



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

Call to Order

The meeting was called to order at 8:35 a.m. by Gary Gardner, JPA Chair, at The Ritz-Carlton, Rancho Mirage in Rancho Mirage, CA.

Roll Call

The roll call is recorded on the following page.

FEBRUARY 2, 2024

Location: The Ritz-Carlton, Rancho Mirage
Room: Salon III & IV
68900 Frank Sinatra Dr.
Rancho Mirage, CA, 92270
Joint Meeting
February 2, 2024
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

Greg Sanders
 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

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
 Acme House Company

Jay Chesteron
 Fantasy Springs Resort Casino

Dermot Connolly
 La Quinta Resort and Club

Tim Ellis (Emeritus)
 Ellis Hospitality Services

Eddy Estrada
 Smarter Property Management

David Fellman
 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	Mark Carnevale, Mayor	X	
	Nancy Ross, Mayor Pro Tem	X	
CITY OF INDIAN WELLS	Greg Sanders, Mayor	X	
	Ty Peabody, Council Member		
CITY OF LA QUINTA	Linda Evans, Mayor	X	
	Steve Sanchez, Council Member		
CITY OF PALM SPRINGS	Jeffrey Bernstein, Mayor	X	
	Ron deHarte, Mayor Pro Tem		
CITY OF PALM DESERT	Jan Harnik, Mayor Pro Tem	X	
	Karina Quintanilla, Mayor		
CITY OF RANCHO MIRAGE	Steve Downs, Mayor		E
	Meg Marker, Council Member		E
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District		
	Joaquin Tijerina, Economic Development Manager	X	
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	X	
	Tom Scaramellino, Secretary - Westin Rancho Mirage Golf Resort	X	
	Aftab Dada, Treasurer - Hilton Palm Springs Resort		A

Visit GPS Board of Directors
(continued)

Shannon Gilbert
The Ritz-Carlton, Rancho Mirage

Mark Girton
Goldenvoice & Empire Polo

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	
Lorraine Becker, Cabot's Pueblo Museum	X	
Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio	X	
John Bolton, Oak View Group	X	
Celeste Brackley, The Line & Saguaro Hotels	X	
Gary Cardiff, Cardiff Limousine & Transportation	X	
Kenny Cassady, Acme House Company	X	
Jay Chesterton, Fantasy Springs Resort Casino	X	
Dermot Connolly, La Quinta Resort & Club	X	
Tim Ellis (Emeritus), Ellis Hospitality Services	X	
Eddy Estrada, Smarter Property Management	X	
David Feltman, VRON Palm Springs	X	
Shannon Gilbert, The Ritz-Carlton, Rancho Mirage	X	
Mark Girton, Goldenvoice & Empire Polo		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	X	
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		E
Tim Pyne, Renaissance Esmeralda Resort & Spa	X	
Saverio Scheri, Agua Caliente Casinos		E
Bob Schneider, Desert Consulting	X	
Ankit Sekhri, Two Bunch Palms	X	

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

A quorum was reached. 31 BOD and 8 JPA.

STAFF/ATTORNEY

Scott White, President and CEO
 Bill Judson, VP, 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, Dir. of Sustainability & Community Engagement
 Erica Abarca, Community Engagement Manager
 Josh Heinz, Partnership Specialist
 Alex Corona-Tamayo, Marketing Specialist

Gary Orfield, Director of Tourism Development
 Stefanie Kilcoyne, Director of Operations
 Carolina Viazcan, VP of Sales
 Sarah Goslin, Executive Assistant & Board Administrator
 Kimber Foster, Director of Palm Springs Tourism
 Andy Cloutier, Director of Human Resources
 Lena Wade, Legal Counsel
 Todd Burke, VP of Communications
 Joyce Kiehl, Director of Communications
 Marta Battle, Destination Experiences Manager
 Miranda Caudell, Brand Communications Manager
 Bob Wilson, Brand Communications Specialist

PLEDGE OF ALLEGIANCE

JPA Chair, Gary Gardner, led the Pledge of Allegiance.

CONFIRMATION OF AGENDA

JPA Chair, Gary Gardner, asked whether there were any changes to the agenda. Hearing none, 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, though there was one member of the public that requested to speak.

