



JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

Call to Order

Meeting was called to order at 8:09 a.m. by Linda Evans, JPA Chair and Mayor of the City of La Quinta, at the Westin Mission Hills Resort & Spa, Celebrity Ballroom A-C, in Rancho Mirage, CA.

Roll Call

The roll call is recorded on the following page.

NOVEMBER 22, 2019

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, M.D.
 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 & Club and
 PGA West

Tim Ellis
 TravelHost Palm Springs

Michael Facenda
 Agua Caliente Resort Casino

Rob Hampton
 Palm Springs Convention
 Center

Jerry Keller
 Lulu California Bistro

Jay Mainthia
 Indio Super 8 and Suites

Location: Westin Mission Hills Resort & Spa
 71333 Dinah Shore Drive
 Rancho Mirage, CA 92270

Regular Meeting
 Friday, November 22, 2019, 8:00am – 10:00am

		PRESENT	NOT/YTD
CITY OF LA QUINTA	Linda Evans, Mayor, Chair	X	
	Robert Radi, Council Member		
CITY OF PALM SPRINGS	Geoff Kors, Council Member, Vice Chair		
	Robert Moon, Mayor	X	
CITY OF CATHEDRAL CITY	Ernesto Gutierrez, Council Member	X	
	Mark Carnevale, Mayor Pro Tem		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council Member	X	
	Jan Pye, Mayor Pro Tem		
CITY OF INDIAN WELLS	Richard Balocco, Council Member		1
	Ted Mertens, Mayor		
CITY OF INDIO	Elaine Holmes, Council Member		1
	Waymond Fermon, Council Member		
CITY OF PALM DESERT	Jan Harnik, Council Member	X	
	Gina Nestande, Mayor Pro Tem		
CITY OF RANCHO MIRAGE	Charles Townsend, Council Member		4
	Iris Smotrich, Mayor		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District		2
	Steven Hernandez, Chief of Staff	X	
CVB BOARD OF DIRECTORS ROLL CALL		PRESENT	EXCUSED
	Tom Tabler, Chair, J.W. Marriott Desert Springs Resort & Spa	X	
	Rolf Hoehn, Vice Chair, Indian Wells Tennis Garden	X	
	Robert Del Mas, Secretary, Empire Polo Club	X	

CVB Board of Directors
 (continued)

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 Indian Wells

Tom Scaramellino
 Westin Mission Hills Golf Resort
 & Spa

Bob Schneider
 Desert Consulting

Barb Smith
 Access Palm Springs

Kelly Steward
 The Ritz-Carlton Rancho
 Mirage

Joe Tormey
 CSU San Bernardino
 Palm Desert Campus

Peggy Trott
 Kimpton Rowan Palm Springs

Doug Watson
 Riviera Palm Springs

Elie Zod
 Retired Hospitality Executive

Aftab Dada, Treasurer, Hilton Palm Springs Resort	X	
Bruce Abney, El Morocco Inn & Spa	X	
Rick Axelrod, Coachella Valley Economic Partnership (CVEP)		X
Lorraine Becker, Cabot's Pueblo Museum	X	
Celeste Brackley, ACE Hotel & Swim Club	X	
Tony Bruggemans, Le Vallauris		X
Gary Cardiff, Cardiff Limousine & Transportation	X	
Jay Chesterton, Fantasy Springs Resort Casino	X	
Tim Ellis, TravelHost Palm Springs	X	
Michael Facenda, Agua Caliente Resort Spa / Spa Resort Casino		X
Rob Hampton, Palm Springs Convention Center (new)	X	
Jerry Keller, Lulu and Acqua California Bistros	X	
Jay Mainthia, Indio Super 8 Motel	X	
Michael McLean, McLean Company Rentals		X
Allen Monroe, The Living Desert		X
Lee Morcus (Emeritus), Kaiser Restaurant Group	X	
Tom Nolan, Palm Springs International Airport	X	
Brad Poncher, Homewood Suites by Hilton, La Quinta	X	
Greg Purdy, Palm Springs Aerial Tramway	X	
Christoph Roshardt, Renaissance Indian Wells Resort		X
Tom Scaramellino, Westin Mission Hills Golf Resort & Spa	X	
Bob Schneider, Desert Consulting	X	
Barb Smith, Access Palm Springs		X
Kelly Steward, The Ritz-Carlton, Rancho Mirage	X	
Joe Tormey, CSU San Bernardino Palm Desert Campus (new)	X	
Peggy Trott, Kimpton Rowan Palm Springs	X	
Doug Watson, Doubletree by Hilton	X	
Elie Zod, Retired Hospitality Executive		X

