

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
- 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
- Kate Anderson**
 Agua Caliente Band of
 Cahuilla Indians
- 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
- Tim Ellis**
 Ellis Hospitality Services
- Rob Hampton**
 Palm Springs Convention
 Center
- Todd Hooks**
 Agua Caliente Band of
 Cahuilla Indians

JOINT MEETING
 JPA EXECUTIVE COMMITTEE &
 CVB BOARD OF DIRECTORS

Ritz-Carlton, Rancho Mirage
 Salons 3-4
 68900 Frank Sinatra Drive
 Rancho Mirage, CA 92270

Regular Meeting
 June 25, 2021
 8:30am – 10:00am

AGENDA

The JPA Executive Committee and CVB Board of Directors will take action on all items on the agenda. Materials related to an agenda item that are submitted to the JPA Executive Committee and/or the CVB Board of Directors after distribution of the agenda packets are available for public inspection in the Clerk of the Board's office during normal business hours and on the CVB's website.

Item	Owner
Call to Order	Geoff Kors
Roll Call	Geoff Kors
Pledge of Allegiance	Geoff Kors
Confirmation of Agenda (no vote required)	Geoff Kors
Public Comment	Geoff Kors

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.

Public comments may be received by e-mail or voicemail from the time agenda is posted **up until one (1) hour prior to the meeting convening**. E-mails will be printed and distributed for the record prior to the meeting. If the sender so requests, they will be read into the record at the meeting not to exceed three (3) minutes in length.

E-mail: reynolds@gpscvc.com

Voicemails will be transcribed and forwarded to the JPA Executive Committee and CVB Board members as soon as possible after they are received. If the sender so requests, they may also be read into the record at the meeting not to exceed three (3) minutes in length. **Voicemail:** 760.969.1309

For all Business Session matters or Departmental Reports on the Agenda, the public can submit comments in advance via email as described above.

PRESENTATIONS	Geoff Kors
<ul style="list-style-type: none"> Sheldon Peterson, Rail Manager – Riverside County Transportation Commission Update Tom Kirk, Executive Director – Coachella Valley Association of Governments Update 	

**CVB Board of Directors
 (continued)**

Jerry Keller

Lulu and Acqua California
 Bistros

Jay Mainthia

Indio Super 8 & Suites

Michael McLean

McLean Company Rentals

Allen Monroe

The Living Desert

Lee Morcus (Emeritus)

Kaiser Restaurant Group

Brad Poncher

Homewood Suites La Quinta

Greg Purdy

Palm Springs Aerial Tramway

Tom Scaramellino

Westin Mission Hills Golf Resort
 & Spa

Bob Schneider

Palm Springs Power Baseball

Barb Smith

Eventis Destination Services

Kelly Steward

The Ritz-Carlton Rancho
 Mirage

Joseph Tormey

CSU San Bernardino
 Palm Desert Campus

Peggy Trott

Kimpton Rowan Palm Springs

Doug Watson

College of the Desert

Approval of Minutes (JPA and CVB Board Vote) Geoff Kors

- JPA-CVB Board of Directors Joint Meeting Minutes – May 21, 2021

JPA Executive Committee Items (JPA Executive Committee Only Votes) Geoff Kors

- Resolution No. JPA 2021-004: Carrying Over Funds
- Warrants and Demands Dated May 2021

CVB Board of Directors Items (CVB Board Only Votes) Tom Tabler

- Nominating Committee

Tim Ellis

Eddy Estrada, Smarter Property Management (STVR)
 David Feltman, Vac. Rental Owners & Neighbors of Palm Springs (STVR)
 Amanda Hoffmann, Vacasa (STVR)
 Boris Stark, Palm Desert Vacation Properties (STVR)
 Michael Murray, Hotel Paseo (TBID Hotel)
 Mike Waddell, Hyatt Regency Indian Wells (TBID Hotel)
 Elizabeth Ostoich, FARM Palm Springs & Tac/Quila (Restaurants)

CEO/President's Report Scott White

- CVB Update

Roundtable Updates (All JPA Exec. Committee and CVB Board) Tom Tabler


- Roundtable Update

Future Meeting Date | **Friday, September 24, 2021** Tom Tabler

Adjournment Geoff Kors

Public Notices

- Any 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, or email your request to Revae Reynolds: reynolds@gpscvb.com.



JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

Call to Order

The meeting was called to order at 8:35 a.m. by Geoff Kors, JPA Chair and Council Member, City of Palm Springs, at the Renaissance Esmeralda Resort in Indian Wells, CA.

Roll Call

The roll call is recorded on the following page.

MAY 21, 2021

JOINT POWERS AUTHORITY

Geoff Kors, Chair
 City of Palm Springs
 Gary Gardner, Vice Chair
 City of Desert Hot Springs

Location: Renaissance Esmeralda Indian Wells
 44-400 Indian Wells Lane
 Indian Wells, CA 92210
 Regular Meeting
 Friday, May 21, 2021, 8:30am – 10:00am

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

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
 Retired Hospitality Executive

Kate Anderson
 Agua Caliente Band of
 Cahuilla Indians

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
 Ellis Hospitality Services