Brad Anderson, a Rancho Mirage resident, voiced concern that his home city and other local cities are limiting public speech. He stated that limited speech will impact tourism, including the airport expansion. .

APPROVAL OF MINUTES (All Vote)

JPA – VGPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED DECEMBER 8, 2023 (all vote)

The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated December 8, 2023, were presented for approval. JPA Chair Gardner asked for a motion. Mayor Linda Evans with the City of La Quinta made a motion to approve, Mayor Pro Tem Jan Harnik with the City of Palm Desert seconded. No abstentions. The City of Rancho Mirage was not present to vote. 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 NOVEMBER 2023**
- **WARRANTS AND DEMANDS DATED DECEMBER 2023**
- **Procurement Policy - Revised DECEMBER 2023**

Both the Warrants and Demands dated November, and December 2023 for Pacific Premier Bank, and the Revised Procurement Policy were presented for approval. JPA Chair Gardner asked for a motion. Mayor Linda Evans with the City of La Quinta made a motion to approve, Mayor Greg Sanders with the City of Indian Wells seconded. No abstentions. The City of Rancho Mirage was not present to vote. There was no additional discussion, and both the Warrants and Demands, and Procurement Policy were approved based on a show of hands.

CEO / PRESIDENT'S REPORT

Scott White:

We sent out our new City Dashboards to almost all city managers earlier this week, which shows aggregated city and regional data. Some information is updated in real-time, some updated monthly. City specific and regional data shown, depending on the city. Sarah and Scott are scheduling individual city updates for March and April, which will include discussion on the new JPA Agreement.

Scott introduced Colleen Pace to cover the Sales & Marketing report.

Sales & Marketing Updates

Colleen Pace:

Marketing

- Quick overview of 2023 – 25 billion impressions across all media platforms.
- Launched our UK/Ireland Campaign in April, with the full launch by June. We were able to garner 48.5 million impressions and 276,000 clicks to our ads. Excited about the interest in our destination from UK and Ireland, with most of their interest in outdoor adventure and things to do. We will continue to optimize campaign strategy moving from awareness building to consideration and conversion.
- Very successful year for Digital Marketing: 3.3 million in website impressions, almost 53 million social media Impressions (a few things went viral this year that helped with that), and over 9 million video views, which is the most we've ever seen. We also have a consumer newsletter open rate of 45%, which is higher than the industry average, so people are really interested in receiving our content.
- For our 2023 Marketing Co-Op Programs, we had 19 total partners across digital, billboard, and TV. 16 million digital advertising impressions, 116,000 television spots, and over 7 billion television impressions.
- We are in full pre-production mode for 2024. We have 14 co-op partners for 2024, 10 of which are new. We are also working with a new agency, Sonic Gods, whom we have worked with for our summer co-op campaign over the past couple of years. This will allow us to blend with our social media campaign and make it very cohesive.
- Our vacation rental advertising is in full swing. We have vacation rentals integrated throughout all of our campaigns, but we also have dedicated programs that include digital, social, and native advertising, including VGPS International Campaign. We have our advisory group that we met with at the end of January and talked about new vacation rentals programs we are launching this year. Our upcoming campaigns include discussions with VRBO, Sunset Magazine, AdTheorant, Clicktivated, Undertone, and more.
- Thank you, Kate, for collaborating with us on the "In Pursuit of Wellness" documentary series with the BBC that launches on February 5th. This is a 6-month campaign by the BBC, that we will further promote with inclusions on our website, YouTube channel, social media, and newsletters. All content will be shared with Agua and Visit California.
- We have started new content collaborations with content creators in December 2023. This program allows us to tap into local content creators that live here in the Coachella Valley. *Showed one of the created videos.*

- We also partnered with Sonic Gods on a new influencer campaign that will launch later this month. This campaign attracts diverse content creators to our destination to share the wonderful things to do here.
- Art & Sol: Series 2 – in post-production of the first piece of Season 2. *Showed video.*
- In pre-production of our Dine Series. We haven't done one since pre-pandemic, where we focused on the Chefs and Bartenders. This time we will curate more experiential content. Our new campaign is going into production in Q1 and will align with Restaurant Week to launch in May.
- Our Spring Getaway Campaign will assist with any last-minute need period push for partners. We will be reaching out to request any special offers you might have to share and will push those out for springtime.
- We went through the RFP process for our new Brand Campaign and have selected Starfish to assist us. The campaign will launch in the fall of 2024. We are currently in pre-production after viewing 3 concepts they presented. We partnered with SMARI Insights to test the three new concepts with consumers. Over 1,400 surveys were conducted among travelers 25 and older, with a household income of at least \$75,000, and who are travel decision makers and take leisure travel. The surveys showed the third concept as the clear winner. The third concept is "Escape Your Ordinary". Will work on adjusting the campaign based on the consumer's feedback.

