

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

Visit GPS 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

Gary Cardiff
Cardiff Limousine &
Transportation

Jay Chesterton
Fantasy Springs Resort Casino

Dermot Connolly
La Quinta Resort and Club

Tim Ellis
Ellis Hospitality Services

Eddy Estrada
Smarter Property Management

David Feltman
VRON of Palm Springs

Rob Hampton
Palm Springs Convention
Center

Amanda Hoffmann
Vacasa

JOINT MEETING JPA EXECUTIVE COMMITTEE & Visit GPS BOARD OF DIRECTORS

Hilton Palm Springs
Room: Horizon
400 E. Tahquitz Canyon Way
Palm Springs, CA 92262

Regular Meeting
Nov. 19, 2021
8:30am – 10:00am

AGENDA

The JPA Executive Committee and Visit GPS 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 Visit GPS 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 Visit GPS'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: revae@visitgreaterps.com	
Voicemails will be transcribed and forwarded to the JPA Executive Committee and Visit GPS 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.	
Approval of Minutes (All Vote)	Geoff Kors
• JPA - Visit GPS Board of Directors Joint Meeting Minutes – Sept. 24, 2021	
Consent Calendar (JPA Only Votes)	Geoff Kors
• Warrants and Demands Dated September and October 2021	

Visit GPS Board of Directors (continued)

Todd Hooks

Agua Caliente Band of Cahuilla Indians

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

Michael Murray

Hotel Paseo

Liz Ostoich

FARM and Tac/Quila Palm Springs

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

Boris Stark

Palm Desert Vacation Properties

Kelly Steward

The Ritz-Carlton Rancho Mirage

Joseph Tormey

CSU San Bernardino Palm Desert Campus

Peggy Trott

Kimpton Rowan Palm Springs

Mike Waddell

Hyatt Regency Indian Wells

Doug Watson

College of the Desert

JPA Executive Committee Items (JPA Executive Committee Only Votes)

Geoff Kors

- Discussion and Action Regarding Redistricting
- Resolution No. JPA 2021-007: Appropriating Visit GPS funds to the Greater Palm Springs Tourism Foundation in support of tourism grants, scholarships and educational programs that foster economic development and tourism in the Coachella Valley.
- Election of JPA Officers for 2022
It was recommended at the September 24, 2021, meeting of the JPA Executive Committee that Geoff Kors (Palm Springs) and Gary Gardner (Desert Hot Springs) be elected as Chair and Vice Chair, respectively.

Visit GPS Board of Directors Items (Visit GPS Board Only Votes)

Rolf Hoehn

- Resolution No. BOD 2021-003: Appropriating Visit GPS funds to the Greater Palm Springs Tourism Foundation in support of tourism grants, scholarships and educational programs that foster economic development and tourism in the Coachella Valley.
- Nominating Committee Update:
Jeffrey Bernstein, President, Destination PSP
Sejal Bhakta, Owner, Hampton Inn & Suites, Indio and Palm Desert
Tim Pyne, General Manager, Renaissance Esmeralda Resort & Spa
- Renewing Visit GPS Board of Directors for Another Term:
Brackley, McLean, Monroe, Purdy.
- Renewing Visit GPS Board of Directors and Waiving Term Limits:
Cardiff, Dada, Ellis, Hoehn, Poncher.

Brad Poncher

Study Session

Scott White

- Coraggio Strategy Exercise
Facilitator: Trever Cartwright, Partner, Coraggio Group

Mr. Cartwright will facilitate a strategy discussion regarding tourism opportunities, challenges, and direction for the future of the destination.

Future Meeting Date | Friday, January 28, 2022, Location: JW Marriott


Rolf Hoehn

Adjournment

Geoff Kors

Public Notices

- Any documents provided to the JPA Executive Committee and Visit GPS Board of Directors regarding any item(s) on this agenda will be made available for public inspection at Visit Greater Palm Springs located at 70-100 Highway 111, Rancho Mirage, CA 92270, during normal business hours, or email your request to Revae Reynolds: revae@visitgreaterps.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 Westin Mission Hills Golf Resort & Spa in Rancho Mirage, CA.

Roll Call

The roll call is recorded on the following page.

SEPTEMBER 24, 2021

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

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Visit GPS BOARD OF DIRECTORS

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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 & 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

Amanda Hoffmann
Vacasa

Todd Hooks
Agua Caliente Band of
Cahuilla Indians

Location: Westin Mission Hills Golf Resort & Spa
71333 Dinah Shore Drive
Rancho Mirage, CA 92270
Regular Meeting
Friday, September 24, 2021, 8:30am – 10:00am

		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		1
	Elaine Holmes, Mayor		
CITY OF LA QUINTA	Linda Evans, Mayor	X	
	Robert Radi, Council Member		
CITY OF PALM DESERT	Jan Harnik, Mayor Pro Tem		1
	Gina Nestande, Council Member		
CITY OF RANCHO MIRAGE	Charles Townsend, Mayor Pro Tem		2
	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
	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	

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
Retired Hospitality Executive

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

Boris Stark
Palm Desert Vacation Properties

Kelly Steward
The Ritz-Carlton Rancho Mirage

Joe Tormey
CSU San Bernardino
Palm Desert Campus

Peggy Trott
Kimpton Rowan Palm Springs

Mike Waddell
Hyatt Regency Indian Wells

Doug Watson
College of the Desert

Kate Anderson, Agua Caliente Band of Cahuilla Indians	E	
Lorraine Becker, Cabot's Pueblo Museum	X	
Celeste Brackley, ACE Hotel & Swim Club	X	
Tony Bruggemans, Le Vallauris		2
Gary Cardiff, Cardiff Limousine & Transportation	X	
Jay Chesterton, Fantasy Springs Resort Casino	X	
Dermot Connolly, La Quinta Resort & Club	X	
Tim Ellis, Ellis Hospitality Services	X	
Eddy Estrada, Smarter Property Management	X	
David Feltman, VRON Palm Springs	X	
Rob Hampton, Palm Springs Convention Center	X	
Amanda Hoffmann, Vacasa	E	
Todd Hooks, Agua Caliente Band of Cahuilla Indians		2
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	E	
Lee Morcus (Emeritus), Kaiser Restaurant Group	E	1
Michael Murray, Hotel Paseo	X	
Liz Ostoich, FARM and Tac/Quila Palm Springs	X	
Brad Poncher, Homewood Suites by Hilton, La Quinta	X	
Greg Purdy, Palm Springs Aerial Tramway	X	
Tom Scaramellino, Westin Mission Hills Golf Resort & Spa	X	
Bob Schneider, Palm Springs Power Baseball	X	
Barb Smith, Eventis Destination Services	X	
Boris Stark, Palm Desert Vacation Properties	X	
Kelly Steward, The Ritz-Carlton, Rancho Mirage	X	

Joe Tormey, CSU San Bernardino Palm Desert Campus	X
Peggy Trott, Kimpton Rowan Palm Springs	X
Mike Waddell, Hyatt Regency Indian Wells Resort	E
Doug Watson, College of the Desert	X

STAFF/ATTORNEY

Scott White, President and CEO	Stefanie Kilcoyne, Director of Operations
Bill Judson, Vice President Finance and Administration	Davis Meyer, Director of Partnership
Jeff Miraglia, Chief Brand Officer	Gary Orfield, Director of Tourism Development
Colleen Pace, Chief Marketing Officer	Reva Reynolds, Executive Administrative Assistant
Erica Abarca, Partnership Manager	Julie Sinclair, Director of Brand Communications
Andy Cloutier, Director of Human Resources	
Kimber Foster, Director of Palm Springs Tourism	Lena D. Wade, Legal Counsel
Joyce Kiehl, Director of Communications	

GUESTS

Erick Martin, Davis Farr Accountants
Ajit Acharya, Miramonte Resort
Tim Pyne, Renaissance Esmeralda
Brooke Beare, City of Indio

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

None.

APPROVAL OF THE MINUTES (JPA and CVB Board of Directors Vote)

JPA-Visit GPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED JUNE 25, 2021 (all vote).

The JPA Executive Committee and Visit GPS Board of Directors Joint Meeting Minutes dated June 25, 2021, were presented for approval. Chair Kors asked for a motion. Gary Gardner, Desert Hot Springs, made a motion to approve the minutes and Ernesto Gutierrez, Cathedral City, seconded. There was no additional discussion. The motion passed according to the roll call taken at the beginning of the meeting. Individual roll was taken for members participating via phone: Evans, Becker and Steward each voted Aye.

