



JOINT MEETING JPA EXECUTIVE COMMITTEE & VISIT GREATER PALM SPRINGS BOARD OF DIRECTORS MINUTES

Call to Order

The meeting was called to order at 8:37 a.m. by Geoff Kors, JPA Chair, at the Palm Springs Air Museum in Palm Springs, CA.

Roll Call

The roll call is recorded on the following page.

NOVEMBER 18, 2022

Location: Palm Springs Air Museum

Room: Korean Vietnam Hangar

745 N Gene Autry Trail

Palm Springs, CA 92262

Regular Meeting

Friday, November 18, 2022, 8:30am – 10:00am

JOINT POWERS AUTHORITY

Geoff Kors, Chair
City of Palm Springs

Gary Gardner, Vice Chair
City of Desert Hot Springs

Ernesto Gutierrez
City of Cathedral City

Greg Sanders
City of Indian Wells

Waymond Fermon
City of Indio

Linda Evans
City of La Quinta

Jan Harnik
City of Palm Desert

Steve Downs
City of Rancho Mirage

V. Manuel Perez
County of Riverside

Visit GPS BOARD OF DIRECTORS

Rolf Hoehn, Interim Chair
Indian Wells Tennis Garden

Kelly Steward, Interim Vice
Chair
The Ritz-Carlton Rancho Mirage

Aftab Dada, Treasurer
Hilton Palm Springs Resort

Kate Anderson
Agua Caliente Band of Cahuilla
Indians

Lorraine Becker
Cabot's Pueblo Museum

Jeffrey Bernstein
Destination PSP

Sejal Bhakta
Hampton Inn & Suites

Celeste Brackley
Ace Hotel & Swim Club

Gary Cardiff
Cardiff Limousine &
Transportation

Kenny Cassidy
Vacasa

Jay Chesterton
Fantasy Springs Resort Casino

Dermot Connolly
La Quinta Resort & Club and
PGA West

Tim Ellis
Ellis Hospitality Services

Eddy Estrada
Smarter Property Management

David Feltman
VRON Palm Springs

Rob Hampton
Palm Springs Convention Center

Jerry Keller
Lulu California Bistro

Jay Mainthia
Indio Super 8 and Suites

Nusrat Mirza
JW Marriott Desert Springs

		PRESENT	NOT/YTD
CITY OF PALM SPRINGS	Geoff Kors, Council Member, Chair	X	1
	Lisa Middleton, Mayor		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council. Member, Vice Chair	X	
	Roger Nunez, Council Member		
CITY OF CATHEDRAL CITY	Ernesto Gutierrez, Mayor	A	1
	Mark Carnevale, Council Member		
CITY OF INDIAN WELLS	Greg Sanders, Council Member	E	1
	Dana Reed, Mayor Pro Tem		
CITY OF INDIO	Waymond Fermon, Mayor	X	
	Elaine Holmes, Council Member		
CITY OF LA QUINTA	Linda Evans, Mayor	E	1
	Robert Radi, Mayor Pro Tem		
CITY OF PALM DESERT	Jan Harnik, Mayor	X	
	Gina Nestande, Council Member		
CITY OF RANCHO MIRAGE	Steve Downs, Council Member	X	1
	Iris Smotrich, Council Member		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District	E	3
	Steven Hernandez, Chief of Staff		
VISIT GPS BOARD OF DIRECTORS ROLL CALL		PRESENT	EXCUSED
	Rolf Hoehn, Interim Chair - Indian Wells Tennis Garden	X	
	Kelly Steward, Interim Vice Chair , The Ritz-Carlton, Rancho Mirage	X	
	Aftab Dada, Treasurer - Hilton Palm Springs Resort	X	
	Kate Anderson, Agua Caliente Band of Cahuilla Indians	X	

Visit GPS Board of Directors
(continued)

