



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

Call to Order

The meeting was called to order at 8:33 a.m. by Gary Gardner, JPA Vice Chair and Mayor Pro Tem, City of Desert Hot Springs, at the Omni Rancho Las Palmas Resort & Spa in Rancho Mirage, CA.

Roll Call

The roll call is recorded on the following page.

MAY 20, 2022

Location: Omni Rancho Las Palmas
41000 Bob Hope Drive, Salons 1-3
Rancho Mirage, CA 92270
Regular Meeting
Friday, May 20, 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

Robert Del Mas, Secretary
Empire Polo Club & Event Facility

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

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

Todd Hooks
Agua Caliente Band of Cahuilla Indians

		PRESENT	NOT/YTD
	Geoff Kors, Council Member, Chair		1
CITY OF PALM SPRINGS	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	X	
	Mark Carnevale, Council Member		
CITY OF INDIAN WELLS	Greg Sanders, Council Member	X	
	Dana Reed, Mayor Pro Tem		
CITY OF INDIO	Waymond Fermon, Mayor	X	
	Elaine Holmes, Council Member		
CITY OF LA QUINTA	Linda Evans, Mayor	X	
	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		2
	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	
Robert Del Mas, Secretary - Empire Polo Club & Events	X	
Aftab Dada, Treasurer - Hilton Palm Springs Resort	X	
Kate Anderson, Agua Caliente Band of Cahuilla Indians	X	
Lorraine Becker, Cabot's Pueblo Museum	X	

Visit GPS Board of Directors
(continued)

Jerry Keller
Lulu California Bistro

Jay Mainthia
Indio Super 8 and Suites

Michael McLean
McLean Company Rentals

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

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	NOT/YTD
Jeffrey Bernstein, Destination PSP	X	
Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio	X	
Celeste Brackley, ACE Hotel & Swim Club	X	
Gary Cardiff, Cardiff Limousine & Transportation		E
Jay Chesterton, Fantasy Springs Resort Casino	X	
Dermot Connolly, La Quinta Resort & Club		E
Tim Ellis, Ellis Hospitality Services	X	
Eddy Estrada, Smarter Property Management	X	
David Feltman, VRON Palm Springs		E
Rob Hampton, Palm Springs Convention Center	X	
Todd Hooks, Agua Caliente Band of Cahuilla Indians		E
Jerry Keller, Lulu and Acqua California Bistros	X	
Jay Mainthia, Indio Super 8 Motel	X	
Michael McLean, McLean Company Rentals		E
Allen Monroe, The Living Desert	X	
Lee Morcus (Emeritus), Kaiser Restaurant Group	X	
Michael Murray, Hotel Paseo	X	
Liz Ostoich, FARM and Tac/Quila Palm Springs		E
Brad Poncher, Hospitality Consulting, Strength INN Tourism	X	
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		E
Barb Smith, Eventis Destination Services	X	
Boris Stark, Palm Desert Vacation Properties	X	
Joe Tormey, CSU San Bernardino Palm Desert Campus	X	
Peggy Trott, Kimpton Rowan Palm Springs		E
Doug Watson, Hospitality Executive	X	

STAFF/ATTORNEY

Scott White, President and CEO
 Bill Judson, Vice President Finance and Administration
 Colleen Pace, Chief Marketing Officer
 Davis Meyer, Director of Partnership
 Julie Sinclair, Director of Brand Communications
 Carolina Viazcan, VP Sales

Gary Orfield, Director of Destination Development
 Stefanie Kilcoyne, Director of Operations
 Revae Reynolds, Executive Administrative Assistant
 Julie Kawaguchi, Tourism Development Manager
 Lena D. Wade, Legal Counsel

GUESTS

Colin O'Byrne, The Palm Springs Surf Club
 Cheyne Magnusson, The Palm Springs Surf Club
 Susa Southard, Visitor to the area

PLEDGE OF ALLEGIANCE

Vice Chair Gardner led the Pledge of Allegiance.

CONFIRMATION OF AGENDA

Vice Chair Gardner 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.

Vice Chair Gardner called for public comments. There were no public comments.

PRESENTATIONS

Colin O'Byrne, Chief Investment Officer, The Palm Springs Surf Club
 Cheyne Magnusson, The Palm Springs Surf Club

Mr. Magnusson reviewed his history and experience as a surfer, beginning in Hawaii, as a professional, and with consumer companies such as Body Glove. He learned of the wave production technology and its ability to recreate waves for different experience levels and subsequently participated in the Palm Springs test pool in 2019. The technology was tested by celebrities, e.g. Kelly Slater, which created a lot of buzz. Colin O'Byrne became involved with financing around 2020. Mr. O'Byrne's focus is hospitality and he sees this technology as the future of entertainment, and something that could be scaled up to include training, PE courses for schools, etc. This is not a traditional water park. The development budget is \$73 million, and the park should open in 2022; 50% of the construction is done; and there is an adjacent 2.5-acre site, zoned for hospitality, that will be developed as well. The park is focused on safety – with ocean-certified trained lifeguards – and sustainability. This park is the leader in this space; a smaller park in Waco, TX is successful, with 28% of its businesses in the first year from Southern California.

