



JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

Call to Order

Meeting was called to order at 8:07 a.m. by Linda Evans, JPA Chair and Mayor of the City of La Quinta, in Desert Vista A&B at the Hyatt Regency Indian Wells, CA.

Roll Call

The roll call is recorded on the following page.

JANUARY 25, 2019

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 Resort Casino

Dr. Ron Fremont
CSU San Bernardino
Palm Desert Campus

Jerry Keller
Lulu California Bistro

Location: Hyatt Regency Indian Wells

44600 Indian Wells Lane

Indian Wells, CA 92210

Regular Meeting

Friday, January 25, 2019, 8:00am – 10:00am

JPA ROLL CALL PRESENT		PRESENT	NOT/YTD
CITY OF LA QUINTA	Linda Evans, Mayor, Chair	X	
	Robert Radi, Council Member		
CITY OF PALM SPRINGS	Geoff Kors, Council Member, Vice Chair	X	
	Robert Moon, Mayor		
CITY OF CATHEDRAL CITY	Ernesto Gutierrez, Council Member	X	
	Mark Carnevale, Mayor Pro Tem		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council Member		
	Jan Pye, Mayor Pro Tem	X	
CITY OF INDIAN WELLS	Richard Balocco, Council Member	X	
	Ted Mertens, Mayor		
CITY OF INDIO	Elaine Holmes, Council Member	X	
	Waymond Fermon, Council Member		
CITY OF PALM DESERT	Jan Harnik, Council Member	X	
	Gina Nestande, Mayor Pro Tem		
CITY OF RANCHO MIRAGE	Charles Townsend, Council Member		1
	Iris Smotrich, Mayor Pro Tem		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District	X	
	Steven Hernandez, Chief of Staff	X	
CVB 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		X	
Aftab Dada, Treasurer, Hilton Palm Springs Resort		X	

CVB Board of Directors
(continued)Abe Liao
Kimpton Rowan Palm SpringsJay Mainthia
Indio Super 8 and SuitesMichael McLean
McLean Company RentalsAllen Monroe
The Living DesertLee Morcus (Emeritus)
Kaiser Restaurant GroupThomas Nolan
Palm Springs International
AirportBrad Poncher
Homewood Suites by Hilton,
La QuintaGreg Purdy
Palm Springs Aerial TramwayGil Reyes
Hotel PaseoChristoph Roshardt
Renaissance Indian WellsTom Scaramellino
Westin Mission Hills Golf Resort
& SpaBob Schneider
Desert ConsultingBarb Smith
Access Palm SpringsKelly Steward
The Ritz-Carlton Rancho
MirageDoug Watson
Riviera Palm SpringsElie Zod
Retired Hospitality Executive