Aye: Kors, Gardner, Gutierrez, Sanders, Evans, Becker, Brackley, Cardiff, Chesterton, Connolly, Dada, Del Mas, Ellis, Estrada, Feltman, Hampton, Hoehn, Keller, Mainthia, Murray, Ostoich, Poncher, Purdy, Scaramellino, Schneider, Smith, Stark, Steward, Tabler, Tormey, Trott, Watson.

Nay: 0

Absent: Indio, Palm Desert, Rancho Mirage, Riverside County, Bruggemans, Hoffmann, Hooks, McLean, Monroe, Morcus, Waddell.

Abstain: 0

JPA EXECUTIVE COMMITTEE SPECIAL MEETING MINUTES DATED JUNE 25, 2021 (JPA Only Vote)

The JPA Executive Committee Special Meeting Minutes dated June 25, 2021, were presented for approval. Chair Kors asked for a motion to approve. Linda Evans, La Quinta, made a motion to approve the minutes and Gary Gardner, Desert Hot Springs, seconded. There was no additional discussion. The motion passed unanimously according to the roll call taken at the beginning of the meeting. Individual roll was taken for Linda Evans participating via phone. She voted Aye.

Aye: Kors, Gardner, Gutierrez, Sanders, Evans.

Nay: 0

Absent: Indio, Palm Desert, Rancho Mirage, Riverside County.

Abstain: 0

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

RESOLUTION NO. JPA 2021-006: MEETING DATES 2022

Chair Kors noted the proposed meeting dates for 2022. Gary Gardner, Desert Hot Springs, made a motion to approve Resolution No. JPA 2021-006 regarding meeting dates for 2022. The motion was seconded by Linda Evans, La Quinta. There was no additional discussion. The vote was unanimous based on the roll call taken at the beginning of the meeting. Individual roll was taken for Evans participating via phone. She voted Aye.

Aye: Kors, Gardner, Gutierrez, Sanders, Evans.

Nay: 0

Absent: Indio, Palm Desert, Rancho Mirage, Riverside County.

Abstain: 0

MOTION TO ACCEPT THE INDEPENDENT AUDITOR'S ANNUAL FINANCIAL REPORT FOR YEAR ENDED JUNE 30, 2020.

Bill Judson introduced today's guest, Erick Martin, from Davis Farr LLC. Judson explained that the company's annual audit was a bit later than usual because the previous auditing firm went through a merger. As a result, Visit Greater Palm Springs decided to choose a different firm, went through the selection process and Davis Farr was selected. They specialize in governmental and public entities.

Erick Martin of Davis Farr thanked Judson for the introduction. He noted that this was not an internal control audit, but they do make recommendations if they see any irregularities. Their "unmodified opinion" means the financials satisfied the regulations and that they were prepared in accordance with Government Auditing Standards, criteria and principles.

Martin thanked White and Judson for the opportunity to work together and looks forward to the relationship continuing into the future. There were no questions from the audience.

White added that Visit GPS is hiring a company called CFO By Design which specializes in Destination Management Organizations. Their purpose is to evaluate internal procedures and recommend efficiencies.

Gary Gardner, Desert Hot Springs, made a motion to accept the auditor's report. Ernesto Gutierrez, Cathedral City, seconded, and the vote passed unanimously according to the roll call taken at the beginning of the meeting. Individual roll was taken for Linda Evans participating via phone. She voted Aye.

Aye: Kors, Gardner, Gutierrez, Sanders, Evans.
Nay: 0
Absent: Indio, Palm Desert, Rancho Mirage, Riverside County.
Abstain: 0

JPA OFFICERS FOR 2022 NOMINATIONS

Linda Evans, La Quinta, noted that the JPA Executive Committee will vote at the next meeting for their officers: Chair and Vice Chair. She recommended the current officers continue with Geoff Kors as Chair and Gary Gardner as Vice Chair. There were no other nominations.

JPA CITY TOURISM GRANT - DISCUSSION

Scott White noted that the nameplates at each seat list the areas of focus for Visit Greater Palm Springs. When the company worked with Destination Next, one of the outcomes was the importance of developing new attractions. The "city tourism grant" is a program to help cities fund the attractions they identify. The funds cannot be used for marketing. Each city can submit applications and the Chairman's Committee will review them. White noted that he sent a message to each city manager to make them aware of these funds. The program will be voted on at the November board meeting. White noted that the first year would be a test year.

WARRANTS AND DEMANDS DATED JUNE, JULY AND AUGUST 2021

Kors introduced the warrants and demands that were included in the board packet. Linda Evans, La Quinta, moved to approve. Gary Gardner, Desert Hot Springs, seconded. The vote passed unanimously according to the roll call taken at the beginning of the meeting. Individual roll was taken for Linda Evans participating via phone. She voted Aye.

Aye: Kors, Gardner, Gutierrez, Sanders, Evans.
Nay: 0
Absent: Indio, Palm Desert, Rancho Mirage, Riverside County.
Abstain: 0

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

RESOLUTION NO. BOD 2021-002: MEETING DATES 2022

Tabler noted the meeting dates for 2022 were provided for all to review. Rolf Hoehn moved to approve Resolution No. BOD 2021-002 regarding the meeting dates for 2022. Doug Watson seconded. The vote was unanimous based on the roll call taken at the beginning of the meeting. Individual roll call was taken for board members participating on the phone: Lorraine Becker did not reply. Kelly Steward did not reply.

Aye: Brackley, Cardiff, Chesterton, Connolly, Dada, Del Mas, Ellis, Estrada, Feltman, Hampton, Hoehn, Keller, Mainthia, Murray, Ostoich, Poncher, Purdy, Scaramellino, Schneider, Smith, Stark, Tabler, Tormey, Trott, Watson.
Nay: 0
Absent: Becker, Bruggemans, Hoffmann, Hooks, McLean, Monroe, Morcus, Steward, Waddell.
Abstain: 0

NOMINATING COMMITTEE UPDATE

Tim Ellis noted the Nominating Committee met and discussed their interest in increasing the diversity of board and representation by industry. They also discussed the representation by city, noted that Palm Springs is well-represented. Another consideration is to encourage young professionals to become more active in their industry. There will be nominations on the November board meeting agenda.

CEO/PRESIDENT'S REPORT

VISIT GPS UPDATE

Visit GPS Staff Update

Colleen Pace introduced Kimber Foster, Director of Palm Springs Tourism. Pace noted that, about two years ago, the City of Indian Wells opted to fund a marketing position and the City of Palm Springs has opted to do something similar. Foster will work closely with Rob Hampton and Visit GPS. Foster introduced herself and has over twenty years of experience in Destination Marketing Organizations.

Pace also mentioned the other recent hires at Visit GPS: Jenna Conrad, Digital Marketing Coordinator; Anthony Ruiz, Digital Marketing Specialist; Elizabeth Jamison, Destination Experiences Specialist; Josh Heinz, Partnership Coordinator; Alissa Meagher, Brand Communications Specialist; and Thomas Sutton, Operations Coordinator.

Summer Campaign

Pace summarized the 2021 summer STR (Smith Travel Research) report numbers which show that Average Daily Rate for 2021 was higher than both 2019 and 2020.

Palm Springs International Airport saw a record summer in passenger traffic this past summer. PSP has been trending significantly above 2019 level since June 2021.

Media partners for summer 2021 included Adara, Centro, Nativo, Pandora, Expedia, SpaFinder, Visit California, iHeart Radio, TripAdvisor, TravelZoo, Edge Media Network, The Weather Channel and Palm Springs Life.

The summer campaign expanded to reach these markets: Los Angeles, San Diego, Phoenix, Las Vegas, San Francisco, Oakland, Seattle, Portland, Dallas, Denver and Salt Lake City and had 10 billion impressions.

The summer television campaign included these same markets and had over 3 billion impressions.

The summer co-op television partners included the Westin Mission Hills Golf Resort & Spa, The Ritz-Carlton Rancho Mirage, City of La Quinta, Hyatt Regency Indian Wells Resort & Spa, City of Palm Springs, Renaissance Esmeralda Resort & Spa, and Omni Rancho Las Palmas. The video spot featuring the Westin was shown.