Rob Hampton
 Palm Springs Convention
 Center

Todd Hooks
 Agua Caliente Band of
 Cahuilla Indians

Jerry Keller
 Lulu California Bistro

		PRESENT	NOT/YTD
CITY OF PALM SPRINGS	Geoff Kors, Council Member, Chair	X	
	Christy Holstege, Mayor		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Coun. Mbr, Vice Chair	X	
	Roger Nunez, Council Member		
CITY OF CATHEDRAL CITY	Ernesto Gutierrez, Mayor Pro Tem	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 Pro Tem	X	
	Elaine Holmes, Mayor		
CITY OF LA QUINTA	Linda Evans, Mayor	X	
	Robert Radi, Council Member		
CITY OF PALM DESERT	Jan Harnik, Mayor Pro Tem	X	
	Gina Nestande, Council Member		
CITY OF RANCHO MIRAGE	Charles Townsend, Mayor Pro Tem		1
	Iris Smotrich, Council Member		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District	X (phone)	
	Steven Hernandez, Chief of Staff		
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 & Events	X	
	Aftab Dada, Treasurer - Hilton Palm Springs Resort	X	

CVB Board of Directors
(continued)

	Bruce Abney, Retired Hospitality Executive	E	
Jay Mainthia Indio Super 8 and Suites	Kate Anderson, Agua Caliente Band of Cahuilla Indians	-	
Michael McLean McLean Company Rentals	Rick Axelrod, Coachella Valley Economic Partnership	E	
Allen Monroe The Living Desert	Lorraine Becker, Cabot's Pueblo Museum	E	
Lee Morcus (Emeritus) Kaiser Restaurant Group	Celeste Brackley, ACE Hotel & Swim Club	X	
Brad Poncher Homewood Suites by Hilton, La Quinta	Tony Bruggemans, Le Vallauris	E	
Greg Purdy Palm Springs Aerial Tramway	Gary Cardiff, Cardiff Limousine & Transportation	X	
Christoph Roshardt Renaissance Esmeralda Indian Wells	Jay Chesterton, Fantasy Springs Resort Casino	X	
Tom Scaramellino Westin Mission Hills Golf Resort & Spa	Dermot Connolly, La Quinta Resort & Club	X	
Bob Schneider Palm Springs Power Baseball	Tim Ellis, Ellis Hospitality Services	X	
Barb Smith Eventis Destination Services	Rob Hampton, Palm Springs Convention Center	X	
Kelly Steward The Ritz-Carlton Rancho Mirage	Todd Hooks, Agua Caliente Band of Cahuilla Indians	X	
Joe Tormey CSU San Bernardino Palm Desert Campus	Jerry Keller, Lulu and Acqua California Bistros	X	
Peggy Trott Kimpton Rowan Palm Springs	Jay Mainthia, Indio Super 8 Motel	X	
Doug Watson College of the Desert	Michael McLean, McLean Company Rentals	E	
Elie Zod Retired Hospitality Executive	Allen Monroe, The Living Desert	X	
	Lee Morcus (Emeritus), Kaiser Restaurant Group		X
	Brad Poncher, Homewood Suites by Hilton, La Quinta	X	
	Greg Purdy, Palm Springs Aerial Tramway	X	
	Christoph Roshardt, Renaissance Esmeralda Indian Wells	X	
	Tom Scaramellino, Westin Mission Hills Golf Resort & Spa	E	
	Bob Schneider, Palm Springs Power Baseball	X	
	Barb Smith, Eventis Destination Services	X(phone)	
	Kelly Steward, The Ritz-Carlton, Rancho Mirage	X	
	Joe Tormey, CSU San Bernardino Palm Desert Campus	X	
	Peggy Trott, Kimpton Rowan Palm Springs	X	
	Doug Watson, College of the Desert	X	
	Elie Zod, Retired Hospitality Executive	X	

STAFF/ATTORNEY

Scott White, President and CEO
Bill Judson, Vice President Finance and Administration
Jeff Miraglia, Chief Brand Officer
Colleen Pace, Chief Marketing Officer
Andy Cloutier, Director of Human Resources

Stefanie Kilcoyne, Director of Operations
Davis Meyer, Partnership Manager
Gary Orfield, Director of Tourism Development
Revae Reynolds, Executive Administrative Assistant
Julie Sinclair, Director of Brand Communications

Lena D. Wade, Legal Counsel

GUESTS

Brooke Beare, City of Indio
Katie Brown, PGA West
Peter Freymuth, Palm Springs Airport Commission
Stone James, City of Cathedral City
Dennis Woods, City of Palm Springs

PLEDGE OF ALLEGIANCE

Chair Kors led the Pledge of Allegiance.

CONFIRMATION OF AGENDA

Chair Kors 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.

Chair Kors called for public comments. There were none.

PRESENTATIONS**Mike McGuire, California State Senator, RE: SB 555: Local Agencies and TOT/Short-Term Facilitator/Collection**

Senator Mike McGuire summarized the intent of his bill, SB 555. Cities and counties levy a bed tax on hotel stays, but few have agreements with the short-term rental companies. SB 555 provides an option for cities to delegate the collection authority to the California Department of Tax and Fee Administration (CDTFA) which would facilitate the collection and return the funds to the city. Senator McGuire also introduced SB 285, the California Tourism Recovery Act, which would require the California Travel and Tourism Commission to implement a program aimed at reversing the impact of the COVID-19 pandemic on the California travel and tourism industry.

Q&A: White asked whether SB 555 would allow our Tourism Business Improvement District (TBID) assessment to be included. McGuire is interested in talking more about crafting language to make this possible. Kors asked whether the state might want to keep the collections at some point in the future. McGuire responded that he came from local government and knows that bed tax is important and sometimes outpaces sales tax revenue for a city. He noted there is a clause in the bill that cities can opt out with a 30-day notice.

White thanked Senator McGuire for addressing the group this morning.