Bruce Abney, El Morocco Inn & Spa X

Rick Axelrod, Coachella Valley Economic Partnership (CVEP) X

Lorraine Becker, Cabot's Pueblo Museum X

Celeste Brackley, ACE Hotel & Swim Club X

Tony Bruggemans, Le Vallauris X

Jamey Canfield, Palm Springs Convention Center X

Gary Cardiff, Cardiff Limousine & Transportation X

Jay Chesterton, Fantasy Springs Resort Casino X

Stephen D'Agostino, Hyatt Regency Indian Wells X

Tim Ellis, TravelHost Palm Springs X

Michael Facenda, Agua Caliente Resort Spa / Spa Resort Casino X

Ron Fremont, CSUSB Palm Desert Campus X

Jerry Keller, Lulu and Acqua California Bistros X

Abe Liao, Kimpton Rowan X

Jay Mainthia, Indio Super 8 Motel X

Michael McLean, McLean Company Rentals X

Allen Monroe, The Living Desert X

Lee Morcus (Emeritus), Kaiser Restaurant Group X

Tom Nolan, Palm Springs International Airport X

Brad Poncher, Homewood Suites by Hilton, La Quinta X

Greg Purdy, Palm Springs Aerial Tramway X

Christoph Roshardt, Renaissance Indian Wells Resort X

Tom Scaramellino, Westin Mission Hills Golf Resort & Spa X

Bob Schneider, Desert Consulting X

Barb Smith, Access Palm Springs X

Kelly Steward, The Ritz-Carlton, Rancho Mirage X

Doug Watson, Doubletree by Hilton X

Elie Zod, Retired Hospitality Executive X

STAFF/ATTORNEY

Scott White, President and CEO
Jeff Miraglia, Chief Brand Officer
Bob Thibault, Chief Development Officer
Mark Crabb, Chief Sales Officer
John Kirby, Chief Operations Officer
Jill Philbrook, Director of Destination Services
Andy Cloutier, Director of Human Resources
Gary Orfield, Director of Travel Industry Sales
Julie Sinclair, Director of Brand Communications
Anndee Laskoe, Director of Brand Content
Marissa Willman, Director of Digital Marketing

Davis Meyer, Partnership Manager
Krystal Kusmieruk, Social Media Manager
Dana Fury, Marketing Manager
Genoa Aleman, Brand Manager
Rebecca Kirkpatrick, Business Analyst & Exec Sales Coordinator
Amber Warren, Brand Coordinator
Erica Abarca, Development Administrative Assistant
Reva Reynolds, Executive Administrative Assistant
Ashley Mastako, Communications Coordinator
Colin Kirkpatrick, Legal Counsel

GUESTS

Peter Freymuth, PS Airport Commission
Carl Morgan, City of Indio
Frank Jones, Palm Springs Life

PLEDGE OF ALLEGIANCE

Chair Evans lead the Pledge of Allegiance.

CONFIRMATION OF AGENDA

The agenda was accepted unanimously.

PUBLIC COMMENT

There were no comments from the public.

PRESENTATION – EDWARD TAUBER, CSUSB PALM DESERT CAMPUS – HOSPITALITY PROGRAM UPDATE

Linda Evans welcomed Ed Tauber, a member of the CSUSB Palm Desert Campus Advancement Board and the Chair of the Hospitality Program Fundraiser "Mardi Gras Masquerade Ball" to be held February 16, 2019.

Ed Tauber summarized his professional experience and the early meeting he had with Dean Sharon Brown-Welty about developing an academic program for hospitality at the university. An Advisory Council was formed which identified the need for a bachelor's degree in business with an emphasis in hospitality. Students will take business classes the first two years and then specialize in hospitality management the second two years. The attached presentation lists the Dean's objectives, the concept of "demand-driven" education, and the benefits of this hospitality program. The university is now recruiting for the program director. The challenge will be to change the current perception students have about hospitality, which tends to be low paying service jobs, not management.

A fundraising event will be held Saturday, February 16, at the JW Marriott Desert Springs to benefit the hospitality program. Tauber summarized the items donated and the sponsors of the event. Expected attendance is 500. Barb Smith and Access Palm Springs is also working on the event. \$265,000 has been raised so far.

The objectives of the event are to raise awareness of the hospitality program and to raise money for scholarships. CVB Board members were encouraged to become a sponsor or buy a table. Other ways to help: offer to lecture in the classroom, contribute silent auction items for the event. Interim Dean Ron Fremont thanked all attending today to hear this presentation and he acknowledged Ed Tauber's work. The university and the hospitality industry need to educate our community that hospitality management is management. Fremont noted that programs in other cities have the same challenge. Over 80% of local students are first generation (first in their family to attend college) and they are under pressure from their families to be successful.

Jan Harnik thanked Dr. Fremont for taking the interim position at the university. Greg Purdy asked about the potential of different tracks within the program, like food and beverage and hotel studies. Fremont said the program is still being developed and the local industry will have influence on programming, based on local needs. The goal is to get students into jobs and they need an academic path. Jerry Keller noted the online program and asked whether it will continue and he requested a brochure he could distribute to his employees. Fremont said the university will develop it. They do have a certificate program now.

