



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

Call to Order

The meeting was called to order at 8:39 a.m. by Gary Gardner, JPA Chair, at Agua Caliente Spa Resort Casino in Rancho Mirage, CA.

Roll Call

The roll call is recorded on the following page.

SEPTEMBER 29, 2023

Location: Agua Caliente Spa Resort Casino

Room: Cahuilla CDE

32-250 Bob Hope Drive

Rancho Mirage, CA, 92270

Joint Meeting

September 29, 2023

8:30am – 10:00am

JOINT POWERS AUTHORITY

Gary Gardner, Chair
City of Desert Hot Springs

Waymond Fermon, Vice Chair
City of Indio

Rita Lamb
City of Cathedral City

Bruce Whitman
City of Indian Wells

Linda Evans
City of La Quinta

Jan Harnik
City of Palm Desert

Jeffrey Bernstein
City of Palm Springs

Steve Downs
City of Rancho Mirage

V. Manuel Perez
County of Riverside

Visit GPS BOARD OF DIRECTORS

Rolf Hoehn, Chair
Indian Wells Tennis Garden

Peggy Trott, Vice Chair
Kimpton Rowan Palm Springs

Tom Scaramellino, Secretary
Westin Rancho Mirage Golf Resort & Spa

Aftab Dada, Treasurer
Hilton Palm Springs Resort

Kate Anderson
Agua Caliente Band of Cahuilla Indians

Kevin Barnes
Miramonte Resort & Spa Indian Wells

Lorraine Becker
Cabot's Pueblo Museum

Sejal Bhakta
Hampton Inn & Suites

John Bolton
Oak View Group

Celeste Brackley
The Line & Saguaro Hotels

Gary Cardiff
Cardiff Limousine & Transportation

Kenny Cassidy
Meredith Lodging

Jay Chesteron
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

		PRESENT	NOT/YTD
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council Member, Chair	X	
	Roger Nunez, Council Member		
CITY OF INDIO	Waymond Fermon, Council Member, Vice Chair	X	
	Elaine Holmes, Council Member		
CITY OF CATHEDRAL CITY	Rita Lamb, Mayor	X	
	Mark Carnevale, Council Member		
CITY OF INDIAN WELLS	Bruce Whitman, Council Member	X	
	Ty Peabody, Council Member		
CITY OF LA QUINTA	Linda Evans, Mayor	X	
	Steve Sanchez, Mayor Pro Tem		
CITY OF PALM SPRINGS	Jeffrey Bernstein, Mayor Pro Tem		E
	Ron deHarte, Council Member	X	
CITY OF PALM DESERT	Jan Harnik, Council Member	X	
	Gina Nestande, Council Member		
CITY OF RANCHO MIRAGE	Steve Downs, Mayor Pro Tem	X	
	Meg Marker, Council Member		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District	X	
	Joaquin Tijerina, Economic Development Manager		
VISIT GPS BOARD OF DIRECTORS ROLL CALL		PRESENT	EXCUSED
	Rolf Hoehn, Chair - Indian Wells Tennis Garden	X	
	Peggy Trott, Vice Chair - Kimpton Rowan Palm Springs		E
	Tom Scaramellino, Secretary - Westin Rancho Mirage Golf Resort	X	
	Aftab Dada, Treasurer - Hilton Palm Springs Resort	X	

Visit GPS Board of Directors
(continued)

Shannon Gilbert
The Ritz-Carlton, Rancho Mirage

Rob Hampton
Palm Springs Convention
Center

Jerry Keller
LULU California Bistro

Patrick Klein
The Shops on El Paseo

Kelly McLean
MJM Holdings, Inc.,
McLean Company and Poppy

Nusrat Mirza
JW Marriott Desert Springs

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 by Hilton, La
Quinta

Greg Purdy
Palm Springs Aerial Tramway

Tim Pyne
Renaissance Esmeralda Resort
& Spa

Saverio Scheri
Agua Caliente Casinos

Bob Schneider
Desert Consulting

Ankit Sekhri
Two Bunch Palms

Barb Smith
Eventis Destination Services

Boris Stark
Palm Desert Vacation
Properties

Joseph Tormey CSU San
Bernardino Palm Desert
Campus

Doug Watson
Strategy | Innovation | Co.