Erin Francis-Cummings, President & CEO, Destination Analysts, RE: Greater Palm Springs Sentiment Report and Uber Media Dashboards

Francis-Cummings summarized the findings of the survey her company completed regarding adult travelers in eight key markets. A total of 2,400 people were surveyed, 300 in each of the eight markets. The objective was to identify those with the greatest potential to be converted to a (Greater Palm Springs) visitor the soonest and to understand their emotional attachments. She noted that many of the New Yorkers have never been to Greater Palm Springs, but still feel an awareness and familiarity, probably due to the CVB's marketing efforts. Very few people rate the area as unappealing. She summarized her slides. Of note, the question rating our destination's attributes and the importance of these attributes to the respondents' destination selection are notably parallel. Deterrents to visiting include competition for attention from other destinations and respondents don't know enough about GPS yet. This data shows that San Diego is our strongest competitor. Interesting that the timing of travelers' next trip here would include the summer months. Roughly half said they would be traveling with someone under 17 years of age. Data includes preferred lodging, daily spend, length of trip, etc.

Tips on how to market to these respondents include using multiple channels and enticing videos.

Francis-Cummings described briefly the geolocation data analysis of GPS visitors that her company is also working on. She will have more conclusions to share at a later date, but the level of detail will be helpful.

Q&A: Harnik noted the respondents that were not excited to visit and asked what the explanation might be. Francis-Cummings offered to look more closely at the data, but supposed it had to do with competition from other destinations and not knowing enough about GPS. Connolly asked why those eight comparison cities were chosen. White responded that most of the cities were chosen based on the CVB's current marketing. White thanked Francis-Cummings for sharing these results and looks forward to the Uber data dashboards.

CVB BOARD OF DIRECTORS (CVB Board of Directors Only Vote)

Tom Tabler thanked Christoph Roshardt and the Renaissance team for hosting the meeting today and for all those who attended the Tourism Foundation fund-raising golf tournament yesterday.

He noted that the Chairman's Committee met a few weeks ago to review the Bylaws and the 2021-2022 proposed budget.

RESOLUTION NO. BOD 2021-001: UPDATED BOARD OF DIRECTORS BYLAWS

Tabler invited Legal Counsel, Lena Wade, to summarize the proposed changes to the CVB Board of Directors bylaws. Wade noted the changes primarily addressed the recent inclusion of vacation rentals in the TBID and increasing the board membership by four positions, to accommodate greater presentation from the vacation rental industry.

Tabler asked for a motion to approve the Resolution regarding the updated bylaws. Dada made the motion, seconded by Hoehn. There was no additional discussion. The Resolution was approved according to the following roll call vote:

Aye: Tabler, Hoehn, Del Mas, Dada, Brackley, Cardiff, Chesterton, Connolly, Ellis, Hampton, Hooks, Keller, Mainthia, Monroe, Poncher, Purdy, Roshardt, Schneider, Smith, Steward, Tormey, Trott, Watson, Zod.

Nay: 0

Absent: Abney, Axelrod, Becker, Bruggemans, McLean, Morcus, Scaramellino.

Abstain: 0

PROPOSED 2021-2022 BUDGET

Aftab Dada summarized the meeting of the Chairman's Committee which reviewed this proposed budget. White explained that this budget includes \$1.2 million in projected vacation rental revenue due to the new 1% vacation rental TBID which starts July 2021. The rest of the budget is very close to pre-COVID numbers.

Tabler asked for a motion to approve the proposed budget. Hoehn made the motion, seconded by Watson. There was no additional discussion. The budget was approved according to the following roll call vote:

Aye: Tabler, Hoehn, Del Mas, Dada, Brackley, Cardiff, Chesterton, Connolly, Ellis, Hampton, Hooks, Keller, Mainthia, Monroe, Poncher, Purdy, Roshardt, Schneider, Smith, Steward, Tormey, Trott, Watson, Zod.
Nay: 0
Absent: Abney, Axelrod, Becker, Bruggemans, McLean, Morcus, Scaramellino.
Abstain: 0

APPROVAL OF THE MINUTES (JPA and CVB Board Vote)

JPA-CVB BOARD OF DIRECTORS JOINT MEETING MINUTES DATED MARCH 26, 2021 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated March 26, 2021, were presented for approval. Chair Kors asked for a motion to approve. Evans made a motion to approve the minutes and Harnik seconded. There was no additional discussion. The minutes were approved according to the following roll call vote:

Aye: Evans, Fermon, Gardner, Gutierrez, Harnik, Kors, Perez, Sanders, Brackley, Cardiff, Chesterton, Connolly, Dada, Del Mas, Ellis, Hampton, Hoehn, Hooks, Keller, Mainthia, Monroe, Poncher, Purdy, Roshardt, Schneider, Smith, Steward, Tormey, Trott, Watson, Zod.
Nay: 0
Absent: Abney, Axelrod, Becker, Bruggemans, McLean, Morcus, Scaramellino, Tabler, Rancho Mirage.
Abstain: 0

CONSENT CALENDAR (JPA Executive Committee Only Votes)

WARRANTS AND DEMANDS DATED MARCH 2021 AND APRIL 2021 (JPA only votes)

Chair Kors asked for a motion to approve the Consent Calendar. Gardner moved to approve and Evans seconded. There was no further discussion. The Consent Calendar was approved according to the following roll call vote:

Aye: Chair Kors, Vice Chair Gardner, Evans, Fermon, Gutierrez, Harnik, Perez, Sanders.
Nay: 0
Absent: Rancho Mirage
Abstain: 0

JPA EXECUTIVE COMMITTEE ITEMS (JPA Executive Committee Only Votes)

RESOLUTION NO. JPA 2021-003: UPDATED JPA BYLAWS

Chair Kors noted that the changes to the bylaws were necessary to reference the new 1% TBID for vacation rentals.