STAFF/ATTORNEY

Scott White, President and CEO
Mark Crabb, Chief Sales Officer
Bill Judson, Vice President Finance and Administration
Jeff Miraglia, Chief Brand Officer
Colleen Pace, Chief Marketing Officer
Bob Thibault, Chief Development Officer
Miranda Caudell, Copywriter
Andy Cloutier, Director of Human Resources
Joyce Kiehl, Director of Communications
Rebecca Kirkpatrick, Business Analyst
Krystal Kusmieruk, Social Media Manager

Anndee Laskoe, Director of Brand Content
Davis Meyer, Partnership Manager
Gary Orfield, Director Travel Industry Sales
Jill Philbrook, Director of Destination Services
Reva Reynolds, Executive Administrative Assistant
Julie Sinclair, Director of Brand Communications
Sean Smith, Director of Indian Wells Sales & Mktg.
Amber Warren, Brand Coordinator
Marissa Willman, Director of Digital Marketing

Colin Kirkpatrick, Deputy Legal Counsel

GUESTS

Peter Freymuth, Palm Springs Airport Commission
Irene Rodriguez, Cabot's Pueblo Museum
Scott Matas, City of Desert Hot Springs

PLEDGE OF ALLEGIANCE

Chair Evans lead the Pledge of Allegiance.

CONFIRMATION OF AGENDA

Linda Evans noted that she and Tom Tabler would like to add one brief presentation today and that the order of the presentations will be altered. With that addition and change, the agenda was accepted unanimously.

PUBLIC COMMENT

There were no comments from the public.

PRESENTATION

Linda Evans and Tom Tabler: Recognition for Robert Moon

Evans and Tabler recognized Mayor Robert Moon, as this is his last meeting as Mayor of the City of Palm Springs. They presented him with a gift, the Palm Springs version of the print by the artist, Shag. Mayor Moon said this is not "goodbye" but that his role was simply changing. He noted the growth of the valley in the last eight years has been amazing. He also noted the growth and development of Palm Springs Resorts, the Coachella Valley Economic Partnership's iHub (CVEP), and commended the efforts of Aftab Dada and Joe Wallace. He added that the recent CVEP Economic Summit was wonderfully informative. He plans to stay in Palm Springs and thanked all for their contributions to the valley economy and quality of life.

Gary Gardner, Council Member, City of Desert Hot Springs: Future Home of the Sand to Snow National Monument Visitor Center

Mayor Scott Matas joined Council Member Gardner to share the updates regarding the proposed Visitor's Center at the Sand to Snow National Monument. Gardner expects this Center to be an economic driver for the desert. The Center will be located where the city of Desert Hot Springs began which is currently a major trail head for hikers. A copy of his presentation is included with these minutes. He discussed the history of the Center, its expected local benefits, regional benefits and next steps for those who would like to show their support. He noted that 3.2 million cars traverse Highway 62 each year and many of them are headed to Joshua Tree National Park. He requested letters of support from members of this board.

Questions: Lee Morcus asked if other entrances were being considered. A: Gardner replied that the only other one you can drive to is in San Bernardino County, outside Big Bear. He would like to see two entrances, like those at Joshua Tree National Park. He is looking at the model created by Friends of the Desert Mountains and the Santa Rosa and San Jacinto Mountains National Monument Visitor Center on Highway 74, just south of Palm Desert. Lee Morcus asked whether they are working with San Bernardino County. Matas replied that there has been little cooperative work so far.

Joe Tormey, Hospitality Program Director, CSU San Bernardino Palm Desert Campus: Vision for the Hospitality Management Program at CSUSB-PDC

Tormey reported he has been in his position for four months and he already feels very welcome and supported. He explained that the hospitality program was borne out of the interest of industry leaders and public officials. A copy of his presentation is included with these minutes. In this position, he has four goals: 1. To introduce new courses to the existing business degree, 2. To initiate robust co- and extra-curricular activities, 3. To achieve enrollment goals, and 4. To introduce two new degrees in the future.

New courses focusing on hospitality will be introduced to the existing degree in business management. The university will implement a hospitality club, internships (both domestic and abroad), student chapters of professional organizations, a hospitality honor society and exhibition/learning trips. Tormey provided a timeline of these anticipated activities. Tormey summarized the naming opportunities for significant donors. Tormey plans to continue building relationships with industry leaders in Greater Palm Springs, implementing a strategy to achieve the enrollment goals (200 students by 2025), and positioning hospitality to become the destination program at the Palm Desert Campus.