PR/Communication

- We had the traveler editor from the UK Times visit us at the end of last year. This article just came out and represents partners from across the valley, from La Quinta to Palm Springs, and cities in between. This is in print with over 800,000 in circulation, and over 3 billion online. Just republished it with a new title since it did so well.
- We attended the recent James Beard Dinner, which has not taken place since pre-pandemic. This highlighted the culinary destination and was in partnership with Palm Springs Life and to promote the upcoming Palm Desert Food & Wine Festival. We had 13 media, and 2 meeting planners attend, and the planners sent 2 RFP's during the dinner. A very successful event at a new venue this year, and it sold out.
- Showed all the activities that have happened since December 2023, which included the Armchair podcast we just produced. It is in post-production now. 3 pieces will come out later this quarter highlighting our pillars. We've reached out to Live with Kelly and Mark in hopes that we can partner with them on something in our destination. them to come here for a show. In 2021 they did a virtual show from Greater Palm Springs.
- Showed a slide with all the trade representation we have both in the United States and internationally.

Convention Sales

- PSIFF Fam was very successful. 25 meeting planners, and journalists.
- Attended and had activation at PCMA Convening Leaders in San Diego, which had record attendance.

Davis Meyer:

- 2023 made great progress on our goal to become a Certified Autism Destination. We are hoping to achieve our certification in 2024. Showed video to encourage other businesses to get their certification.

Josh Heinz is here today and can talk to you more about how to become certified through IBCCS. We recently worked with an organization called GANA, which is a local non-profit that works with the Hispanic and Latino specialty community here in the Coachella Valley, and they had heard about the initiative and that the Living Desert was a certified autism center and reached out to Josh. We then sponsored some families to experience the Living Desert and we plan to do more of this to impact our community in a positive way.

- New Partnership Model this year. We are eliminating our 3 lowest partnership levels and making those benefits available to all tourism and hospitality businesses at no cost. We will continue to have advertising and co-op partnerships available for businesses that are looking to expand their reach. Will be speaking with partners to inform them on what is now available to them at no cost, as well as what opportunities to expand their reach are still available. Any new business can sign up at mygreaterps.com

Lauren Bruggemans:

- We have a partnership with the COD Pace Program, which is their Partnership and Community Education Program. We partner with them on many courses to uplift our workforce. Our TEAM GPS course will now be available online starting on Tuesday, February 6th. Our ambassador training will now be fully online and self-paced and takes less than 2 hours. Erica Abarca and I will still be available to host classes and come to your business.

Davis Meyer:

- We have been working this last year with our advisor vacation rental group, as well as CV Strategies on a New local STVR campaign. The campaign is "One Coachella Valley, short-term rentals, long-term benefits". This will be rolling out throughout this year.
- We are also continuing our Hosting Essentials series with our next webinar on February 14th, this is for short-term vacation rentals, and we will be talking about how to maximize vacation rentals, as well as how to be a good neighbor and good partner in following rules and regulations.
- Partner update webinar on February 12th at 10:00 am, where we will share the updates from the Board Meeting. We already have 175 people signed up for the webinar on the 12th.