	PRESENT	EXCUSED
Kate Anderson, Agua Caliente Band of Cahuilla Indians	X	
Kevin Barnes, Miramonte Resort & Spa Indian Wells	X	
Lorraine Becker, Cabot's Pueblo Museum	X	
Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio	X	
John Bolton, Oak View Group		A
Celeste Brackley, The Line & Saguaro Hotels	X	
Gary Cardiff, Cardiff Limousine & Transportation	X	
Kenny Cassady, Meredith Lodging	X	
Jay Chesterton, Fantasy Springs Resort Casino		E
Dermot Connolly, La Quinta Resort & Club	X	
Tim Ellis, Ellis Hospitality Services		E
Eddy Estrada, Smarter Property Management	X	
David Feltman, VRON Palm Springs	X	
Shannon Gilbert, The Ritz-Carlton, Rancho Mirage		E
Rob Hampton, Palm Springs Convention Center	X	
Jerry Keller, LULU California Bistro	X	
Patrick Klein, The Shops on El Paseo	X	
Kelly McLean, Poppy	X	
Nusrat Mirza, JW Marriott Desert Springs Resort & Spa	X	
Allen Monroe, The Living Desert		E
Lee Morcus (Emeritus), Kaiser Restaurant Group	X	
Michael Murray, Hotel Paseo		E
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	
Tim Pyne, Renaissance Esmeralda Resort & Spa	X	
Saverio Scheri, Agua Caliente Casinos	X	
Bob Schneider, Desert Consulting	X	
Ankit Sekhri, Two Bunch Palms	X	

Barb Smith, Eventis Destination Services	E
Boris Stark, Palm Desert Vacation Properties	X
Joe Tormey, CSU San Bernardino Palm Desert Campus	X
Doug Watson, Strategy Innovation Co.	X

A quorum was reached. 29 BOD and 9 JPA.

STAFF/ATTORNEY

Scott White, President and CEO
 Bill Judson, Vice President Finance and Administration
 Colleen Pace, Chief Sales and Marketing Officer
 Davis Meyer, Senior Director of Community Affairs
 Julie Sinclair, Director of Brand Communications
 Lauren Bruggemans, Director of Sustainability & Community Engagement
 Rob Osterberg, Director of Sales Operations
 Krystal Kusmieruk, Senior Marketing Manager
 Rozanne Sutherland, Convention Sales Coordinator
 Melissa Bernal, Destination Experiences Coordinator

Gary Orfield, Director of Tourism Development
 Stefanie Kilcoyne, Director of Operations
 Carolina Viazcan, VP of Sales
 Sarah Goslin, Executive Assistant & Board Administrator
 Bob Wilson, Brand Communications Specialist
 Kimber Foster, Director of Palm Springs Tourism
 Kahlia Gaaney, Senior Destination Experiences Manager
 Andy Cloutier, Director of Human Resources
 Lena D. Wade, Legal Counsel
 Todd Burke, VP of Communications
 Alejandrina Mercado, Destination Experiences Specialist

PALM SPRINGS INTERNATIONAL AIRPORT PRESENTATION

- Scott White covered the Power Point presentation provided by Jeremy Keating, C.M. Assistant Airport Director.
 - Jeremy Keating answered questions from the Board following the presentation.
- The Master Plan shows phase one to include terminal expansion first. The plan is to increase from our current 18 gates to a total of 32 - to be completed in phases, based on demand.
- Phase two will include operations expansion, additional retail, and customs. PSP is conducting an FIS study right now.
 - Jeremy offered to present again at another Board Meeting once phase two is announced. Following completion of the draft Master Plan by the end of 2024, a California Environmental Quality Act (CEQA) analysis of the proposed projects will be completed, and the Final Master Plan will be brought before the City Council for adoption sometime in 2025.
 - There is a link for the master plan on the airport website that Sarah Goslin will share, via email, so everyone can provide their comments.

