



City of Desert Hot Springs
OFFICE OF THE CITY CLERK



APPLICATION FOR CITY COUNCIL APPOINTMENT

CONTACT INFORMATION

Provide the following information as it appears on your voter registration. Your voter registration status will be confirmed.

Last Name Griffith	Last Name Robert	MI W
Street Address 66824 San Bruno Rd		
City Desert Hot Springs	State CA	Zip Code 92240
Email Address rgriffithdhs@gmail.com	Cell Phone (760) 333-4248	Home Phone (760) 671-6961

INTERESTS / SKILLS / ABILITIES

List your skills, abilities, related volunteer community service and relevant interest to the office you are seeking.

My background is business management. I am the current president of the Hoteliers' Association of Desert Hot Springs. I am currently a commissioner on the City of Desert Hot Springs Planning Commission. I have experience in public speaking, marketing, finance, customer relations and, training and development. I am analytical by nature and am able to look at both short term and long term implications of business decisions. I tend to be quiet and analytical by nature which allows me to improve the outcomes of my decisions.

QUESTIONNAIRE

To assess the expectations you have about serving on the City Council, and to understand the expectations other people will have of you as a council member, please respond to each of the following questions. If additional space is needed, please use a separate sheet of paper. If desired, a resume may accompany your application.

1. Why do you want to be appointed to the Desert Hot Springs City Council?

I have been on the Planning Commission since October 2018. I have found my work there to be very interesting and satisfying in that I know I am helping to shape the future of DHS in a way that benefits the residents. I think that being on City Council will allow me to build on the work that the Planning Commissioners do and allow me an even greater opportunity to use my skills and knowledge to move the city forward in the direction we need to go; to continue the great progress we have made over the past few years.

2. How will your education, training, experience and history of community involvement make you a suitable candidate to serve as a member of the City Council?

Please see attachment.

Please see attachment.

3. In your opinion, what are the most important issues facing the City of Desert Hot Springs?

Please see attachment

4. What vision do you have for the future of the City of Desert Hot Springs?

My vision of Desert Hot Springs is of a vibrant small city. I want to see small shops and restaurants/cafe's in the downtown core. I want to see other shopping options and dining options available to the residents and visitors. I see a town where our natural hot springs water brings more tourists (in a manageable amount - not the crowds of in-season Palm Springs) to stay and enjoy what we have. I see us as the beginning point of the Sands-to-Snow Monument. And I see a city where more residents can stay and work and not have to commute, spending their dollars here in town to bring in more revenue.

5. Use this space to provide any additional information or statements. Your comments will assist the City Council in giving your application the fullest consideration.

Please see attachment

CERTIFICATION AND AUTHORIZATION

I certify that all statements made in this application are true and complete. In compliance with State law, I understand that I will be required to file a Statement of Economic Interests upon appointment to office, and annually thereafter.



Applicant's Signature

6/5/19
Date

2.

I have worked in many business sectors and in each have gained skills that I can use that both transfer into other business sectors and also provide a foundation for more development. I use all my experiences to learn how to best use my skills for the job at hand. I have learned how to work with, and lead teams to improve processes and productivity. My work in marketing required an understanding of how to understand what people want and need and how to best relay my message to that particular market. My years of training and development required assessing what skills/knowledge needed to be provided and the best way to provide that. In one position I worked in 9 different cities in 5 different states, requiring me to learn applicable state and local labor laws and regulations. It taught me how to quickly learn and understand the nuances of laws and regulations and how they apply in given situations. As a planning commissioner, I have learned more about the process of city government and have had to make decisions that I felt were in the best interest of the city and its residents, even if they were not what applicants wanted. In all my positions, customer service is/was of the utmost importance. Successful businesses understand that the views and needs of all stakeholders need to be evaluated to arrive at the best decisions. The same is true of the city. Understanding who your customer is allows you to give the best service you can; it also helps so that you can reduce their anger and distress when you cannot give them what they want/need. I have been involved in many different organizations throughout my life in many cities. It has taught me the value of giving back and the reward of knowing you have helped in some way. I believe I have a lot to offer and that the city would benefit from my being on the council.

3.

I feel the city has several important issues it must face. The city lacks certain services that residents could benefit from; most residents must travel to Palm Springs and beyond for shopping needs and greater dining options. We need to have more of those options here to keep the tax revenue in our city. Crime is still an issue here; it has been reduced and we are making progress but it is, and will probably be, an issue we will continue to work on for some time. I think the biggest issue is the reputation of the city. Desert Hot Springs has a less than favorable reputation among many other cities and also among many of the residents. I feel this is based on the past, but it still affects our ability to bring business and visitors here. The current city council and staff have done a great job of working to turn around our poor reputation. We are doing great at improving the visual impressions at the entrances to our city and I know that we will continue to work on that. We need to continue our efforts to erase the reputation of the past and demonstrate how great the city is and we need to work with the media to start broadcasting more positive stories and images of the city. Advancing DHS is a great start to this.

4.