The summer billboard campaign had 98 million impressions.

A new campaign this summer was the Desert Hills Outlets which had 4.6 million impressions July-August 2021.

Visit Greater Palm Springs generated 21 new blogs during June-August garnering over 210,000 page views and an average 3:48 minutes on the site.

The Summer Eats Pass focused on restaurants and was downloaded 2,821 times with 10.8 million impressions.

Visit GPS created consumer newsletters during June-August, sending out 14,096 with an open rate of 28.27%. The industry average is 16.73%.

In social media, Visit GPS created a Southwest Airlines give-away on Instagram and TikTok generating 6,200 new followers.

Visit GPS also created a media plan dedicated to Southwest Airlines. The plan launched in July and will continue to run through October 2021.

Fall Campaign Preview

Jeff Miraglia summarized the new fall campaign featuring the tagline, "What will you find?" The Brand department will create fun, short videos to help inspire curiosity about the destination.

Pace shared the fall media program including Adara, Centro, AARP, Expedia, Bandwango, Visit California, TripAdvisor, TravelZoo, SpaFinder, The Weather Channel and Palm Springs Life. The markets are expanded to include the direct flight destinations such as Atlanta, Austin, Boise, Boston, Chicago, Dallas, Vancouver, Winnipeg, Toronto, Calgary, and others.

Miraglia introduced a couple of new video spots. One featured the Annenberg Center, PS Aerial Tramway, and others set to the "open spaces" original song. Second was the "breathe in the air" voice over featuring yoga, etc.

Another new video features the "quirky" features of the destination including the banana museum, and an "adventure" video featured the BMW Experience, jeep tours, and ladder canyon hike. There is also a video featuring mid-century modernism.

New this fall will be a shopping pass promoting retail shops through the holiday season. Shoppers can enter to win a grand prize shopping spree. There is also a feature that will generate donations to Find Food Bank.

Signature events will be supported by digital billboards running in Los Angeles and San Diego markets promoting the BNP Paribas Open, Modernism Week Fall Preview, Greater Palm Springs Pride, just to name a few. A short video was shown featuring the BNP Paribas tennis tournament, polo, film festival, tamale festival and more. Signature event blogs and landing pages will also be created.

New co-op opportunities for 2022 are available with TV/Billboards, Digital/Audio, and Social Media.

Convention Sales

Pace summarized the convention sales campaign will be working with Cvent, Centro, HelmsBriscoe, SmartMeetings, ASAE, Connect, PCMA, CalSAE, Northstar USAE, and ConferenceDirect.

Convention Sales sent a monthly newsletter to over 8,000 meeting planners and received positive feedback.

The newsletter included FAQs (frequently asked questions) indicating the destination is at 84% vaccination. People feel safe visiting here.

Convention Sales advertising highlights include a PCMA webinar about "hidden gems" in Greater Palm Springs and ads in USAE's newsletter.

Year-to-date bookings as of August 2021 are 42 for 2021 representing 10,955 room nights and 39 for 2022, representing 26,280 room nights.

By category, the bookings are 47% corporate, 30% associations and 23% SMERF and leads are strong for 2022.

Future pace for 2022 and 2023 targets were established by Tourism Economics and Visit GPS is ahead of those targets for both years, better than the national average.

Pace noted the upcoming tradeshow and events September through December including ConferenceDirect's Annual Partner Meeting, MPI Northern California Chapter, IMEX America, PCMA Northern California Chapter, Visit California, and Site Southern California.

White noted that Jeff Miraglia is volunteering time to the California Travel Association on branding projects. The Cal Travel Summit raised \$80,000 for the Political Action Committee, bringing their balance to \$500,000. White thanked all for their support in this effort.

Partnership

Davis Meyer provided an update on TEAM GPS noting that group classes are available and can take place on location, wherever the interest is.

TEAM GPS also hosts "group huddle" Zoom meetings where city representatives provide an update on new developments within their city.

Vacation Rentals

Meyer provided an update on the short-term vacation rental (STVR) Advisory Group which currently includes 15 individual owner/operators and 12 property managers and represents a good cross-section of the cities.

Visit GPS funded a research study by Tourism Economics in 2015 on the Economic impact of Vacation Rentals and is now embarking on two new studies: 2020 Economic Impact of Vacation Rentals and Effects of Vacation Rental Bans, which should be completed in early 2022.

White noted that as some cities continue to reduce vacation rentals, others have proven that STVRs can be managed. Reducing vacation rentals reduces visitation which has a trickle-down effect on all tourism related businesses. It will be interesting to see what impact limitation has had on other geographic areas.

Meyer noted that some locations utilize noise monitoring companies and the cities subsidize the system.

STVR data for June-Aug show summer of 2021 is down from last summer, but up from 2019.

A map of guest origination data shows where people come from and New York is growing.

Visit GPS has a landing page on AirBNB's website and VRBO, as well.

Tourism Development

Gary Orfield reported that the annual convention, IPW, just ended. Attendance was lower, but the announcement on Monday about international travel restrictions being lifted generated excitement on the convention floor.

PR/Communications

Joyce Kiehl noted an increase in interest from the media over the last few weeks. Articles have appeared in RedTricycle, Marie Claire, InsideHook, Food & Wine, Travel Awaits and Forbes in the last few months.

Visit GPS also has exposure in social media, Instagram stories and Summer Eats influencers.

The PR/Communications department is pitching and promoting various topics, hosting media, planning media outreach, re-engaging international offices, meeting media face-to-face and looking ahead to meet media where the trends are.

Trending topics include: pandemic travel trends (road trips, outdoor, sustainability, national parks, wellness), race and inclusivity topics, "micro-cations," and "slow" tourism.

White mentioned Visit GPS pledged a donation to ASAE's 30 Under 30 program in memory of Anne Heller: \$5,000 annually for five years. He noted that Greater Palm Springs is hosting the ASAE CEO Summit at the JW Marriott this coming year in April.

The board members with birthdays in September and October were acknowledged.

JPA EXECUTIVE COMMITTEE and VISIT GPS BOARD OF DIRECTORS UPDATES

ROUNDTABLE UPDATES

Tabler thanked Tom Scaramellino and the Westin team for hosting today's meeting. He also noted the Chairman's Committee is holding a retreat in January and an update will be provided afterward.

Linda Evans, La Quinta. The City is entertaining the short-term rental noise aware device and providing incentive to have access to the data so neighbors don't have to be the enforcers. She noted the Art show and Ironman competition coming up. She also thanked everyone for their support of the family of US Marine Corps Corporal Hunter Lopez following the tragedy in Kabul on Aug. 26, 2021.

Ernesto Gutierrez, Cathedral City. Next Saturday, Oct. 2, is the annual Battle of the Badges. The city approved a study regarding develop fees. The \$25 million bridge on Cathedral Canyon will be completed in 2022. Next week, council will discuss whether proof of COVID vaccine will be required for restaurants and bars.

Greg Sanders, Indian Wells. The City is looking forward to the BNP Paribas Open tennis tournament and the pickleball event in December, along with other events returning.

Gary Gardner, Desert Hot Springs. He welcomed the new Visit GPS staff members. Tourism revenue continues to increase in DHS and there is a lot of interest in cannabis tourism. Azure Palm Hot Springs has been revitalized and the City has an incentive program to help revitalize closed facilities. Outdoor recreation continues to expand. Long Canyon Trail should open in late October.

Geoff Kors, Palm Springs. He reported that airport traffic has been record-breaking. The grocer's convention and the Dinah weekend are coming up. Splash House was a huge success this year with great feedback and no noise complaints. On his recent trip to France, every employee thanked him for visiting. All of us should thank tourists for visiting.

Brooke Beare, Indio. She is attending in place of Waymond Fermon, who is in Sacramento attending a city government meeting. Long awaited Sarbale Ke sculpture, formerly appearing at Coachella Valley Music and Arts Festival, will be installed at Dr. Carreon Park. There is a new development under construction at Jefferson and Avenue 50, with new retail and dining. Beare summarized the upcoming events in the City.

Rob Hampton, Palm Springs Convention Center. Hampton noted that the California Grocers Association is at the convention center this weekend. This is shaping up to be a solid year at the center. ESRI is having their first in-person meeting since the pandemic – 1,000 people. With regard to COVID vaccines, they are following mandates, namely, attendees must prove vaccination or provide a negative test. They have had no complaints.