Kors asked for a motion to approve the Resolution regarding the updated bylaws. Harnik made the motion, seconded by Gardner. There was no further discussion and the Resolution was approved according to the following roll call vote:

Aye: Chair Kors, Vice Chair Gardner, Evans, Fermon, Gutierrez, Harnik, Perez, Sanders.

Nay: 0

Absent: Rancho Mirage

Abstain: 0

PROPOSED 2021-2022 BUDGET

Evans noted that the proposed budget numbers are not much different from 2019, indicating a strong recovery. White acknowledged the extensive work of Bill Judson and his team during the budget development process. Kors asked for a motion to approve the 2021-2022 budget. Evans made the motion, seconded by Holmes. There was no additional discussion. The budget was approved according to the following roll call vote:

Aye: Chair Kors, Vice Chair Gardner, Evans, Fermon, Gutierrez, Harnik, Perez, Sanders.

Nay: 0

Absent: Rancho Mirage

Abstain: 0

CEO/PRESIDENT'S REPORT

CVB UPDATE

Tourism Foundation

White reported there was good turnout for the Tourism Foundation golf event yesterday and thanked the JW Marriott Desert Springs for their in-kind contributions. There were 112 players, over \$30,000 was raised. This will become an annual event.

2020 Economic Impact Study

The CVB typically completes an economic impact study every other year, but made an exception for 2020 to quantify the impact of the pandemic. Compared to 2019, economic impact was down 52%, jobs were down 38%, the number of visitors was down 39%, day visitors were down 35%, and overnight visitors were down 44%.

Economic Impact of the Coachella Valley Arena

White reported that the proposed Coachella Valley Arena project will be reviewed by the County Board of Supervisors this coming Tuesday. If it is approved, it will bring an estimated 159 events per year, 1,572 new jobs, \$42 million additional income to local workers, \$11 million in state and local taxes and have an economic impact of \$141 million.

Summer Air Service

This coming summer, the destination will see a record number of seats in the market (2,611) as compared to 1,586 which was the previous record set in 2019. White and Orfield will meet with Southwest and American Airlines in Dallas in June.

Summer Chill 2021

Pace reported that the CVB's summer campaign includes a variety of platforms: Adara, Nativo, Pandora, Spa Finder, and more. The campaign is "Check in. Chill out." New videos capture the "chillosophy" theme. The CVB expects 1 billion impressions over the summer.

Desert Hills Outlets

The Desert Hills Outlets is a new media partner. The demographics of its patrons have shifted; many are drive-market customers.

Summer Co-op Partners

There are seven Partners in the summer co-op. Three new TV spots were shown: Renaissance Esmeralda Resort & Spa, The Westin Mission Hills Golf Resort & Spa, and Hyatt Regency Indian Wells Resort & Spa. The CVB also created three "brand" spots for different destinations.

Summer Restaurant Pass – Bandwango

The CVB created this restaurant campaign to run June through August. People can use offers, check-in, and win prizes. Restaurants can upload their offers. There are various marketing outlets being used to promote the program.

Convention Sales

Virtual FAM, May 11-13

Pace reported that the CVB hosted a virtual FAM last week with 75 clients over three days, involving nine Partners. Participants represented a variety of locations and provided very favorable feedback.

Convention Sales Campaign

The CVB had a soft launch of the sales campaign in April. The theme is "Meetings Mean More": More nonstop flights to Greater Palm Springs, More inspiration with unlimited outdoor space, etc. Platforms include Cvent, ASAE, CalSAE, ConferenceDirect, SmartMeetings, and more.

Bookings and Leads

The CVB is showing strong numbers for 2021 and especially 2022. Lead volume growth is 86% of 2019 levels. Pace summarized the breakdown by segment: 51% corporate, 30% association, 18% SMERF, and 1% government. Tentative room nights are also tracking strong for 2022.

Board Acknowledgements

White noted the board members with birthdays in May. Tabler noted two retirements beginning with Christoph Roshardt. Hoehn reported that he knows Roshardt is a fan of Roger Federer, so Hoehn has a tennis ball for him signed by the tennis star. Roshardt thanked everyone for their hard work and support of tourism in the destination. Tabler also acknowledged the retirement of Brad Poncher and noted his many contributions to hospitality in the desert and this board of directors. Poncher reported that he is not planning to leave the valley and will do some consulting.

Tabler also acknowledged Linda Evans' many years of leadership on the JPA Executive Committee and thanked her for her assistance and everything she does for tourism. Evans said she was originally assigned by her city council to be the representative on the JPA Executive Committee and she is grateful because she has learned so much. White noted that Evans has been a mentor for him and a leader in the community. A gift from the CVB will be delivered to City Hall. Kors noted that Evans' enthusiasm is an asset to every organization with which she is involved.

JPA EXECUTIVE COMMITTEE and CVB BOARD OF DIRECTORS UPDATES

ROUNDTABLE UPDATES

Rob Hampton – Palm Springs Convention Center. Hampton thanked Pace for the virtual FAM, including the trade show component. The Convention Center received two solid leads from the event.