APPROVAL OF MINUTES (ALL VOTE)

The JPA-CVB Board of Directors Joint Meeting Minutes dated December 14, 2018 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated December 14, 2018, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting (Kors / Perez) with the abstention of Balocco who did not attend the December meeting.

CONSENT CALENDAR (JPA EXEC COMMITTEE ONLY VOTES)

1. Warrants and Demands Dated December 31, 2018
2. Procurement Policy – Revised January 2019
3. Travel, Entertainment & Business Meals Policy – Revised January 2019

Chair Evans noted that the warrants and demands were included in the meeting documents in advance. The minor changes to the policies were primarily position titles only. The consent calendar was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Perez / Kors).

JPA EXECUTIVE COMMITTEE ITEMS (JPA Executive Committee Only Votes)

UPDATES FROM THE CHAIR

Linda Evans had no additional update, but thanked Steve D'Agostino and the Hyatt Regency Indian Wells staff for hosting the meeting today.

INDEPENDENT AUDITOR'S 2018 ANNUAL FINANCIAL REPORT

John Kirby introduced Phil White from Vavrinek, Trine, Day & Co., LLP, the independent auditor. White highlighted a few topics in the report such as changing the method of tracking liabilities. Overall, this was a clean audit. Additional information is provided on pages 3-10 relating to pension responsibilities and comparisons of 2018 to 2017. Estimates are included as it relates to pension liability and employee benefits and noted in footnotes. Phil White asked for questions. There were none. Jan Harnik motioned to accept the report. Elaine Holmes seconded. Vote was unanimous based on the roll call taken at the beginning of the meeting (Harnik / Holmes).

UPDATES FROM THE JPA MEMBERS

Elaine Holmes reported that the lacrosse tournament, Sand Storm, was a success for the City of Indio. A new Burlington store is opening in Indio and two new restaurants are opening soon. Desert X opened an office in Indio and Goldenvoice has office space in Indio, as well.

Jan Harnik reported that the City of Palm Desert will continue with the First Weekend program through May. It has been successful. This weekend is "Swing 'n Hops" with swing dancing, etc. Also, El Paseo Cruise Night is the first Friday of each month.

Ernesto Gutierrez announced that the City of Cathedral City will hold a memorial service for Mayor Greg Pettis, Friday February 1st at Big League Dreams at 10am. All are welcome. February 9th is the Taste of Jalisco event with mariachis, tequila, food, and dancing.

Jan Pye reported that the City of Desert Hot Springs is benefitting from the quickly developing cannabis industry. Also, the city's violent crime rate dropped 15 percent last year.

Manuel Perez thanked everyone for attending his County Supervisor swearing in ceremony yesterday. He acknowledged the CVB's work regarding the Salton Sea. The county continues to advocate at the state level in Sacramento on behalf of

the Sea. He is working to secure state bond money for the Sea project. Brian Nestande is heading up the Salton Sea effort. Regarding the census, it is important for congressional seats and funding, which is based on census numbers. Regarding veteran services, the county will release the results of its survey next week.

Richard Balocco reported that the City of Indian Wells is working on its strategic plan. Ten-year projections indicate a budget deficit so council is making the necessary adjustments. They have re-instituted ambulance insurance billing. They have made some changes to Shots in the Night, resulting in more bookings. The TMC development project is still moving ahead on Highway 111.

Geoff Kors reported that Modernism Week begins Feb. 14 and runs for 10 days primarily in the City of Palm Springs. Saturday, Feb. 9 is the Steve Chase Awards gala benefiting the Desert AIDS Project and Barry Manilow is the featured entertainment. Aftab Dada added that Councilman Kors and his husband are being recognized.

