

BOARD AND JPA MEETING

Tuesday, January 31, 2023



WiFi: Omni Meeting / Access Code: VGPS2023

CALL TO ORDER

ROLL CALL





to our new JPA members



Rita LambMayor



Bruce Whitman

Council Member



Jeffrey Bernstein

Mayor Pro Tem



CONFIRMATION OF AGENDA

(NO VOTE REQUIRED)

PUBLIC COMMENT

APPROVAL OF MINUTES (ALL VOTE)

> JPA - VGPS Board of Directors Joint Meeting Minutes – November 18, 2022

CONSENT CALENDAR

(JPA ONLY VOTES)

- Warrants and Demands Dated November 2022
- > Warrants and Demands Dated December 2022



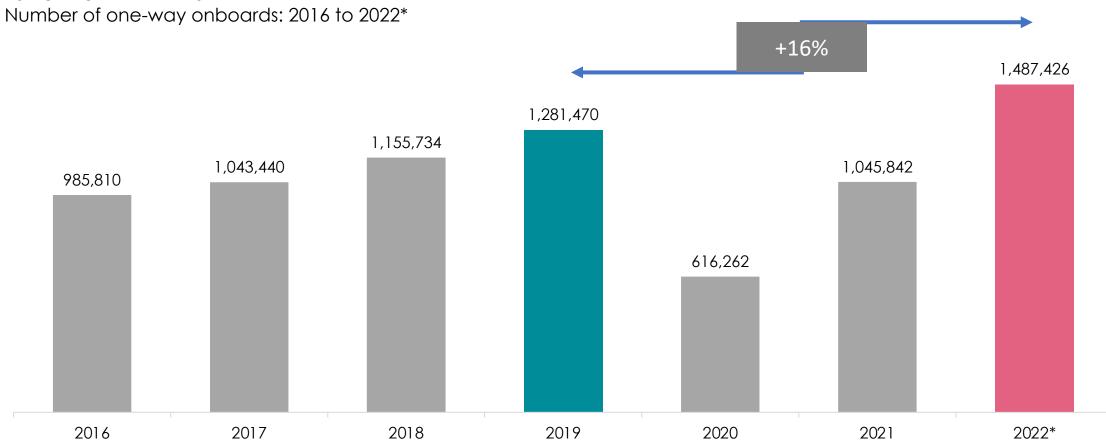
CEO / PRESIDENT'S REPORT

VISIT GPS UPDATES

AIR SERVICE

2022 IS A RECORD YEAR, EXCEEDING 2019 BY 16%

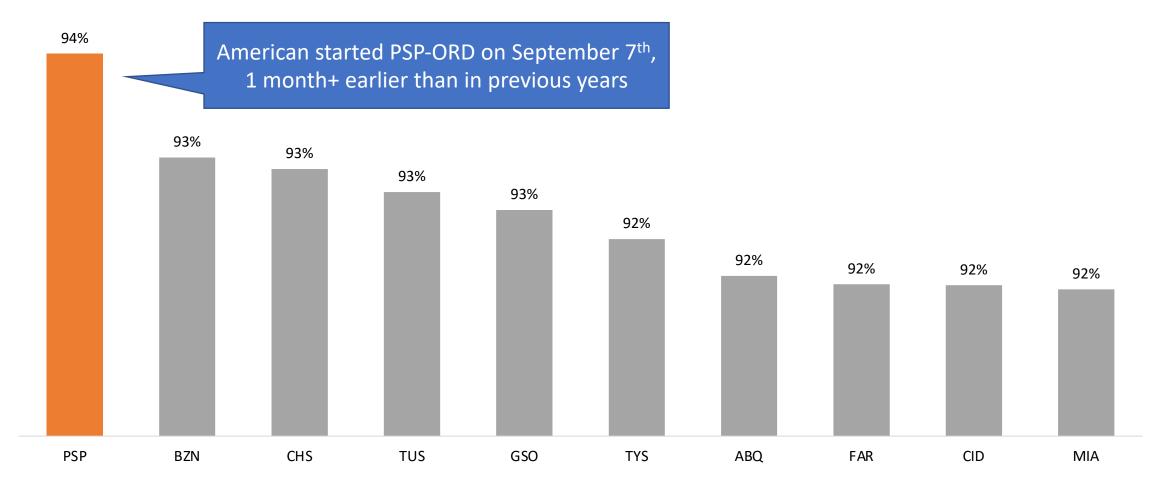
PSP ONBOARD TRENDS



PSP IS AMERICAN'S TOP LOAD FACTOR MARKET AT ORD!