Ernesto Gutierrez – City of Cathedral City. The new Agua Caliente Casino is open and doing well. An additional 13.5 acres south of the casino will be breaking ground soon with a new development. The amphitheater was used last evening for the first time and the City plans many more events for this space in the future. City Council recently approved three events: Balloon Festival, Taste of Jalisco and LGBTQ Days. Building in the City is booming. Developments include 60 units of low income, veteran housing, another 50 units and a College of the Desert facility.

Jan Harnik – City of Palm Desert. Harnik reported that she is working with CVAG and others on enhanced broad band service, focusing on underserved communities. The San Pablo project just received an award from the Southern California Association of Governments for sustainability. The Unite Palm Desert program serviced businesses and community members with millions of dollars, focused on construction projects.

Greg Sanders – City of Indian Wells. Sanders reported that he is pleased the tennis tournament is going to take place this fall. It will be beneficial for the valley.

Linda Evans – City of La Quinta. Evans reported that work continues to resolve obstacles with the Pendry and Montage projects. The City passed an ordinance to put a hold on any new short-term vacation rentals; they will retain the existing

rentals and allow renewal of those. The City is working hard to strike a balance between those who support and those who oppose vacation rentals in residential areas.

Waymond Fermon – City of Indio. Fermon reported that the City of Indio has a new city manager, Bryan Montgomery, who has some innovative ideas and has attended his first council meeting. The downtown area has momentum that started with the Food Park, which is expanding its hours of operation. The City is looking forward to the expansion of College of the Desert downtown which will open in the Spring of 2023. The Tamale Festival will return this year, Dec. 4 and 5. More developments include a brewery and tap room, coffee and pastry shops, as well. The City is collaborating with Goldenvoice regarding the music festivals set for next Spring.

Aftab Dada – Hilton Palm Springs. Dada reported that passenger traffic for Palm Springs International Airport was way up for April over last year. May is tracking at 88% of pre-COVID numbers.

Gary Gardner – City of Desert Hot Springs. Gardner reported that the City had a closing party for Desert X last week. Data indicates over 500,000 total site visits during the art event. The City is looking forward to welcoming Desert X back again in two years. Boutique spas are enjoying good bookings and many of them have been sold out on the weekends. The Planning Commission recently approved a new high-end RV resort near Two Bunch Palms. Hiking trail development continues with a potentially new trail in the hills directly above DHS. Gardner thanked the CVB and others working on the hiking map. Gardner suggested training sessions or FAMs for hotel concierge workers and visitor center staff so they are prepared when visitors ask about hiking opportunities. Gardner reported on the media coverage of canna-tourism initiatives on NPR and NBC. More coverage of the new spas and the Long Canyon Trail, which was featured in Outdoor Magazine. Finally, Desert Hot Springs is proud to host an Independence Day celebration this year on Friday July 2nd at Mission Springs Park. There will be food trucks, too, and all are invited.

Rolf Hoehn – Indian Wells Tennis Garden (IWTG). Hoehn reported that the tennis tournament is confirmed for October with specific dates to be announced soon. Hoehn announced that the World Team Tennis championship will be held at IWTG Nov. 13-29, 2021 in Stadium 2. The pickleball tournament moved to December 6-14, 2021. They are expecting 2,500-3,000 players. Also, a portion of the Ironman event will take place at IWTG December 5, 2021.

Geoff Kors – City of Palm Springs. Kors reported that Senate Bill 314 (regarding alcoholic beverages in licensed areas) emerged from the Appropriations Committee last evening and is headed to the Governor's desk in August. The City is moving through its budget process. Short-term vacation rentals had the biggest growth last year and provided \$13 million to the City. Village Fest resumes July 1. The Police Chief announced his retirement; he is leaving in three months. Kors requested a Resolution supporting Senate Bill 555 to be voted on at the next JPA Executive Committee meeting.

Robert Del Mas – Empire Polo Club & Event Facility. Del Mas reported that some events have resumed at the facility including a weekend art show that drew 5,000 people both days. There have been a variety of events booking the space and wedding interest remains very strong. The Tack Room Tavern remains busy.

G. Manuel Perez – Riverside County. Perez thanked the CVB for its role in support the CV Arena project. He also thanked Mayor Pro Tem Harnik and Mayor Kelley of Palm Desert for their leadership. The Arena will come before the Board of Supervisors this coming Tuesday for approval. Perez appreciates hearing about short-term rentals as this is also a topic of discussion at the County. He is forming an ad hoc committee to address STVR to create a strategy that makes sense for all. The existing County Ordinance 927 addresses short-term rentals.

Greg Purdy – Palm Springs Aerial Tramway. Purdy reported that the Tram is open, but visitors are experiencing long waiting times for Uber and cab rides.

Jerry Keller – Lulu and Acqua California Bistros. Keller reported that Palm Springs is busy at all times of the day. The information in the consumer sentiment study shared today is very useful.

Allen Monroe – The Living Desert. Monroe announced the expected arrival of two rhinos in November. The new exhibit was developed during the pandemic.

Dermot Connolly – La Quinta Resort & Spa. Connolly reported stronger business recently. He has also noticed the Uber/taxi problem. In real estate, business is booming and listings are low because homes listed are selling quickly.

Tom Tabler – JW Marriott Desert Springs Resort & Spa. Tabler thanked the CVB and the Board for their efforts to support tourism. He noted that his resort is having trouble with sufficient staffing and wondered if there was a way to incentivize people to get back to work.

FUTURE MEETING DATE

Friday, June 25, 2021. Location: Ritz-Carlton Rancho Mirage.

ADJOURNMENT

The meeting was adjourned at 10:24 a.m.

