



# Chamber Newsletter

## December 2011

11-999 Palm Dr., Desert Hot Springs, California 92240 Phone: 760-329-6403

### Desert Hot Springs Chamber of Commerce Officers & Directors 2011 - 2012

#### Executive Committee Officers

**RUSS AUGUSTINE** - President  
Owner, Home Inspections by Russ Augustine  
**GARY PIOTROWSKI**, - Vice President &  
President Elect  
General Manager, Mission Lakes Country Club  
**KATHY SCHREIFER** - Treasurer  
Marketing Director & Manager,  
Arealas Spa & Resort  
**KATHY GAVIN** - Secretary  
Manager, Ocean Springs Tech. Inc.  
**KARL STOBER** - Treasurer Elect  
Marketing Director, Aqua Soleil Hotel & Spa  
Marketing & Manager, Hacienda Hot Springs Inn

#### Chamber Board of Directors

**DAN ANDERSON**, Keystone Law Office  
**LINDA STEVENS**, Desert Regional Medical  
Center Business Development  
**JOHN MAHONEY**, Cabot's Pueblo Museum  
Foundation Treasurer  
**DAVE JOHNSON**, Director at Food Now &  
Family Services of the Desert  
**TOM MOEN**, Rose Mortuary & Crematorium  
**RAYCE JOHNSRUD**, Owner Paymentsite.com  
**JOHN SOULLIERE**, Public Relations  
Administrator at Mission Springs Water District

**HEATHER COLADONATO**, DHS Chamber  
Business Development & Marketing Director

## President's Message

### *Happy Holidays to all of our Community and Business Partners*

The Chamber of Commerce and the Visitor Center are once again busy and in full season mode. The location at Palm and Pierson in the downtown Vortex area has proven to be a successful move.



**Russ Augustine**  
President

*Visit California* magazine and their website recently highlighted Desert Hot Springs and our development in part due to the Chamber's efforts and, of course, the efforts of the City in the revitalization efforts to promote our specific Vortex and why this is such a great place to visit.

We currently are open 6 days a week and are encouraging those that have an interest in promoting our Community, and have some time, to become a volunteer at the Visitor Center so we may be able to be open 7 days a week. Contact the Chamber if you can help out at The Visitor Center

The Chamber is not only looking for weekend volunteers, but weekday volunteers too so we can better serve everyone that comes into the new Visitor Center asking for information. It's always rewarding to direct our visitors to the restaurants, hotels, stores, and service businesses we have here.

- The Chamber of Commerce is pleased to announce the hiring of Heather Coladonato as our new Business Development & Marketing Director. Heather brings a great resource of connections within this valley and beyond. She is eager both to promote our City to those who seek the **HEALTH and WELLNESS** that we offer and to promote the local business development and retention, so we can change the way our local dollars are spent across the valley. The Chamber is working with the City to bring new businesses to our town that offer goods, services, and activities not currently found here. That is part of our Mission Statement, and we are doing our best to help this City move forward. Stop by the office, introduce yourself to Heather and wish her success.

Please see **PRESIDENT Pg. 2**

Find Us On The Web @ [deserthotsprings.com](http://deserthotsprings.com)

Desert Hot Springs  
Chamber of  
Commerce

Join Us  
DHS Chamber

December Mixer  
Thursday Dec 8th

Family Services of  
the Desert and  
Food Now

14080 Palm Dr,  
DHS, CA. 92240

5:30-7:30pm

Free admission

with an

unwrapped gift  
for The Christmas  
Store

Ribbon

Cutting Friday,  
December 16th

at

POP Shop  
66511 Pierson  
Blvd., DHS CA.

92240

1:30pm

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# Open For Business

## December 2011

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# City Manager Memo

### *City Manager's Office*

#### City Manager

- Attended the following:
  - Unveiling of the American Fuel Cell Bus at SunLine Transit Agency.
  - CVAG Technical Advisory Committee Meeting.
  - Dedication ceremony for the Cabot's Donor Wall.
  - 2011 Legislative Briefing Webinar conducted by the League of California Cities.
  - Economic Development Committee Meeting.
- Conducted a tour of the City for Supervisor Benoit's Staff.
- Met with shopping center developer regarding economic opportunities.
- Met with Desert Regional Medical

Center regarding ongoing private practice physician recruitment.