Regional Collaboration

Scott White:

- As previously covered, we are moving our JPA City Grant funds over to Economic Development. We have a lot of pre-work done with North Star on a branding marketing message and have been talking to the county about working with them on a strategic plan. We are working on a website as well, and have realized we are going to need help, so we are looking at hiring someone specifically to work on Economic Development. In order to do this work, we need to update our current JPA Agreement. We are working with our legal counsel, Lena Wade, updating the language authorizing us to make this change, as well as add the City of Coachella as a member of the JPA. We want to complete these updates by June, so we may do a special meeting with our JPA Executive Committee to review the updated JPA Agreement prior to our March 29th Board Meeting. We hope to get a draft to all cities within the next 10 days or so for review.
- We also sent out the RFP for a lobby firm to actively advocate at the state and regional levels, and received 3 submissions back. We connected with some of you for feedback and will update everyone as we move along.
 - Linda Evans asked: Is anyone currently on the team that can change positions to take on Economic Development?
 - Scott White replied: We need to hire another individual. As long as it's in the budget we can hire someone outside the organization (Lena verified).
- Air Service Development resolution: Every year we allocate funds to allow us to negotiate with the airlines to bring new service. We took on air service development in 2013 when we realized it was one of the biggest barriers for travelers choosing our destination. The resolution would authorize us to use the air service reserve funds to negotiate critical new non-stop flights into the destination. The areas we are currently focused on are Washington, D.C., which is where all the national associations are, Detroit, which is a major hub for Delta, Charlotte, Philadelphia, Spokane, and some others we want to at least meet with. We are going to continue to try and create activations in the Pacific Northwest, as Seattle has a large number of seats so we want to continue to drive home the availability we have in the Pacific Northwest for our corporate and leisure travelers.

What this ultimately means is that we need you to authorize us to access the four-million dollars as needed, though we likely won't need until around 2025.

Looks like the Palm Springs City Council has approved Master Plan 1A which has FIS facilities. We are preparing for international service and will continue to work with Ailevon Pacific to procure letters of support from the airlines.

Questions and comments from the Board of Directors and JPA:

- Lee Morcus asked: Will there be a resolution to approve the use of the funds?
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-
- Scott replied: Yes, there will be a resolution that will be submitted to the Board and JPA for approval after negotiations.
 - Nancy Ross asked: How would we disperse the money amongst the airlines coming in?
 - Scott replied: If an airline already has a direct route to us, we would not give money to another airline for the same route, as we are not trying to create competition. That said, if the airline is looking to add their route, we would update our marketing support to include **and promote** both routes.

Lauren Bruggemans:

A brief overview of our priorities in the areas of Workforce Development, DEI & Cultural Tourism, and Sustainability:

Workforce Development:

- Starting a youth hospitality champions network.
- Continuing to work with OneFuture Coachella Valley to award scholarships and are going to be creating a micro-internship program. All of this is in service to our mission to grow local hospitality leaders locally.

DEI & Cultural Tourism:

- Continue to create dynamic and diverse content that really amplifies the history and contributions of all of the communities in the Coachella Valley that make it so unique.
- Hoping to be chosen as a top 100 Sustainability Story for Green Destination again. We are continuing our partnership with Kind Traveler and their 'Every Stay Gives Back' program.
- We are joining the Global Sustainable Tourism Council and partnering with them for our sustainable tourism training for our staff.
- We will also have a short sustainable tourism travel documentary series focusing on the preservation & conservation efforts in the Coachella Valley.

Accessibility:

- We will be partnering with an organization called Wheel of the World, which assesses the accessibility offerings of tourism & hospitality partners and offers training opportunities for staff. We will continue to pursue our Certified Autism Destination program as well.

Visit Greater Palm Springs 2024 Quantitative Goals

Colleen Pace:

- The Quantitative Goals are in your packets and were also sent out yesterday. I am going to focus on the numbers and some of the ways we came to those numbers:

Convention Sales Goals:

- We work very closely with the DOSM's of the hotel properties.
- We have been hearing a slow start to the year, where lead volume is down. Short term business that usually fills in holes are not coming in as much as in the past. Measuring July-December we have a 9% decline.
- Open position for the SE that we are now actively recruiting someone in the southeast but may take a few months to have them trained. This position would be responsible for 40,000 room nights.
- We work with Tourism Economics and just received their national group forecast, which shows as weaker than last forecast that came out last quarter. The graph shows the combination of factors such as lower attendance levels, weaker economy, and greater hesitancy to plan group events.
- We also have the CBRE, which is specific to the Coachella Valley. Occupancy is forecasted to decline by 0.5%, and ADR is predicted to increase by 0.8%, so a lot of things are starting to stabilize going into 2024.
- Booking ahead of pace for 2024 and 2025. Our focus is the national market in the Southeast and Atlantic for 2026 and beyond.
- Our recommendation is to set our goal as 207,000 room nights with a stretch goal of 225,000. Increases in Lead Distribution, New Bookings, and New Lead Distribution are also being recommended.
- The team exceeded their goal this year with their end of year actuals at 225,000 room nights.

