

COACHELLA VALLEY PUBLIC CEMETERY DISTRICT

# Quarterly Newsletter

Q2 • April – June 2025

## What's New

Honoring Heroes

Announcements  
and Notices

10-Year Master Plan

2025 Lifetime  
Achievement Award

## A Day of Remembrance: *The Coachella Valley Gathers to Honor Our Heroes*

In a moving display, hundreds of community members came together at the Coachella Valley Public Cemetery (CVPCD) to commemorate Memorial Day 2025. Hosted by the CVPCD in partnership with American Legion Post 739, the ceremony honored the men and women of the United States Armed Forces who gave the ultimate sacrifice in service to the nation.



Steve Sanchez, La Quinta City Council Member and Scouting America Troop 1701 performing a reverent flag folding ceremony

City of La Quinta Councilmember Steve Sanchez served as Master of Ceremonies, guiding the program through a series of poignant tributes. Highlights included an invocation from Deacon Marty Sullivan of Our Lady of Soledad Church and the National Anthem performed by the Coachella Valley High School Choir, who also later returned for a series of patriotic songs. Brian Biamonte read General Logan's historic Memorial Day Order, and Scouting America Troop 1701 performed a reverent flag folding ceremony.

The American Legion Riders of Post 739 led a stirring Pass in Review, followed by a wreath presentation and a rifle volley salute by the Post 739 Honor Guard. The solemn notes of "Taps" and a rendition of "Amazing Grace" marked the closing moments of the ceremony.

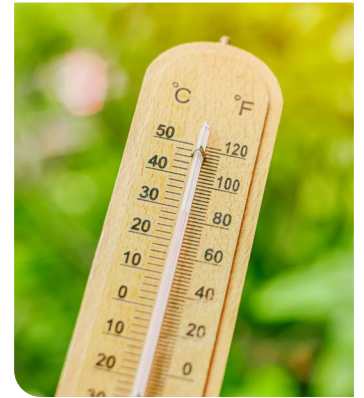
*CVPCD extends its thanks to all who participated in and attended the event, reaffirming its commitment to honoring veterans and preserving the memory of those who served.*

The event began at 9:00 a.m. with a commemorative flyover made possible by the Palm Springs Air Museum and Southwest Landscape & Security, setting a powerful tone for the observance.

For more information, visit [CVPCD.org](https://www.cvpcd.org).

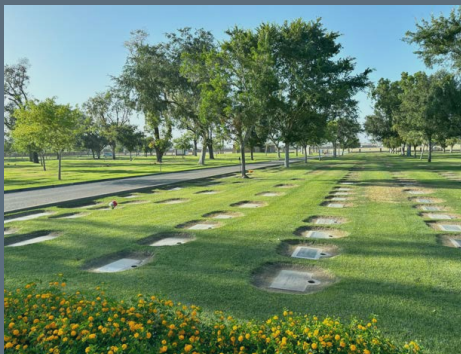
## Announcements and Notices

- Effective June 15, the cemetery's **closing time will be adjusted to 8:00 p.m.** This schedule will remain in place through July 31.
- As temperatures rise in the Coachella Valley, we remind all visitors to **stay hydrated** while on cemetery grounds. Drinking water is available in the District office during business hours—please don't hesitate to stop in and refresh.
- **The District is expanding!** We are planning to open an office in Palm Desert to better assist District residents who live or work on the west side of our boundaries. More information to come soon!



## CVPCD Approves 10-Year Master Plan: *A Vision for the Future*

The CVPCD Board of Trustees has formally adopted a comprehensive 10-Year Master Plan designed to guide the District's development, operations, and service delivery through the next decade. The plan, developed by LEES+Associates following extensive public engagement and analysis, reflects the District's commitment to thoughtful, forward-looking stewardship.



Coachella Valley  
Public Cemetery District

### Cemetery Master Plan

LEES  
ASSOCIATES

COACHELLA VALLEY  
PUBLIC CEMETERY DISTRICT

Status: Final Report  
March 2025

The Master Plan outlines a range of priorities, including expanding burial options, improving accessibility, and enhancing both administrative and visitor infrastructure. It also features operational improvements such as updated recordkeeping procedures, funeral home compliance protocols, and the development of a Cemetery Administration Procedure Manual. Financial recommendations center on growing the Endowment Care Fund, aligning pricing with market conditions, and introducing annual fee adjustments to maintain sustainability.

While the plan does not carry an immediate fiscal impact, its implementation will unfold gradually through future budget planning and Board actions. The community is invited to review the full plan and see what's ahead for the District.

Scan the QR code or view the Master Plan [here](#).



# Cemetery District Chair Ernesto Rosales Earns Chamber's Highest Honor: 2025 Lifetime Achievement Award

The Greater Coachella Valley Chamber of Commerce (GCVCC) named CVPCD Board Chair, Ernesto C. Rosales, as the 2025 recipient of the Chairman John A. James Lifetime Achievement Award. He received the award at the 2025 GCVCC Annual Installation and Business Awards Dinner on Tuesday, June 10, at the Renaissance Esmeralda in Indian Wells.

This major recognition places Chairman Rosales alongside Coachella Valley legends John Benoit, Alex Haagen, Harold Matzner, and Richard Oliphant, leaders who have defined the fabric of the Coachella Valley. The award's namesake, the late Chairman John A. James, was a decorated war hero and the trailblazing "Father of Native American Gaming."



Lindsay Grant, GCVCC Board Chair  
Ernesto Rosales, CVPCD Board Chair  
Brandon Marley, GCVCC President and CEO

*"Ernesto Rosales is the kind of leader every community hopes for. He is visionary, compassionate, and relentlessly committed to service," said Joshua Bonner, General Manager, CVPCD.*

*"His impact on the Coachella Valley can't be overstated, and this award is a powerful testament to a life spent lifting others. We at the Cemetery District were incredibly proud to support him as he received this well-deserved recognition."*

Since his appointment to the CVPCD Board in 2018, Chairman Rosales has been the driving force behind modernizing and expanding public cemetery services. Beyond his leadership at CVPCD, Chairman Rosales provides delicate counsel at a time when one needs it most through his funeral planning company, ER Funeral Pre-Planning.

He also serves on the California Association of Public Cemeteries Board, and has held top roles with Ronald McDonald House Charities, Big Brothers Big Sisters, the Dr. Carreon Foundation, and was the founding Chair of the GCVCC itself.

His impact extends beyond leadership, Chairman Rosales and his family donate over \$100,000 annually to local nonprofits, supporting causes from youth development and education to animal welfare and health care. He also founded the "Tee Off for Charity" tournament, raising tens of thousands for valley-based organizations each year.

This award is a powerful acknowledgment of a lifetime spent lifting others, building community, and leading with purpose. For more information, visit **CVPCD.org**

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