



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

# AGENDA

OF A REGULAR MEETING  
OF THE  
CITY OF COACHELLA

ECONOMIC DEVELOPMENT | PLANNING SUB-COMMITTEE

**November 02, 2023**  
5:00 PM

---

**CALL TO ORDER:**

**PLEDGE OF ALLEGIANCE:**

**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. Regular Meeting Minutes of June 8, 2023, of the Coachella Economic Development | Planning Sub-Committee

**PRESENTATIONS:**

2. Historic Preservation
3. Habitat for Humanity Build
4. Sixth Street Alley Update

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

NONE

**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



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

**June 8, 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 5:04 p.m. in the Council Chamber at City Hall by Chair Hernandez.

**PLEDGE OF ALLEGIANCE:**

The Pledge of Allegiance was led by Chair Hernandez.

**ROLL CALL:**

Present: Chair Hernandez and Committee Member Virgen

Absent: None.

**APPROVAL OF AGENDA:**

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

**APPROVAL OF THE MINUTES:**

NONE.

**PRESENTATIONS:**

1. CGI Digital Video Project – Presentation delivered; direction to proceed.
2. Development Agreement: La Entrada Specific Plan – Presentation delivered; staff proposed changes for construction milestones, affordable housing phasing, development agreement fee, and the transfer fee; direction to proceed.
3. Placer AI Dashboard – Presentation delivered; direction given.
4. Economic Development Marketing Strategies Discussion – Presentation delivered; direction provided to capitalize the use of social media and highlight Economic Development strategies to spur investment, attract a hotel and bring tourism.

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

NONE.

**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:**

There being no further business to come before the Committee, Chair Hernandez adjourned the meeting at 6:19 p.m.

Respectfully Submitted,

---

Delia Granados  
Deputy City Clerk

*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