Linda Evans reported that the Desert Classic golf tournament in the City of La Quinta was a bit rainy at the beginning, but was a successful event. The tournament will announce a new sponsor soon. The city hosted the Ironman event jointly with Indian Wells and the CVB. There were some traffic challenges which are being addressed. They will have the event again next year. The La Quinta Arts Festival is March 7-10.

CEO/PRESIDENT'S REPORT

BOARD REPORT FOR JANUARY 2019

Convention Sales

Scott White described the Board Liaison arrangement that the CVB uses to inform the company's annual goals. CVB Department heads work with one or two CVB board members to discuss and formulate the goals for the upcoming year. Scott White reported that members of the vacation rental (VR) industry suggested a 1% TBID to be collected to benefit their segment. The CVB is willing to implement such a plan, but collections would be difficult. One solution would be for the cities to collect the fee and then turn it in to the CVB. The large VR agencies are in support and Scott has spoken to a few city representatives. The CVB will continue to explore the topic. Aftab Dada asked if the funds collected would be used specifically for vacation rentals. White responded that it is difficult to distinguish where people stay. The role of the CVB is to promote the destination, advocate for air service, etc., and all participants in the tourism economy benefit. Greg Purdy asked whether the STR data includes vacation rentals. White responded that the vacation rental data comes from AirDNA which tracks this information. White noted that as hotel occupancy goes up, so do the vacation rental numbers. White added that the only way the destination can accommodate the influx of visitors during our big events is to support the vacation rental industry. Robert Del Mas asked whether the cities are agreeable and White replied that the details regarding the resources that will be required need to be researched, but the CVB can help offset the cost. The collection process will get easier over time, as it is implemented and becomes routine.

Mark Crabb summarized the convention sales production numbers which all exceeded their 2018 goals. Some highlights from the year included the CVB's new booth which was premiered at IMEX. The department also reinstated regular meeting with local directors of sales and marketing. The CVB created a partnership with Palm Beaches in Florida to promote East Coast/West Coast meetings, held 4 events and had 99 organizations represented. The FAM during the Palm Springs International Film Festival was a success thanks to the partnership of the JW Marriott Desert Springs and the Westin Mission Hills. The annual lacrosse tournament, Sand Storm, had 386 teams in the destination January 19-20, 2019, representing 4,400 room nights. Convention Sales launched a social media campaign around meetings which had over 1 million impressions from October through December. The video featuring the JW Marriott and the Kimpton Rowan was shown. Jeff Miraglia noted that this campaign came from the results of the CVB's meetings awareness study. The CVB will develop this series featuring the destination's facilities, airport, walkable downtown, etc., that meeting professionals will find useful. The CVB will reach out to hotels and others to be part of this new video series. Crabb reported that his department's goals for 2019 are all going up and thanked Jamey Canfield and Tom Scaramellino for their liaison help. Crabb summarized the upcoming travel opportunities his department has planned and invited board members to join in.

Travel Industry Sales

Gary Orfield shared some fun facts about Travel Industry Sales (TIS) for 2018: the team reached 31 countries, attended 25 tradeshow and missions, and hosted 292 clients in Greater Palm Springs. He thanked Rolf Hoehn and Tim Ellis for their liaison work in developing the 2019 goals for the TIS department which include four major areas: client reach, new business development, marketing campaigns and in-market activations. Orfield noted the importance of having people visit the destination and experience it firsthand. For 2019, his department will continue to host FAMs and attend trade shows, work in "bleisure" and MICE business, work with the CVB's marketing and communications departments to create marketing

synergy, and develop partner engagement and guidance. New for 2019 are additional efforts to create a marketing alliance with two Southern California DMOs, and increase client visits to the destination. He will be reaching out to include local partners. Orfield identified target regions grouped into 3 categories of development – 1. Build: Scandinavia, South Korea, India, Japan, Italy; 2. Grow: Australia, Germany, UK, France, China; and 3. Strengthen: Canada, Mexico and USA. TIS will research better ways to obtain room night data from international tour operators.