Kelly McLean
MJM Holdings, Inc.,
McLean Company and Poppy

Allen Monroe
The Living Desert

Lee Morcus (Emeritus)
Kaiser Restaurant Group

Michael Murray
Hotel Paseo

Liz Ostoich
FARM and Tac/Quila

Brad Poncher
Hospitality Consulting/Strength
INN Tourism

Greg Purdy
Palm Springs Aerial Tramway

Tim Pyne
Renaissance Esmeralda Resort
& Spa

Tom Scaramellino
Westin Rancho Mirage Golf
Resort & Spa

Bob Schneider
Desert Consulting

Ankit Sekhri
Two Bunch Palms

Barb Smith
Eventis Destination Services

Boris Stark
Palm Desert Vacation Properties

Joe Tormey
CSU San Bernardino
Palm Desert Campus

Peggy Trott
Kimpton Rowan Palm Springs

Doug Watson
Hospitality Executive

	PRESENT	EXCUSED
Lorraine Becker, Cabot's Pueblo Museum	X	
Jeffrey Bernstein, Destination PSP	X	
Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio	X	
Celeste Brackley, ACE Hotel & Swim Club		E
Gary Cardiff, Cardiff Limousine & Transportation	X	
Kenny Cassady, Vacasa	A	
Jay Chesterton, Fantasy Springs Resort Casino	X	
Dermot Connolly, La Quinta Resort & Club	X	
Tim Ellis, Ellis Hospitality Services	X	
Eddy Estrada, Smarter Property Management		E
David Feltman, VRON Palm Springs	X	
Rob Hampton, Palm Springs Convention Center	X	
Jerry Keller, Lulu and Acqua California Bistros	X	
Jay Mainthia, Indio Super 8 Motel	X	
Kelly McLean, Poppy	X	
Nusrat Mirza, JW Marriott Desert Springs	X	
Allen Monroe, The Living Desert		E
Lee Morcus (Emeritus), Kaiser Restaurant Group	A	
Michael Murray, Hotel Paseo	A	
Liz Ostoich, FARM and Tac/Quila Palm Springs		E
Brad Poncher, Hospitality Consulting, Strength INN Tourism		E
Greg Purdy, Palm Springs Aerial Tramway		E
Tim Pyne, Renaissance Esmeralda Resort & Spa	X	
Tom Scaramellino, Westin Rancho Mirage Golf Resort & Spa	X	
Bob Schneider, Desert Consulting	X	
Ankit Sekhri, Two Bunch Palms		E
Barb Smith, Eventis Destination Services		E
Boris Stark, Palm Desert Vacation Properties		E
Joe Tormey, CSU San Bernardino Palm Desert Campus	X	

Peggy Trott, Kimpton Rowan Palm Springs

E

Doug Watson, Hospitality Executive

X

Quorum was reached.

STAFF/ATTORNEY

Scott White, President and CEO
Bill Judson, Vice President Finance and Administration
Colleen Pace, Chief Sales and Marketing Officer
Davis Meyer, Senior Director of Community Affairs
Julie Sinclair, Director of Brand Communications
Lauren Bruggemans, Director of Sustainability and
Community Engagement
Kimber Foster, Director of Palm Springs Tourism

Stefanie Kilcoyne, Director of Operations
Lena D. Wade, Legal Counsel
Sarah Goslin, Executive Assistant & Board Administrator
Bob Wilson, Brand Communications Specialist

PLEDGE OF ALLEGIANCE

Chair Kors led the Pledge of Allegiance.

CONFIRMATION OF AGENDA

Chair Kors asked whether there were any changes to the agenda. Hearing none, the agenda was confirmed as presented.

PUBLIC COMMENT

This Public Comment period is for items that appear within the Consent Calendar or matters that are not listed on the agenda.

Chair Kors called for public comments. There were no public comments on record.

APPROVAL OF MINUTES (All Vote)

JPA – VGPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED SEPTEMBER 30, 2022 (all vote)

The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated September 30, 2022, were presented for approval. Chair Geoff Kors asked for comments or a motion to approve. Tim Ellis of Ellis Hospitality moved to accept the minutes as presented. Gary Gardner of Desert Hot Springs, seconded. There was no further discussion and the minutes were approved based on the roll call vote at the beginning of the meeting.

CONSENT CALENDAR (only JPA Executive Committee votes)

- **WARRANTS AND DEMANDS**
- **RESOLUTION NO. JPA 2022-006: AUTHORIZE REMOTE TELECONFERENCE MEETINGS**

The Warrants and Demands dated September & October 2022 for Pacific Premier Bank, were presented for approval, along with Resolution No. JPA 2022-006: Authorizing Remote Teleconference Meetings. Councilmember Steve Downs of Rancho Mirage made a motion to approve. Gay Gardner with Desert Hot Springs seconded. No abstentions or opposition. There was no additional discussion, and the warrants and demands, and Resolution No. JPA 2022-006: Authorizing Remote Teleconference Meetings were approved according to the roll call taken at the beginning of the meeting.