- **Community Health & Wellness Center** –
  - Masonry work continues at the locker rooms, Athletic Center and western section of the Boys & Girls Club Building.
  - Installed rebar for slab foundation at Teen Center.
  - Steel Columns and beams were set at Teen Center and for the building overhang structure.
  - Rough underground installed for the section revised by the Desert Healthcare District.

#### *Economic Development Department* Planning

- **General Plan** – The consultant is

completing the traffic analysis, which will provide other studies including the air quality and noise sections to be completed. It is anticipated that the Draft Environmental Impact Report (EIR) will be released in early 2012.

- **Multiple Species Habitat Conservation Plan (MSHCP)** – Draft sections of the EIR are currently being reviewed by staff. The consultant is anticipating completion of the Draft EIR traffic analysis, which will provide other studies including the air quality and noise sections to be completed
- **Parks Master Plan** – The Parks Committee established a sub-committee to review the latest draft plan and *Please see MEMO Page 3*

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## **PRESIDENT**

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- The Board of Directors has approved moving ahead with a more *user friendly* website. The new website will be designed in such a manner as to merge the Chamber site into the more commonly used [deserthotsprings.com](http://deserthotsprings.com) website. With a design more friendly to the smaller smart phone users, this should enable us to promote Desert Hot Springs with our Community and Business Partners to those high tech devices. The Chamber is streamlining the Business Directory into a less complicated system, and will have a highlighted logo for **ALL CHAMBER MEMBERS** so those that use the directory can distinguish the Chamber of Commerce Members from the standard business listings. We hope that will increase the value of

becoming and maintaining your Chamber Membership. The website is the number one way that most people search Desert Hot Springs, and if you are not yet advertising on the site with either a banner ad, a featured listing, or a basic listing, then you are not taking advantage of the low cost advertising. We average nearly 6000 visits every month currently and are expecting more internet visits as the changes go forward.

- All the Chamber Members are once again encouraged to stop by the Visitor Center and office to ensure their business cards and promotional materials are available. We have positioned them as the **FIRST THING** anyone who enters the Visitor Center sees. If your cards and information are not there, it is difficult for staff to direct business and our customers to you.

Spend a few minutes with staff at the Visitor Center & Chamber to inform them about the services and goods that you provide. Then they can be familiar with you and your business. It's just a few minutes of your time, and it only takes a couple of referrals at most to pay for your membership and the effort to stop by.

- **Spa Tour 2012**- This award winning event will have its third year in Desert Hot Springs. If you have not attended this award winning tour of our local spas, then what are you waiting for? Tickets can be purchased this year at the Hoteliers website, [visitdeserthotsprings.com](http://visitdeserthotsprings.com). Tickets are limited and always sell out, so purchase your tickets as soon as you can. After January 1, 2012, ticket prices increase, and they will sell out quickly. With over a dozen

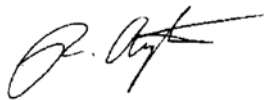
*Please see PRESIDENT Pg. 3*

# PRESIDENT

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spas available on this tour, it is an event not to be missed. Tickets can also be purchased at the Chamber office.

- As always the Chamber encourages everyone to **SHOP LOCAL**. Our Community depends upon your support. Check the website [deserthotsprings.com](http://deserthotsprings.com) for the very latest local events listed in the calendar. If you have a Community or Special event, click on the "Submit New Event" to add your special day. If you are a business not currently advertising on the Chamber website, contact the Chamber office at (760) 329-6403 for some inexpensive but well-viewed options. In the last two weeks I personally have received two clients for my business from the website, so I can truthfully say, my Membership in the Chamber does pay for itself. Call the office if we can be of any assistance with those listings, and **PLEASE SHOP LOCAL.**

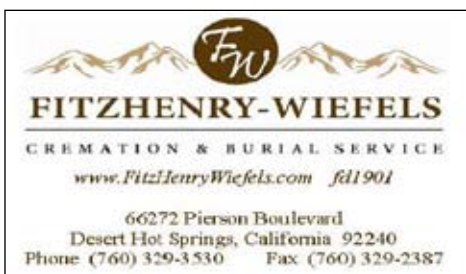


Russ Augustine,  
President, Desert Hot Springs  
Chamber of Commerce



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Desert Hot Springs

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It's your community.



