

JOINT POWERS AUTHORITY

- Linda Evans, Chair**
 City of La Quinta
- Geoff Kors, Vice Chair**
 City of Palm Springs
- Ernesto Gutierrez**
 City of Cathedral City
- Gary Gardner**
 City of Desert Hot Springs
- Richard Balocco**
 City of Indian Wells
- Elaine Holmes**
 City of Indio
- Jan Harnik**
 City of Palm Desert
- Charles Townsend**
 City of Rancho Mirage
- V. Manuel Perez**
 County of Riverside

CVB BOARD OF DIRECTORS

- Tom Tabler, Chairman**
 J.W. Marriott Desert Springs
 Resort & Spa
- Rolf Hoehn, Vice Chairman**
 Indian Wells Tennis Garden
- Robert Del Mas, Secretary**
 Empire Polo Club & Event
 Facility
- Aftab Dada, Treasurer**
 Hilton Palm Springs Resort
- Bruce Abney**
 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
- Michael Facenda**
 Agua Caliente / Spa Resort
 Casinos
- Dr. Ron Fremont**
 CSU San Bernardino
 Palm Desert Campus
- Jerry Keller**
 Lulu California Bistro

**JOINT MEETING
 JPA EXECUTIVE COMMITTEE &
 CVB BOARD OF DIRECTORS**

Hyatt Regency Indian Wells
 Room: Desert Vista A/B
 44600 Indian Wells Lane
 Indian Wells, CA 92210

Regular Meeting
 January 25, 2019
 8:00am – 10:00am

AGENDA

Item	Owner
Call to Order	Linda Evans
Roll Call	Linda Evans
Pledge of Allegiance	Linda Evans
Confirmation of Agenda	Linda Evans
Public Comment	Linda Evans
<p>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.</p> <p>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.</p>	
Presentation	
<ul style="list-style-type: none"> Ed Tauber, CSUSB Palm Desert Campus Advancement Board Member and Hospitality Program Fundraiser Event (Mardi Gras) Chair 	Linda Evans
Approval of Minutes	
<ul style="list-style-type: none"> JPA-CVB Board of Directors Joint Meeting Minutes dated December 14, 2018 (all vote) 	Linda Evans
Consent Calendar (JPA Executive Committee Only Votes)	Linda Evans
<ul style="list-style-type: none"> Warrants and Demands Dated December 31, 2018 Procurement Policy – Revised January 2019 Travel, Entertainment & Business Meals Policy – Revised January 2019 	
JPA Executive Committee Items (JPA Executive Committee Only Votes)	Linda Evans
<ul style="list-style-type: none"> Updates from the Chair Independent Auditor's 2018 Annual Financial Report (and Communication Letter from Vavrinek, Trine, Day & Co., LLP, dated January 2019) – Presentation by Phillip White, CPA Updates from the JPA Members 	

**CVB Board of Directors
(continued)**

Abe Liao

Kimpton Rowan Palm Springs

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 Bob Consulting

Barb Smith

Access Palm Springs

Kelly Steward

The Ritz-Carlton Rancho
Mirage

Doug Watson

Riviera Palm Springs

Elie Zod

Retired Hospitality Executive

CEO/President's Report

Scott White

- Board Report for January 2019 – Department 2018 Recap and 2019 Goals
 - Convention Sales
 - Travel Industry Sales
 - Marketing
 - Digital Marketing
 - Social Media
 - Communications
- Updates
 - Destination Development
 - Restaurant Week
 - Air Service
 - Partnership
- New Sales & Marketing Plan – Digital Version
- Monthly Summary Financial Report & Treasurer's Report – Nov 2018

CVB Board of Directors Update

- CVB 2019 Goals – Approval Tom Tabler
- Updates from the Chair Tim Ellis
- New Board Members – Gil Reyes, General Manager, Hotel Paseo and Dr. Ron Fremont, Interim Dean, CSUSB Palm Desert Campus Tom Tabler
- Updates on New Developments Tom Tabler

Future Meeting Date | **Friday, March 22, 2019**

Linda Evans

Adjournment

Linda 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@gpscvcb.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@gpscvcb.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.