Oliver Lamb, Managing Director, Ailevon Pacific Aviation Consulting

Lamb noted the high-profile nature of the hospitality industry in Greater Palm Springs and the need for additional air service as noted by the record number of occupied seats at the airport in 2019. It is a wonderful achievement to grow about 8% each year over the last 5 years. This rate outpaces the rate of economic growth in general.

Where does the growth come from? All but two of our airlines are growing, United, Alaska and American. WestJet is behind because of the grounding of the Boeing 737 Max. New routes to Atlanta (Delta), Paine Field/Seattle (Alaska) and Sacramento (Contour) account for much of the growth. Alaska passengers at Paine Field reported that the Palm Springs airport (PSP) was their #1 desired route.

The #1 air service market is no longer the San Francisco Bay area, but Seattle. The winter will see fewer seats than last year due to too much growth in winter 2018-2019 and the 737 Max grounding. Growth will return in the summer. Seasonal markets are the first casualties when aircraft are less available (737 Max matter); it is easier for airlines to suspend their seasonal routes.

2020 Expectations: more seasonal consistency is expected. PSP will have record summer seat capacity, United will serve Chicago year-round, and Delta will bring the largest aircraft to PSP, a huge vote of confidence in our new Atlanta service. Lamb said his company will focus on four things for 2020: 1. strengthening our year-round air access, 2. securing new markets like Washington DC, Oakland and San Jose, 3. creating new models for a diversifying market and 4. international exposure boosting access.

What will enable our air service success? 1. Pursuit of the right opportunities using data-driven strategies, 2. Support new services effectively, and 3. Build the market's airline appeal by attracting non-tourism demand.

Questions:

Bob Schneider asked about pricing at PSP. It is more expensive than Phoenix and Los Angeles. A: We have fewer of the low-price carriers.

Tom Tabler noted that it is a perception that our destination is harder to get to. Our summer season is a bit of a chicken and egg dilemma. A: Phoenix and Las Vegas are year-round destinations, so it's not our heat; it is airlift. A connector flight into LAX is not a solution because LAX is undesirable from the perspectives of both travelers and airlines. LAX is not lucrative for the carriers and to maximize their revenue, they fly large planes. Other cities like Dallas and Salt Lake City are better growth markets for us.

Doug Watson asked about the 2021 and 2022 cycles. A: On the macro level, growth will be very tight. On the micro level, we can still grow. Summertime has potential because our hotel prices are lower in summer.

APPROVAL OF MINUTES (All Vote)

The JPA-CVB Board of Directors Joint Meeting Minutes dated October 25, 2019 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated October 25, 2019, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting (Gardner / Gutierrez).

CONSENT CALENDAR (JPA Exec Committee Only Votes)

1. Warrants and Demands Dated October 31, 2019

The Warrants and Demands dated October 31, 2019 will be brought back to the January 2020 meeting. No action was taken today.

JPA EXECUTIVE COMMITTEE ITEMS (JPA Executive Committee Only Votes)

UPDATES FROM THE CHAIR

Linda Evans introduced the following Resolution.

RESOLUTION NO. JPA 2019-005 – AUTHORIZED SIGNATORIES TO THE DEFINED BENEFIT PENSION PLAN

The Resolution was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Harnik / Gardner).

UPDATES FROM THE JPA MEMBERS

Linda Evans reported that vacation rentals are welcome in the City of La Quinta. There are a small number of problem properties out of about 1,300. Best to bring all stakeholders together to make a plan and enforce codes. Creating an online service for payments would be beneficial moving forward.

Robert Moon reported that he was glad to hear the airline update. The City of Palm Springs is planning \$100 million in updates to the airport, increasing the ticketing area and luggage handling, upgrading concessions, and more. The City is anticipating hockey arena will attract visitors from Seattle and Chicago. It will also host basketball games and concerts. The City will continue to work out traffic and parking.

Jan Harnik reported that the City of Palm Desert is looking forward to the 20th Fashion Week El Paseo. Ticket sales are up. Trina Turk is celebrating her 25th anniversary. The Food and Wine Festival ticket sales are up 80% over last year. The new project called Desert Surf passed unanimously at the council meeting the other night. Also, tomorrow night is Bighorn BAM, the cancer fundraiser which has a 5-story Ferris wheel, a huge lighted tree, etc.

Ernesto Gutierrez reported that ground has broken on the downtown casino in the City of Cathedral City. It is scheduled to be open in 14-16 months. On the 13.5 acres south of the new casino will be a new hotel, restaurant, shopping, etc. The downtown amphitheater will be completed in the next two months and promoters are interested in the venue. This weekend is the hot air balloon festival, today through Sunday, with balloon rides, food trucks and entertainment.