AMERICAN'S TOP 10 ORD DOMESTIC MARKETS BY LOAD FACTOR

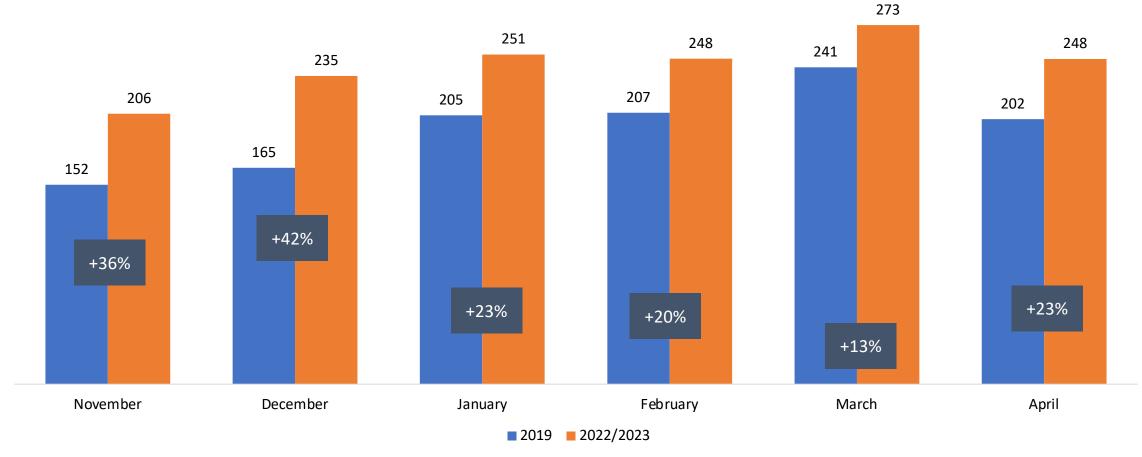
Load Factor percentage: September 2022



PSP SEAT PROJECTIONS IN 1Q 2023 ARE UP 18% VERSUS 2019

PSP MONTHLY SEAT CAPACITY, 2019 VERSUS 2022/2023¹

Monthly seats in thousands, November 2022 to April 2023 versus 2019



Note 1: January 2023 to April 2023 capacity subject to change based on airlines schedule updates Source: Schedule data via Diio Mi by Cirium; (Week of January 6, 2023). Ailevon Pacific Aviation Consulting analysis

MARKETING

2022 MARKETING OVERVIEW

25B+ total impressions generated



603M

out-of-home impressions



137M

digital advertising impressions



2.2M

television spots



17.8M

convention sales impressions



24.8B

television impressions

2022 MARKETING CO-OP PROGRAMS



14.9B+

total impressions generated



16 total partners (digital, billboard, tv)



12.5M digital advertising impressions



1.38M television spots

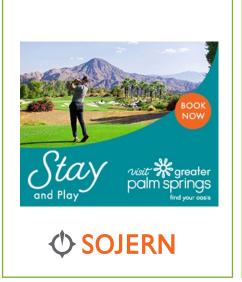


14.8B television impressions

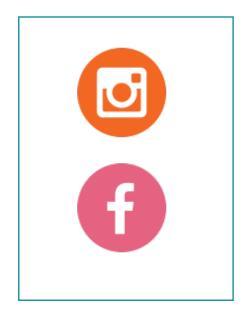
2023 CO-OP OPPORTUNITIES











TV / BILLBOARD

Television (Seasonal)

Billboards
(Year-Round /
Seasonal
Based on Markets)

DIGITAL / AUDIO

Centro – Digital & Native Advertising (Year-Round)

Sojern – Digital Advertising (Year-Round)

Pandora – Audio (Summer)

SOCIAL

Social Media (Year-Round)

FINN PARTNERS: UK AGENCY

INTERNATIONAL MARKETING

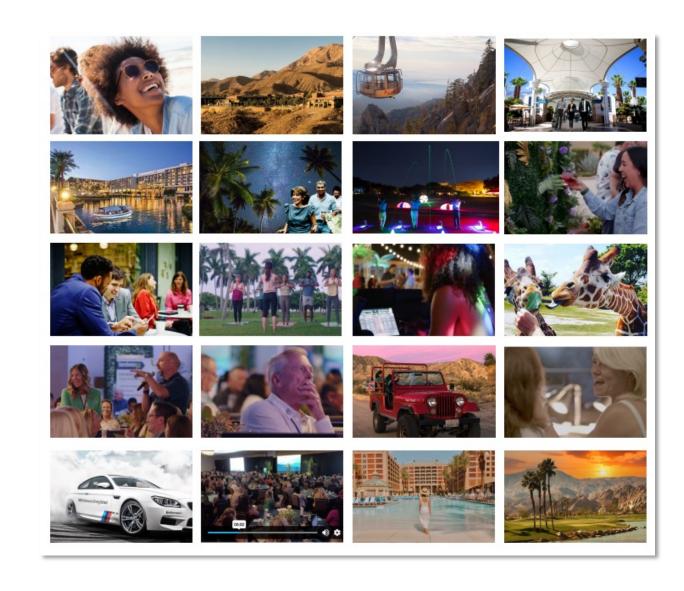
- New partnership with Finn Partners
 launched January 2023 to support
 international recovery efforts via
 marketing, public relations, and travel
 trade.
- Media plan will deploy digital, social, and print/OOH media in the UK and Ireland beginning February/March 2023.



NEW MEETINGS CAMPAIGN

MEETINGS CAMPAIGN

- New partnership with Greenhaus Agency launched in late 2022.
- A destination immersion trip took place in December with site visits and interviews with hotel/venue partners and stakeholders.
- New campaign concepts are in the review phase and will include photography and new video production this spring.

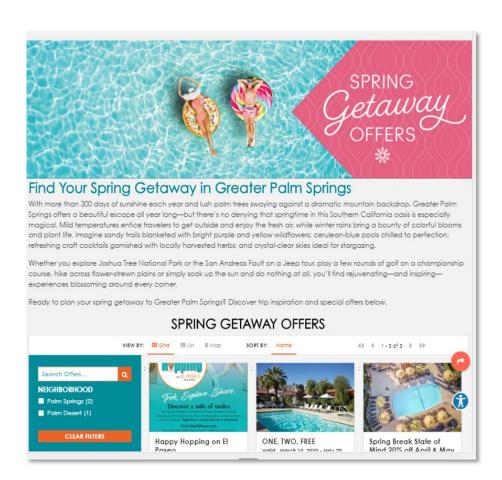


SPRING GETAWAY CAMPAIGN

SPRING GETAWAY CAMPAIGN MARCH-MAY

- Spring campaign will promote Getaway Offers landing page.
- Getaway Offers page features hotel and vacation rental offers, value adds, and promotions.
- Campaign will run March-May 2023.