Website Goals:

- Last Year we transitioned to Google Analytics 4 to measure website traffic & conversion.
- 2023 was the baseline for moving forward and we did well forecasting. This year we recommend increasing our goals by 4% for Users and 2% for Highly Engaged and Qualified sessions.
- We are currently monitoring AI. AI is generating results when you search for content, where people are not having to click on websites as much as they used to, so we are monitoring the impact that might be having on our website.

Social Media Goals:

- We exceeded our impressions goal by a massive number due to some viral posts we had this year, as well as the great content for our videos. A lot of that was the redeployment in our office of our two Digital Marketing Managers. new were able to maximize the two different positions in the department to end with great results.

Media Goals:

- For PR and Communications, we use the quality score (the Barcelona Score), where every piece of our media is scored on a 1-12 basis, which is how we come up with the goals and the actual numbers.
- Our 2023 score was 6,822, and the average score for an article or piece of media is a 7, so it takes a lot to get to that number. We are recommending an increase for 2024 for PR and CS Earned Media.
- You will note that we really started focusing more on Convention Sales Earned Media Placements in 2022.

Colleen asked for questions or comments from the Board & JPA.

Board & JPA questions & comments:

- Eddy Estrada: Why does the total occupancy show a decline? Do we have any info or indication for the reason for the decline? Do you think it will come back?
 - Colleen responded: It's up from last year but have seen huge jumps in ADR which has been a strategy for the majority of the hotels to drive ADR. Things are starting to stabilize and normalize from 2019. Forecasters seem to be conservative because there are a lot of variables right now.
- Linda Evans: Order of goals questions – focus is still driving revenue to the market should be at the front and not the back.
 - Scott responded: Order is not by priority. All foundation items are still a priority.
- Linda asked: Did the Partner goal go down because we are shifting our partnership levels and staffing?
 - Scott responded: That is correct.
- Dermot Connolly: Vacation rentals are showing a decline across the valley. Are we addressing?
 - Davis Meyer: Yes, it is a part of our marketing goals for 2024. Some of the reasons there has been a decline in the increase in demand from 2021/2022 was massive so we have seen a leveling off from then. We also have more supply in the valley, which has been growing since 2021. From 2021 we have been seeing more growth in high-end spending which can affect short-term rentals. We are trying to address some of those in 2024 by promoting short-term rentals more.
- Eddy Estrada: Would be nice to see the data split between large hotels and vacation rentals.
 - Scott/Davis: Our data on the website is much deeper and it is broken down. The Board Report on our website is much more detailed and we encourage you to look at it.
- Eddy Estrada: We have seen a decline, and shorter booking windows. People are booking two weeks in advance instead of 2-3 months in advance. Occupancy is down from 78% to 56%. We are not back to normal from 5-6 years ago. Short term rentals are trailing behind.
- Doug Watson: The work VGPS is doing and its strategies over the next 18-24 months is great.

VGPS BOARD (BOD Vote Only)

- **Resolution BOD 2024-001 Air Service Reserve**

BOD Chair, Rolf Hoehn, called for an approval of Resolution BOD 2024-001 Air Service Reserve. Lee Morcus made a motion to approve, and Doug Watson seconded. All approved. No abstentions.

- **Approve 2024 Goals & Objectives**

BOD Chair, Rolf Hoehn, called for an approval of the 2024 Goals & Objectives. Rob Hampton made a motion to approve, and Celeste Brackley seconded. All approved. No abstentions.

JPA EXECUTIVE COMMITTEE (JPA Vote Only)

- **Resolution JPA 2024-001 Air Service Reserve**

JPA Chair, Gary Gardner, called for an approval of Resolution JPA 2024-001 Air Service Reserve. Linda Evans, City of La Quinta made a motion to approve, and Jeffrey Bernstein, City of Palm Springs seconded. The City of Rancho Mirage was not present to vote. All approved. No abstentions.