Jay Chesterton reported that Fantasy Springs Resort Casino is busy.

Greg Purdy, Palm Springs Aerial Tramway. He noted the tram will open October 11. State parks are reopening following fire-related closure. The Tramway is wrapping up the mountain station remodel during the holidays.

Brad Poncher continues to work with Homewood Suites on acquisitions as they are investing in additional properties.

Rolf Hoehn, Indian Wells Tennis Garden. They are under the final countdown for the BNP Paribas Open. He thanked Visit GPS for all their support in promoting the event.

Tom Tabler, JW Marriott Desert Springs. Noted that conventions are back.

Tim Pyne, Renaissance Esmeralda Resort. He is glad to be back in the Coachella Valley having left in 2007.

Robert Del Mas, Empire Polo and Events. He is optimistic for the coming season. Their first wedding is tomorrow and they have many corporate events lined up.

Tom Scaramellino, Westin Mission Hills Golf Resort. The resort is almost finished with renovations; pool will be completed November 15. "Backyard at the Westin" will be held October 29 with a Halloween theme, benefitting Desert Cancer.

Liz Ostoich, FARM and Tac/Quila Palm Springs. They finished the parklet design and have been running a waiting list during the summer. Congratulations to the Visit GPS team on their fall ads. She likes the new tag line.

Jerry Keller, Lulu and Acqua California Bistro. The marketing by Visit GPS is amazing and business is good.

Joe Tormey, CSUSB Palm Desert. Students are back on campus in person, following COVID protocols.

Jay Mainthia, Super 8 Indio. He is looking forward to the BNP Paribas Open and all the events, having a good fall season.

Dermot Connolly, La Quinta Resort. Thanked the City of La Quinta for the recent developments regarding short-term rentals. Business travel is strong. Restaurants at the resort are back open, but positions are hard to fill. Destination has an opportunity to put additional focus on the environment, sustainability, windmills, etc.

Eddy Estrada, Smarter Property Management. His company is receiving 5-10 calls per day from people who want to come December-May. Inventory is booked, prices are escalating.

Mike Murray, Hotel Paseo. The new restaurant, Larkspur Grill is open 7 day/week.

David Feltman, VRON Palm Springs. Palm Springs has a deep level of engagement between the city and vacation rentals; they are able to solve problems working together. He spent time this summer playing pickleball in various local facilities; great outdoor opportunity for the Coachella Valley.

Boris Stark, Palm Desert Vacation Properties. There is strong demand for the season and they are running out of homes. Looking forward to the vacation rental studies from Tourism Economics. Vacation rentals and hotels have different shares of the market with little overlap.

Tom Tabler noted that the November meeting will be held at the Hilton Palm Springs.

FUTURE MEETING DATE

Friday, November 19, 2021. Location: Hilton Palm Springs

ADJOURNMENT

The meeting was adjourned at 10:21 a.m.

Prepared by:

Reva Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:

Robert Del Mas

Approval Date:

Check History Report
Sorted By Check Number
Activity From: 9/1/2021 to 9/30/2021

Greater Palm Springs Convention & Visitors Bureau (CVA)

Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
056073	9/9/2021	BASIC	BASIC CDA	3,669.98	Auto
056074	9/9/2021	BRANDIN	Angela Weimer	151.20	Auto
056075	9/9/2021	CAPLAN	Eric Scott Caplan	1,807.40	Auto
056076	9/9/2021	COLONIA	Colonial Life	2,339.72	Auto
056077	9/9/2021	FINDFOO	FIND Food Bank	120.00	Auto
056078	9/9/2021	GECKO	Gecko Grafix Corporation	1,125.00	Auto
056079	9/9/2021	JNS	JNS Media Specialists	22,375.45	Auto
056080	9/9/2021	JWMARRI	JW Marriott Resort & Spa	1,820.86	Auto
056081	9/9/2021	KELLERM	Kellermeyer Bergensons Service	1,390.00	Auto
056082	9/9/2021	LINCOLN	The Lincoln National Life	3,100.24	Auto
056083	9/9/2021	METLIFE	Metropolitan Life Insurance	6,397.08	Auto
056084	9/9/2021	MMGY	MMGY Global, LLC	8,334.00	Auto
056085	9/9/2021	OFFDEPO	Office Depot, Inc.	688.82	Auto
056086	9/9/2021	PROFLAN	Professional Landscape Service	1,685.00	Auto
056087	9/9/2021	SCE	Southern California Edison	6,300.82	Auto
056088	9/9/2021	TELEPAC	TPx Communications	3,520.36	Auto
056089	9/9/2021	UNITEDW	United Way of the Desert	138.00	Auto
056090	9/9/2021	UPS	United Parcel Service	458.13	Auto
056091	9/9/2021	VALLEY	Valley Office Equipment	320.78	Auto
056092	9/9/2021	VSP	Vision Service Plan (CA)	697.71	Auto
056093	9/9/2021	WELLNES	Wellness Tourism Association	1,500.00	Auto
056094	9/9/2021	XPRESS	Xpress Graphics & Printing	125.72	Auto
056095	9/20/2021	AMEXSLW	American Express	224.00	Auto
056096	9/20/2021	BRANDIN	Angela Weimer	201.60	Auto
056097	9/20/2021	CALIFSS	California Secretary of State	1.00	Auto
056098	9/20/2021	CAPLAN	Eric Scott Caplan	816.60	Auto
056099	9/20/2021	CONCUR	Concur Technologies, Inc.	1,254.51	Auto
056100	9/20/2021	EMBROI	Desert Promotional	548.10	Auto
056101	9/20/2021	FIDUCIA	FTCI FBO Greater Palm Springs	73,346.71	Auto
056102	9/20/2021	JNS	JNS Media Specialists	34,277.57	Auto
056103	9/20/2021	JSPICER	Judd Spicer	300.00	Auto
056104	9/20/2021	KELLERM	Kellermeyer Bergensons Service	1,390.00	Auto
056105	9/20/2021	LCV	Leadership Coachella Valley	950.00	Auto
056106	9/20/2021	NCVC	Destinations International Foundation	500.00	Auto
056107	9/20/2021	PETTY	Petty Cash	75.60	Auto
056108	9/20/2021	PRINTIN	Austle Corporation	4,436.07	Auto
056109	9/20/2021	TASMARK	TASMARK ENTERPRISES	2,500.00	Auto
056110	9/20/2021	TRAVMUS	TravMedia USA LLC	2,150.00	Auto
056111	9/20/2021	XPRESS	Xpress Graphics & Printing	2,625.04	Auto
056112	9/20/2021	AMEXSLW	American Express	224.00	Auto
056113	9/23/2021	CARDIFF	Cardiff Limousine	132.30	Auto
056114	9/23/2021	DIFOUND	Destinations International Foundation	5,000.00	Auto
056115	9/23/2021	ENTERP2	EAN Services, LLC	439.35	Auto
056116	9/23/2021	JNS	JNS Media Specialists	6,399.88	Auto
056117	9/23/2021	MELBELL	Melissa Bandli	450.00	Auto
056118	9/23/2021	PCMAHEA	PCMA Heartland Chapter	750.00	Auto
056119	9/23/2021	SIMPLE	Simpleview LLC	162,372.00	Auto
056120	9/23/2021	SLOVAK	Slovak Baron Empey Murphy &	2,912.55	Auto
056121	9/23/2021	SUMMERL	Summerland Creative, Inc.	4,000.00	Auto
056122	9/23/2021	TOURISM	Tourism Economics LLC	4,500.00	Auto
056123	9/23/2021	UNIONSW	Union Bank	4,571.89	Auto
056124	9/23/2021	UPS	United Parcel Service	154.85	Auto
A0908A	9/8/2021	CALPERS	CalPERS	60,298.05	Manual
A0910A	9/10/2021	DESTANA	Destination Analysts, Inc	1,100.00	Manual