Jennifer Farr, DavisFarr: Independent Auditor's 2021 Annual Financial Report for Visit Greater Palm Springs

Overall, the audit went well, with no material errors, receiving an "Unmodified Opinion," which is the highest result. There were a few recommendations for controls. Highlights: revenue decreased due to COVID; received a grant from Riverside County; received a PPP loan which is forgiven and later counted as revenue; Visit GPS responded well to COVID, reducing its expenditures by \$7 million; and, equity increased \$2.9 million.

CEO / PRESIDENT'S REPORT

VISIT GPS UPDATE

The recovery has been uneven across the state of California. Domestic leisure is currently leading the recovery, with domestic business travel increasing and international travel lagging.

New staff members:

- Carolina Viazcan, Vice President Convention Sales
- Julie Kawaguchi, Manager, Tourism Development
- Lauren Bruggemans, Director of Sustainability & Community Engagement, Partnership

2022/2023 Priorities

- Grow Team GPS/Workforce Development
- Meetings – increase demand for off-peak business
- International, leveraging Brand USA and Visit CA
- Grow air service
- DEI/Sustainability/Accessibility
- Improve Wayfinding – Hiking maps and attractions
- Promote Regional Collaboration – Native and cultural tourism

Workforce Development & Industrial Relations – Davis Meyer

National Tourism Week and Open House raised \$15,000 for FIND Food Bank. Tourism Advocacy Day was May 6, 2022. There were 25 hospitality career interviews during the Open House. Visit GPS had Zoom calls with Assembly Member Chad Mayes and Senator Melendez' office. Visit GPS has a current campaign touting the benefits of tourism. The workforce development effort is planning research and activation projects regarding the potential new COD campus, One Future Coachella Valley, etc. Tourism Foundation Golf Tournament will be held on May 25, 2022 at the PGA WEST Greg Norman Course.

Marketing Update - Colleen Pace

Review of \$1 million Summer Marketing Program, visuals, and Co-op television campaigns. There are 11 co-op partners. Visit GPS is targeting the drive market and direct fly markets such as Dallas and Phoenix. Restaurant Week returns June 3 – June 12, 2022, with the launch on June 2nd at the Ritz-Carlton Rancho Mirage. The Summer Eats Pass will be available June 13 – September 5th. The Visit California & AEG marketing partnership, using AEG's media program, was reviewed. The Brand USA campaign will target the UK audience. The Art + Sol campaign will support art and cultural sites. Convention sales production for 2022 was reviewed and room nights were slightly down, but revenue was up. Convention sales advertising and media plan overview was discussed.

2022/2023 Budget - Scott White

The TBID Hotel Forecast for 2022-2023 is \$21.7 million based on a small increase in occupancy. \$18.8 million was the approved budget for 2021/2022, and the actuals are anticipated to be more like \$26 million. A total budget of \$28,513,967 is proposed for 2022/2023, with increases for new items, return of items cancelled during the pandemic, and increased funding for some categories. Visit GPS will add nine new positions; some are replacements for positions lost curing COVID.

VISIT GPS BOARD OF DIRECTORS ITEMS (Only VISIT GPS Board of Directors Vote)

- The Independent Auditor's 2021 Annual Financial Report (and Communications Letter from DavisFarr dated May 6, 2022) was presented for approval. Lee Morcus made a motion to approve, Jay Chesterton seconded. There was no further discussion and the motion passed unanimously based on the roll call at the beginning of the meeting.

- The Proposed 2022-2023 Budget was presented for approval. Aftab Dada made a motion to approve, Jay Mainthia seconded. There was no further discussion and the motion passed unanimously based on the roll call at the beginning of the meeting.
- Nusrat Mizra, the new General Manager for the JW Marriott Desert Springs Resort & Spa, was nominated to the Board of Directors. Nusrat Mizra has worked for Marriott for 44 years, most recently in Anaheim, subsequent to their Coronado location. Tim Ellis made a motion to approve the nomination, Jay Mainthia seconded. There was no further discussion and nomination was approved unanimously based on the roll call at the beginning of the meeting.