- **Approve 2024 Goals & Objectives**

JPA Chair, Gary Gardner, called for an approval of the 2024 Goals & Objectives. Jan Harnik, City of Palm Desert made a motion to approve, and Greg Sanders, City of Indian Wells seconded. The City of Rancho Mirage was not present to vote. All approved. No abstentions.

JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES

- Bob Schneider:
 - Requested an update on the COD Hospitality Campus in Palm Springs.
 - Doug Watson said it is well under way with anticipated groundbreaking sometime at the end of 2024 or beginning of 2025. 2027 is still the opening goal.
- Waymond Fermon:
 - Stated that he appreciates the Board promoting DEI.
 - The first Black History Month event takes place on February 17th in downtown Indio.
 - February 16th is the start of the Riverside County Fair & National Date Festival.
- Linda Evans:
 - Thanked everyone for their support of the AMEX Golf Tournament.
 - The La Quinta Art celebration will be at Civic Center Campus from February 29th – March 3rd.
- Jan Harnik:
 - We are proud to receive the Autism Certification for the City of Palm Desert employees.
 - The Palm Desert Half Marathon is taking place on February 18th.
 - The Walk and Roll project is underway.
 - Wildflower Festival is on March 2nd
 - The Palm Desert Food & Wine Festival begins on March 21st.
 - Fashion Week El Paseo begins on March 15th.
 - El Paseo Biennial Art Exhibition begins today, February 2nd.
 - The Palm Desert Greek Festival being held on February 17th & 18th.
 - Yesterday the map for Desert Surf Park was finalized and recorded at the county.
- Jeffrey Bernstein:
 - The 2024 PSIFF was the biggest gala ever.
 - The city has approved plan 1A for the airport expansion which is a 2.2-billion-dollar project.
 - Tour de Palm Springs begins February 9th.
 - We have about 20 different events this month which began last night and run

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- until the 29th.
 - Modernism week February 15th to 25th
 - Mark Carnevale:
 - Cathedral City Taste of Jalisco Festival begins today and goes on through the weekend. All families welcome.
 - Greg Sanders:
 - BNP Tennis Tournament kicking off on March 3rd.
 - LPGA's Epson Tour is coming to IW Golf Resort and has signed for two years for an October Tournament. Hoping to roll out the red carpet and attract an LPGA senior tournament in the future.
 - Gary Gardner:
 - Friday night food truck festival runs every Friday from 5:00 pm – 9:00 pm until August 30th.
 - Clean-up from Tropical Storm Hilary is still underway, with Dillon & Indian roads planned to be opened by late March.
 - Kate Anderson:
 - The Osag Nation and Agua Caliente Band of Cahuilla Indians cultural exchange successfully took place at the Agua Caliente Cultural Plaza in early January.
 - The annual Bird Song and Dance Festival took place on January 27th and had over 4,000 people.
 - The Agua Cultural Museum has been successful since it opened 3 months ago.
 - The Annual Legacy Hike coming up on March 16th at Indian Canyons.
 - David Feltman:
 - Does VGPS have any insight on what's happening with the Coachella Festival ticket sales?
 - Scott White responded that we do not have any information, but we will reach out to Mark Girton and see if we can get any insights.
 - Colleen Pace said Expedia will be giving us some trend information and we will share.
 - Kenny Cassady:
 - I am now with Acme House Company and I am focused on strategic business development.
 - Rolf Hoehn:
 - The Indian Wells Tennis Garden is looking at record attendance for this year's BNP Paribas that begins on March 3rd.
 - Dr. George Charity Car Show on February 8th.
 - The Netflix series 'Break Point' has been helping with BNP interest and attendance as well.
 - Scott White:
 - During Visit CA Outlook Forum, we are taking all attending international agencies to the BNP Paribas on Sunday night to show what our destination has to offer. Thank you, Tom Scaramellino, for being a great host.

FUTURE MEETING DATE

- March 29, 2024 | TBD

ADJOURNMENT

The meeting was adjourned by Scott White & Gary Gardner at 9:57 a.m.

VGPS Board of Directors Secretary:


Sarah Goslin, Executive Assistant & Board Administrator

VGPS Board of Directors Secretary:


Tom Scaramellino, Secretary

Approval Date:

03/29/24