Gary Gardner reported that TOT in the City of Desert Hot Springs last year came in at \$2.3 million which is a record for the City. They have an \$11 million reserve and an A+ rating on Standard & Poor's. The holiday light parade is December 14 which ends at city hall with food, rides, Santa, etc.

Gabe Codding (Director of Marketing) reported for the City of Rancho Mirage and noted that city council approved the grand oasis lagoon project which will be located east of Sunnylands and will include a number of amenities. Also, the projection mapping cinema is complete at the observatory.

Brooke Beare (Director of Communications and Marketing) reported that the City of Indio announced a new three-story, College of the Desert building in downtown which will be completed in 2022. Council also approved funding for an architect and construction management firm to complete a new police and fire building. The City will also host a new iHub located in

the chamber of commerce building to incubate 6-12 new businesses by the end of the year. The Tamale Festival is Dec. 7 and 8 and the City tree lighting event will be held on December 5.

CEO/PRESIDENT'S REPORT

BOARD REPORT FOR NOVEMBER 2019

Scott White acknowledged Oliver Lamb and his company's approach to using data to our benefit which is opening doors for us. White thanked him for his presentation and noted that people are happy with the flight to Sacramento. The contract due to end in May has been extended to year-round and the timing of the Contour flights will improve.

White noted the team-building work being done including StrengthFinders and the Coraggio consulting project as a leadership development exercise. The new Social Media video was shown. December 5, 2019, is the annual CVB holiday party.

2020 Board Meetings – Scott White

White reported that the Board Report takes staff a lot of time to prepare. The digital analytics show that the executive summary has the most traffic. White proposed an alternative report in the form of an online dashboard. Data for Travel Industry Sales will be developed, but other data is readily available. The CVB will still provide a copy of the board presentation. The launch is proposed to begin at the January 2020 meeting.

Regarding our Board Meeting format, in January there will be an update on Sales & Marketing strategies for the year. March will be another strategic update from Paul Ouimet (NEXTFactor Enterprises). The remaining meetings will alternate between strategy sessions and CVB updates. Board members agreed to this new approach.

The group participated in a series of live digital poll questions. With respect to their own opinions on the business forecast for 2020, the highest percentage (62%) said it would be slightly stronger (between 1% and 9% growth) than last year. Regarding RevPAR, the highest response (50%) said it would be slightly stronger (between 1% and 9% growth). With respect to concerns for 2020, the choices were ranked in this order: of most concern is the economy, then workforce, air service, owner's/stakeholders' expectations, and increased supply. Then board members ranked a list of topics that they would like guest speakers to focus on at board meetings. The results were in this order, highest to lowest: tourism trends, local speakers on key issues, and paid speakers on destination development topics.

Destination Marketing – Colleen Pace

Colleen Pace provided an update on the upcoming activation in Atlanta, an interactive "cube" display. Visitors will answer a series of questions on a touch screen to determine their "wellness persona" and the vending machine will deliver a gift specific to their responses. The display includes a seating area. Kick-off will be December 11, 2019. Another project is a co-op with Saks 5th Avenue and Visit California. This will be a media event in New York City in February including a window display, in-store activation, and a digital/social campaign.

MONTHLY SUMMARY FINANCIAL REPORT & TREASURER'S REPORT – SEPTEMBER 2019

White noted the Monthly Summary and Treasurer's Reports are in the board meeting documents and show favorable balances.

CVB BOARD OF DIRECTORS UPDATE

RENEWING CVB BOARD OF DIRECTORS FOR ANOTHER TERM: Tom Scaramellino, Barb Smith, Kelly Steward, Doug Watson

Tabler noted the existing board members whose terms were up for renewal (listed above). The slate was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Dada / Poncher).

RENEWING CVB BOARD OF DIRECTORS AND WAIVING TERM LIMITS: Robert Del Mas, Lorraine Becker, Jay Mainthia, Thomas Nolan, Bob Schneider

Tabler noted the board members who were up for renewal requiring the waiving of their term limits. The slate was approved, the term limits were waived and the vote was unanimous based on the roll call taken at the beginning of the meeting (Dada / Poncher).

UPDATES FROM THE CHAIR

Tabler noted that the Chairman's Committee met a couple of weeks ago. One topic they discussed was the renewal of the CVB TBID (Tourism Business Improvement District). White explained that the local vacation rental companies are also talking about implementing a TBID (1%), so the CVB will work on both simultaneously. These projects might require a special JPA meeting due to the timeline requirements of forming/renewing a TBID.