Marketing

Colleen Pace reported that impressions were up 29% in 2018 over 2017. She noted co-op partners for the coming months included the BNP Paribas tennis tournament, the ANA Inspiration golf tournament, and Desert X. The videos for ANA and BNP were shown. The CVB is creating a 30-second spot for Desert X. Pace reported that the summer co-ops are underway. Her department is in the midst of finalizing the Media Plan for 2019 which is moving to a digital platform. The CVB will increase spending with USA Today, which is the third resource for travel after TripAdvisor and HomeAway. Because of the trend toward mobile devices and "connected" homes, the CVB will work more with mobile ads and home audio platforms such as Google Home and Alexa. Research shows that people spend more time on Pandora than other social media, so the CVB will place ads there, as well. Another new outlet is Edge Media Network to reach the LGBTQ market and the Weather Channel (fly markets in the winter and drive markets in May and June). The marketing department is also involved in the meetings focus, developing new content and platforms such as Connect, MPI, Northstar and Cvent. Pace announced that invitations went out for GPS Next, the CVB's marketing presentation to local tourism and hospitality professionals so they can learn from the CVB's research findings and how they can get involved. The inaugural event is Thursday, February 7, from 7:30am to noon, including breakfast, at the Omni Rancho Las Palmas Resort. Pace thanked Celeste Brackley and Bob Schneider for their help as board liaisons.

Digital Marketing

Marissa Willman reported that 2018 was a very successful year for the CVB website which saw the addition of a number of new features: the website transitioned to the Simpleview platform, new revenue generators aRes Travel and DTN, AudioEye for ADA compliance, implemented dynamic content, and the CVB partnered with Adara to track website viewers' preferences and bookings. The CVB saw almost 100% growth in the number of organic sessions on the website in 2018 compared to 2017. Goals for 2019 include: target voice search; target position zero in search; further personalize the user experience; build search engine optimization with keyword phrases, events and listings; continue to improve user experience and engagement with CRO (conversion rate optimization) testing. Willman summarized the 2018 content including blog post results, email marketing results and the top five blog posts.

Social Media

Krystal Kusmierz reported on 2018 social media highlights including 1.5 million impressions for the influencer campaigns. For 2019 goals, the number of fans on all channels is expected to go up. Also, for 2019 the CVB will encourage engagement, sharing, clicking through and showing intent to travel. The focus will be on proactive engagement, personalized experiences, Twitter chats, Instagram stories and more live-streaming.

Jeff Miraglia described the new Craft GPS video series which will focus on our cocktail culture and highlight different types of style in our bar scene. Eight different venues have been designated so far. The video from Edge Steakhouse was shown, as was the Chill Chaser video for Modernism Week. The Brand team is also working on Chill Chaser videos featuring Night Golf in Indian Wells, Doggie Friendly Travel and Art Galleries. The Wander List video on Palm Oases was shown. Also in production: Vintage Shopping, Unique Boutiques and Historical Small Hotels, Vacation Rental Gems, Coachella Valley History Museum and Desert Harvest.

Communications

Joyce Kiehl is in New York City, so Colleen Pace reported on her behalf. Ad value for 2018 was up over 2017 and exceeded the team's goal for the year. The communications team hosted 707 guests in the destination and 571 articles featured GPS. Upcoming initiatives for the media team include joining Visit California for a trip to New York City, Desert X, Outlook Forum conference, the launch of JetBlue's direct flight from Boston, a Mexico media mission, a German press FAM, a Korea/Japan media mission with Visit California, and featuring Goldenvoice for the CVB's Arts & Culture pillar. Pace thanked Greg Purdy for his role as the board liaison for the communication team.

For Film Oasis, 2018 included exhibiting with Riverside County at the American Film Market in November, hosting the first joint Location Scout FAM with the Riverside County Film Commission and securing a GPS episode for the second season of Samantha Brown's "Places to Love" travel show on PBS. The Samantha Brown episode aired January 9 on 101 PBS stations and will run for two years. The estimated number of viewers per episode is 2 million. The video was shown. A Film Oasis goal for 2019 is to host two valley-wide Location Manager FAMs in the destination.

Updates

Destination Development

Bob Thibault summarized the growth in airline passengers for 2018; overall growth was 10.8%. Data shows growth per individual airlines. Some of the initiatives to enhance airline service include the new non-stop service on JetBlue to Boston starting February 14, 2019. The CVB will have ads on cable television from November 2018 to March 2019 with eight spots per month. The CVB will also have a digital/social campaign relating to air service with 32 million impressions. Air service objectives in 2019 include work in three areas: 1. Existing Markets: extend services into shoulder seasons, increase number of markets with multiple airline options and bring new airlines to Palm Springs, 2. New Markets: secure service from San Jose, Las Vegas, Sacramento, Oakland, Detroit, Los Angeles, Washington D.C. and Philadelphia and work opportunistically in international, long-haul markets by leveraging pre-clearance, and 3. New Strategies: target key industry publications read by network planners.

Partnership

Davis Meyer thanked all present who helped with various partnership events throughout 2018. Awareness of GPS is growing. The partnership department hosted 15 CVB events in 2018 attended by 2,543 partners, attended 144 community events, and welcomed 2,192 visitors to the visitors' center who came from 22 different countries. Upcoming events include Meet & Sees at the Living Desert on January 31, Babe's Bar-B-Que & Brewery on February 21, CV Repertory Theatre on April 30, and the GPS Next event on February 7. The Oasis Awards will be held on June 11, 2019. Requests for nominations will go out soon. In the spirit of giving back, the CVB teamed up with FIND Food Bank, the American Heart Association, Aspen Mills, and LifeStream Blood Bank on various events throughout the year.

New Sales & Marketing Plan – Digital Version

Scott White reported that these reports will not be printed; they will be available electronically. Julie Sinclair elaborated saying the benefits of having the plan online includes promoting sustainability, reducing cost, saving paper, and the webpages will be available on all platforms such as smart phones, iPads, etc. There will also be a pdf version available. Sinclair welcomed feedback from all users regarding their experience with the digital documents.

Monthly Summary Financial Report & Treasurer's Report – Nov 2018

Scott White noted that John Kirby has announced his retirement effective April 1, 2019. The CVB will have a retirement party before his last day. White invited questions regarding the monthly summary financial report and the Treasurer's Report. There were none. White commented that the financial reports are favorable and noted that the CVB plans and budgets conservatively. White noted that the Chairman's Committee discussed a reserve policy which will be shared at the March board meeting. The funds would be reserve resources for operating and marketing activities described in the policy.

CVB BOARD OF DIRECTORS UPDATE**CVB 2019 GOALS – APPROVAL**

Tabler thanked the CVB team for their efforts in 2018. He noted that he continues to be amazed at the quality of the videos. Lee Morcus concurred. Tabler invited a motion to approve the goals. They were approved unanimously based on the roll call taken at the beginning of the meeting (Ellis / Schneider).

UPDATES FROM THE CHAIR

Tabler suggested board members reflect on the California State University hospitality school and the Destination Development Plan and consider what they want their legacy to be. Accomplishing both would be something to be proud of. He thanked Ed Tauber for his work with the Mardi Gras fundraiser. White noted that the Development Plan was accomplished in 2016 and it is time to revisit the plan, especially since there are new board and JPA members.

NEW BOARD MEMBERS –**Gil Reyes, General Manager, Hotel Paseo**

Tabler introduced Tim Ellis, Chair of the Nominating Committee, who welcomed Gil Reyes of Hotel Paseo. Reyes reported that he is honored to be here and has been in town two years. He and his wife have lived in six states in ten years and never want to move from here. They have four children and his wife recently retired from the US Air Force. He is originally from New Jersey and is a NY Jets and Mets fan. Tim Ellis made a motion to approve Mr. Reyes as a member of the board. Rolf Hoehn seconded. The vote was unanimous based on the roll call taken at the beginning of the meeting (Ellis / Hoehn).

Dr. Ron Fremont, Interim Dean, CSUSB Palm Desert Campus

Dr. Ron Fremont is serving as Interim Dean at California State University San Bernardino – Palm Desert Campus until the new Dean arrives July 1, 2019.

UPDATES ON NEW DEVELOPMENTS

Tom Tabler welcomed board members to provide a brief update if they had new developments to share.

Jay Mainthia had no new updates from Super 8 Indio

Kelly Steward had no new updates from the Ritz-Carlton Rancho Mirage.

Tom Scaramellino had no new updates from the Westin Mission Hills Resort.

Greg Purdy from the Palm Springs Aerial Tramway thanked the hoteliers for referring their guests to the attraction.

Abe Liao had no new updates from the Kimpton Rowan Palm Springs.

Bob Schneider reported that, in addition to consulting, he is volunteering at FIND Food Bank and that the Palm Desert Food & Wine event benefits FIND. They have a telethon on April 5, 2019.

Jerry Keller reported that the CVB's marketing program is impressive. Business at Lulu and Acqua California Bistros is good. He has two friends flying the direct flight from NYC.

Barb Smith of Access Palm Springs thanked everyone for their efforts with the Mardi Gras fundraiser for the hospitality program at Cal State.

Tim Ellis, TravelHost, thanked everyone for their donations to the hospitality event.

Elie Zod had no new updates.

Celeste Brackley had no new updates from Ace Hotel & Swim Club.

Brad Poncher had no new updates from Homewood Suites by Hilton, La Quinta.

Robert Del Mas invited everyone to the Southwest Arts Festival, open 10am to 5pm, and Sunday polo matches at 10am and 2pm.

Aftab Dada, Hilton Palm Springs, said the Palm Springs Resort Board will make a contribution to the Mardi Gras event.

Gil Reyes had no new updates from Hotel Paseo.

Rolf Hoehn announced that the player field for the tennis tournament came out yesterday and the top 75 players are in the field. He noted the dates for the Indian Wells Arts Festival (March 29-31, 2019) and the Garden Jam music festival (April 5-6, 2019).

Lee Morcus reported that business at Jackalope is great. The work of the CVB is amazing and is not an accident. He thanked John Kirby for his dedication to the CVB, congratulated the City of La Quinta for the Desert Classic event.

Rick Axelrod reported that the Palm Desert iHub is signing a lease at the end of the month and the CSUSB cyber security program will be housed in the iHub.

Steve D'Agostino reported that the Hyatt Regency Indian Wells will be renovated this summer.

Jay Chesterton had no new updates from Fantasy Springs Casino.

Tom Nolan reported that Palm Springs airport is running smoothly in spite of the federal government shut-down.

Jamey Canfield reported that they had a record booking year at the convention center in 2018 and he believe they will have a record year again in 2019.

Michael Facenda reported that the Spa Casino will have a new sports bar and they are getting ready to announce their triple diamond award. A new food court will be added in two weeks. He will work on arrangements to host the next CVB board meeting at Agua Caliente Casino Resort Spa.

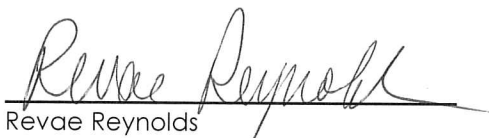
FUTURE MEETING DATE

Friday, March 22, 2019. Location TBD.

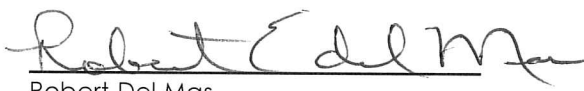
ADJOURNMENT

The meeting was adjourned at 9:56 a.m.

Prepared by:


Revae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:


Robert Del Mas

Approval Date:

3/22/2019