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Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
A0921A	9/21/2021	AILEVON	Ailevon Pacific Aviation	5,417.00	Manual
A0921B	9/21/2021	GES	Global Experience Specialists, Inc.	11,234.71	Manual
A0923A	9/23/2021	MSR RHS	Mission Square Retirement RHS Plan	750.00	Manual
A0923B	9/23/2021	MSR457B	Mission Square Retirement	6,361.56	Manual
A13910	9/13/2021	MSR RHS	Mission Square Retirement RHS Plan	750.00	Manual
A13912	9/13/2021	MSR457B	Mission Square Retirement	6,369.68	Manual
A25689	9/24/2021	IMEX	IMEX America Ltd.	94,400.00	Manual
C22033	9/7/2021	REYNOLD	Revae Reynolds	627.64	Manual
C22034	9/7/2021	FURY	Dana Fury	668.54	Manual
C22035	9/7/2021	MORGAN	Michelle Morgan	101.50	Manual
C22036	9/9/2021	RYAN	Mary Ryan	1,425.04	Manual
C22037	9/14/2021	WHITE	Scott L. White	1,112.56	Manual
C22038	9/14/2021	MEAGHER	Alissa J Meagher	10.64	Manual
C22039	9/17/2021	GALLEGO	Robyn Gallegos	1,443.17	Manual
C22040	9/17/2021	PACEC	Colleen Pace	196.94	Manual
C22041	9/21/2021	DAY	Angle Day	1,695.00	Manual
C22042	9/22/2021	AED	Suzanne Aed	171.43	Manual
C22043	9/23/2021	BUCKLIN	Tammy Bucklin	679.86	Manual
C22044	9/23/2021	FURY	Dana Fury	1,175.78	Manual
C22045	9/23/2021	CAUDELL	Miranda Leigh Caudell	1,281.41	Manual
C22046	9/23/2021	SINCLAI	Julie Sinclair	1,041.45	Manual
C22047	9/24/2021	KILCOYN	Stefanie Kilcoyne	1,131.33	Manual
C22048	9/30/2021	WHITE	Scott L. White	13,914.00	Manual
C22049	9/30/2021	MEYERD	Davis Meyer	1,297.49	Manual
C22050	9/30/2021	MIRAGLI	Jeff Miraglia	1,296.41	Manual
C22051	9/30/2021	MOURHES	Anne Marie Mourhess	728.33	Manual
W0929A	9/29/2021	CALTRUS	CalTRUST	1,000,000.00	Manual
Bank 4 Total:				<u>1,602,249.41</u>	
Report Total:				<u><u>1,602,249.41</u></u>	

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Activity From: 10/1/2021 to 10/31/2021

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Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
056125	10/7/2021	ACSHEAT	Randall A Brockman	210.00	Auto
056126	10/7/2021	ADT	ADT Commercial	284.72	Auto
056127	10/7/2021	AMEXBGS	American Express	12,518.02	Auto
056128	10/7/2021	AT&T3	AT&T Mobility	1,586.21	Auto
056129	10/7/2021	BASIC	BASIC CDA	3,994.98	Auto
056130	10/7/2021	BASIC2	BASIC	172.96	Auto
056131	10/7/2021	BRANDIN	Angela Weimer	180.00	Auto
056132	10/7/2021	BURRTEC	Burrtec Waste & Recycling Svcs	366.82	Auto
056133	10/7/2021	CARDIFF	Cardiff Limousine	69.65	Auto
056134	10/7/2021	COLONIA	Colonial Life	2,339.72	Auto
056135	10/7/2021	CVHISTO	Coachella Valley History	510.00	Auto
056136	10/7/2021	CVWATER	Coachella Valley Water Dist.	254.76	Auto
056137	10/7/2021	DELAGE	De Lage Landen Fin Svc. Inc.	1,202.68	Auto
056138	10/7/2021	DESFLOR	Desert Floral, Inc.	233.81	Auto
056139	10/7/2021	DESTPSP	Destination PSP, Inc.	1,593.14	Auto
056140	10/7/2021	ENTERP2	EAN Services, LLC	222.22	Auto
056141	10/7/2021	EVANS	Linda Evans Bender	50.00	Auto
056142	10/7/2021	FINDFOO	FIND Food Bank	120.00	Auto
056143	10/7/2021	FIREUP	Fired Up Culture	4,016.67	Auto
056144	10/7/2021	FRONTIE	Frontier	367.55	Auto
056145	10/7/2021	GARDNER	Gary R Gardner	50.00	Auto
056146	10/7/2021	GECKO	Gecko Grafix Corporation	3,525.00	Auto
056147	10/7/2021	GUTIERR	Ernesto Gutierrez	50.00	Auto
056148	10/7/2021	JNS	JNS Media Specialists	1,288.85	Auto
056149	10/7/2021	KORS	Geoffrey Kors	50.00	Auto
056150	10/7/2021	LINCOLN	The Lincoln National Life	3,152.44	Auto
056151	10/7/2021	MARION	Marion Community Foundation	500.00	Auto
056152	10/7/2021	MARTINH	Hunter W. Martin	312.50	Auto
056153	10/7/2021	MC&A	MC&A, Inc.	1,174.50	Auto
056154	10/7/2021	METLIFE	Metropolitan Life Insurance	5,454.18	Auto
056155	10/7/2021	MMGY	MMGY Global, LLC	8,334.00	Auto
056156	10/7/2021	OFFDEPO	Office Depot, Inc.	1,138.58	Auto
056157	10/7/2021	PETTY	Petty Cash	108.66	Auto
056158	10/7/2021	PRINTIN	Austie Corporation	102.36	Auto
056159	10/7/2021	QUADFIN	Quadient Finance USA, Inc.	300.00	Auto
056160	10/7/2021	QUOTIEN	The Quotient Group LLC	15,000.00	Auto
056161	10/7/2021	SANDERS	Gregory W Sanders	50.00	Auto
056162	10/7/2021	SLOVAK	Slovak Baron Empey Murphy &	9,157.40	Auto
056163	10/7/2021	SPROUT	Sprout Social, Inc.	2,682.00	Auto
056164	10/7/2021	STR	Smith Travel Research Inc.	550.00	Auto
056165	10/7/2021	TELEPAC	TPx Communications	3,568.92	Auto
056166	10/7/2021	TRULYNO	Truly Nolen Branch 063	75.00	Auto
056167	10/7/2021	UNITEDW	United Way of the Desert	138.00	Auto
056168	10/7/2021	UPS	United Parcel Service	650.81	Auto
056169	10/7/2021	VALLEY	Valley Office Equipment	298.11	Auto
056170	10/7/2021	VSP	Vision Service Plan (CA)	734.82	Auto
056171	10/7/2021	XPRESS	Xpress Graphics & Printing	819.53	Auto
056172	10/22/2021	AMEXSLW	American Express	224.00	Auto
056173	10/22/2021	ASSOCF	Association Forum	2,350.00	Auto
056174	10/22/2021	AT&T3	AT&T Mobility	1,612.66	Auto
056175	10/22/2021	BACHATA	Bachata	1,365.00	Auto
056176	10/22/2021	BASIC2	BASIC Benefits	172.96	Auto
056177	10/22/2021	BRANDIN	Angela Weimer	151.20	Auto
056178	10/22/2021	CAPLAN	Eric Scott Caplan	3,781.64	Auto