2022 DIGITAL MARKETING



3.3M

website sessions



41M

social media impressions



7.4M

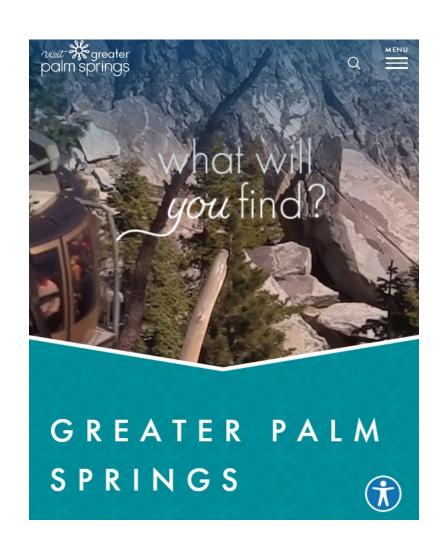
video views



43.4%

consumer newsletter open rate

2022 DIGITAL MARKETING





19.6%+ YOY
Organic website sessions



28%+ YOYPartner website referrals



125.2%+ YOY
eNewsletter subscriptions

CONTENT CREATOR: LOVE LOCAL

With Lori Rodgers (@black.in.palm.springs)

- Lori Rodgers is a local in Greater Palm Springs and she is on the hunt to uncover local gems.
- Duration: 6 weeks
- Visit Greater Palm Springs will be sharing an episode highlighting six locally-owned partners every Thursday through on Instagram and TikTok.
- 6,500+ video views in first week launched





CONTENT CREATOR: ALLE PIERCE

"Your Guide to Greater Palm Springs"

- Searchable video content to inspire visitors to plan their trip to Greater Palm Springs and save the content to their favorites.
- Instagram, YouTube, TikTok and the Visit Greater Palm Springs blog
- Duration: 6 weeks
- Topics:
 - Packing for Greater Palm Springs
 - Relax and Recharge
 - Family Fun
 - Going Green Itinerary
 - Brunch in Greater Palm Springs
 - Gal Pal Getaway



THE JOURNAL OF LOST TIME



- 3-day trip with four talent to capture outdoor video and photography
- Online only publication
 - Monthly reach: 800K
 - Monthly Engagement: 110K



PR/COMMUNICATIONS

COVERAGE

Travel & Escapes: Palm Springs Forward





Mod Nods

Palm Springs' iconic desert design evolves into a new era. Story By KRISTA SIMMONS

Not long ago, Palm Springs hotels came in two flavors: gracious Spanish revival and onthe-nose (if a bit campy) mid-century mod ern. But today a new era of hotel openings and restorations honor the innovation of the mid-twentieth century while pushing into the future of hospitality. A cadre of architects and designers are breathing life into a region that's defined luxury living, honoring the bold colors, bright patterns, and natural habi tat that made desert design so unique, giving new vision to the term desert chic.

1 Originally created in 1959 by Cloffi Architect and built by Hoffman Steel. Azure Sky is marked by the quintessenlow desert. The original forms of the hospitality group Lightning Bar, whose master carpenters crafted floating wooden beds, accent walls, and wood-and-mirror banding in the lobed earth tones give it all a 1970s rec that somehow works, azureskyhotel

2 This luxury resort-within-a-resort, lobuilt by William F. Cody, was designed with a nod to Richard Neutra and midrooms are adorned with walnut walls.

furniture, giving the feel of an upscale hotel. Each room features a private Southern California landscape. The sun-shelf pool is the perfect place to recline while watching the sun set over the San Jacintos before heading ove to the hotel's noteworthy (and very ex stevehermann.com

FLEUR NOIRE 3 Experience the superbloom year

round at this modern mix of casitas and studios whose exteriors have floral murals by renowned artist Quize. Winds Hotel, Fleure Noire features a that provides a striking contrast to the





stead of sticking to the classic Spansplash of French flare with a poolside by Ellie Cashman. There are plenty of baby-pink beach cruisers, lifesize



oirehotel.com

THE PALOMA

erty boasts a just-right blend of the Spanish Revival and modernist architecture that the area has become

south of downtown has been thought fully restored to include Sol y Sombra, a Spanish restaurant inside the adobe main building, as well as a poolside terprising women, this delightful prop- bar where you can indulge in a frosty the paloma, made with tequila, fresh grapefruit juice, and agave. thepat