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# MEMO

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complete the document for final review. Once reviewed, it will be submitted to Council for adoption in early 2012.

- **West DHS Drainage Master Plan** – The consultant is working on the final alternative based on comments from the last meeting; additional retention ponds were needed. A meeting to review the final alternative will be scheduled by the consultant in January 2012.
- **Directional Sign Program** – Staff and the sub-committee is reviewing the Draft Master Directional Sign Program. Any necessary revisions will be completed. The consultant will then prepare a cost breakdown for each sign and an implementation plan, which will be submitted to Council for adoption in early 2012.
- **Annexation 29** - The County Surveyor is concluding his review of the legal description. The Local Agency Formation Commission (LAFCO) had questions regarding the plan of services which the applicant's consultant, Terra Nova, is handling. LAFCO plans on hearing the Annexation 29 application at their January 26th meeting in Riverside.
- **Billboard Ordinance** – Currently, the City's sign ordinance does not regulate billboard signs. Due to the I-10 Annexation, there are now numerous billboards in the City. Therefore, staff is drafting an ordinance to regulate billboards. It is anticipated that the ordinance will be adopted by the first quarter of 2012.
- **Regional Housing Needs Assessment (RHNA)** – The draft RHNA Allocation Plan will be released by the Southern California Association of Governments (SCAG) Regional Council in February 2012. The 2012 RHNA Allocation

Methodology included several components to address the goals of state housing, which will help the City in meeting the goals of SB 375 regarding the allocation of housing needs.

- **Desert Cities Energy** – The Coachella Valley Association of Governments (CVAG) was awarded a grant from Southern California Edison for the Green for Life Program. The grant will pay for a Green House Gas inventory, voluntary "green" codes which are stricter than the California Green Building Code, and an Energy Management Plan for public facilities. CVAG has scheduled an "Open House" on Dec. 7, 2011 from 11:30 a.m. to 2:00 p.m. at the Carl May Community Center. Staff, Planning Commissioners, City Council members and the general public will be invited to stop by learn about the new Green for Life Program. CVAG will have interactive stations, literature and program consultants available to discuss the program. A flyer will follow soon.

## Land Development

- **Walmart** – The screen check Draft Environmental Impact Report is in preparation by the applicant, with the administrative draft expected in February 2012. The site plan was modified slightly to account for flood proofing and storm water detention requirements.
- **Dollar General** - All required applications were filed and are in process. Screen check Initial Study/Mitigated Negative Declaration (IS/MND) submitted on November 7, with staff comments returned to the consultant on November 17. Awaiting revised document to proceed with circulation of IS/MND for public comments. A public

Please see **MEMO Page 7**



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# CHAMBER MIXER AT AREOLAS SPA & RESORT

Photos By: Bruce Montgomery & Chamber of Commerce




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 Fax (760) 251-1131

# CHAMBER MIXER AT AREOLAS SPA & RESORT (cont.)

Photos By: Bruce Montgomery & Chamber of Commerce





# DESERT HOT SPRINGS CITY TREE LIGHTING

Photos By: Heather Coladonato




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# DESERT HOT SPRINGS CITY TREE LIGHTING (cont.)

Photos By: Heather Coladonato



# MEMO

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hearing is expected in early 2012.

- **Aloha Systems Photovoltaic Plant** - All required applications were filed and are in process. The IS/MND was distributed for the required public review period, which is from Nov. 14, 2011 to December 14, 2011. Once comments are received, staff will schedule a public hearing for early 2012.
- **Shodan Dentistry** - The parking lot is currently under construction; the septic tank has been filled and capped and connected to Mission Springs Water District's (MSWD) sewer system.
- **Borrego Medical Clinic** - Reviewed the proposed grading and drainage plan and forwarded comments for the applicant to address. Awaiting their response to comments.
- **Painted Hills Wind Project** - This project involves the installation of 6 turbines on the southwestern end of the City. The applicant is scheduling

meetings with the California Department of Fish and Game (CDF&G) and U.S. Fish and Wildlife Service (USF&WS) regarding environmental issues. Staff is awaiting another meeting to be scheduled by the applicant to review the outcome of the meetings with the environmental agencies.

