

JOINT POWERS AUTHORITY

Linda Evans, Chair
City of La Quinta

Stan Henry, Vice Chair
City of Cathedral City

Scott Matas
City of Desert Hot Springs

Richard Balocco
City of Indian Wells

Elaine Holmes
City of Indio

Jan Harnik
City of Palm Desert

Geoff Kors
City of Palm Springs

Charles Townsend
City of Rancho Mirage

V. Manuel Perez
County of Riverside

CVB BOARD OF DIRECTORS

Tom Tabler, Chairman
J.W. Marriott Desert Springs
Resort & Spa

Rolf Hoehn, Vice Chairman
Indian Wells Tennis Garden

Robert Del Mas, Secretary
Empire Polo Club & Event
Facility

Aftab Dada, Treasurer
Hilton Palm Springs Resort

Bruce Abney
El Morocco Inn & Spa

Rick Axelrod
Coachella Valley Economic
Partnership

Lorraine Becker
Cabot's Pueblo Museum

Celeste Brackley
Ace Hotel & Swim Club

Tony Bruggemans
Le Vallauris

Jamey Canfield
Palm Springs Convention
Center

Gary Cardiff
Cardiff Limousine &
Transportation

Jay Chesterton
Fantasy Springs Resort Casino

Stephen D'Agostino
Hyatt Regency Indian Wells

Tim Ellis
TravelHost Palm Springs

Jerry Keller
Lulu California Bistro

Abe Liao
Kimpton Rowan Palm Springs

Joint Meeting JPA Executive Committee & CVB Board of Directors AGENDA

Location: The Westin Mission Hills Resort – Oasis Den
71333 Dinah Shore Drive
Rancho Mirage, CA 92270

Regular Meeting

Friday, December 14, 2018, 8:00am – 10:00am

Call to Order

Evans

Roll Call

Evans

Pledge of Allegiance

Evans

Confirmation of Agenda

Evans

Public Comment

Evans

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. Please complete a "Request to Speak" form and limit your comments to three (3) minutes. When you are called to speak, please stand and state your name for the record.

For all Business Session matters or Departmental Reports on the Agenda a completed "Request to Speak" form should be filed with the Secretary of the Board prior to the JPA Executive Committee and/or Board of Directors beginning consideration of that item.

Presentation

Evans

- Rick Axelrod – LifeStream Partnership with CVB
- Barb Smith – Mardi Gras Fundraiser for CSUSB Hospitality Program and City Ordinances for Vacation Rentals

Approval of Minutes

Evans

- JPA-CVB Board of Directors Joint Meeting Minutes dated September 28, 2018 (all vote)

Consent Calendar (JPA Executive Committee Only Votes)

Evans

- Warrants and Demands Dated September 30, 2018
- Warrants and Demands Dated October 31, 2018
- Warrants and Demands Dated November 30, 2018

JPA Executive Committee Items (JPA Executive Committee Only Votes)

Evans

- Resolution No. JPA 2018-007 to Amend the Bylaws
- Resolution No. JPA 2018-008 Meeting Dates for 2019
- JPA Executive Committee Officers for 2018
(Chair: Linda Evans, Vice Chair: Geoff Kors)
- Updates from the JPA Members

CVB Board of Directors
(continued)

Jay Mainthia
Indio Super 8 & Suites

Michael McLean
McLean Company Rentals

Allen Monroe
The Living Desert

Lee Morcus (Emeritus)
Kaiser Restaurant Group

Thomas Nolan
Palm Springs International Airport

Brad Poncher
Homewood Suites by Hilton, La
Quinta

Greg Purdy
Palm Springs Aerial Tramway

Christoph Roshardt
Renaissance Indian Wells

Tom Scaramellino
Westin Mission Hills Golf Resort & Spa

Bob Schneider
Desert Adventures Red Jeep Tours &
Events

Bruce Shepard
CSU San Bernardino
Palm Desert Campus

Barb Smith
Access Palm Springs

Kelly Steward
The Ritz-Carlton Rancho Mirage

Doug Watson
Riviera Palm Springs

Elie Zed
Retired Hospitality Executive

CEO/President's Report

- Board Report for December 2018
Convention Sales
Partnership
Travel Industry Sales
Marketing
Digital Marketing
Communications
Destination Development
- Monthly Summary Financial Report & Treasurer's Report – Oct. 2018

White

CVB Board of Directors Update

- Board of Directors Officers for 2019 (Chair - Tom Tabler, Vice Chair - Rolf Hoehn, Secretary - Robert Del Mas, Treasurer - Aftab Dada), extending Officer Term Limits for Dada and Hoehn.
- New Board Member – Michael Facenda, VP of Marketing, Agua Caliente Casino Resort Spa
- Renewing CVB Board of Directors for Another Term: McLean, Monroe, Purdy
- Renewing CVB Board of Directors and Waiving Term Limits: Bruggemans, Cardiff, Dada, Ellis, Hoehn, Poncher
- Resolution BOD 2018-003 to Amend the Bylaws
- Resolution BOD 2018-004 Meeting Dates for 2019
- Updates from the Chair
- Updates on New Developments

Tabler

Ellis

Tabler

Future Meeting Date

Friday, January 25, 2019, 8:00am-10:00am, Location TBD

Adjournment

Evans

Public Notices

- **The Greater Palm Springs Convention & Visitors Bureau is handicapped accessible. If special equipment is needed for the hearing impaired, please contact Revae Reynolds at (760) 969-1309 or rreynolds@gpscvc.com at least forty-eight (48) hours in advance of the meeting and accommodations will be made.**
- **If special electronic equipment is needed to make presentations to the CVB Board of Directors, arrangements should be made in advance by contacting Revae Reynolds at (760) 969-1309 or rreynolds@gpscvc.com. A one (1) week notice is required.**
- **Any writings or documents provided to the JPA Executive Committee and CVB Board of Directors regarding any item(s) on this agenda will be made available for public inspection at the Greater Palm Springs CVB located at 70-100 Highway 111, Rancho Mirage, CA 92270, during normal business hours.**