PLEDGE OF ALLEGIANCE

JPA Vice-Chair Waymond Fermon led the Pledge of Allegiance.

CONFIRMATION OF AGENDA

JPA Chair Gardner asked whether there were any changes to the agenda. Hearing no changes, the agenda was confirmed.

PUBLIC COMMENT

This Public Comment period is for items that appear within the Consent Calendar or matters that are not listed on the agenda.

JPA Chair Gardner called for public comments. There were no public comments on record.

APPROVAL OF MINUTES (All Vote)

JPA – VGPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED JUNE 29, 2023 (all vote)

The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated June 29, 2023, were presented for approval. JPA Chair Gardner asked for a motion. Mayor Linda Evans, City of La Quinta made a motion to approve,

Councilmember Jan Harnik, City of Palm Desert seconded. No abstentions. There was no further discussion, and the minutes were approved based on a show of hands.

CONSENT CALENDAR (only JPA Executive Committee votes)

- **WARRANTS AND DEMANDS DATED JUNE 2023**
- **WARRANTS AND DEMANDS DATED JULY 2023**
- **WARRANTS AND DEMANDS DATED AUGUST 2023**

The Warrants and Demands dated June, July, and August 2023 for Pacific Premier Bank, were presented for approval. JPA Chair Gardner asked for a motion. Councilmember Jan Harnik, City of Palm Desert made a motion to approve, Mayor Linda Evans, City of La Quinta seconded. No abstentions. There was no additional discussion, and the Warrants and Demands were approved based on a show of hands.

VGPS BOARD (BOD VOTE only)

- **Approval of Proposed 2024 Board of Directors Meeting Dates**

BOD Chair, Rolf Hoehn, called for an approval of the Proposed 2024 Meeting Dates. Robert Schneider made a motion to approve, and Gary Cardiff seconded. All approved. No abstentions.

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

- **Approval of Resolution No. JPA 2023-008 – Amended and Restated VGPS Pension Plan**

A Resolution to approve an Amended and Restated VGPS Defined Pension Plan was presented for approval. JPA Chair Gardner called for a motion. Mayor Linda Evans with City of La Quinta made a motion to approve, and Waymond Fermon with City of Indio seconded. All approved. No abstentions. JPA Chair Gardner called for public comments. There were no public comments.

- **Approval of Resolution No. JPA 2023-009 – Support of the Chuckwalla National Monument & Expansion of Joshua Tree National Park**

A Resolution to approve the support of the establishment of the proposed Chuckwalla National Monument and the proposed expansion of the Joshua Tree National Park was presented for approval. JPA Chair Gary Gardner asked for JPA comment:

- Mayor Linda Evans expressed concerns over the process of how it is being pushed through, and states that it limits the potential for development, creates another oversight committee, and claims it creates jobs but actually limited jobs. The acres have not been fully defined for use and a study has not been done to clarify. CVCC has not brought this item back onto their agenda either.
- Jan Harnik expressed concerns that we do not have regulations and guidelines in place prior to passing this.
- Manuel Perez questions why this is being moved forward so quickly without further research.
- Waymond Fermon supports the resolution, though understands the concerns.

JPA Chair Gardner called for public comments. There was one public comment for the record.

- Resident, Katie Barrows, encourages VGPS to support the monument and expansion. Feels it would foster tourism and economic growth, especially in the east valley.

JPA Chair Gary Gardner called for a motion to approve. Waymond Fermon with City of Indio made a motion to approve, and Gary Gardner with City of Desert Hot Springs seconded. Mayor Linda Evans with City of La Quinta, and Councilmember Jan Harnik with City of Palm Desert, do not approve. No abstentions. Motion passes with a 6-2 vote.