Prepared by:

Revae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:

Robert Del Mas

Approval Date:

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

RESOLUTION NO. JPA 2021-004

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

Charles Townsend
City of Rancho Mirage

V. Manuel Perez
County of Riverside

A RESOLUTION OF THE JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE OF THE GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU AUTHORIZING THE VICE PRESIDENT OF FINANCE AND ADMINISTRATION TO CARRY OVER CERTAIN FUNDS TO THE NEXT FISCAL YEAR

WHEREAS, the Greater Palm Springs Convention & Visitors Bureau (CVB) is a Joint Powers Authority operating under the Joint Exercise of Powers Act (California Government Code §§6500 *et seq.*), located in the County of Riverside, State of California; and

WHEREAS, the CVB's Executive Committee wishes to authorize the Vice President of Finance and Administration to take certain specified actions to carry over funds to the next fiscal year to complete or augment existing program expenses as authorized by the President/Chief Executive Officer.

NOW, THEREFORE, BE IT RESOLVED by the Executive Committee of the Greater Palm Springs Convention and Visitors Bureau as follows:

Section 1. Recitals.

That the Recitals set forth above are true and correct.

Section 2. Authority of Vice President of Finance and Administration.

That the Vice President of Finance and Administration is authorized and shall carry forward to the nearest dollar amount, as continuing appropriations for the Fiscal Year 2020/2021 to Fiscal Year 2021/2022, funds necessary to complete or augment existing program expenses as approved by the President/Chief Executive Officer, and that these funds will be considered assigned funds but will not require a formal resolution for the funds to be unassigned.

Section 3. Severability.

That the Executive Committee declares that, should any provision, section, paragraph, sentence or word of this Resolution be rendered or declared invalid by any final court action in a court of competent jurisdiction or by reason of any preemptive legislation, the remaining provisions, sections, paragraphs, sentences or words of this Resolution as hereby adopted shall remain in full force and effect.

Section 4. Repeal of Conflicting Provisions.

That all the provisions heretofore adopted by the CVB or the Executive Committee that are in conflict with the provisions of this Resolution are hereby repealed.

Section 5. Effective Date.

That this Resolution shall take effect upon its adoption.

Section 6. Certification.

That the Clerk of the Executive Committee shall certify as to the adoption of this Resolution and shall cause the same to be processed in the manner required by law.

PASSED, APPROVED AND ADOPTED at a regular meeting of the Greater Palm Springs Convention & Visitors Bureau Joint Powers Authority (JPA) Executive Committee held on the 25th day of June, 2021, by the following vote:

AYES:

NAYES:

ABSENT:

ABSTAIN:

Geoff Kors, Chair
JPA Executive Committee

ATTEST:

Revae Reynolds, Clerk for the Executive Committee

APPROVED AS TO FORM:

Lena D. Wade, General Counsel

Check History Report
Sorted By Check Number
Activity From: 5/1/2021 to 5/31/2021

Greater Palm Springs Convention & Visitors Bureau (CVA)

Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
021079	5/10/2021	OSTERBE	Rob Osterberg	37.82	Manual
055699	5/3/2021	AMEXBGS	American Express	6,352.96	Auto
055700	5/3/2021	BASIC	BASIC CDA	3,870.80	Auto
055701	5/3/2021	BASIC2	BASIC	135.88	Auto
055702	5/3/2021	BURRTEC	Burrtec Waste & Recycling Svcs	366.82	Auto
055703	5/3/2021	COLONIA	Colonial Life	2,377.16	Auto
055704	5/3/2021	DELAGE	De Lage Landen Fin Svc. Inc.	270.78	Auto
055705	5/3/2021	DESTPSP	Destination PSP, Inc.	4,000.00	Auto
055706	5/3/2021	FICP	Financial & Insurance	299.00	Auto
055707	5/3/2021	FINDFOO	FIND Food Bank	100.00	Auto
055708	5/3/2021	GECKO	Gecko Grafix Corporation	900.00	Auto
055709	5/3/2021	JNS	JNS Media Specialists	8,742.35	Auto
055710	5/3/2021	LAWRENC	Erin Lawrence	100.00	Auto
055711	5/3/2021	LINCOLN	The Lincoln National Life	3,024.07	Auto
055712	5/3/2021	MELBELL	Melissa Bandli	1,200.00	Auto
055713	5/3/2021	PENA	Xochitl Pena	300.00	Auto
055714	5/3/2021	PETTY	Petty Cash	90.00	Auto
055715	5/3/2021	PRESTIG	Prestige Resorts & Destination	5,000.00	Auto
055716	5/3/2021	SUMMERL	Summerland Creative, Inc.	18,333.33	Auto
055717	5/3/2021	TRULYNO	Truly Nolen Branch 063	75.00	Auto
055718	5/3/2021	UNITEDW	United Way of the Desert	138.00	Auto
055719	5/3/2021	UPS	United Parcel Service	210.49	Auto
055720	5/3/2021	VALLEY	Valley Office Equipment	29.83	Auto
055721	5/3/2021	VSP	Vision Service Plan (CA)	713.22	Auto
055722	5/6/2021	ACETRAN	ACE Transportation, Inc.	117.00	Auto
055723	5/6/2021	BRANDIN	Angela Weimer	1,036.80	Auto
055724	5/6/2021	BURRTEC	Burrtec Waste & Recycling Svcs	183.41	Auto
055725	5/6/2021	CAPLAN	Eric Scott Caplan	240.00	Auto
055726	5/6/2021	CASTELL	Castelli's Ristorante	500.00	Auto
055727	5/6/2021	CONFDIR	ConferenceDirect	49,750.00	Auto
055728	5/6/2021	CVWATER	Coachella Valley Water Dist.	202.37	Auto
055729	5/6/2021	DAVISFA	DavisFarr LLP	9,400.00	Auto
055730	5/6/2021	DELAGE	De Lage Landen Fin Svc. Inc.	212.19	Auto
055731	5/6/2021	DESADV	Desert Adventures	345.00	Auto
055732	5/6/2021	DESIGNP	Raul Servin	221.63	Auto
055733	5/6/2021	GECKO	Gecko Grafix Corporation	225.00	Auto
055734	5/6/2021	GOMEZ	Andrea Gomez	200.00	Auto
055735	5/6/2021	IMAGE	Image360 - Palm Desert	450.43	Auto
055736	5/6/2021	METLIFE	Metropolitan Life Insurance	5,188.42	Auto
055737	5/6/2021	MMGY	MMGY Global, LLC	4,167.00	Auto
055738	5/6/2021	NARA	The National Association of Regulatory	971.39	Auto
055739	5/6/2021	PETTY	Petty Cash	44.31	Auto
055740	5/6/2021	SCE	Southern California Edison	2,375.95	Auto
055741	5/6/2021	SHREDIT	Shred-It	143.28	Auto
055742	5/6/2021	UPS	United Parcel Service	139.20	Auto
055743	5/6/2021	XPRESS	Xpress Graphics & Printing	104.14	Auto
055744	5/13/2021	ACETRAN	ACE Transportation, Inc.	100.00	Auto
055745	5/13/2021	AILEVON	Ailevon Pacific Aviation	5,417.00	Auto
055746	5/13/2021	CHEIRON	Cheiron, Inc.	11,063.50	Auto
055747	5/13/2021	CONCUR	Concur Technologies, Inc.	1,254.51	Auto
055748	5/13/2021	FICP	Financial & Insurance	4,475.00	Auto
055749	5/13/2021	JNS	JNS Media Specialists	33,347.05	Auto
055750	5/13/2021	KELLERM	Kellermeyer Bergensons Service	2,780.00	Auto
055751	5/13/2021	OFFDEPO	Office Depot, Inc.	898.38	Auto

