



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

Call to Order

The meeting was called to order at 8:36 a.m. by Geoff Kors, JPA Chair and Council Member, City of Palm Springs, at the JW Marriott Desert Springs Resort & Spa in Palm Desert, CA.

Roll Call

The roll call is recorded on the following page.

JANUARY 28, 2022

JOINT POWERS AUTHORITY

Geoff Kors, Chair
City of Palm Springs

Gary Gardner, Vice Chair
City of Desert Hot Springs

Ernesto Gutierrez
City of Cathedral City

Greg Sanders
City of Indian Wells

Waymond Fermon
City of Indio

Linda Evans
City of La Quinta

Jan Harnik
City of Palm Desert

Charles Townsend
City of Rancho Mirage

V. Manuel Perez
County of Riverside

Visit GPS 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

Kate Anderson
Agua Caliente Band of
Cahuilla Indians

Lorraine Becker
Cabot's Pueblo Museum

Jeffrey Bernstein
Destination PSP

Sejal Bhakta
Hampton Inn & Suites

Celeste Brackley
Ace Hotel & Swim Club

Gary Cardiff
Cardiff Limousine &
Transportation

Jay Chesterton
Fantasy Springs Resort Casino

Dermot Connolly
La Quinta Resort & Club and
PGA West

Tim Ellis
Ellis Hospitality Services

Eddy Estrada
Smarter Property Management

David Feltman
VRON Palm Springs

Rob Hampton
Palm Springs Convention
Center

Todd Hooks
Agua Caliente Band of
Cahuilla Indians

Location: JW Marriott Desert Springs
74855 Country Club Drive
Palm Desert, CA 92260
Regular Meeting
Friday, January 28, 2022, 8:30am – 10:00am

		PRESENT	NOT/YTD
CITY OF PALM SPRINGS	Geoff Kors, Council Member, Chair	X	
	Christy Holstege, Mayor		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Coun. Mbr, Vice Chair	X	
	Roger Nunez, Council Member		
CITY OF CATHEDRAL CITY	Ernesto Gutierrez, Mayor	X	
	Mark Carnevale, Council Member		
CITY OF INDIAN WELLS	Greg Sanders, Council Member	X	
	Dana Reed, Mayor Pro Tem		
CITY OF INDIO	Waymond Fermon, Mayor	X	2
	Elaine Holmes, Council Member		
CITY OF LA QUINTA	Linda Evans, Mayor	X	
	Robert Radi, Mayor Pro Tem		
CITY OF PALM DESERT	Jan Harnik, Mayor	X	1
	Gina Nestande, Council Member		
CITY OF RANCHO MIRAGE	Charles Townsend, Mayor Pro Tem		4
	Iris Smotrich, Council Member		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District		2
	Steven Hernandez, Chief of Staff	Phone	
VISIT GPS 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 & Events		X	
Aftab Dada, Treasurer - Hilton Palm Springs Resort		X	

Visit GPS Board of Directors
(continued)

Jerry Keller Lulu California Bistro	Kate Anderson, Agua Caliente Band of Cahuilla Indians	X	
Jay Mainthia Indio Super 8 and Suites	Lorraine Becker, Cabot's Pueblo Museum	X	
Michael McLean McLean Company Rentals	Jeffrey Bernstein, Destination PSP	X	
Allen Monroe The Living Desert	Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio	X	
Lee Morcus (Emeritus) Kaiser Restaurant Group	Celeste Brackley, ACE Hotel & Swim Club	X	
Michael Murray Hotel Paseo	Gary Cardiff, Cardiff Limousine & Transportation	X	
Liz Ostoich FARM and Tac/Quila	Jay Chesterton, Fantasy Springs Resort Casino	X	
Brad Poncher Hospitality Consulting/Strength INN Tourism	Dermot Connolly, La Quinta Resort & Club	X	
Greg Purdy Palm Springs Aerial Tramway	Tim Ellis, Ellis Hospitality Services	X	
Tim Pyne Renaissance Esmeralda Resort & Spa	Eddy Estrada, Smarter Property Management	Phone	
Tom Scaramellino Westin Rancho Mirage Golf Resort & Spa	David Feltman, VRON Palm Springs	X	
Bob Schneider Palm Springs Power Baseball	Rob Hampton, Palm Springs Convention Center	X	
Barb Smith Eventis Destination Services	Todd Hooks, Agua Caliente Band of Cahuilla Indians		3
Boris Stark Palm Desert Vacation Properties	Jerry Keller, Lulu and Acqua California Bistros	X	
Kelly Steward The Ritz-Carlton Rancho Mirage	Jay Mainthia, Indio Super 8 Motel	X	
Joe Tormey CSU San Bernardino Palm Desert Campus	Michael McLean, McLean Company Rentals	Phone	
Peggy Trott Kimpton Rowan Palm Springs	Allen Monroe, The Living Desert	E	
Mike Waddell Hyatt Regency Indian Wells	Lee Morcus (Emeritus), Kaiser Restaurant Group	X	1
Doug Watson Hospitality Executive	Michael Murray, Hotel Paseo	E	
	Liz Ostoich, FARM and Tac/Quila Palm Springs	Phone	
	Brad Poncher, Hospitality Consulting, Strength INN Tourism	X	
	Greg Purdy, Palm Springs Aerial Tramway	Phone	
	Tim Pyne, Renaissance Esmeralda Resort & Spa	X	
	Tom Scaramellino, Westin Rancho Mirage Golf Resort & Spa	X	
	Bob Schneider, Palm Springs Power Baseball	X	
	Barb Smith, Eventis Destination Services	Phone	
	Boris Stark, Palm Desert Vacation Properties	X	

Kelly Steward, The Ritz-Carlton, Rancho Mirage	X
Joe Tormey, CSU San Bernardino Palm Desert Campus	X
Peggy Trott, Kimpton Rowan Palm Springs	X
Mike Waddell, Hyatt Regency Indian Wells Resort	Phone
Doug Watson, Hospitality Executive	X

STAFF/ATTORNEY

Scott White, President and CEO	Gary Orfield, Director of Destination Development
Bill Judson, Vice President Finance and Administration	Stefanie Kilcoyne, Director of Operations
Colleen Pace, Chief Marketing Officer	Reva Reynolds, Executive Administrative Assistant
Davis Meyer, Director of Partnership	Lena D. Wade, Legal Counsel
Julie Sinclair, Director of Brand Communications	

GUESTS

Yolanda Bender, Instructor Hospitality Management, College of the Desert
 Martha Garcia, Ed.D., Superintendent/President, College of the Desert
 Theresa Maggio, College of the Desert
 Stefanie Pagela, JW Marriott Desert Springs Resort & Spa
 Bruce Hoban, VRON of Palm Springs (phone)
 Chris George, La Quinta Resort & Club (phone)
 Ed Tauber, CSU San Bernardino, Palm Desert Campus (phone)
 Marcie Graham, City of La Quinta (phone)
 Thomas Soule, City of Palm Desert (phone)
 Tony Bruggemans, Le Vallauris Restaurant (phone)
 Jessica Enders, College of the Desert (phone)
 Brad Anderson (phone)

PLEDGE OF ALLEGIANCE

Chair Kors led the Pledge of Allegiance.

CONFIRMATION OF AGENDA

Chair Kors asked whether there were any changes to the agenda. Hearing none, the agenda was confirmed as presented.

PUBLIC COMMENT

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

Chair Kors called for public comments. There were none present or on the phone line.

PRESENTATION

Dr. Martha Garcia, Superintendent/President, College of the Desert

Kors noted that the City of Palm Springs has been meeting every other month with representatives from the college and that today was an opportunity to hear from Dr. Garcia and share with her the expertise of the Board regarding tourism. He appreciated Dr. Garcia joining the meeting today.

White shared slides highlighting statistics from the 2019 Economic Impact of Tourism study complete by Tourism Economics. Tourism is the number one industry in the Coachella Valley and one in five jobs here is supported by tourism. Tourism brings 14.1 million visitors to Greater Palm Springs and they spend \$5.9 billion annually. He noted that a large percentage of hospitality workers live in the west end of the valley and the city with the most hospitality jobs is Palm Springs. The west end of the valley also leads with respect to the impact of tourism by city and the state and local taxes tourism generates per city. He noted that visitation has continued to increase each of the last five years. A study completed by Destination NEXT demonstrated strong community alignment, which is not common in all destinations, indicating our cities all value tourism and we will need a skilled workforce to succeed.

White asked for questions. There were none and then he welcomed Dr. Garcia, noting that Visit Greater Palm Springs is collaborating with the PaCE Program at College of the Desert for hospitality training courses. Also, the Tourism Foundation has applied for an EDA Grant of \$1.6 million which will help fund enrollment costs for approved students.

Dr. Garcia thanked Council Member Kors and Scott White for inviting her. She introduced Yolanda Bender who is a Faculty Advisor and Hospitality Management Program instructor at College of the Desert (COD).

Yolanda Bender shared her background, starting in the community college system, ultimately graduating from USC and beginning her career in hotels. When she started working at COD, there were two classes in the hospitality program. Now there are four, with two more in the approval process pipeline. The college plans to augment course offerings with certificate programs until additional courses become approved. She welcomed collaboration for internship opportunities for students. She described some of the learning outcomes from their remote learning group projects. She thanked Joe Tormey of CSU San Bernardino Palm Desert Campus for his partnership. She is also developing opportunities for hospitality students to study abroad through the International Education Office at COD.

Dr. Garcia then summarized the evolution of COD's Palm Springs Hospitality Development Project, beginning in 2010. She noted the college's commitment to building the Palm Springs project. The plans have developed through three iterations. She noted that career education programs are the most expensive to administer and traditionally have lower enrollment with many more safety concerns.

Scott White expressed interest in discussing more specifics of the college's proposed training program.

Tom Tabler noted the importance of moving the project along. Dr. Garcia said that the college needs and is welcoming feedback from the industry, noting that the curriculum will be informed by the industry.

White noted that the industry has been providing input for the last five years, so how could the college need more?

Aftab Dada said he has been in the desert for over three decades. Several years ago, he and several colleagues were brought in as advisors through the work of Kay Hazen. The group met half a dozen times to provide input regarding the college's hospitality programs. To hear that the college still needs input is "mindboggling."

Kelly Steward noted that hotel managers are at a critical point and would welcome students in an internship training program. The hotels are hurting right now with the limited talent pool. Garcia encouraged all to connect with Yolanda Bender. Garcia noted she had a speaking engagement at 10:00am and had to leave soon, but welcomes further discussion.

The Director of Human Resources at the JW Marriott Desert Springs, Stefanie Pagela, reported that she partners with Yolanda Bender and someone in the career center at COD. Stefanie sends job lists to them, but does not get enough interested students. Moreover, she has opportunities well beyond entry-level positions. Success of this kind of partnership is critical. She noted that we have a large population of students in the desert, students who likely will not move away from the Coachella Valley. Where she has partnered virtually and appreciates COD's opportunities with Career Connections, students still do not understand all that hospitality has to offer beyond entry level jobs. The hotel has a great need for entry level management positions such as Assistant Managers in Rooms, Food & Beverage and the Kitchen. Where internships require work from the hotels, a training hotel would teach the hands-on skillset in greater volume to fill these positions. The difference in pay for an entry-level position to entry-level management is between \$4 to \$6 per hour. Filling these jobs with trained students will create a greater quality of life here in our community. She noted that students could then take advantage of Tuition Reimbursement that would then support further continued education. Other key skilled positions needed include Loss Prevention where the hotel experiences good turnover when associates move on to become police officers here locally. A training hotel will enable us to continue to hire more students and build a much-needed leadership pipeline.

Lee Morcus reported that he has been in the Coachella Valley for three decades. He asked if the teaching hotel was going to be built or not. Garcia responded that it is a hard question to answer, noting that the original plan was for the hotel to be paid for by only bond dollars and also receive revenue from rental fees. However, there are some legal concerns, since bond dollars are specifically aimed to fund the building of learning facilities. It is important to evaluate the plan to determine if there will be a requirement to utilize another funding source, in addition to bond dollars.

Jan Harnik noted that as a representative of the community, the campus and hospitality school are needed for our residents, our students and workforce, as well as the industry, and it needs to move quickly. She suggested distributing the existing documentation to an advisory committee comprised of industry professionals to provide feedback so things can move forward.

Ernesto Gutierrez reported that the City of Cathedral City has been requesting a meeting with Dr. Garcia since November 2021 and hasn't heard back. He noted that voters want to know about the automotive training center that was planned for Cathedral City. Garcia said the college has been working with the city's Economic Development Director and expressed surprise that Gutierrez did not know that, and encouraged him to contact Dr. Tafoya for an update. Garcia said the college is moving forward to identify an additional site in Cathedral City and she plans to bring three sites to the Board, the original one they bought in Cathedral City, one in Indio, and another in Cathedral City. She said she looks forward to continuing to work together and would appreciate meeting with Cathedral City.

APPROVAL OF THE MINUTES (JPA and Visit GPS Board of Directors Vote)

JPA-Visit GPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED NOVEMBER 19, 2021 (all vote).

The JPA Executive Committee and Visit GPS Board of Directors Joint Meeting Minutes dated November 19, 2021, were presented for approval. Chair Kors asked for comments or a motion to approve. Linda Evans, City of La Quinta, moved to accept the minutes as presented, Jan Harnik of Palm Desert seconded. There was no further discussion. The vote was unanimous according to the roll call at the beginning of the meeting, with one abstention.*

Aye: JPA: Kors, Gardner, Gutierrez, Sanders, Evans, Harnik.
Board: Anderson, Becker, Bernstein, Bhakta, Brackley, Cardiff, Chesterton, Connolly, Dada, Del Mas, Ellis, Feltman, Hampton, Hoehn, Keller, Mainthia, Morcus, Poncher, Purdy, Pyne, Scaramellino, Schneider, Stark, Steward, Tormey, Trott, Watson.

Nay: 0

Absent: JPA: Rancho Mirage.
Board: Monroe, Murray.

Abstain: JPA: Fermon (Indio)

* Due to Brown Act requirements, board members not physically present in the boardroom did not participate in the vote: Estrada, McLean, Ostoich, Purdy, Smith, Waddell. JPA: Steven Hernandez.

CONSENT CALENDAR (only JPA Executive Committee votes)

WARRANTS AND DEMANDS

The Warrants and Demands dated November 2021 and December 2021 were presented for approval. Linda Evans of La Quinta made a motion to approve. Greg Sanders of Indian Wells seconded. There was no further discussion.

The Warrants and Demands for the months of November and December 2021 were approved according to the roll call at the beginning of the meeting.*

Aye: Kors, Gardner, Gutierrez, Sanders, Fermon, Evans, Harnik.

Nay: 0

Absent: Rancho Mirage.

Abstain: 0

* Due to Brown Act requirements, JPA members not physically present in the boardroom did not participate in the vote: Steven Hernandez.

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

DISCUSSION ON CHANGING JPA OFFICER TERMS IN THE BYLAWS TO TWO YEARS

White noted that as the Bylaws were updated to reflect the company name change, it was noted that the terms of members on the Board of Directors and the JPA were not in alignment. He stated that updated JPA Bylaws, in redline format, will be distributed for review and for any other changes. The Bylaws will be on the March meeting agenda.

UPDATES FROM THE JPA MEMBERS AND CHAIR

Chair Kors invited members of the JPA to provide their city updates.

Gutierrez reported that Cathedral City is busy with housing projects and the bridge will be completed sometime this summer. Feb. 10 is "Taste of Jalisco."

Harnik reported that Palm Desert recognized United National Day of Holocaust Commemoration yesterday. Next weekend is the Palm Desert half-marathon and Palm Desert Food and Wine is returning in March. Looking forward to Fashion Week El Paseo. She thanked Scott White for his recent presentation to the Palm Desert City Council. She reported that the Desert Willow surf park project is moving forward.

Fermon reported that the revitalization of downtown Indio is now in activation, adding coffee shops, breweries, a recording studio, bakery, retail and food and beverage. Celebrations kicked off this month with a ribbon-cutting of the colossal cactus sculpture. They are resuming monthly, family-friendly events downtown with food and entertainment. The next "Second Saturday" is Feb. 12 at Miles Avenue and Smurr and the theme is Classic Hollywood. He mentioned the Southwest Arts Festival is this weekend and he is looking forward to the music festivals.

Evans reported that the Art Fair Source Book rated La Quinta's Art Celebration in November 2021 as #1 in the nation. The next Art Celebration will be held March 3-6, 2022. Council has approved the event held twice per year. She gave a brief Montage/Pendry update. The American Express golf tournament went smoothly and AmEx extended their contract to 2028. She will keep us updated regarding short-term vacation rentals noting they are a \$5 million source of revenue for the city with a potential ballot measure to ban them entirely.

Gardner reported that Desert Hot Springs held a grand opening of Long Canyon Trail on Dec. 1. It is the only trail access into Joshua Tree National Park. The city's spa revitalization program is attracting interest, remodeling dilapidated properties. He thanked VGPS working with groups like Brian Applegarth and his team on cannabis tourism. The city is excited to welcome the International Gay and Lesbian Aquatics Association in early April.

Hernandez reported that the County of Riverside welcomed the reveal of the Firebird jersey in Thousand Palms. The arena was named this week: Acrisure Arena. They are aiming for a December 17, 2022, full opening of the arena and looking forward to all the exciting events to be held there. He also announced that Riverside County will open its first private golf course in the Coachella Valley since 2008.

Kors reported that the Oasis Music Festival has started in Palm Springs and some performances were moved to May. On Feb. 2, the city will offer Rock the Park, free concerts on the first Wednesday of the month through July. These events are produced by the Palm Springs Chamber of Commerce along with other partners. Council last night approved the west valley navigation center, with Martha's Village and Kitchen as the operator.

Sanders reported that Indian Wells is looking forward to the BNP Paribas tennis tournament in March.

CEO / PRESIDENT'S REPORT

VISIT GPS UPDATE AND 2022 GOALS

Before the discussion about goals, White introduced and played the Acrisure Arena promotional video. He reported that all the suites are sold, except two. He is confident they will meet their construction dates.

White summarized the upcoming research projects that Visit GPS is working on, noting that research guides decision-making.

White noted that TEAM GPS is partnering with College of the Desert, offering virtual, self-paced training options for TEAM GPS ambassadors. The Tourism Foundation pays ambassadors' tuition.

White noted that the Chairman's Committee works with staff to develop these numbers.

Convention Sales: Colleen Pace summarized the goals numbers for the convention sales department, comparing numbers from 2019, 2021 and 2022. There is a lot of compression because of past cancellations. Pace noted that convention sales is adding two new positions: Vice President of Sales and Small Meetings Manager. They are establishing new strategic partners such as ASAE, PCMA and Maritz. They are developing a new meetings creative campaign and continuing to leverage their Visit CA partnership and focusing on need periods.

Marketing: In Marketing, Pace reported that goals include airline marketing support, pillar-based marketing, video content distribution, new Partner co-op programs, event support, e-mail generation and international marketing.

Website and Social Media: Pace shared the 2022 website goals and social media goals, noting that their focus for 2022 will include video distribution, new and refreshed content creation, customized dynamic persona content, new Arts App, develop summer social media campaign, and increase consumer database.

Media and PR: Pace shared the media and PR goals which will focus on seeking coverage from top tier publications, proactively increasing coverage for meetings recovery, re-activating international market office, re-engaging with Film Oasis to support in-market production, increasing advocacy and education to local community, and integrating DEI (diversity, equity and inclusion) into media and PR efforts.

TEAM GPS: The focus for TEAM GPS will include self-paced courses with COD PaCE, industry webinars through Nepris, introduce TEAM GPS members to academies and other high school programs, incorporate cannabis tourism training, DEI training and free experience pass for TEAM GPS members.

Air Service: White noted the airport did well in 2021, 4th highest enplanements in the history of the airport and the shoulder periods were strong. He noted that the Airport Roundtable was here at the Ace Hotel, and Tom Scaramellino hosted them at Pinz and Pints at the Westin Rancho Mirage.

In 2022, Air Service efforts will focus on summer and fall growth, maintaining current levels of service, supporting new and existing service, conducting airline headquarters visits, attending Jump Start and Routes America, partnering with Visit CA on campaigns and initiatives, creating a network planner landing page, and planning trade missions to direct flight cities.

Travel Trade: The focus in Travel Trade for 2022 will include strengthening USA, Canada & Mexico programs; grow Australia, France, UK, Germany & China efforts; and build India, South Korea, Japan, Italy & Scandinavia markets.

VISIT GPS BOARD OF DIRECTORS ITEMS (Only VISIT GPS Board of Directors Vote)

VISIT GPS 2022 GOALS - APPROVAL

Chair Tabler asked for a motion to approve the Visit GPS 2022 goals. Brad Poncher made the motion and Rolf Hoehn seconded. There was no further discussion and the goals were approved according to the roll call at the beginning of the meeting.*

Aye: Anderson, Becker, Bernstein, Bhakta, Brackley, Cardiff, Chesterton, Connolly, Dada, Del Mas, Ellis, Feltman, Hampton, Hoehn, Keller, Mainthia, Morcus, Poncher, Purdy, Pyne, Scaramellino, Schneider, Stark, Steward, Tormey, Trott, Watson.

Nay: 0

Absent: Monroe, Murray.

Abstain: 0

* Due to Brown Act requirements, board members not physically present in the boardroom did not participate in the vote: Estrada, McLean, Ostoich, Purdy, Smith, Waddell.

Tabler recommended that the board find an attorney who could advise them regarding bond funding requirements and restrictions (as it relates to the College of the Desert hospitality project). White asked Counsel Lena Wade if her company could find an attorney with this expertise. She agreed.

White acknowledged that this is Chair Tom Tabler's last Visit Greater Palm Springs board meeting as he is taking the GM job at the Marriott Marquis San Diego Marina as of the end of February. White noted Tabler's service to the board, to Scott, and to Visit GPS. Tabler has been instrumental in the growth and success we have had. Tabler will be missed. There is a Shag print being framed as a going away gift.

Tabler said it was an honor to serve for the last six years. He has worked in destinations all over the world and it was truly a difficult decision to leave this team and this destination. The nine cities working together is unique and appreciated. He salutes everyone to keep up the great work. He said the best is yet to come. He thanked Aftab Dada for his key support and ability to get things done. He noted everyone here is invited to attend his going away celebration which will probably be held on February 23.

NOMINATING COMMITTEE UPDATE

Interim Chair: Rolf Hoehn, Interim Vice-Chair: Kelly Steward

Tim Ellis noted that with Tabler's departure, the Chairman's Committee, acting as the Nominating Committee, recommends interim positions to serve out the remainder of the officer terms. Rolf Hoehn is nominated for Interim Chair and Kelly Steward for Interim Vice Chair for the balance of the year.

Aftab Dada moved to approve the nominations and Robert Del Mas seconded. There was no further discussion. The vote was unanimous based on the roll call at the beginning of the meeting.*

Aye: Anderson, Becker, Bernstein, Bhakta, Brackley, Cardiff, Chesterton, Connolly, Dada, Del Mas, Ellis, Feltman, Hampton, Hoehn, Keller, Mainthia, Morcus, Poncher, Purdy, Pyne, Scaramellino, Schneider, Stark, Steward, Tormey, Trott, Watson.

Nay: 0

Absent: Monroe, Murray.

Abstain: 0

* Due to Brown Act requirements, board members not physically present in the boardroom did not participate in the vote: Estrada, McLean, Ostoich, Purdy, Smith, Waddell.

UPDATES FROM THE VISIT GPS BOARD MEMBERS AND CHAIR

Aftab Dada reported that after 69 days, he has his voice back, and he will miss Tom Tabler.

Rolf Hoehn is looking forward to the tennis tournament in March.

Lorraine Becker reported that Cabot's Museum now has self-guided tours that pair with cell phones.

Dermot Connolly reported that the American Express golf tournament was successful. He hopes cancellations are in the rearview mirror. He thanked the Mayor of La Quinta for the road improvements.

Jay Chesterton wishes the best for Tom Tabler.

David Feltman appreciates the high cooperation between the cities and industry.

Brad Poncher enjoys his new (retired, consulting) role.

Jerry Keller noted that this is an amazing group and he is impressed with all the work. He appreciates the polite pressure on the college to finish the hospitality project. He thanked Tabler.

Jeffrey Bernstein noted that sales for Modernism Week are going strong and attendees are usually good spenders. White noted Bernstein is running for Palm Springs City Council.

Jay Mainthia thanked Tabler for his support and reported good occupancy in January.

Sejal Bhakta thanked the board and COD. She has a smaller hotel with 25 employees, most are housekeeping and a certification training program would be helpful. She has good employees who could advance with some fundamental training. Small business owners need these training programs.

Tim Pyne noted that Tabler's transfer is a loss for our destination and he will be missed. Congratulations to Hoehn and Steward.

Kelly Steward wished everyone a happy new year. The Ritz-Carlton is remastering some rooms and public areas starting this summer. Congratulations to Tom, but not goodbye. She thanked the Visit GPS team.

Tabler asked if there were board updates from those on the phone line. There were none.

Tom Tabler thanked the Chairman's Committee and officers for all their help and assistance.

White noted the slide announcing the board and JPA birthdays in January and February.

White reported that Rob Hampton has offered to host the March meeting at the convention center.

White reported that Jeff Miraglia, Chief Creative Officer, has done such great work. He is continuing to work on a contract basis and doing other things, as well. Visit GPS is "sharing" Jeff with the rest of the world.

Tabler noted this will be JPA Chair Kors' last term, as well.

FUTURE MEETING DATE

Friday, March 25, 2022. Location: Palm Springs Convention Center

ADJOURNMENT

The meeting was adjourned by Geoff Kors at 10:26 a.m.

Prepared by:


Revae Reynolds
Executive Administrative Assistant

Visit GPS Board of Directors Secretary:


Robert Del Mas

Approval Date:

3/25/2022