- **Approval of Proposed 2024 Board Meeting Dates**

JPA Chair, Gary Gardner, called for an approval of the Proposed 2024 Board Meeting Dates. Waymond Fermon with City of Indio made a motion to approve, and Linda Evans with City of La Quinta seconded. No abstentions. All approved.

Scott White, President & CEO for VGPS greeted guests and thanked Sal Scheri and the Agua Caliente Spa Resort Casino team.

- Congratulations to Greg Purdy on the Palm Springs Aerial Tramway 60- years celebration.
- Thank you to Isiah at the City and Katie at the Chamber for their help with the Riverside County Health Department. For any hotel or restaurant that is having issues with the Riverside County Health Department you can connect with either of the following two people: Jeff Johnson, Director of the Environmental Health Department, 951-358-5172, jeffjohnson@rivco.org, or Kristin Lorge, Deputy Director, klorge@rivco.org.
- Supervisor Perez said this has been affecting cities as far as Indio and Coachella. Please call Supervisor Perez' office if you need assistance. Scott thanked Supervisor Perez for his support with the Riverside County Health Department, and asked the Board Members to all take the survey that Riverside County sent out.
- CalTravel Association recognized Visit Greater Palm Springs for the DEI Award – this nomination came from Sonia Bradley, CMOI of Sacramento Convention & Visitors Bureau.
- Scott shared our Economic Diversity and Development plans. No action to be taken today, looking for affirmation that we are heading in the right direction.

JPA Agreement

- Stop City Grant for 2024; allocate the \$640K for economic development recruitment
- Amend the JPA agreement and recommend including the City of Coachella and include economic development in our role

NEXT STEPS

- Create an RFP to find an agency with economic development experience to help us develop a brand, messaging, strategy, target industries, etc.
- Develop the brand, a campaign & a website
- Create a TAC of Economic Development Directors from each city

TBID

- To represent non-hotel / vacation rentals, VGPS must have additional funds (JPA & private) to meet legal requirements
- Conduct a new benefits study (currently in process) to determine how much we need to diversify our budget; this is required by the TBID

Comments and questions from our Board/JPA:

David Feltman asked about Broadband for the valley, and Scott stated that Broadband will be part of the proposal.

- City Dashboards:
Live City Dashboards are almost complete and should be ready to launch in the next few weeks. These will be available year-round with live data.
- Air Service Updates:
Flights from 20 markets will return in Fall 2023

- UK Ireland Airstream Tour Recap by Todd Burke, VP of Communications:

The tour took place September 1-17, 2023. This was a highly successful trip, as we spoke with over 9,000 people (consumer engagements) for no less than 5 minutes each.

Our journey began at the prestigious Concours of Elegance in London. This was a highly affluent group, and we also had the opportunity to host trade and media at this special event.

We then traveled to Dublin, Edinburgh, Manchester and back to London where the activation was set up in high traffic areas near city center shopping.

At all activations there were at least 2 VGPS staff, 2 staff from FINN, our agency partner, 2 managing the juice bar, 2 massage therapists, 3 Brand Ambassadors and our local artists.

We showcased our Arts and Culture experiences by having Superbloom join us for the beginning of the tour. At the Concours of Elegance they painted all three cases from the Globe-Trotter Palm Springs collection, that were then purchased at auction for £6,000. They also painted two individual pieces of wearable art at two of our consumer activations. Artist Tysen Knight joined us for the London portion of the activation where he engaged in an interactive art piece that was completed by children who stopped by our activation site. Tysen's two final pieces, and Superblooms three-pieces of Globe-Trotter Luggage and two wearable art pieces were all placed in The Prince's Trust to be auctioned for charity in the coming months.