Check History Report
Sorted By Check Number
Activity From: 5/1/2021 to 5/31/2021

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Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
055752	5/13/2021	QUADFIN	Quadient Finance USA, Inc.	1,811.99	Auto
055753	5/13/2021	SLOVAK	Slovak Baron Empey Murphy &	6,559.92	Auto
055754	5/13/2021	ULINE	ULINE	208.07	Auto
055755	5/13/2021	UPS	United Parcel Service	560.02	Auto
055756	5/13/2021	UPS2	UPS Supply Chain Solutions Inc	194.92	Auto
055757	5/20/2021	AMEXSLW	American Express	6,995.86	Auto
055758	5/20/2021	CAPLAN	Eric Scott Caplan	4,707.40	Auto
055759	5/20/2021	CVENT	CVENT, Inc.	500.00	Auto
055760	5/20/2021	CVWATER	Coachella Valley Water Dist.	214.70	Auto
055761	5/20/2021	GECKO	Gecko Grafix Corporation	1,650.00	Auto
055762	5/20/2021	JNS	JNS Media Specialists	221,141.08	Auto
055763	5/20/2021	MARTINH	Hunter W. Martin	312.50	Auto
055764	5/20/2021	NCVC	Destinations International Foundation	500.00	Auto
055765	5/20/2021	OFFDEPO	Office Depot, Inc.	835.18	Auto
055766	5/20/2021	PSFILM	Palm Springs International	5,000.00	Auto
055767	5/20/2021	SUMMERL	Summerland Creative, Inc.	25,935.66	Auto
055768	5/20/2021	TELEPAC	TPx Communications	3,534.63	Auto
055769	5/20/2021	TOUCHIT	Touch-It Prod.	1,000.00	Auto
055770	5/20/2021	TRULYNO	Truly Nolen Branch 063	75.00	Auto
055771	5/20/2021	ULINE	ULINE	756.48	Auto
055772	5/20/2021	UNIONSW	Union Bank	1,310.32	Auto
055773	5/20/2021	UPS2	UPS Supply Chain Solutions Inc	30.53	Auto
055774	5/20/2021	VALLEY	Valley Office Equipment	242.04	Auto
A0506A	5/6/2021	CALPERS	CalPERS	58,795.78	Manual
A0507A	5/7/2021	ICMARC	ICMA-RC	6,747.82	Manual
A0507B	5/7/2021	ICMARCR	ICMA-RC-RHS Plan	750.00	Manual
A0514A	5/14/2021	PRECORO	Precoro INC.	3,163.50	Manual
C21078	5/10/2021	AED	Suzanne Aed	460.85	Manual
C21080	5/18/2021	REYNOLD	Revae Reynolds	46.56	Manual
C21081	5/18/2021	OSTERBE	Rob Osterberg	1,403.82	Manual
C21082	5/18/2021	SHEEHAN	Danae Sheehan	203.02	Manual
C21083	5/18/2021	ESTERLI	Susan Esterling	127.40	Manual
C21084	5/25/2021	WHITE	Scott L. White	2,477.28	Manual
C21085	5/25/2021	KELLAM	Steve Kellam	6.00	Manual
C21086	5/28/2021	KEMP	Patricia Kemp	83.77	Manual
C21087	5/28/2021	BUCKLIN	Tammy Bucklin	391.76	Manual
W0513A	5/13/2021	BLACKDI	Black Diamond	6,001.00	Manual
W0513B	5/13/2021	PILGRIM	The Pilgrim Group	866.67	Manual
Bank 4 Total:				<u>557,822.00</u>	
Report Total:				<u><u>557,822.00</u></u>	