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Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
056179	10/22/2021	CARDIFF	Cardiff Limousine	1,041.60	Auto
056180	10/22/2021	CVWATER	Coachella Valley Water Dist.	293.69	Auto
056181	10/22/2021	DAVISFA	DavisFarr LLP	2,400.00	Auto
056182	10/22/2021	DELAGE	De Lage Landen Fin Svc. Inc.	1,642.76	Auto
056183	10/22/2021	DESADV	Desert Adventures	475.00	Auto
056184	10/22/2021	EVENTSC	Eventscape International, Inc.	975.00	Auto
056185	10/22/2021	FRONTIE	Frontier	187.31	Auto
056186	10/22/2021	IFORMME	IForm Media LLC	536.51	Auto
056187	10/22/2021	IRCINC	IRC Corporation	21.85	Auto
056188	10/22/2021	JNS	JNS Media Specialists	18,278.38	Auto
056189	10/22/2021	LCV	Leadership Coachella Valley	950.00	Auto
056190	10/22/2021	LNRSDS	LNRS Data Services Inc.	2,676.70	Auto
056191	10/22/2021	OFFDEPO	Office Depot, Inc.	394.27	Auto
056192	10/22/2021	PARTTIM	Part Time Genius	16,250.00	Auto
056193	10/22/2021	PROFLAN	Professional Landscape Service	1,025.00	Auto
056194	10/22/2021	RMFLORI	Rancho Mirage Florist	94.28	Auto
056195	10/22/2021	ROCKCHU	The Rock Church - San Diego	1,160.00	Auto
056196	10/22/2021	RUN	Run with Los Muertos	1,000.00	Auto
056197	10/22/2021	SCE	Southern California Edison	5,777.46	Auto
056198	10/22/2021	TELEPAC	TPx Communications	3,574.94	Auto
056199	10/22/2021	UPS	United Parcel Service	31.00	Auto
056200	10/22/2021	USTA	US Travel Association	9,337.50	Auto
056201	10/22/2021	WESTIN	Westin Mission Hills Resort	1,500.00	Auto
056202	10/22/2021	WINDMIL	Windmill City Screen Printing	753.64	Auto
056203	10/22/2021	YMCA	Family YMCA of the Desert	500.00	Auto
056204	10/28/2021	BASIC	BASIC CDA	3,994.98	Auto
056205	10/28/2021	BRANDIN	Angela Weimer	259.20	Auto
056206	10/28/2021	CALSAE	CA Society of Assoc. Executive	3,130.00	Auto
056207	10/28/2021	CAPLAN	Eric Scott Caplan	345.00	Auto
056208	10/28/2021	CARDIFF	Cardiff Limousine	116.15	Auto
056209	10/28/2021	COLONIA	Colonial Life	2,339.72	Auto
056210	10/28/2021	CVENT	CVENT, Inc.	300.00	Auto
056211	10/28/2021	FINDFOO	FIND Food Bank	120.00	Auto
056212	10/28/2021	JNS	JNS Media Specialists	140,271.08	Auto
056213	10/28/2021	KAISER	Kaiser Grill Palm Desert, INC.	225.00	Auto
056214	10/28/2021	LAWRENC	Erin Lawrence	100.00	Auto
056215	10/28/2021	OFFDEPO	Office Depot, Inc.	713.07	Auto
056216	10/28/2021	ORFIELD	Gary Orfield	40.35	Auto
056217	10/28/2021	PSPRIDE	Greater Palm Springs Pride	5,000.00	Auto
056218	10/28/2021	QUADFIN	Quadient Finance USA, Inc.	339.00	Auto
056219	10/28/2021	QUADIEN	Quadient Leasing USA, Inc	286.69	Auto
056220	10/28/2021	SHIELDS	Shields Date Garden	34.25	Auto
056221	10/28/2021	STR	Smith Travel Research Inc.	15,565.00	Auto
056222	10/28/2021	ULINE	ULINE	104.73	Auto
056223	10/28/2021	UNIONSW	Union Bank	5,676.21	Auto
056224	10/28/2021	UNITEDW	United Way of the Desert	138.00	Auto
056225	10/28/2021	UPS	United Parcel Service	91.81	Auto
056226	10/28/2021	XPRESS	Xpress Graphics & Printing	207.54	Auto
A12480	10/25/2021	PRECORO	Precoro INC.	3,591.00	Manual
A12482	10/25/2021	DESTANA	Destination Analysts, Inc	1,100.00	Manual
A12484	10/25/2021	AILEVON	Ailevon Pacific Aviation	275.01	Manual
A12486	10/25/2021	TRAVMUS	TravMedia USA LLC	1,850.00	Manual
A16727	10/8/2021	AILEVON	Ailevon Pacific Aviation	6,684.35	Manual
A16729	10/8/2021	ROXMED	RoxMedia Group LLC	34,318.03	Manual

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Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
A1800	10/28/2021	CALPERS	CalPERS	63,050.74	Manual
A29093	10/28/2021	MSR457B	Mission Square Retirement	5,621.24	Manual
A29095	10/28/2021	MSR RHS	Mission Square Retirement RHS Plan	750.00	Manual
A32171	10/7/2021	MSR RHS	Mission Square Retirement RHS Plan	750.00	Manual
A32173	10/7/2021	MSR457B	Mission Square Retirement	6,269.25	Manual
C22052	10/5/2021	GOSLIN	Sarah Goslin	118.98	Manual
C22053	10/5/2021	RYAN	Mary Ryan	1,014.63	Manual
C22054	10/7/2021	BUCKLIN	Tammy Bucklin	1,847.61	Manual
C22055	10/7/2021	WHITE	Scott L. White	4,476.71	Manual
C22056	10/7/2021	REYNOLD	Reva Reynolds	246.60	Manual
C22057	10/7/2021	ORFIELD	Gary Orfield	274.40	Manual
C22058	10/13/2021	RYAN	Mary Ryan	1,364.02	Manual
C22059	10/13/2021	FOSTER	Kimberly Foster	471.84	Manual
C22060	10/13/2021	MOURHES	Anne Marie Mourhess	139.12	Manual
C22061	10/13/2021	MORGAN	Michelle Morgan	357.10	Manual
C22062	10/13/2021	RYAN	Mary Ryan	178.57	Manual
C22063	10/13/2021	DAY	Angie Day	851.04	Manual
C22064	10/13/2021	BATTLE	Marta Battle	100.00	Manual
C22065	10/13/2021	AED	Suzanne Aed	1,542.43	Manual
C22066	10/15/2021	MORGAN	Michelle Morgan	105.11	Manual
C22067	10/15/2021	KIEHL	Joyce Kiehl	151.21	Manual
C22068	10/19/2021	FOSTER	Kimberly Foster	299.85	Manual
C22069	10/19/2021	OSTERBE	Rob Osterberg	87.61	Manual
C22070	10/22/2021	SMITH	Sean Smith	1,260.25	Manual
C22071	10/29/2021	OSTERBE	Rob Osterberg	300.20	Manual
C22072	10/29/2021	DAY	Angie Day	643.60	Manual
C22073	10/29/2021	FOSTER	Kimberly Foster	460.95	Manual
Bank 4 Total:				<u>490,043.15</u>	
Report Total:				<u><u>490,043.15</u></u>	

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

RESOLUTION NO. JPA 2021-007

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 ("JPA") EXECUTIVE COMMITTEE OF VISIT GREATER PALM SPRINGS APPROVING THE APPROPRIATION OF FUNDS TO THE GREATER PALM SPRINGS TOURISM FOUNDATION IN SUPPORT OF THE TOURISM GRANT PROGRAM AND T.E.A.M. GPS TRAINING PROGRAM

WHEREAS, Visit Greater Palm Springs (Visit GPS) is a Joint Powers Authority operating under the Joint Exercise of Powers Act (California Government Code Sections 6500 et seq.), located in the County of Riverside, State of California; and

WHEREAS, Visit GPS members include the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs and Rancho Mirage and the County of Riverside; and

WHEREAS, pursuant to section 3 of the Joint Powers Agreement, dated January 20, 2016, the purpose of Visit GPS is to encourage, promote, and to do such other things as might be necessary to enhance, to the greatest extent possible, all aspects of the hospitality, convention and tourism industry in the Coachella Valley and to attract visitors from national and international markets, all to the benefit of Visit GPS Members and their constituents; and

WHEREAS, pursuant to section 12(a) of the Joint Powers Agreement, each Visit GPS Member shall pay to the JPA the applicable contribution amounts as set forth in the formula set forth therein; and

WHEREAS, pursuant to section 15(s) of the Joint Powers Agreement, Visit GPS has the power to provide financial assistance and subsidies to other public agencies, non-profit organizations and the private sector for purposes consistent with the purpose and intent of the JPA; and

WHEREAS, a joint powers authority may appropriate funds to a non-profit foundation if the joint powers authority finds that (i) the contribution serves a valid public purpose, and (ii) the expenditure falls within the enumerated powers of the joint powers authority (see e.g., California State Auditor, "Metropolitan Water District of Southern California: Its Administrative Controls Need to Be Improved to Ensure an Appropriate Level of Checks and Balances Over Public Resources," (Report #2003-136, June 2004), at 15-18; *City and County of San Francisco v. Patterson*, 202 Cal. App. 3d 95, 103-04, 248 (1988)); and

WHEREAS, the Greater Palm Springs Tourism Foundation ("Foundation"), a 501(c)(3), was formed on June 15, 2017; the purpose of the Foundation as set forth in section 1 of the Foundation's bylaws is:

...to support issues pertaining to the tourism industry, including, but not limited to, raising funds from the general public and other sources to carry on programs directly and to provide support and services related to the hospitality, convention, and tourism industries in the Greater Palm Springs region, including but not limited to providing education, leadership, scholarships, seminars, relief funds, promotion of special events, volunteer and mentor development, and cultural enhancement; and

WHEREAS, the Foundation has developed two programs that serve a public purpose which Visit GPS has determined it will support:

1. Tourism Grant Program, in collaboration with Visit GPS, that will provide matching financial assistance to Visit GPS Members only, for eligible events, new attractions or enhancement of the visitor experience, as determined by the Foundation. The Visit GPS Member applying for the grant must match or exceed the amount for which it is applying and each Visit GPS Member will be eligible for up to 50% of their JPA contribution to a maximum of \$100,000; and
2. The Greater Palm Springs Hospitality Training Program (T.E.A.M. GPS Training Program), in collaboration with The Desert Community College District, Partnership and Community Education (PaCE), which provides professional development and workforce training by partnering with the business community to equip employees and incumbent workers with skills to meet the needs of Coachella Valley businesses; and

WHEREAS, the JPA Executive Committee finds that the Foundation's Tourism Grant Program and T.E.A.M. GPS Training Program both serve a public purpose and the allocation of JPA funds in support of these programs falls within the enumerated powers of the JPA.

NOW, THEREFORE, BE IT RESOLVED by the JPA Executive Committee, the governing body of Visit Greater Palm Springs, as follows:

Section 1. RECITALS

That the above recitals are true and correct and are hereby incorporated herein by this reference.

Section 2. APPROPRIATION OF FUNDS TO THE FOUNDATION

That the amount of \$650,000 be allocated to the Foundation, restricted to the Tourism Grant Program in the amount of \$570,000 and T.E.A.M. GPS Training Program in the amount of \$80,000 and authorizing the President and CEO of Visit GPS, with the assistance of General Counsel, to negotiate and execute an agreement memorializing the same.

Section 3. SEVERABILITY

That the JPA 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 legislations, 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 provisions of any prior resolutions that are in conflict with the provisions of this Resolution are hereby repealed.

Section 5. EFFECTIVE DATE

That this Resolution shall take effect immediately upon its adoption.

Section 6. CERTIFICATION

That the Clerk of the Executive Committee shall certify the roll call vote adopting this Resolution.

PASSED, APPROVED AND ADOPTED at a regular meeting of the JPA Executive Committee of Visit Greater Palm Springs held on November 19, 2021, by the following roll call vote:

AYES:

NAYES:

ABSENT:

ABSTAIN:

Geoff Kors, Chair
JPA Executive Committee

ATTEST:

Reva Reynolds, Clerk

APPROVED AS TO FORM:

Lena D. Wade, General Counsel

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

Gary Cardiff
Cardiff Limousine & Transportation

Jay Chesterton
Fantasy Springs Resort Casino

Dermot Connolly
La Quinta Resort & Spa

Tim Ellis
Ellis Hospitality Services

Eddy Estrada
Smarter Property Management

David Feltman
VRON of Pam Springs

Rob Hampton
Palm Springs Convention Center

Amanda Hoffmann
Vacasa

Todd Hooks
Agua Caliente Band of Cahuilla Indians

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

Michael Murray
Hotel Paseo

Liz Ostoich
FARM and Tac/Quila Restaurants

Brad Poncher
Homewood Suites by Hilton, 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

Boris Stark
Palm Desert Vacation Properties

Kelly Steward
The Ritz-Carlton Rancho Mirage

Joe Tormey
CSUSB Palm Desert Campus

Peggy Trott
Kimpton Rowan Palm Springs

Mike Waddell
Hyatt Regency Indian Wells Resort

Doug Watson
College of the Desert

VISIT GPS BOARD OF DIRECTORS

Resolution No. **BOD 2021-003**

A RESOLUTION OF THE BOARD OF DIRECTORS OF VISIT GREATER PALM SPRINGS APPROVING THE APPROPRIATION OF FUNDS TO THE GREATER PALM SPRINGS TOURISM FOUNDATION IN SUPPORT OF THE TOURISM GRANT PROGRAM AND T.E.A.M. GPS TRAINING PROGRAM

WHEREAS, Visit Greater Palm Springs ("VISIT GPS") is a joint powers authority operating under the Joint Exercise of Powers Act (California Government Code Sections 6500 *et seq.*), located in the County of Riverside, State of California; and

WHEREAS, Visit GPS members ("Visit GPS Members") include the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs and Rancho Mirage and the County of Riverside; and

WHEREAS, pursuant to section 3 of the Joint Powers Agreement, dated January 20, 2016, the purpose of Visit GPS is to encourage, promote, and to do such other things as might be necessary to enhance, to the greatest extent possible, all aspects of the hospitality, convention and tourism industry in the Coachella Valley and to attract visitors from national and international markets, all to the benefit of Visit GPS Members and their constituents; and

WHEREAS, pursuant to section 12(a) of the Joint Powers Agreement, each Visit GPS Member shall pay to the JPA the applicable contribution amounts as set forth in the formula set forth therein; and

WHEREAS, pursuant to section 15(s) of the Joint Powers Agreement, Visit GPS has the power to provide financial assistance and subsidies to other public agencies, non-profit organizations and the private sector for purposes consistent with the purpose and intent of the JPA; and

WHEREAS, a joint powers authority may appropriate funds to a non-profit foundation if the joint powers authority finds that (i) the contribution serves a valid public purpose, and (ii) the expenditure falls within the enumerated powers of the joint powers authority (see e.g., California State Auditor, "Metropolitan Water District of Southern California: Its Administrative Controls Need to Be Improved to Ensure an Appropriate Level of Checks and Balances Over Public Resources," (Report #2003-136, June 2004), at 15-18; *City and County of San Francisco v. Patterson*, 202 Cal. App. 3d 95, 103-04, 248 (1988)); and

WHEREAS, the Greater Palm Springs Tourism Foundation ("Foundation"), a 501(c)(3), was formed on June 15, 2017; the purpose of the Foundation as set forth in section 1 of the Foundation's bylaws is:

...to support issues pertaining to the tourism industry, including, but not limited to, raising funds from the general public and other sources to carry on programs directly and to provide support and services related to the hospitality, convention, and tourism industries in the Greater Palm Springs region, including but not limited to providing education, leadership, scholarships, seminars, relief funds, promotion of special events, volunteer and mentor development, and cultural enhancement; and

WHEREAS, the Foundation has developed two programs that serve a public purpose which Visit GPS has determined it will support:

1. Tourism Grant Program, in collaboration with Visit GPS, that will provide matching financial assistance to Visit GPS Members only, for eligible events, new attractions or enhancement of the visitor experience, as determined by the Foundation. The Visit GPS Member applying for the grant must match or exceed the amount for which it is applying and each Visit GPS Member will be eligible for up to 50% of their JPA contribution to a maximum of \$100,000; and
2. The Greater Palm Springs Hospitality Training Program (T.E.A.M. GPS Training Program), in collaboration with The Desert Community College District, Partnership and Community Education (PaCE), which provides professional development and workforce training by partnering with the business community to equip employees and incumbent workers with skills to meet the needs of Coachella Valley businesses; and

WHEREAS, the Visit GPS Board of Directors ("Board of Directors") serves as the advisory body to the JPA Executive Committee on issues pertaining to Visit GPS in order to jointly encourage, promote and to do such other things as might be necessary to enhance, to the greatest extent possible, all aspects of the hospitality, convention and tourism industries in the Coachella Valley and to attract visitors to the area from a world-wide market, all to the benefit of the member organizations and their constituents; and

WHEREAS, the Board of Directors finds that the Foundation's Tourism Grant Program and T.E.A.M. GPS Training Program both serve a public purpose and the allocation of JPA funds in support of these programs falls within the enumerated powers of the JPA.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of Visit Greater Palm Springs as follows:

Section 1. RECITALS

That the above recitals are true and correct and are hereby incorporated herein by this reference.

Section 2. APPROPRIATION OF FUNDS TO THE FOUNDATION

That the amount of \$650,000 be allocated to the Foundation, restricted to the Tourism Grant Program in the amount of \$570,000 and T. E.A.M. GPS Training Program in the amount of \$80,000; and authorizing the President and CEO of Visit GPS, with the assistance of General Counsel, to negotiate and execute an agreement memorializing the same.