Comments and questions from our Board/JPA:

- Patrick Klein asked for a breakdown of the cost for the UK trip.
-

Colleen Pace covered Marketing items:

- The Image & Awareness Study was completed in 2023, which was an update of the study done in 2011 and 2018. – we will share with the Board and JPA.
ROI shows that overall, the campaigns measured reached more than 14 million households. The net result is an ROI in excess of \$800, well above 2018's fly market performance of \$570
- Covered stats of occupancy and ADR results from 2019, 2022, and 2023, as well as year to date average, January to August from 2019, 2022, and 2023. Showed Visit California forecast comparison by key sectors – domestic leisure, domestic business, and international, from 2021 - 2027.

Summer Marketing Recap

- Summer Campaigns:
Our "Check In. Chill Out." - overall summer campaign includes digital, print, OOH, and television (brand and co-ops) from May-August timeframe. 2023 season is up 11% over 2022.
Summer co-op features the same number of partners as 2022 season (11 total). Impressions increased by 30% while overall spots stayed the same. This is due to the increase in connected TV and added value digital promotion of spots. A combined total of the MAIN Expedia campaign and Expedia/VRBO "Floatie" campaign for the summer (May-August) generated over 11.5M impressions, 23.1K hotel nights, 35.5K vacation rental nights, and a total of \$31.2M in revenue.
Summer social media campaign created in partnership with Sonic Gods utilized aerial and hyper lapse cinematography to showcase Greater Palm Springs from a new angle. The campaign included a longform video, social posts, and influencer and paid promotion. The campaign received 2.4M impressions, 495K video views, over 12K engagements, and led to a 2.3K follower increase on Instagram.

Fall Campaign

- Our "What Will You Find" Fall/Winter Campaign (same as last year) launched in September and will continue until our new campaign rollout in 2024. An RFP went out to 13 agencies, and we are now in a competitive bid process for a new campaign for 2024.

International Campaign

- Launching International Campaigns:
For the first time, Visit California is offering international co-op programs in the UK, Mexico, and Canada across Expedia, TripAdvisor, Sojern, and Despegar. We will also be launching Brand USA campaigns throughout the year, including Optimized Audience programs, which utilize Brand USA's first party data to reach travelers. Campaigns are planned in the UK, Mexico, Germany, France, and Canada. A campaign with Family Traveller is also planned through Brand USA to reach family audiences in the UK.
 - A collaboration with The Journal of Lost Time - outdoor adventure-focused digital and social content, will launch in October 2023. They have over 4 million subscribers.
 - Season 2 of "Your Guide To" Series we hosted a local couple and received a great perspective on hidden gems, hot springs, midcentury modern architecture and design, and pools.
 - A sustainability documentary video is planned via Zinc Media, in partnership with Sustainable Travel International and Sublime Magazine. The campaign will highlight Greater Palm Springs' sustainability story, focusing on conservation efforts through Friends of the Desert Mountains. The documentary video series will highlight Native American culture in our destination, focusing on the Agua Caliente Band of Cahuilla Indians. BBC.com, Global Wellness Institute network, social media, public relations, newsletter inclusions. Platform has 43M video views and 1.8B pageviews. Visit GPS is the only domestic location the BBC is considering for this opportunity.
 - Launching a chatbot on the VGPS website. This ChatBot generates answers directly from website content and documents. Not all answers are generated by AI. VGPS can craft specific responses. Generative AI anticipates next questions users will ask.
 - A new Meetings Campaign, "The Oasis is Real", will be launched at IMEX in October.
 - Visit California will be here filming in our destination a 30-second TV Campaign that shows a Beach Ball being tossed from destination to destination. We will have 3 of the 12 transition spots which includes Joshua Tree and Palm Springs.
-

PR/Communications

- Meet the Mentors Program was launched last week. These pieces will be posted onto our website and will start being released in October.