I have lived in Desert Hot Springs for 7 years. I have seen the city grow and get better every day. I am president of the Hoteliers' Association of Desert Hot Springs and in that position, I am working to get DHS on the radar around the country. My goal is to increase our share of the tourism market. I have been working for several months with Resort Trends to bring the Hot Springs Connection Conference here to DHS. It is a great opportunity to show other resort operators the great things the city has to offer. In my position at El Morocco, I interact with visitors every day and talk to them about how great the city is. I also listen to hear what they want when they visit. I am a Certified Tourism Ambassador with the Greater Palm Springs Convention and Visitors Bureau. I attend CVB events regularly and work to generate interest in having other members "cross the bridge" to come to DHS. I see how great the city can be and want to do my part to make it happen.

ROBERT W GRIFFITH

Desert Hot Springs, CA 92240 • 760-333-4248 • robertgriffith615@gmail.com

EXECUTIVE SUMMARY

Visionary leader with comprehensive management experience. Record of training, directing, and inspiring team members to excel. Outstanding interpersonal, team building and communication skills. Performs well in dynamic and multi-faceted environments. Resourceful problem solver. Analytical, innovative, and articulate.

CORE COMPETENCIES

Strategic Planning	Profit & Loss Accountability	Logistics Management
Training & Development	Process Improvement	Quality Assurance
Customer Relations	Revenue Management	Digital Marketing

PROFESSIONAL EXPERIENCE

El Morocco Inn & Day Spa. Desert Hot Springs, CA (January 2016 – Current)

Managing Director

Hired as part-time innkeeper. Promoted to Managing Director after overseeing spa facilities improvements project when owner was injured.

- Managed operations of 13 room boutique inn and spa
- Increased spa sales 58% first year; 44% YTD for 2019
- Developed spa protocols and new spa services, day spa packages and stay packages
- Introduced new skin care products for sale
- Wrote and edited new web site sections for spa, day spa services, packages and extra amenities
- Improved consistency of positive reviews on Yelp, TripAdvisor, and other social media sites.

BIKE PALM SPRINGS. Palm Springs, CA (2014- 2017)

Counterperson.

- Open/Close store.
- Check bike rentals in/out.
- Review contracts for completeness,
- Adjust seat height for each customer
- Balance cash drawer at close of day
- Clean and maintain equipment
- Provide recommendations for bike routes, points of interest

CROTHALL SERVICES GROUP. Wayne, PA (2005 –2011)

Held leadership roles for a leading food and facilities management services company in North America; supported key clients during tenure; Certified Crothall Foundations Training Manager.

Patient Transportation Director, Community Regional Medical Center, Fresno, CA. (March –June 2011)

- Rolled out successful Diagnostic Imaging transport program from unit based to central management model, increasing productivity
- Installed “best board” and incentive program to highlight top performers
- Recruited, oriented and oversaw training for 15 new employees
- Achieved department goals within 80 days of contract start

Patient Transportation Director, Hahnemann University Hospital, Philadelphia, PA. (May 2009 – March 2011)

- Increased productivity 15%; decreased response times 20%
- Conducted facility-wide equipment inventories; Implemented equipment maintenance procedures
- Installed “best board” and incentive program to highlight top performers
- Reduced costs, sick time and labor resources in a highly volatile unionized environment.
- Added ED Admissions to existing scope of services
- Member of Hahnemann Utilization Management Committee

Patient Transportation Director, Antelope Valley Hospital, Lancaster, CA (September 2006 – May 2009)

- Rolled out successful Diagnostic Imaging transport program from unit based to central management model
- Decreased trip times from 27 minutes to 21 minutes in 6 months and outliers from 90 minutes to 35 minutes
- Initiated ER transport program, resulting in a trip increase of 257 %; freed up 300 hours of nursing time previously spent transporting ER patients.
- Installed an equipment repair and preventative maintenance program. Consistently operate within departmental budget
- Reduced costs, sick time and labor resources through attrition in a highly volatile unionized environment.
- Increased Customer satisfaction rate by 15%, Patient satisfaction by 12% in 4 months.
- Active member of Patient Throughput Committee & McKesson HIS Implementation team

Assistant Director, Virginia Mason Medical Center, Seattle, WA (March 2005 – September 2008)

- Managed training, performance, and response times.
- Decreased trip times from 26 minutes to 19 minutes in 6 months and outliers from 60 minutes to 30 minutes.
- Selected by senior management to assist in other facilities as needed:

Dispatcher, Virginia Mason Medical Center, Seattle, WA (February 2005 – March 2005)

- Directed staff of 74 and helped manage communication flow

EDUCATION

UNIVERSITY OF PHOENIX

Bachelor of Science/Global Business Management: 12/2014

Associates of Arts in Business Management : 12/2008

Volunteer/Civic

Hotelier’s Association of Desert Hot Springs – Current President

City of Desert Hot Springs – Planning Commissioner – 2018-Current

Palm Springs International Shortfest: 2015

Palm Springs International Film Festival: 2013-2015

Kittyland Cat Rescue : 2015

Valley Animal Center: 2012