

From: Dana Reed

Sent: Sunday, May 05, 2013 9:15 AM

To: Mary T Roche; Ted Mertens; Ty Peabody; Douglas Hanson; Patrick Mullany

Cc: Rod Wood ; Stephen Deitsch

Subject: What Have You Done?

Dear Mayor Roche and Members of the City Council:

What have you done to the City's beloved monthly News Bulletin?

Oh, I realize that the five of you didn't personally write any of the articles; but you ARE the publishers. And your names and titles are prominently emblazoned in each issue.

So, in my opinion, you have some responsibility here.

The bulletin proclaims to be "**A News Publication for the City of Indian Wells.**" But where is the "news"?

Isn't the City preparing a new budget, searching for a new City Manager, and sponsoring underground utilities? You wouldn't know it from reading this month's newsletter.

The latest edition (#383) is practically nothing more than one free advertisement after another. For example, there is a giant ad for Southern California Edison on Page 7, and a three-quarter page ad for The Esmeralda Spa on Page 4.

Anyone want a Radiance Facial for only \$130; or a Momma Mia Massage for \$125?

On Page 5 there is a one-quarter page advertisement for some former actress who will sing to you at Vicky's for a mere \$75, and another one-quarter page ad for the Restaurant Association (90% of whose members

are NOT located in Indian Wells).

One-half of page 3 is taken up with an advertisement for the Tennis Club at the Indian Wells Tennis Center and one-quarter of Page 6 touts some Palm Springs Travel Agency called A.C.T. Tours which will schlep you over to Laguna Beach this summer, and back, for \$105.

Who owns A.C.T. Tours and WHY are you giving it free ink?

Page 7 uses an entire half-page to advertise 3 hotels, the Nest, Vicki's (again) and Café Italia.

To the best of my knowledge, each of the establishments mentioned above is a profit making enterprise. Why is the City doing this for free? You should send each of them a bill.

Conspicuously absent from this throw-away is any mention of Don Diego's, as well as my favorite Indian Wells sandwich shop, It's a Deli.

I suspect in your zeal to give away free advertising, you were told by the City Attorney that mentioning Don Diego's might cause a Measure S problem.

Sorry Ty. Had I any idea that the City's Bulletin was to become a glorified Penny Saver, I would have tried to carve out an exemption for your outstanding eatery.

Of course the way to avoid Measure S is to NOT to give away free advertising, but instead, charge everyone the going rate. Then Don Diego's could buy an ad, just like anyone else, and receive the attention it deserves. And Mary, what's with the "bottomless champagne" at the IW Club on Mothers' day (see Page 4)?

Why would you want poor old Mom to get sloshed with a bottomless glass of champagne on Mothers' Day?

And, what's planned for Fathers' Day? Topless waitresses?

Oh, and one final thought. It's time for Patrick Mullany to step down. We should not be subjected to his boorishness for another 18 months. The four remaining Councilpersons can replace Patrick with someone much younger, smarter and more courteous. The name Jeff Bartman comes to mind.

Thank you,
Dana Reed