The CVB is still exploring the 1% vacation rental TBID. Collections on the vacation rental TBID could begin November of next year. White said the CVB is holding meetings in the cities regarding the vacation rentals. The cities will collect the assessment and then remit it to the CVB. The money from the vacation rental TBID would be used for air service development, workforce development, and valley-wide initiatives, the same ways as the budget is now. It would not be used to influence lodging choice.

White explained the existing hotel TBID is a 5-year assessment and renews July 2021. The CVB will work on the preparations for renewal during 2020. The renewed hotel TBID would be good for 10 years.

Questions? Dada added that the vacation rentals in Palm Springs are in full support of a TBID and implementation in November 2020. He added, there is a meeting scheduled in Palm Springs for Monday at 2:00pm with vacation rental representatives. Moon noted that the vacation rental TBID would not be spent advertising for vacation rentals, but there are business owners who are sensitive to that. Scott noted that a fact/fiction piece would be prepared to explain the use of the collected funds. The cities would only be involved in the collection of the assessment. Purdy asked about estimated collection and White thought about \$1.5 to \$2 million. Dada noted that, collectively, the nine cities have about 5,000 rentals which is roughly 15,000 rooms, similar to the number of hotel rooms.

UPDATES FROM THE MEMBERS

Tom Tabler asked who in the room was CTA certified (Certified Tourism Ambassador) and proposed a CTA class for the board. He reported that the JW Marriott Desert Springs renovation will take longer than expected, hoping to wrap up by end of February 2020.

Bob Schneider reported that he is now affiliated with Palm Springs Power Baseball. They have a California winter league. The facility is an under-used asset in the valley. He will work on increasing their marketing efforts.

Brad Poncher – is looking forward to the Ironman competition on December 8, which will bring additional business to Homewood Suites La Quinta.

Rob Hampton – reported that the Palm Springs Convention Center had its best fall in its history.

Jay Mainthia – reported that Super 8 in Indio has enjoyed good numbers

Greg Purdy – reported that the Palm Springs Aerial Tramway will begin the first of 5 phases of remodeling as of the first of the year. They expect to spend \$14 million and wrap up the first quarter of 2021.

Lee Morcus – thanked everyone for their hard work and wished all a happy thanksgiving.

Tim Ellis – reported that the Jan/Feb edition of TravelHost Magazine is sold out.

Joe Wallace – reported that the CVEP (Coachella Valley Economic Partnership) Economic Summit was the largest ever with over 100 students in attendance, too.

Celeste Brackley – reported that the Ace Hotel & Swim Club is hosting the Golden Grapes Wine Festival on December 8.

Tom Nolan – noted Mayor Robert Moon's 30-year career, 13 years in Palm Springs. Moon spent 26 years in the U.S. Navy, completed a number of deployments, and brought integrity, leadership, class, professionalism and innovative thinking to his role as Mayor. Noting Moon's 100% support for the airport, Nolan said Mayor Moon was the best he has ever worked with and wished him well.

Robert del Mas – reported that the new rye grass is in at the Empire Polo Club. Sunday polo matches begin in December.

Aftab Dada – had no update.

Dermot Connolly – reported that the La Quinta Resort will have a tree lighting on December 30th.

Kelly Steward – invited everyone to the Ritz-Carlton Rancho Mirage's annual tree lighting on Dec. 4, beginning at 5:30pm.

Bruce Abney – (El Morocco Hotel) announced that Walk of the Inns is on Dec. 12 and has experienced a huge increase in ticket sales this year.

Jerry Keller – thanked everyone for the great year. LULU California and Acqua California Bistros are busy for Thanksgiving. Musical Theater University is coming back in December and is enjoying sold-out shows.

Doug Watson – reported that he is now the Managing Director of Hospitality at College of the Desert. He is working on with 29-acre project developing the former mall into a new hospitality-focused campus.

Lorraine Becker – invited all to consider shopping for the holidays at Cabot's Pueblo Museum and boutique gallery.

Joe Tormey – commented that the CVEP Economic Summit was great. A number of CSU San Bernardino Palm Desert Campus students attended.

Tom Tabler – acknowledged the departure of Steven D'Agostino, General Manager of the Hyatt Indian Wells who is moving to Florida and welcomed Mike Waddell who will take his place.

FUTURE MEETING DATE

Friday, January 24, 2020. Location: Ritz-Carlton Rancho Mirage.

ADJOURNMENT

The meeting was adjourned at 10:04 a.m.

Prepared by:

Reva Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:

Robert Del Mas

Approval Date:
