

JOINT POWERS AUTHORITY

- Linda Evans, Chair**
 City of La Quinta
- Geoff Kors, Vice Chair**
 City of Palm Springs
- Ernesto Gutierrez**
 City of Cathedral City
- Gary Gardner**
 City of Desert Hot Springs
- Richard Balocco**
 City of Indian Wells
- Elaine Holmes**
 City of Indio
- Jan Harnik**
 City of Palm Desert
- Charles Townsend**
 City of Rancho Mirage
- V. Manuel Perez**
 County of Riverside

CVB BOARD OF DIRECTORS

- Tom Tabler, Chairman**
 J.W. Marriott Desert Springs
 Resort & Spa
- Rolf Hoehn, Vice Chairman**
 Indian Wells Tennis Garden
- Robert Del Mas, Secretary**
 Empire Polo Club & Event
 Facility
- Aftab Dada, Treasurer**
 Hilton Palm Springs Resort
- Bruce Abney**
 El Morocco Inn & Spa
- Rick Axelrod**
 Coachella Valley Economic
 Partnership
- Lorraine Becker**
 Cabot's Pueblo Museum
- Celeste Brackley**
 Ace Hotel & Swim Club
- Tony Bruggemans**
 Le Vallauris
- Gary Cardiff**
 Cardiff Limousine &
 Transportation
- Jay Chesterton**
 Fantasy Springs Resort Casino
- Dermot Connolly**
 La Quinta Resort and Club
- Stephen D'Agostino**
 Hyatt Regency Indian Wells
- Tim Ellis**
 TravelHost Palm Springs
- Michael Facenda**
 Agua Caliente / Spa Resort
 Casinos

**JOINT MEETING
 JPA EXECUTIVE COMMITTEE &
 CVB BOARD OF DIRECTORS**

JW Marriott Desert Springs
 Springs Ballroom, Salons A-C
 74855 Country Club Drive
 Palm Desert, CA 92260

Regular Meeting
 October 25, 2019
 8:00am – 10:00am

AGENDA

Item	Owner
Call to Order	Linda Evans
Roll Call	Linda Evans
Pledge of Allegiance	Linda Evans
Confirmation of Agenda	Linda Evans
Public Comment	Linda Evans
<p>At this time members of the public may address the JPA Executive Committee on items that appear within the Consent Calendar or matters that are not listed on the Agenda. Please complete a "Request to Speak" form and limit your comments to three (3) minutes. When you are called to speak, please stand and state your name for the record.</p> <p>For all Business Session matters or Departmental Reports on the Agenda, a completed "Request to Speak" form should be filed with the Secretary of the Board before the Joint Boards begin consideration of that item.</p>	
Presentation Deborah McGarrey, Public Affairs Manager, Southern California Gas Company	Linda Evans
Approval of Minutes	Linda Evans
<ul style="list-style-type: none"> JPA-CVB Board of Directors Joint Meeting Minutes dated June 28, 2019 (all vote) 	Linda Evans
Consent Calendar (JPA Executive Committee Only Votes)	Linda Evans
<ul style="list-style-type: none"> Warrants and Demands Dated June 2019 Warrants and Demands Dated July 2019 Warrants and Demands Dated August 2019 Warrants and Demands Dated September 2019 	
JPA Executive Committee Items (JPA Executive Committee Only Votes)	Linda Evans
<ul style="list-style-type: none"> Vote for JPA Executive Committee Officers for 2020 (Nomination: Chair – Linda Evans, Vice Chair – Geoff Kors) Resolution No. JPA 2019-004 – Meeting Dates 2020 Updates from the JPA Members 	

**CVB Board of Directors
 (continued)**

Jerry Keller
 Lulu California Bistro

Jay Mainthia
 Indio Super 8 & Suites

Michael McLean
 McLean Company Rentals

Allen Monroe
 The Living Desert

Lee Morcus (Emeritus)
 Kaiser Restaurant Group

Thomas Nolan
 Palm Springs International
 Airport

Brad Poncher
 Homewood Suites by Hilton,
 La Quinta

Greg Purdy
 Palm Springs Aerial Tramway

Christoph Roshardt
 Renaissance Esmeralda Resort
 & Spa

Tom Scaramellino
 Westin Mission Hills Golf Resort
 & Spa

Bob Schneider
 Desert Bob Consulting

Barb Smith
 Access Palm Springs

Kelly Steward
 The Ritz-Carlton Rancho
 Mirage

Peggy Trott
 Kimpton Rowan Palm Springs

Doug Watson
 Riviera Palm Springs

Elie Zod
 Retired Hospitality Executive

CVB Board of Directors (CVB Board of Directors Only Vote)

- Updates from the Chair Rolf Hoehn
- Board Member Terms – Vote During November 2019 Meeting
 (Some renew, some require waiving term limits)
- Nominating Committee – New Members Tim Ellis
 Joe Tormey, Hospitality Program Director, CSUSB Palm Desert Campus
 (Dr. Jake Zhu, Dean, attending on Mr. Tormey's behalf)
 Rob Hampton, General Manager, Palm Springs Convention Center
- Resolution No. BOD 2019-001 – Meeting Dates 2020 Rolf Hoehn
- Visit California Marketing Renewal Referendum – Letter and Flyer Scott White

CEO/President's Report

Scott White

- Board Report for October 2019
 - Convention Sales
 - Travel Industry Sales
 - Marketing
 - Communications
 - Film Oasis
 - Digital Marketing
 - Social Media
 - Partnership & CTA
 - Destination NEXT
- Monthly Summary Financial Report & Treasurer's Report – August 2019

CVB Board of Directors Update

Rolf Hoehn

- Updates on New Developments

Future Meeting Date | **Friday, November 22, 2019**

Linda Evans

Adjournment

Linda Evans

Public Notices

- The Greater Palm Springs Convention & Visitors Bureau is handicapped accessible. If special equipment is needed for the hearing impaired, please contact Revae Reynolds at (760) 969-1309 or reynolds@gpscvc.com at least forty-eight (48) hours in advance of the meeting and accommodations will be made.
- If special electronic equipment is needed to make presentations to the CVB Board of Directors, arrangements should be made in advance by contacting Revae Reynolds at (760) 969-1309 or reynolds@gpscvc.com. A one (1) week notice is required.
- Any writings or documents provided to the JPA Executive Committee and CVB Board of Directors regarding any item(s) on this agenda will be made available for public inspection at the Greater Palm Springs CVB located at 70-100 Highway 111, Rancho Mirage, CA 92270, during normal business hours.