of Coachella. We have partnered with Coachella Valley Unified School District, Goldenvoice Black, Assemblymember Eduardo García, local non-profits, and artists to provide this community-centered “Empowerment Session” for our local youth. Among the topics being discussed at the April 19 event will be health, justice, and leadership.

We are requesting a Sponsorship from the City of Coachella in the amount of \$2500. Besides the benefit to students, this event will bring regional media and exposure to your downtown.

The sponsorship includes the following:

**\$2,500 Partner**

Four VIP conference passes to all programs.

Logo prominently listed on all promotional material including but not limited to the following: website, on-site signage, flyers, and programs. Curated social media post on Facebook and Instagram.

Live social media interaction across multiple platforms.

Post-conference media content package including pictures and graphics.

We believe your contribution would make a dynamic difference to this premiere program. Please let us know by March 23, if you are interested in our potential partnership.

Feel free to reach out to myself or Job Huerta (job.huerta@themobiusconference.com) with any thoughts or questions.

Thank you for your time and consideration. We look forward to hearing from you.

Sincerely,

Tizoc DeAztlán, Director  
The Mobius Conference  
[www.themobiusconference.com](http://www.themobiusconference.com)  
310.699.3201