Convention Sales

- Showed our Future Pace bookings from 2023 through 2025, as of September 2023. Our sales production for 2023 shows us over our year-to-date goal, The sales team has conducted 13 sales trips/tradeshows through August and has 19 more scheduled this fall. We hosted the 2nd Annual Events Services Professionals Association Celebration during National Celebrate Services Week. We advertised in The Desert Sun and on LinkedIn honoring 13 Greater Palm Springs hospitality professionals and hosted a reception at Hotel Paseo to celebrate the nominees.

Partnership

- Our Meet & See at the Palm Springs Art Museum with Caravanserai was held this past Wednesday to support a cohort of local Spanish-speaking entrepreneurs with businesses in the tourism and hospitality eco-system for their SEED 2.0 Business Readiness Training Program.
- Three upcoming events: Champions of Hospitality on October 30, IBCCES Visit on October 10 and VGPS Partner Holiday Party on December 6. Please purchase your COH tickets ASAP.
- Join TEAM GPS for the Emerging Leaders class.
- SB 1383 – tier two hotels are required to comply starting January 1, 2024. You can find more information on findfoodbank.org/foodrescue
- Congratulations to JW Marriott for their Autism Certification – Meredith with IBCCES will be here October 10 and would be happy to meet with our members to set up their classes.

JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES

- November 3rd – opening of Agua Caliente Cultural Museum.
- October 24th - Rancho Mirage State of the City being held at Omni Rancho Las Palmas.
- October 26th - Grand Opening of Sprouts in Palm Desert.
- November 1st – rebranded Miramonte / Grand Opening of the Tommy Bahama Miramonte Resort.
- November 18th – Palm Desert's 50th Anniversary event held at Civic Center Park.
- October 14th - Paint El Paseo Pink – supports Desert Cancer Foundation.
- October 29th – Golf Cart Parade.
- Starting October 5th – Free Fall Concerts in the Park series at Civic Center Park.
- Linda Evans thanked VGPS for attending their State of the City.
- October 11-12 – the California Forward Economic Summit taking place at Hyatt Regency Indian Wells.
- Reminder: The Dune Palms bridge is shut down, with planned reopening in February after road-fix.
- October 1st - Farmers Market in Old Town La Quinta runs until May 26th.
- Rita Lamb thanked the community partners for their help after Hurricane Hilary.
- October 29th – Cathedral City Spooktacular and Halloween Dog Costume contest.
- November 17th – 19th – Cathedral City Hot Air Balloon Festival.
- October 6th – Desert Hot Springs Food Truck Fridays begins.
- November 2nd – 5th – Palm Springs Pride Festival.
- November 11th - Childrens Miracle Network Walk at Desert Springs Villas
- September 14th - Jackalope Ranch reopened its doors under new ownership.
- October 6th – 8th – Powertrip Concert.
- October 19th – City of La Quinta Open House from 5:30-7:30

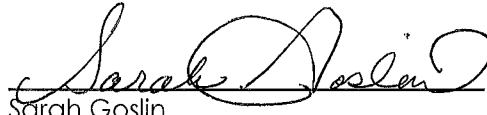
FUTURE MEETING DATE

- December 8, 2023 | Hotel Paseo

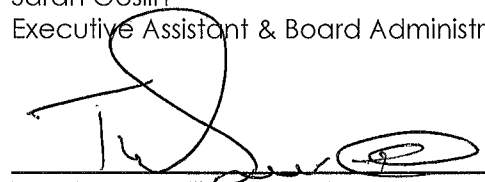
ADJOURNMENT

The meeting was adjourned by Scott White & Gary Gardner at 10:12 a.m.

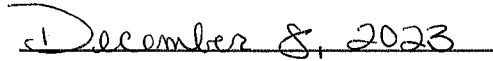
Prepared by:


Sarah Goslin
Executive Assistant & Board Administrator

Visit GPS Board of Directors Secretary:


Tom Scaramellino, Secretary

Approval Date:


December 8, 2023