Monthly Summary Financial Report for April 2021

Description	Current Month			Year-to-Date			Current YTD vs. Prior YTD			Annual Forecast vs. Budget		
	Actual April-21	Budget April-21	Variance	Actual April-21	Budget April-21	Variance	Current Year April-21	Prior Year April-20	Variance	Annual Forecast	Annual Budget	Variance
Funding												
Tourism Business Improvement District	1,724,924	1,500,242	224,682	7,905,577	7,289,142	616,435	7,905,577	10,963,472	(3,057,895)	9,969,798	8,684,666	1,285,132
Cities/County Public Funding	289,967	12,361	277,606	1,162,241	950,362	211,879	1,162,241	1,878,540	(716,298)	1,405,251	1,250,677	154,574
Tribal Voluntary			-	108,669	54,919	53,750	108,669	108,280	389	144,892	81,133	63,759
Partnership	8,384	10,000	(1,616)	79,798	147,000	(67,202)	79,798	171,748	(91,950)	84,800	160,000	(75,200)
Advertising & Website Revenues	15,872	32,500	(16,628)	180,285	226,000	(45,715)	180,285	294,367	(114,082)	240,380	226,000	14,380
Joint Share Partnership - Tradeshows			-	9,600	33,000	(23,400)	9,600	170,576	(160,976)	9,600	33,000	(23,400)
FAM/Event Host/Convention Assistance			-		30,000	(30,000)	-	15,000	(15,000)	30,000	65,000	(35,000)
Other Sources: Investment Income, CTA	818	2,736	(1,918)	111,701	117,142	(5,441)	111,701	232,691	(120,990)	122,265	122,471	(206)
Riverside County Grant			-	750,000		750,000	750,000		750,000	750,000	-	750,000
Loan Funds			-	1,142,000		1,142,000	1,142,000		1,142,000	1,142,000	508,000	634,000
Reserves & Other Prior Year Funds			-		1,650,257	(1,650,257)	-		-	-	1,650,257	(1,650,257)
TOTAL	2,039,965	1,557,839	482,126	11,449,871	10,497,822	952,049	11,449,871	13,834,674	(2,384,803)	13,898,986	12,781,204	1,117,782
Expenses												
Labor - Wages	297,546	345,736	(48,190)	2,820,776	3,147,833	(327,057)	2,820,776	4,636,326	(1,815,551)	3,517,977	3,839,306	(321,329)
Labor - Taxes & Benefits	137,105	103,495	33,610	1,234,082	998,145	235,937	1,234,082	1,416,977	(182,895)	1,509,486	1,205,132	304,354
Marketing Production	35,435	55,806	(20,371)	200,197	469,390	(269,193)	200,197	613,719	(413,523)	301,626	525,322	(223,696)
Media Placement & Digital Marketing	356,657	170,953	185,704	2,623,373	3,422,648	(799,275)	2,623,373	3,791,911	(1,168,538)	3,089,530	3,841,948	(752,418)
Collateral Material	-	2,859	(2,859)	3,359	43,282	(39,923)	3,359	47,479	(44,121)	19,717	48,000	(28,283)
Familiarization Trips	13,214	22,300	(9,086)	43,885	180,525	(136,640)	43,885	306,850	(262,964)	62,607	205,000	(142,393)
Tradeshows / Sales Missions	3,798	30,500	(26,702)	32,053	198,254	(166,201)	32,053	828,246	(796,192)	44,701	271,754	(227,053)
Travel & Lodging	1,444	2,116	(672)	4,054	24,669	(20,615)	4,054	18,705	(14,652)	5,312	28,901	(23,589)
Special Promotions & Representation	75,362	30,326	45,036	271,928	557,013	(285,085)	271,928	952,010	(680,082)	340,812	648,105	(307,293)
Event Hosting	1,800	28,159	(26,359)	(12,435)	470,241	(482,676)	(12,435)	953,168	(965,603)	754	583,059	(582,305)
Research	33,000	36,875	(3,875)	144,855	187,450	(42,595)	144,855	232,389	(87,534)	305,314	193,700	111,614
IT-Information Technology	-	85	(85)	92,959	97,782	(4,823)	92,959	134,046	(41,087)	97,950	97,950	-
Professional Fees	30,867	11,193	19,674	207,409	197,915	9,494	207,409	343,502	(136,093)	246,721	221,750	24,971
Overhead-Supplies-Utilities-Fees	34,173	59,246	(25,073)	425,140	692,576	(267,436)	425,140	826,972	(401,833)	510,168	820,880	(310,712)
Capital Outlay	-	-	-	-	-	-	-	6,632	(6,632)	60,000	-	60,000
Loan Repayment	-	33,386	(33,386)	-	183,625	(183,625)	-	-	-	-	250,397	(250,397)
TOTAL	1,020,402	933,035	87,367	8,091,636	10,871,348	(2,779,712)	8,091,636	15,108,934	(7,017,298)	10,112,675	12,781,204	(2,668,529)
Funding less Expenses	1,019,563	624,804	394,759	3,358,236	(373,526)	3,731,762	3,358,236	(1,274,259)	4,632,495	3,786,311	(0)	3,786,311