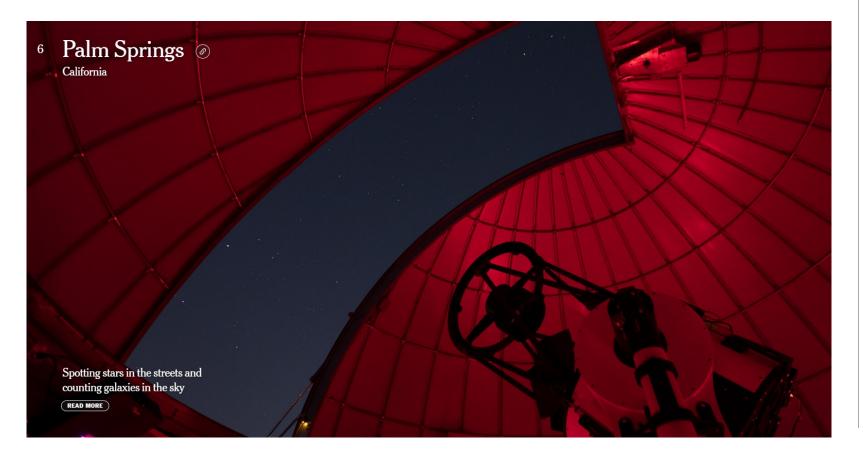


s. navs tribute to Alice B. Toklas, life partner of Gertrude

COVERAGE



New York Times 52 Places to Go in 2023



#6 out of 52 global destinations mentioned in article

Unique Visitors Per Month: 143 million

Ad Value: \$2.9 million

FRENCH MEDIA FAM



Day 1: Arrival LAX

Day 2: Ridgecrest

Day 3: Death Valley

Day 4: Joshua Tree

Day 5: Greater Palm Springs

Day 6: Depart LAX













ALLTRAILS MEDIA







LAUNCH: FEBRUARY 22, 2023





CONVENTION SALES

PALM SPRINGS INTERNATIONAL FILM FESTIVAL FAM



January 4-7, 2023

Thank you to **La Quinta Resort & Club** for your partnership in hosting our guests!

- 20 clients and their guests attended
 - 16 meeting planners
 - 4 journalists
- Representing markets across the U.S. and Canada
- Joint farewell dinner with the Palm Springs Convention Center at PS Underground

COVERAGE

Smartmeetings

Palm Springs Shows Red Carpet Style



By JT Long

January 9, 2023

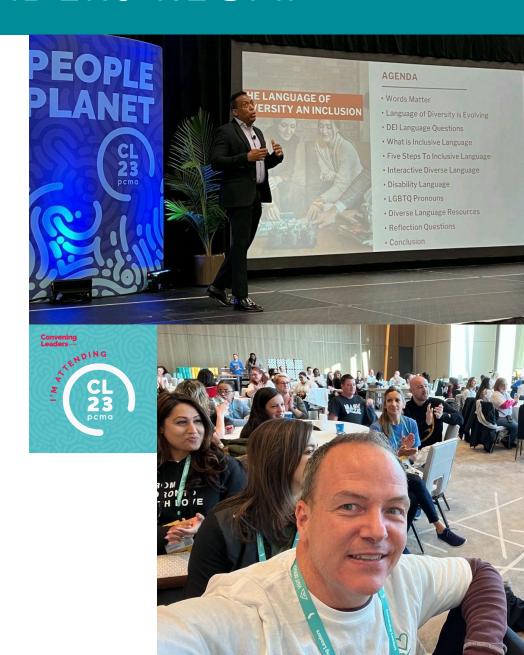
Behind the Scenes

- The red carpet, anxious crowds, flashing cameras and spotlights from the colorful
- stage were only the tip of the hospitality iceberg. <u>Visit Greater Palm Springs</u> won
- the award for making everyone feel special with themed gifting, dining and activities all week starting with a reception and dinner at the host property, La Quinta Resort & Club. The property's celebrity roots go back to 1926, when it
- opened as a retreat for the rich and in need of an escape.
- Prings Read More: Site Inspection: Happier Hours in Greater Palm Springs
- The dinner was staged in the Capra room to honor Frank Capra, a frequent guest who wrote "It's a Wonderful Life" in a suite on the property. Executive Chef Andrew Cooper pulled inspiration for the dinner served at a long, candle-lit table for 45, from recipes found on the property dating back to the 1920s—walnut and Caesar salad, scalloped potatoes, lamb and the cutest little desserts imaginable. General Manager Dermot Connolly shared stories of Greta Garbo's time on property and how her casita is now the backdrop for events on the surrounding lawn.

La Quinta has grown in stages over the years with big expansions to guest rooms, meeting space and amenities in the 1980s and early 2000s as new ownership arrived in the desert. But the focus on helping people relax has remained. The pink and purple peony-lined paths wind through 41 pools, a celebrated golf course and tennis club with 21 hard and clay courts, some of which have been converted to pickleball courts by popular demand.

January 8-11, 2023 Columbus, OH

- 4 VGPS representatives attended the conference
- Sponsored a breakout on Diversity, Equity and Inclusion (DEI) – "The Language of Diversity and Inclusion"
- Hosted a focus group to better understand planner impressions of GPS, determine planner perception of industry trends, and have better collaboration as well as understand the tools they need





Focus Group Feedback

Q. Assuming your meeting is viable for Greater Palm Springs, what are the other top 3 factors your organization considers in this selection?

- Hotel Cost
- Packages (Downtown v Resort)
- Freshness of hotels
- Safety
- Transportation (easy to get around when you get there, not having to wait forever – Uber & Lyft, etc.)
- Local attractions and events
- DEI / Inclusivity
- Sustainability
- CSR what can we give back to?



Focus Group Feedback

Q. What are things that differentiate one destination versus another?

- Arts & Culture
- Weather
- Proximity/Assessibility
- Bleisure for attendees to stay pre/post
- Venues
- Meeting Type
- Familiarity with destination
- Restaurant options
- Attendee experience

Focus Group Feedback

Q. As a meeting professional, what are the issues keeping you up at night?

- Travel uncertainty
- Recession
- Covid flexibility
- Hard to model attendance and contract appropriately
- Insurance availability
- Unclear protocols that help us proceed when things happen
- Macro issues
- Staffing and hotel support
- Burnout in the events industry



- Hiring is a challenge
- Attendees won't just come because you build it anymore – must be more deliberate
- "Planning the last few years has been like duct tape and a prayer!"

UPCOMING CUSTOMER EVENTS

February

- Feb 6-9: West Coast DMO Alliance
 Road Show Southern California
- Feb 17-20: SITE Global New York
- Feb 24-26: Utah Golf & Travel EXPO
- Feb 28-March 1: Strategic SITE Selection FAM

March

- March 7-10: BNP FAM with Maritz Global Events
- March 23-30: Conference Direct Annual Partner Forum
- March 26-29: Helms Briscoe
 Wellness FAM
- March 30: Prestige Regional Mid-West Meeting

PARTNERSHIP

CHAMPIONS OF HOSPITALITY AWARDS & GALA



November 30, 2022

- 32 award recipients
- Raised over \$81,000 for the Tourism Foundation
- Gave \$43,000 in college scholarships.