- **Flamingo Hotel Redevelopment** - Met with the architect and made him aware of the outstanding items from the prior owner. The architect proposes to submit a conceptual site plan and floor plans to rehabilitate the hotel within the next two months. Will meet with the architect to review these plans and provide any comments prior submittal of a formal application.
- **Tahiti Partners Commercial Center** - Finalizing a green house gas inventory that was submitted by the applicant. Once reviewed, this project will be scheduled for a public hearing by Council in January or February 2012.
- **YK Spa** - All plans are approved. A grading permit has been issued. Awaiting commencement of construction.
- **Palm/Dillon Commercial Center** - A broker representing the property owners at the southeast corner of Palm Drive and Dillon Road has submitted a conceptual site plan for a commercial retail center to include a 45,000 square foot major anchor tenant, 2 minor anchor tenants (15,000 and 18,000 sq. ft.) and a variety of smaller pads ranging in size from 2,280 sq. ft. to 7,130 sq. ft.

- **Sea Mountain Inn** - A Conditional Use Permit (CUP) application has been submitted for a parking lot and landscaping but is incomplete. A Parcel Merger, Development Permit and Design Review Permit are required. Staff is awaiting the applicant's response to an incompleteness letter.
- **Palm View Estates** - Notified the applicant that his request for a waiver of the Development Impact Fees (DIF) was denied by Council. The applicant has contact California Department of Housing and Community Development (HCD), who in turn sent the City a letter regarding our Ordinance on DIFs, stating that we cannot collect such fees. The City Attorney has responded and we are awaiting a response from HCD.
- **Dillon Roadhouse** - A CUP application was submitted, but was deemed incomplete. The City received a letter from the applicant's attorney and the City attorney is preparing a response.
- **Plot Plan 21355 Extension** - An application for a time extension has been submitted for a 1.8M square foot industrial warehouse and distribution center on North Indian Canyon Drive. This project was originally approved in the County of Riverside and is now in the City due to the I-10 annexation. Staff is processing the application, which will require approval by the Planning Commission.
- **Art in Public Places** - Staff is awaiting information from two donors regarding their artwork so that the Community and Cultural Affairs Commission (CCAC) can make a recommendation to Council. One piece of art, donated by Mr. Alibaba Farzaneh, has been accepted by Council and will be taken to the CCAC in December for a recommendation to Council on where it should be located.

*Mission Statement*  
*To promote*  
*the economic*  
*vitality and long*  
*term prosperity of*  
*business and tourism*  
*throughout Greater*  
*Desert Hot Springs*

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Desert Hot Springs  
Chamber of Commerce  
11-999 Palm Dr  
Desert Hot Springs, CA 92240

## Thank You New Members

**Friends of DHS Library**

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## Thank You Renewing Members

### **Angel View Crippled Children's Foundation**

12379 Miracle Hill Road  
Desert Hot Springs, CA 92240  
(760) 329-6471

### **Furbee Enterprises**

PO Box 1298  
Desert Hot Springs, CA 92240  
(760) 329-6074

### **Desert Regional Medical Center**

1150 N. Indian Canyon Dr.  
Palm Springs, CA 92263  
(760) 323-6187

### **Guide Dogs of the Desert International**

PO Box 1692  
Palm Springs, CA 92263  
(760) 329-6257

### **Palm Springs Tours & More**

14080 Palm Dr., #D-175  
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### **Palm Springs Art Museum**

101 Museum Drive  
Desert Hot Springs, CA 92262  
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### **Willow Crest Townhomes**

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### **Hacienda Hot Springs Inn**

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### **Whitewater Rock & Supply**

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Whitewater, CA 92282  
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## Renewing Individual Members

### **Alta Hester**

12370 Avenida Serena  
Desert Hot Springs, CA 92240

### **Jim & June White**

128082 Highland Ave.  
Desert Hot Springs, CA 92240

[www.deserthotsprings.com](http://www.deserthotsprings.com) for the most up-to-date  
Calendar of Events and information on upcoming events.