Section 3. SEVERABILITY

That the Board of Directors 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 legislations, 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 provisions of any prior resolutions that are in conflict with the provisions of this Resolution are hereby repealed.

Section 5. EFFECTIVE DATE

That this Resolution shall take effect immediately upon its adoption.

Section 6. CERTIFICATION

That the Clerk of the Board of Directors shall certify the roll call vote adopting this Resolution.

PASSED, APPROVED AND ADOPTED at a regular meeting of the Board of Directors of Visit Greater Palm Springs held on November 19, 2021, by the following roll call vote:

AYES:

NAYES:

ABSENT:

ABSTAIN:

ATTEST:

Tom Tabler, Chair
CVB Board of Directors

Robert Del Mas, Secretary
CVB Board of Directors

APPROVED AS TO FORM:

Lena D. Wade, General Counsel

Visit GPS Board of Directors Terms

Renewal needed

Renewal and waive term limits

Last Updated Nov. 19, 2021

36 Seats + 2 JPA	Last Name	First Name	3 Year Term Expires on Dec 31	BoD Start Date	BoD Renew Date 3-year term	BoD Officer Term 2-year term	
1	Brackley	Celeste	21	June 2018			TBID
2	Connolly	Dermot	22	May 2019			TBID
3	Dada	Aftab	21	1994	12/14/18	12/2020-12/2022	TBID
4	Mainthia	Jay	22	July 2009	11/22/19		TBID
5	Murray	Michael	24	June 2021			TBID
6	Scaramellino	Tom	22	Jan 2017	11/22/19		TBID
7	Steward	Kelly	22	Mar. 2016	11/22/19		TBID
8	Tabler	Tom	2023	Sept. 2014	11/20/20	12/2020-12/2022	TBID
9	Trott	Peggy	22	May 2019			TBID
10	Bhakta	Sejal		Nomination			TBID
11	Pyne	Tim		Nomination			TBID
12	open - TBID hotel						TBID
13	open - TBID hotel						TBID
14	Estrada	Eddy	24	June 2021			STVR
15	Feltman	David	24	June 2021			STVR
16	Hoffmann	Amanda	24	June 2021			STVR
17	McLean	Michael	21	May 2015	12/14/18		STVR
18	Stark	Boris	24	June 2021			STVR
19	Anderson	Kate	23	Sept. 2020		shared seat	
20	Becker	Lorraine	22	Jan. 2011	11/22/19		
21	Cardiff	Gary	21	<Oct. 2003	12/14/18		
22	Chesterton	Jay	23	July 2009	11/20/20		
23	Del Mas	Robert	22	Jan. 2008	11/22/19	12/2020-12/2022	
24	Ellis	Tim	21	1994	12/14/18		
25	Hampton	Rob	22	Oct. 2019			
26	Hoehn	Rolf	21	Dec. 2010	12/14/18	12/2020-12/2022	
19	Hooks	Todd	23	Sept. 2020		shared seat	
27	Keller	Jerry	23	June 2017	11/20/20		
28	Monroe	Allen	21	Jan 2016	12/14/18		
29	Ostoich	Liz	24	June 2021			
30	Poncher	Brad	21	1991	12/14/18		
31	Purdy	Greg	21	Jan 2016	12/14/18		
32	Schneider	Bob	22	Nov. 2013	11/22/19		
33	Smith	Barb	22	Dec. 2016	11/22/19		
34	Tormey	Joe	22	Oct 2019			
35	Watson	Doug	22	Dec. 2016	11/22/19		
36	Bernstein	Jeffrey		Nomination			
37	JPA - Kors						JPA
38	JPA - Gardner						JPA
Emeritus	Morcus	Lee	23	<Feb. 2006	11/20/20		



Monthly Summary Financial Report for September 2021

Description	Current Month			Year-to-Date			Current YTD vs. Prior YTD			Annual Forecast vs. Budget		
	Actual September-21	Budget September-21	Variance	Actual September-21	Budget September-21	Variance	Current Year September-21	Prior Year September-20	Variance	Annual Forecast	Annual Budget	Variance
Funding												
Tourism Business Improvement District	1,075,172	838,554	236,618	3,186,712	2,306,381	880,331	3,186,712	1,530,784	1,655,929	15,715,761	15,715,761	-
Cities/County Public Funding	16,694	29,998	(13,304)	448,909	496,112	(47,203)	448,909	267,309	181,600	1,996,946	1,996,946	-
Tribal Voluntary	34,109	22,488	11,621	34,109	22,488	11,621	34,109	41,005	(6,896)	146,201	146,201	-
Partnership	25,500	5,575	19,925	40,815	19,498	21,317	40,815	17,619	23,196	205,000	205,000	-
Advertising & Website Revenues	23,231	50,000	(26,769)	70,494	50,000	20,494	70,494	72,000	(1,506)	306,000	306,000	-
Joint Share Partnership - Tradeshow	2,900	6,583	(3,683)	3,400	7,249	(3,849)	3,400	7,500	(4,100)	206,860	206,860	-
FAM/Event Host/Convention Assistance		500	(500)		1,500	(1,500)	-		-	31,500	31,500	-
Other: Investment Income	5,290	1,624	3,666	8,228	4,879	3,349	8,228	(22,484)	30,711	19,394	19,394	-
Reserves & Other Prior Year Funds			-			-	-		-	200,000	200,000	-
TOTAL	1,182,896	955,322	227,574	3,792,667	2,908,107	884,560	3,792,667	1,913,733	1,878,934	18,827,662	18,827,662	-
Expenses												
Labor - Wages	322,459	392,197	(69,738)	879,986	1,275,023	(395,037)	879,986	636,461	243,524	5,100,090	5,100,090	-
Labor - Taxes & Benefits	134,825	151,505	(16,680)	390,849	461,509	(70,660)	390,849	278,351	112,498	1,846,033	1,846,033	-
Marketing Production	10,030	38,341	(28,311)	33,613	76,561	(42,948)	33,613	33,168	445	822,939	822,939	-
Media Placement & Digital Marketing	637,306	487,499	149,807	923,947	1,718,405	(794,458)	923,947	753,224	170,723	5,683,376	5,683,376	-
Collateral Material	5,510	6,875	(1,365)	8,588	33,775	(25,187)	8,588	217	8,372	76,400	76,400	-
Familiarization Trips	10,413	15,650	(5,237)	20,435	31,350	(10,915)	20,435	2,984	17,451	291,800	291,800	-
Tradeshow / Sales Missions	32,943	66,000	(33,057)	106,468	135,250	(28,782)	106,468	943	105,525	737,800	737,800	-
Travel & Lodging	6,693	6,667	26	13,682	12,001	1,681	13,682	1,406	12,276	36,000	36,000	-
Special Promotions & Representation	25,315	55,905	(30,590)	107,287	212,848	(105,561)	107,287	57,979	49,309	1,393,350	1,393,350	-
Collection Fees	-	2,935	(2,935)	15,000	8,072	6,928	15,000	-	15,000	55,000	55,000	-
Event Hosting	22,571	13,250	9,321	23,291	34,750	(11,459)	23,291	55,000	(31,709)	713,700	713,700	-
Research	24,965	34,183	(9,218)	77,188	105,009	(27,821)	77,188	20,839	56,349	390,910	390,910	-
IT-Information Technology	-	82	(82)	19,009	17,249	1,760	19,009	19,009	-	100,200	100,200	-
Professional Fees	12,793	12,866	(73)	21,866	37,698	(15,832)	21,866	63,338	(41,472)	211,750	211,750	-
Overhead-Supplies-Utilities-Fees	57,968	89,623	(31,655)	193,274	293,458	(100,184)	193,274	134,762	58,512	1,109,532	1,109,532	-
Capital Outlay	-	50,000	(50,000)	-	150,000	(150,000)	-	-	-	200,000	200,000	-
Loan Repayment	-	5,878	(5,878)	-	5,878	(5,878)	-	-	-	58,782	58,782	-
TOTAL	1,303,790	1,429,456	(125,666)	2,834,483	4,608,836	(1,774,353)	2,834,483	2,057,680	776,803	18,827,662	18,827,662	-
Funding less Expenses	(120,894)	(474,134)	353,240	958,184	(1,700,729)	2,658,913	958,184	(143,947)	1,102,131	-	-	-