CHAMPIONS OF HOSPITALITY

Spirit of Tourism 2022

Tom Scaramellino



TEAM GPS

Cities and Partners That Hosted Classes in 2022

- Desert Hot Springs
- Indian Wells
- La Quinta
- Palm Desert
- Palm Springs
- Acrisure Arena
- Cabot's Pueblo Museum
- California Desert Association of Realtors
- Greater Coachella Valley Chamber of Commerce
- National Association for Catering & Events (NACE)
- Palm Springs Convention Center
- The Living Desert
- and more!

Contact:

erica@visitgreaterps.com





TEAM GPS CHAMPION SPOTLIGHT

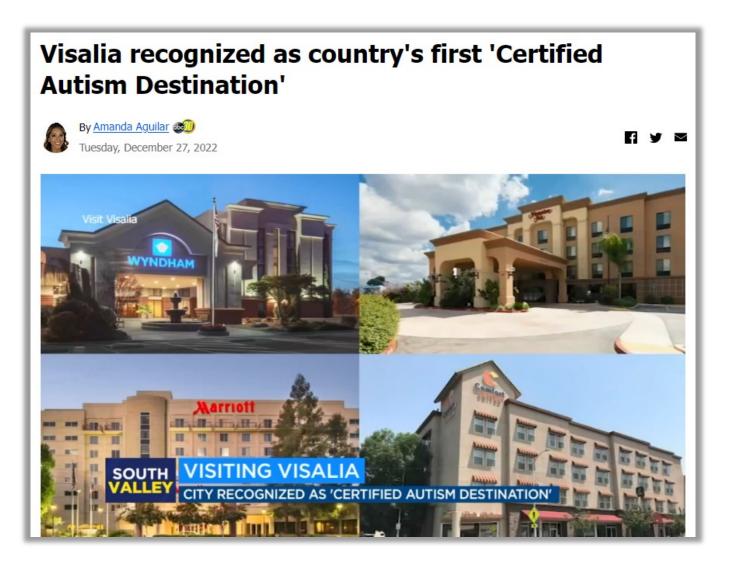


Cristian Cabrera

- Graduated from Cal State San
 Bernadino with a degree in Business
 Administration
- Interned at Visit Greater Palm Springs
- Offered full-time position at The Ritz-Carlton, Rancho Mirage



AUTISM CERTIFICATION



Certified or in Progress:

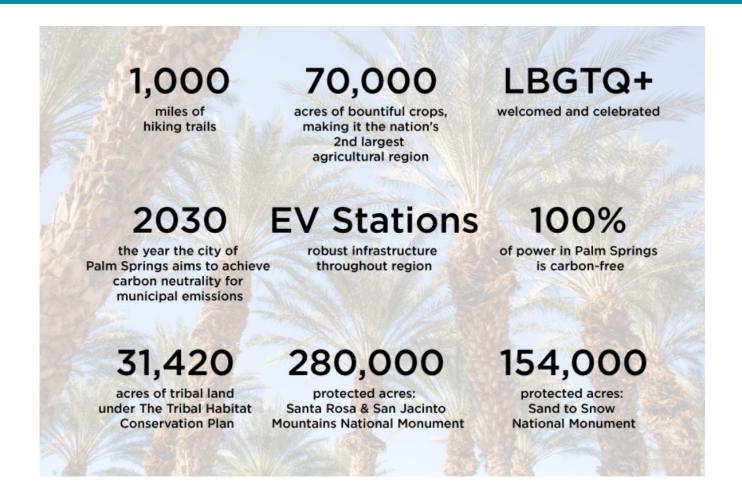
- The Living Desert
- Children's Discovery Museum of the Desert
- Rancho Mirage Library and Observatory
- JW Marriott Desert Springs Resort & Spa

Let's keep this list growing!

2023 JPA Tourism Grant can be used for Autism Certification

If Visalia can do this, we can too!

KIND TRAVELER







Hotel Launch Partners:

Azure Sky HotelPalm Springs

The Good House
Desert Hot Springs

Miramonte Resort & Spa Indian Wells Falm Springs

CARAVANSERAL

Business Training in Spanish & Mentoring Sessions



Micro-grant up to \$7,500



Connection to Industry, Marketing and Showcase Event







JPA GRANT UPDATE

GPS TOURISM GRANT 2022

CITY	PROJECT	TOTAL AWARD
Cathedral City	Balloon Festival Upgrade	\$17,500
Indio	INDIO selfie installations	\$33,404
Indian Wells	Winterfest 2022	\$99,285
Palm Desert	Hiking Trail bathroom and art installation at bump and grind trailhead	\$100,000
Palm Springs	PSP shade structures	\$100,000
Rancho Mirage	Children's Discovery Museum exhibits	\$100,000
Desert Hot Springs	Wellness Weekend festival	\$11,500
La Quinta	Cove lot resurfacing for accessibility and dust reduction	\$100,000



STAFFING

VGPS STAFF UPDATES



Todd BurkeVice President of Communications

Started in January 2023

Areas of Focus:

- Public relations and communications efforts
- Lead communications for corporate initiatives including workforce development, education, sustainability, and DEI

VGPS STAFF UPDATES



Don PrinceDirector of Indian Wells Tourism

Started in December 2022

Areas of Focus:

- City of Indian Wells Tourism
- Drive awareness and increase visitation to the city through strategic marketing, sales, and public relations programs

COLLEGE OF THE DESERT HOSPITALITY & CULINARY CAMPUS UPDATE

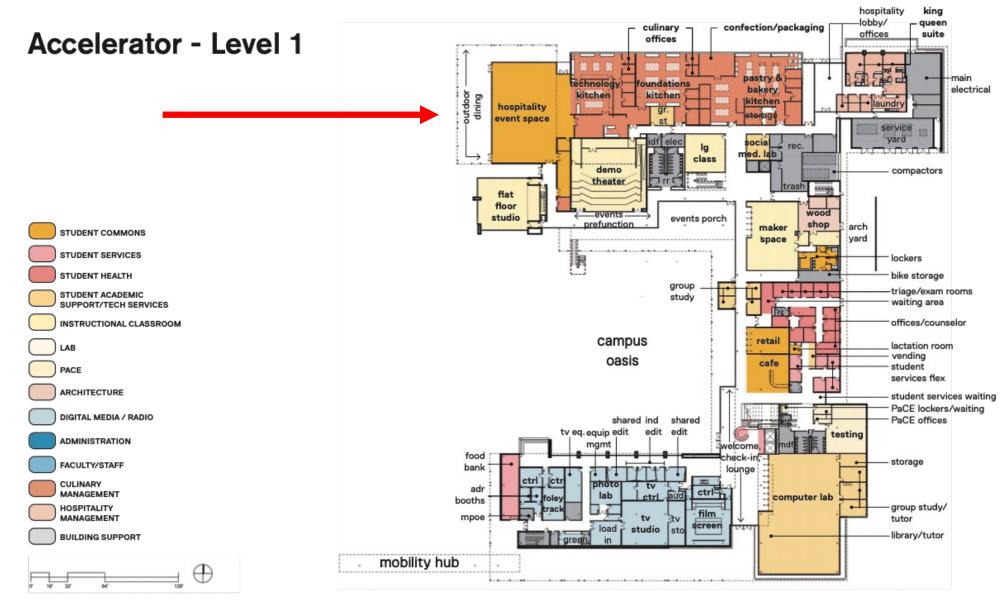


Full Space Program - Phase 1

	ASF*	GSF**
Accelerator & Hospitality	89,230	135,629
Student Commons	10,650	
Student Services	4,165	
Student Academic Support / Tutoring and Technology Services/Digital Library and Bookstore Services	10,560	
Instructional Flex Space	19,805	
Partnership and Community Education (PaCE)	1,630	
Architecture	12,760	
Media Arts	8,755	
Culinary Management	12,090	
Hospitality Management	2,560	
Faculty/Staff Offices	1,770	
Administration	1,320	
Building Support	3,165	
Central Utility Plant	n/a	10,96
Maintenance and Operations	4,730	5,91
Maintenance and Operations	3,660	
Public Safety	1,070	
	93,960	152,50

^{*}Assignable Square Footage (ASF) - areas that are assigned to function. *Includes classrooms, offices, conference rooms, etc.*

^{**}Gross Square Footage (GSF) - total area to the outside walls. Includes wall thicknesses, circulation, stairwells, mechanical equipment, etc.



2023 QUALITATIVE PRIORITIES

Transportation



- Grow **off-season nonstop service** to major hub airports: Chicago, Atlanta, Salt Lake, New York
- Grow seasonal routes: New York, Washington D.C., Atlanta, Dallas, Chicago
- Continue co-op destination marketing with airlines
- Continue advertising in fly markets
- Maintain presence at airline industry conferences while making personal visits to airline headquarters
- Continue to advocate for daily passenger rail service

INTERNATIONAL MARKETING



- Support international recovery by increasing awareness and market share for Greater Palm Springs
- Develop and execute a consumer media plantageting key markets in the UK and Ireland
- Align efforts with Brand USA's marketing offerings to maximize our reach and budget
- Optimize brand partnership with luxury luggage maker Globe-Trotter
- Consider and deploy additional supplemental programs with Brand USA and Visit
 California/Expedia

COMMUNICATIONS & PUBLIC RELATIONS



New UK PR Agency (Finn Partners)

 Used to gain more media exposure to support international recovery.

Proactive targeting and pitching to our top "most wanted media"

 NY Times, Travel & Leisure, Conde Nast, Lonely Planet, National Geographic, LA Times, Seattle Magazine, Wall Street Journal, Afar, and Outside

Corporate communications and public affairs

 Topic and messaging will be shared locally to support organizational priorities such as workforce development and sustainability.

Michelin/VC partnership

 Gain coverage elevating Greater Palm Springs as a culinary destination and introduce new restaurant options throughout the valley for Michelin to consider adding to their list.

CONVENTION SALES



- Continue focus on mid-week, summer, and new group business
- Added emphasis towards MICE business
- Grow and evolve our convention sales advertising that resumed last year with the "Meetings Mean More" campaign
- Evaluate, evolve, and develop new photography and video assets for use in marketing our destination to meeting planners
- Continue strategic partnerships with meeting industry organizations like American Express, ASAE, CalSAE, ConferenceDirect, Helms Briscoe, HPN, Maritz, PCMA, and Prestige

WORKFORCE & TEAM GPS



WORKFORCE

- Provide hospitality employers with connections for internship and job shadow programs through partnership with One Future Coachella Valley and resource toolkit
- Continue to provide and promote scholarships for local students interested in hospitality careers
- Work with the local college hospitality programs to invite students to attend our networking events and fundraisers
- Continue to partner with the CVHS Hospitality Academy
- Conduct focus groups to refine and improve our hospitality careers marketing campaign