VGPS BOARD OF DIRECTORS ITEMS (VGPS Board Only Votes)

- **VGPS BOARD OF DIRECTORS RENEWALS & ELECTION**
-

No nominations from the floor. Rolf Hoehn presented the names below for approval. Jay Chesterton made a motion to approve. Lorraine Becker seconded. No abstentions or opposition. All renewals and elections were approved.

- **Election 2023-2024 (2-year term)**
 - Rolf Hoehn for Chair
 - Peggy Trott for Vice Chair
 - Tom Scaramellino for Secretary
 - Aftab Dada for Treasurer
- **Renewals 2023-2025 (3-year term)**
 - Lorraine Becker
 - Dermot Connolly
 - Rob Hampton
 - Jay Mainthia
 - Bob Schneider
 - Barb Smith
 - Joe Tormey
 - Doug Watson

JPA EXECUTIVE COMMITTEE ITEMS (Only the JPA Executive Committee Votes)

- **NOMINATIONS FOR CHAIR & VICE CHAIR 2023-2024 (2-YEAR TERM)**

No nominations from the floor. Rolf Hoehn presented the names below for approval. Councilmember Steve Downs from Rancho Mirage made a motion to approve. Mayor Jan Harnik from Palm Desert seconded. No abstentions or opposition. All renewals and elections were approved.

- Gary Gardner for Chair
- Waymond Fermon for Vice Chair

CEO / PRESIDENT'S REPORT

RECOGNITION

Aftab Dada was recognized as the 2022 Community Superhero for Youth Award.

VISIT GPS UPDATES

Scott White presented an update on VGPS' work with Travel Unity and our priority to continue our focus on Diversity, Equity, and Inclusion (DEI). We are in the final stages of finalizing our Resident's Sentiment Study which will be available on our research resource page once complete. Scott attended IGLTA in Milan with Rob Hampton from Palm Springs, where we showed a video from Mayor Lisa Middleton addressing the group. The video will be shared with the Board Members and we are going to bid on 2024 and 2025.

Marketing Recap – Colleen Pace

VGPS has launched a new series as part of our 'What Will You Find' Campaign, the Oasis Adventures Series, which can be found on our YouTube channel and the Board Report. We collaborated with 3 diverse influencers/content creators for their perspective on diversity of the destination.

Convention Sales – Carolina Viazcan

The Convention Sales team will surpass their 2022 booking goal. The team attended IMEX America in October and hosted over 230 appointments. As part of the Give Back program, we implemented in our booth, we expect our donation to the Greater Palm Springs Tourism Foundation to be over \$20,000.

TRAVEL UNITY PRESENTATION

Lauren Bruggemans introduced Roni Weiss (Executive Director) and Chi Lo (Resources Director) from Travel Unity. Roni explained Travel Unity's philosophy with regards to DEI – specifically that they focus on "Applied DEI" which includes embedding DEI principles into the systems and processes of an organization ensuring that the tangible work is done to work towards diversity and inclusivity both internally and externally. Roni explained the business case and why DEI matters to the tourism industry from a few perspectives – the billions of dollars that benefit destinations and businesses when inclusivity is embraced, workforce development, visitorship and ensuring return visitors, community impact and community's support for the tourism industry. Roni shared DEI pages and statements from other visitor-facing organizations to share examples and

provide inspiration. Specifically, Roni mentioned our work with the Agua Caliente Band of Cahuilla Indians and VGPS's landing page on Native American culture that was guided by Kate Anderson. Roni highlighted the phases VGPS has been working through in our DEI work, mentioning that following the internal DEI training and departmental dialogues that took place in November, stakeholder work would begin next with surveys, interviews and focus groups. Roni facilitated a conversation with Board Members on how VGPS is doing with regards to DEI and mentioned that he would share tools with them such as a best practices list and an internal assessment document. To close, Roni mentioned that VGPS is working towards becoming officially certified by Travel Unity through their CBTU program.

Birthdays

Board member birthdays for November and December were acknowledged.

Thank You

Scott White thanked Kelly Steward and Geoff Kors for their service on our Board.

FUTURE MEETING DATE

Tuesday, January 24 - 8:30am

Location: TBD

JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES

- Gary Gardner showed the Desert Hot Springs hiking map that the city worked with VGPS to create and expressed his excitement for the 3 additional maps coming out soon that cover the east, middle and west ends of the valley.

ADJOURNMENT

The meeting was adjourned by Scott White at 10:06 a.m.


Prepared by:



Sarah Goslin

Executive Assistant & Board Administrator

Visit GPS Board of Directors Rep:



Rolf Hoehn

Approval Date:

1/31/2023