

# BOARD AND JPA MEETING

Friday, March 31, 2023



JW MARRIOTT

DESERT SPRINGS PALM DESERT

**WiFi:** Marriott\_CONFERENCE / **Access Code:** VGPS2023

# IMEX AMERICA TRADE SHOW DONATION



**\$23,100**  
from show



**\$11,550**  
donated to each

CALL TO ORDER

ROLL CALL



"I pledge allegiance to the flag  
of the United States of America,  
and to the Republic for which it stands,  
one nation under God indivisible,  
with liberty and justice for all."



# CONFIRMATION OF AGENDA

(NO VOTE REQUIRED)

PUBLIC COMMENT

PRESENTATIONS



# VISIT CA OUTLOOK FORUM 2023



visit  
California

Outlook  
FORUM

visit  
California

Outlook  
FORUM



**Kate Anderson**  
**Director of Public Relations**  
Agua Caliente Band of Cahuilla Indians

# PRESENTATION

**Michael Dominquez**  
**President & CEO**

Associated Luxury Hotels International

# PRESENTATION

**Bill Judson**

**Vice President of Finance & Administration**

2022 Annual Financial Audit



# AUDIT OF FINANCIAL STATEMENTS

- ❑ Performed audit procedures in December 2022
- ❑ Issued an unmodified audit opinion dated March 20, 2023
- ❑ Financial statements are fairly stated in all material respects

# AUDIT AREAS OF FOCUS

- ❑ Standard approach includes substantively testing all material assets and liabilities and analytically testing all material revenues and expenses
- ❑ Additional areas of focus this year:
  - ❑ Evaluation of new lease accounting standard – no material impact on the organization
  - ❑ Testing of pension and other post employment benefit (OPEB) actuarial valuations

# INTERNAL CONTROLS

- ❑ Reviewed internal controls over key accounting cycles
  - ❑ Cash receipting
  - ❑ Cash disbursements and purchasing
  - ❑ Payroll
  - ❑ Banking and investing
  - ❑ Information systems
- ❑ Selected 7 large vendor contracts for testing bidding and procurement policies

# AUDIT RESULTS

- ❑ No material weaknesses in internal controls
- ❑ No instances of noncompliance
- ❑ Auditor Recommendation:
  - ❑ “We recommend VGPS update the procurement policy to address documentation retention and that VGPS adhere to the formalized policy.”



# APPROVAL OF MINUTES

(ALL VOTE)

- JPA - VGPS Board of Directors Joint Meeting Minutes – January 31, 2023

# CONSENT CALENDAR

(JPA ONLY VOTES)

- Warrants and Demands Dated January 2023
- Warrants and Demands Dated February 2023

# VGPS BOARD OF DIRECTORS ITEMS

(VGPS BOARD ONLY VOTES)

- Approve John Bolton for Board of Directors seat
- Receive and Accept the Independent Auditor's 2022 Annual Financial Report (and Communication Letter from Davis Farr dated March 20, 2023)
- Resolution No. BOD 2023-002 – Appropriating Funds

# JPA EXECUTIVE COMMITTEE ITEMS

(JPA ONLY VOTES)

- Receive and Accept the Independent Auditor's 2022 Annual Financial Report (and Communication Letter from Davis Farr dated March 20, 2023)
- Resolution No. JPA 2023-003 – Appropriating Funds



# CEO / PRESIDENT'S REPORT

MARKETING

# AMERICAN AD FED AWARDS

## **BEST OF SHOW**

- Art & Sol video series

## **GOLD**

- AEG video w/ Visit CA
- United Stories/Brand USA
- Oasis of Art
- Art & Sol

## **SILVER**

- What Will You Find?
- Recreate Responsibly
- JW Marriott Summer Co-Op
- The Ritz-Carlton Summer Co-Op
- Oasis Adventures

## **BRONZE**

- The Living Desert Summer Co-Op
- Omni Rancho Las Palmas Summer Co-Op
- Agua Caliente Casinos Summer Co-Op
- City of La Quinta Summer Co-Op



SUMMER  
2023  
CO-OP  
PARTNERS

THE WESTIN  
RANCHO MIRAGE  
GOLF RESORT & SPA



La Quinta  
— CALIFORNIA —



Palm Springs  
CALIFORNIA Like no place else™

R  
RENAISSANCE®  
ESMERALDA RESORT & SPA  
INDIAN WELLS



Palm Springs Preferred  
Small Hotels  
Be authentic. Stay independent.

OMNI  HOTELS  
& RESORTS  
rancho las palmas  
palm springs

  
JW MARRIOTT

greenhaus

-



# INTERNATIONAL CAMPAIGN: UK



## INTERNATIONAL MARKETING

- New partnership with **Finn Partners** launched January 2023 to support international recovery efforts via marketing, public relations, and travel trade.
- Media plan launched in March with digital and social media advertising with destination pillar messaging that resonates most with UK travelers such as Arts & Culture, midcentury architecture, and health & wellness.



PR/COMMUNICATIONS



LAUNCH:

February 22  
**Greater Palm Springs**

March 2  
**London**

March 16  
**Tokyo**

April 27  
**West Hollywood**



**First-of-its-kind destination-inspired collection** was created in partnership with luxury travel lifestyle brand Globe-Trotter and pays homage to the natural beauty, iconic midcentury modern architecture, and timeless glamour of our Southern California oasis.



# GLOBE- TROTTER SPECIAL EVENT IN JAPAN



Globe-Trotter × Palm Springs Collection Special Event

# GLOBE-TROTTER





# JAPAN MEDIA MISSION





# BROADCAST: CULINARY





CONVENTION SALES

# FUTURE PACE 2023–2027

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentative
2023	216,356	177,856	38,500	21%	0	115,626
2024	113,971	114,029	58	-.99%	83,473	196,772
2025	57,061	73,049	-15,988	-21%	140,073	87,141
2026	17,375	46,856	-29,481	-63%	179,759	54,320
2027	2,595	27,236	-24,641	-90%	194,539	31,967

\* Numbers represent bookings though Visit Greater Palm Springs as of 2/28/23

PARTNERSHIP

# SAVE THE DATES

**May 4**



**GPS Tourism  
Foundation  
Golf Tournament**

**May 8-12**



**National Travel &  
Tourism Week  
Events**

**June 2-11**



**GREATER  
palm springs  
RESTAURANT  
WEEK**

**Restaurant  
Week**

**October 30**

*Champions  
of Hospitality*  
**2023**

**R**  
**RENAISSANCE®**  
ESMERALDA RESORT & SPA  
INDIAN WELLS

**Awards &  
Gala**

FORM 700

due by **April 1** to Sarah Goslin

JPA EXECUTIVE COMMITTEE &  
BOARD OF DIRECTORS  
UPDATES

BIRTHDAYS



# HAPPY BIRTHDAY !!!



**ANKIT SEKHRI**

March 24



**LIZ OSTOICH**

May 2



**JERRY KELLER**

May 23



**AFTAB DADA**

April 7



**JAY CHESTERTON**

May 9



**KATE ANDERSON**

May 24



**PEGGY TROTT**

April 21



**ROLF HOEHN**

May 11



**ROB HAMPTON**

May 31



**TIM ELLIS**

April 23



**BRAD PONCHER**

May 15

# NEXT BOARD MEETING

Thursday, June 29, 2023

Location: The Ritz-Carlton, Rancho Mirage