WORKFORCE & TEAM GPS



TEAM GPS

- Launch the **TEAM GPS Champions Mobile Pass**
- Develop three new social media channels (@TeamGreaterPS) to raise engagement and awareness, support local events, and spotlight hospitality and tourism workforce priorities
- Expand training and certifications available through partnership with COD's PaCE program and provide scholarships for hospitality employees to complete Emerging Leaders Certificate training

DEI, CULTURAL TOURISM, SUSTAINABILITY & ACCESSIBILITY



- Continue to build out content for sustainability, accessibility, and cultural tourism
- Launch and coordinate phase 3 of our Travel Unity partnership
- Survey/assess the accessibility needs and current assets of our tourism partners
- Begin the process of a sustainability certification
- Include DEI, sustainability, cultural heritage, and accessibility in our TEAM GPS training and partner education
- Provide a cohort of 30 Spanish-speaking tourism related entrepreneurs through partnership with Caravanserai

REGIONAL COLLABORATION



Actively advocate for organizational priorities including:

- Standalone Cal State Campus in Palm Desert
- COD culinary and hospitality training facility and program that meets the needs of our destination
- Rail service
- International air service
- Enhancing summer visitor experience
 - Shade trees and structures
- Regional mobility
- Wayfinding
- Solutions for workforce housing and homelessness
- Action at the Salton Sea

Communicate our priorities to elected officials and lawmakers, highlighting progress to partners and community members, and sharing opportunities for partners or those in the community to support.

VACATION RENTALS



EDUCATION/RESEARCH

- Promote the benefits of vacation rental tourism locally
- Provide resources and best practices to vacation rental operators and cities
- Commission an updated economic impact study of vacation rental tourism for 2022
- Advocate for balanced vacation rental policies
- Partner with the major platforms to communicate with vacation rental operators
- Explore a grant or co-op for vacation rental operators to help reduce negative impacts, such as noise monitoring or guest education tools

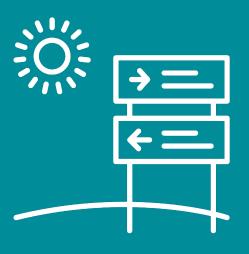
VACATION RENTALS



MARKETING/PRODUCTION

- Continue to integrate STVRs into destination-wide marketing campaigns
- Continue STVR advertising programs
- Continue to engage the STVR Advisory Group to further enhance, develop, and uncover new marketing opportunities
- Build asset library with more vacation rental videos and images

WAYFINDING



- Partner with CVAG to advocate and explore funding options for I-10 corridor beautification
- Promote awareness of grant opportunities for new vehicle e-charging stations along the I-10 corridor
- Advocate for improved wayfinding to vehicle e-charging stations.
- Advocate with the cities for additional wayfinding to visitor points of interest throughout the valley
- Advocate to ensure water and shade locations are added to hiking trails and maps

VGPS 2022 RESULTS & 2023 GOALS

CONVENTION SALES RESULTS & GOALS

	2021 GOAL	2021 ACTUAL	2022 GOAL	2022 STRETCH GOAL	2022 ACTUAL	2023 GOAL	2023 STRETCH GOAL
ROOM							
NIGHTS	69,500	96,511	155,000	170,000	182,105	185,500	206,500
# GROUPS							
BOOKED	150	189	260	280	332	*N/A	*N/A
# NEW GROUP							
BOOKINGS	N/A	140	N/A	N/A	212	220	230
LEAD							
DISTRIBUTION	450	1,012	1,150	1,175	1,564	1,450	1,550
NEW LEAD							
DISTRIBUTION	200	530	600	650	843	825	875

2022 WEBSITE RESULTS

	2020 ACTUAL	2021 ACTUAL	2022 GOAL	2022 ACTUAL
Sessions	1,776,588	2,734,915	3,095,000	3,381,633
Bounce Rate	50.39%	48.34%	47.88%	49.24%
Engaged Session Rate	27.80%	34.63%	34.93%	33.70%
Engaged Sessions	493,891	947,101	1,081,084	1,138,289
Qualified Session Rate	6.52%	7.76%	8%	7.51%
Qualified Sessions	115,834	212,229	247,600	252,917

2023 WEBSITE GOALS

	2022	2022	2023
	ACTUAL	GA4	GA4 GOAL
Users	2,548,954	2,324,142	2,347,383
Sessions	3,381,663	2,933,794	2,963,132
Highly Engaged Sessions	1,138,289	1,138,289	1,149,672
Qualified Sessions	252,917	252,917	255,446

- Our website host Simpleview has preemptively taken steps to implement Google Analytics 4 (GA4) which will go live July 1, 2023.
- Bounce rate will no longer be prioritized by Google as highly engaged sessions and qualified sessions are the best measurement of engagement.
- Recommend revisiting goals for the July 1st launch as Google continues to evolve the measurements and definitions for GA4.

2022 SOCIAL MEDIA RESULTS

@VISITGREATERPS	2020 ACTUAL	2021 ACTUAL	2022 GOAL	2022 ACTUAL
Impressions	13,523,178	20,240,257	23,500,000	35,214,751
Video Views	2,103,305	5,007,148	5,100,000	6,574,485
Website Clicks	70,998	123,636	130,000	141,760
@DINEGPS				
Impressions	4,033,739	5,093,835	5,500,000	5,998,743
Video Views	219,808	432,182	500,000	843,610
Website Clicks	13,729	22,988	24,000	55,116

2023 SOCIAL MEDIA GOALS

	2022	2022	2023	
@VISITGREATERPS	GOAL	ACTUAL	GOAL	
Impressions	29,000,000	41,213,494	42,000,000	
Video Views	5,600,000	7,418,095	7,600,000	
Website Clicks	154,000	196,876	199,000	







MEDIA GOALS RESULT & GOALS

	2021	2022	2022	2023
Earned Media	ACTUAL	GOAL	ACTUAL	GOAL
PR Quality Score	6,389	6,500	6,679	6,800
Media Outreach/Assists	1,275	2,000	2,256	2,500
Media Value	\$25,397,129	N/A	\$58,223,095	Tracking
CS Earned Media				
Earned Media Placements	35	60	62	70

• PR Quality Score is a point-based system of evaluating the quality of media. Media is rated on a scale of 1-12 based on story type, media tier, visuals, URL, DMO mention, and reader response.

2023 PARTNERSHIP & TOURISM FOUNDATION

2022 REVENUE GOALS	2022 Goal	2022 actual	2023 Goal	Stretch goal
Partnership Revenue	\$210,000	\$241,197	\$250,000	\$285,000
Other Revenue	\$90,000	\$141,758	\$130,000	\$165,000
Total	\$300,000	\$382,955	\$380,000	\$450,000
Foundation Fundraising	\$100,000	\$118,698	\$150,000	
GRAND TOTAL	\$400,000	\$501,650	\$530,000	
TEAM GPS Registrations	300	192	300	

BIRTHDAYS

HAPPY BIRTHDAY \$\$\$



STEVE DOWNS

Jan 8



CELESTE BRACKLEY

Jan 9



BARB SMITH

Feb 11



TIM PYNE

Feb 11



LORRAINE BECKER

Feb 15



KELLY MCLEAN

Feb 28



EDDIE ESTRADA

Feb 29



ANKIT SEKHRI

Mar 24

VGPS BOARD OF DIRECTORS ITEMS

(VGPS BOARD ONLY VOTES)

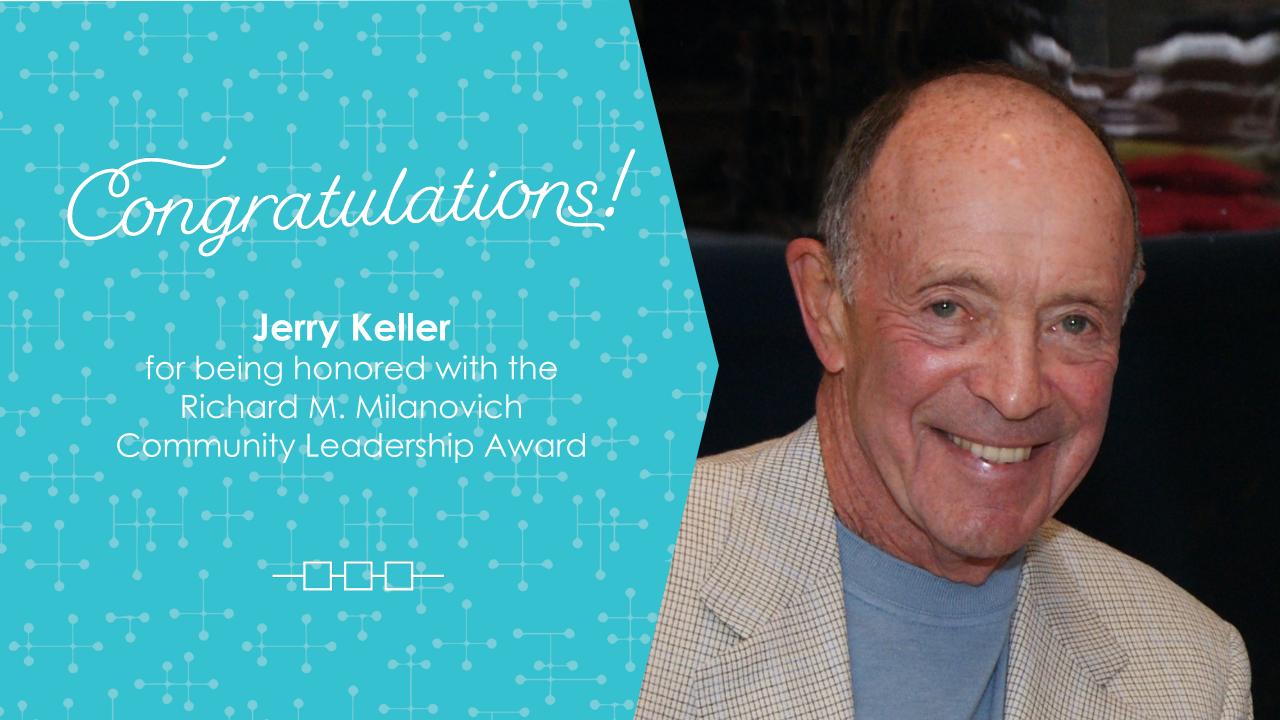
- Approve 2023 Goals and Objectives
- Approve John Bolton for Board of Directors seat
- Approve Patrick Klein for Board of Directors seat
- Resolution No. BOD 2023-001 Amended & Restated VGPS BOD Bylaws

JPA EXECUTIVE COMMITTEE ITEMS

(JPA ONLY VOTES)

- Approve 2023 Goals and Objectives
- Resolution No. JPA 2023-001 Amended & Restated JPA Bylaws for Recurring Meetings
- Resolution No. JPA 2023-002 Support of Proposed Chuckwalla National Monument and Proposed Expansion of Joshua Tree National Park

CONGRATULATIONS





Congratulations!

City of La Quinta Mayor

Linda Evans

for being named

Desert Sands Educational
Foundation's Community

Member of the Year



JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES



NEXT BOARD MEETING

Friday, March 31, 2023

Location: JW Marriott Desert Springs Resort & Spa