APPROVAL OF MINUTES (All Vote)

JPA – Visit GPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED MARCH 25, 2022 (all vote)

The JPA Executive Committee and Visit GPS Board of Directors Joint Meeting Minutes dated March 25, 2022, were presented for approval. Mayor Pro Tem Gary Gardner asked for comments or a motion to approve. Mayor Jan Harnik of City of Palm Desert moved to accept the minutes as presented. Linda Evans, Mayor La Quinta, 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

The Warrants and Demands dated March 2022 for Pacific Premier Bank, March 2022 for Wells Fargo Bank, and April 2022 for Pacific Premier Bank were presented for approval. Mayor Jan Harnik of City of Palm Desert made a motion to approve all three sets. Mayor Linda Evans of La Quinta seconded. There was no additional discussion and the warrants and demands were approved according to the roll call taken at the beginning of the meeting.

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

RECEIVE AND ACCEPT THE INDEPENDENT AUDITOR'S 2021 ANNUAL FINANCIAL REPORT (AND COMMUNICATION LETTER FROM DAVISFARR DATED MAY 6, 2022)

The Independent Auditor's 2021 Annual Financial Report, and Communication Letter from DavisFarr dated May 6, 2022, were presented for approval. Linda Evans of La Quinta made a motion to approve. Mayor Waymond Fermon of Indio seconded. There was no further discussion and the Auditor's Report and Communication Letter were approved according to the roll call vote taken at the beginning of the meeting.

RECEIVE AND APPROVE THE PROPOSED 2022-2023 BUDGET

The Proposed 2022-2023 Budget was presented for approval. Linda Evans of La Quinta made a motion to approve. Mayor Waymond Fermon of Indio seconded. There was no further discussion and the 2022-2023 Proposed Budget was approved according to the roll call vote at the beginning of the meeting.

RESOLUTION NO. JPA 2022-003 RE: UPDATED SIGNERS FOR PACIFIC PREMIER BANK

Gary Gardner noted that the Board of Directors had a resolution to consider, approving updated signers for Pacific Premier Bank. Linda Evans of La Quinta made a motion to approve the Resolution and Mayor Ernesto Gutierrez of Cathedral City seconded. There was no further discussion and the Resolution was approved according to the roll call vote taken at the beginning of the meeting.

JPA EXECUTIVE COMMITTEE AND BOARD OF DIRECTORS UPDATES

UPDATES FROM THE JPA MEMBERS AND BOARD OF DIRECTORS

Vice Chair Gary Gardner invited members of the JPA and Board of Directors to provide their respective updates.

Ernesto Gutierrez from the City of Cathedral City: the CVRep playhouse just released their upcoming schedule; amphitheater is being booked; they have new restaurants opening; the College of the Desert Roadrunner Motors program was approved by the COD Board of Trustees; Cathedral City will support Palm Springs in its effort to secure the COD hospitality program in Palm Springs.

Waymond Fermon from the City of Indio: the Coachella and Stagecoach festivals were successful; the downtown area is growing with housing, eateries, and interest from hoteliers.

Linda Evans from the City of La Quinta: La Quinta's 40th Birthday Celebration is coming soon; discussions and an education group regarding vacation rentals is ongoing; and The Montage project is expected to be open in August of 2023.

Greg Sanders from the City of Indian Wells: there will be a major holiday extravaganza in November and December, with ice rinks, etc.; and there are discussions regarding a major overhaul of the Indian Wells Golf Resort.

Jan Harnik from the City of Palm Desert: the McCallum Theatre had a great start to its season; housing starts are good and they have a high occupancy rate at El Paseo; they are looking at plant pallets to improve shade. She thanked Assembly Members Mayes and Garcia for their work in Sacramento promoting a Palm Desert campus of the California State University system.

Steve Downs from the City of Rancho Mirage: Writers' Festival is growing; the 618 acres of "section 31" are being developed by the Disney organization with smaller hotels, a beach club, etc.

Gary Gardner from the City of Desert Hot Springs: The Spa Association in Desert Hot Springs is being revitalized and will be rebranded to the Lodging Association to include vacation rentals; council is reviewing short-term rental guidelines; he complimented the new hiking map.

Out of respect for time, Chair Hoehn welcomed comments from the board members on new updates only. There were no additional comments.

BIRTHDAYS

Board member birthdays were acknowledged, as was Revae Reynolds' resignation.

White noted that the meeting in June will be facilitated by Trever Cartwright of Coraggio Group.

FUTURE MEETING DATE

Friday, June 24, 2022, 8:00am

Location: Renaissance Esmeralda Resort & Spa, Indian Wells, CA

ADJOURNMENT

The meeting was adjourned by Gary Gardner at 10:11 a.m.

Prepared by:



Revae Reynolds
Executive Administrative Assistant

Visit GPS Board of Directors Secretary:

Robert Del Mas

Approval Date:
