



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

Call to Order

The meeting was called to order at 8:39 a.m. by Geoff Kors, JPA Chair and Council Member, City of Palm Springs, at the Palm Springs Convention Center in Palm Springs, CA.

Roll Call

The roll call is recorded on the following page.

MARCH 25, 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

Steve Downs
City of Rancho Mirage

V. Manuel Perez
County of Riverside

Visit GPS BOARD OF DIRECTORS

Rolf Hoehn, Interim Chair
Indian Wells Tennis Garden

Kelly Steward, Interim Vice
Chair
The Ritz-Carlton Rancho
Mirage

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: Palm Springs Convention Center
277 N. Avenida Caballeros
Palm Springs, CA 92262
Regular Meeting
Friday, March 25, 2022, 8:30am – 10:00am

		PRESENT	NOT/YTD
	Geoff Kors, Council Member, Chair	X	
CITY OF PALM SPRINGS	Christy Holstege, Council Member		
	Gary Gardner, Coun. Mbr, Vice Chair	X	
CITY OF DESERT HOT SPRINGS	Roger Nunez, Council Member		
	Ernesto Gutierrez, Mayor	X	
CITY OF CATHEDRAL CITY	Mark Carnevale, Council Member		
	Greg Sanders, Council Member	X	
CITY OF INDIAN WELLS	Dana Reed, Mayor Pro Tem		
	Waymond Fermon, Mayor	X	
CITY OF INDIO	Elaine Holmes, Council Member		
	Linda Evans, Mayor	X	
CITY OF LA QUINTA	Robert Radi, Mayor Pro Tem		
	Jan Harnik, Mayor	X	
CITY OF PALM DESERT	Gina Nestande, Council Member		
	Steve Downs, Council Member	X	1
CITY OF RANCHO MIRAGE	Iris Smotrich, Council Member		
	V. Manuel Perez, Supervisor, 4th District		1
COUNTY OF RIVERSIDE	Steven Hernandez, Chief of Staff		
VISIT GPS BOARD OF DIRECTORS ROLL CALL		PRESENT	EXCUSED
	Rolf Hoehn, Interim Chair - Indian Wells Tennis Garden	X	
	Kelly Steward, Interim Vice Chair , The Ritz-Carlton, Rancho Mirage	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 BistroJay Mainthia
Indio Super 8 and SuitesMichael McLean
McLean Company RentalsAllen Monroe
The Living DesertLee Morcus (Emeritus)
Kaiser Restaurant GroupMichael Murray
Hotel PaseoLiz Ostoich
FARM and Tac/QuilaBrad Poncher
Hospitality Consulting/Strength
INN TourismGreg Purdy
Palm Springs Aerial TramwayTim Pyne
Renaissance Esmeralda Resort
& SpaTom Scaramellino
Westin Rancho Mirage Golf
Resort & SpaBob Schneider
Desert ConsultingBarb Smith
Eventis Destination ServicesBoris Stark
Palm Desert Vacation PropertiesJoe Tormey
CSU San Bernardino
Palm Desert CampusPeggy Trott
Kimpton Rowan Palm SpringsDoug Watson
Hospitality Executive

Kate Anderson, Agua Caliente Band of Cahuilla Indians	X	
Lorraine Becker, Cabot's Pueblo Museum	X	
Jeffrey Bernstein, Destination PSP	X	
Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio	X	
Celeste Brackley, ACE Hotel & Swim Club	X	1
Gary Cardiff, Cardiff Limousine & Transportation		1
Jay Chesterton, Fantasy Springs Resort Casino		1
Dermot Connolly, La Quinta Resort & Club	X	
Tim Ellis, Ellis Hospitality Services		1
Eddy Estrada, Smarter Property Management		1
David Feltman, VRON Palm Springs	X	
Rob Hampton, Palm Springs Convention Center	X	
Todd Hooks, Agua Caliente Band of Cahuilla Indians		
Jerry Keller, Lulu and Acqua California Bistros	X	
Jay Mainthia, Indio Super 8 Motel	X	
Michael McLean, McLean Company Rentals		2
Allen Monroe, The Living Desert		2
Lee Morcus (Emeritus), Kaiser Restaurant Group	X	
Michael Murray, Hotel Paseo	X	1
Liz Ostoich, FARM and Tac/Quila Palm Springs	X	
Brad Poncher, Hospitality Consulting, Strength INN Tourism		1
Greg Purdy, Palm Springs Aerial Tramway		1
Tim Pyne, Renaissance Esmeralda Resort & Spa	X	
Tom Scaramellino, Westin Rancho Mirage Golf Resort & Spa	X	
Bob Schneider, Desert Consulting	X	
Barb Smith, Eventis Destination Services	X	
Boris Stark, Palm Desert Vacation Properties		1
Joe Tormey, CSU San Bernardino Palm Desert Campus	X	

Peggy Trott, Kimpton Rowan Palm Springs

X

Doug Watson, Hospitality Executive

1

STAFF/ATTORNEY

Scott White, President and CEO
Bill Judson, Vice President Finance and Administration
Colleen Pace, Chief Marketing Officer
Davis Meyer, Director of Partnership
Julie Sinclair, Director of Brand Communications

Gary Orfield, Director of Destination Development
Stefanie Kilcoyne, Director of Operations
Joyce Kiehl, Director of Communications
Dana Fury, Senior Marketing Manager
Reva Reynolds, Executive Administrative Assistant
Lena D. Wade, Legal Counsel

GUESTS

Dennis Woods, City of Palm Springs
Baldomero Felix-Felix, CSUSB Palm Desert Campus

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 was one submitted via email which was read verbatim. It came from Brad Anderson of Rancho Mirage who expressed his opposition to JPA Resolution No. 2022-001 regarding AB 361.

PRESENTATION

Baldomero Felix-Felix, CSUSB Palm Desert Campus Hospitality Student

Mr. Felix-Felix summarized his experience and involvement at CSU San Bernardino Palm Desert Campus. He is now a senior majoring in Business Management and minoring in Hospitality Management and is involved in various clubs. He was always encouraged to do well in school and is now the first person in his family to graduate from university. When he was young, attending university seemed impossible; it seemed far away and expensive. In high school, he discovered CSUSB Palm Desert Campus. The professors, students, advisors and campus as a whole are friendly and supportive. An advisor recommended he consider the Hospitality Minor and he has since taken advantage of networking opportunities. He has volunteered at various hospitality events at hotels in the Coachella Valley, and attended a hotel experience trip to New York City. Another trip is coming up, this time to Chicago for a national restaurant show. He expressed special thanks to Dr. Joseph Tormey and donors for making this experience possible. His career focus is to work in hospitality, transfer to different locations, and meet new people. He sees many possibilities in the future and is living his "dream come true."

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

JPA-Visit GPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED JANUARY 28, 2022 (all vote).

The JPA Executive Committee and Visit GPS Board of Directors Joint Meeting Minutes dated January 28, 2022, 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 with no abstentions according to the roll call at the beginning of the meeting:

Aye: JPA: Kors, Gardner, Gutierrez, Sanders, Fermon, Evans, Harnik, Downs.
Board: Anderson, Becker, Bernstein, Bhakta, Brackley, Connolly, Dada, Del Mas, Feltman, Hampton, Hoehn, Keller, Mainthia, Morcus, Murray, Ostoich, Pyne, Scaramellino, Schneider, Smith, Steward, Tormey, Trott.

Nay: 0

Absent: JPA: County of Riverside
Board: Cardiff, Chesterton, Ellis, Estrada, Hooks, McLean, Monroe, Poncher, Purdy, Stark, Watson.

Abstain:

CONSENT CALENDAR (only JPA Executive Committee votes)

WARRANTS AND DEMANDS

The Warrants and Demands dated January 2022 and February 2022 were presented for approval. Linda Evans of La Quinta made a motion to approve. Gary Gardner of Desert Hot Springs seconded. There was no further discussion.

The Warrants and Demands were approved unanimously with no abstentions according to the roll call at the beginning of the meeting:

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

Nay: 0

Absent: County of Riverside

Abstain: 0

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

RESOLUTION NO. JPA 2022-001 RE: ASSEMBLY BILL 361 AND REMOTE TELECONFERENCE MEETING OPTIONS

Kors noted that Visit Greater Palm Springs wishes to adopt the provisions of California Assembly Bill 361, as many public agencies have, to allow for remote participation in public meetings using abbreviated teleconferencing procedures during a public health crisis.

Linda Evans of La Quinta made a motion to adopt Resolution No. JPA 2022-001; Steve Downs of Rancho Mirage seconded. The Resolution regarding Assembly Bill 361 was approved unanimously with no abstentions according to the roll call taken at the beginning of the meeting:

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

Nay: 0

Absent: County of Riverside

Abstain: 0

RESOLUTION NO. JPA 2022-002 AMENDING AND RESTATING THE JPA BYLAWS, INCLUDING TWO-YEAR TERMS

Kors noted that the Bylaws were being amended to update the reference to Visit Greater Palm Springs (in place of Convention & Visitors Bureau) and to change the JPA Executive Committee terms to two years, instead of one year.

Gary Gardner of Desert Hot Springs made a motion to approve the amended and restated bylaws and Linda Evans of La Quinta seconded. The resolution regarding the bylaws was approved unanimously, with no abstentions, according to the roll call taken at the beginning of the meeting:

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

Nay: 0

Absent: County of Riverside

Abstain: 0

CEO / PRESIDENT'S REPORT

UPDATE ON CHAIRMAN'S COMMITTEE MEETING FEBRUARY 2022

White noted that Visit GPS received a grant from Riverside County to support our tourism economy. The \$1.75M will be used over a 3-year period for meeting recovery, partner co-ops, localized campaigns and a sports complex feasibility study.

White reviewed the Visit GPS priorities as identified at the November 2021 board meeting when Trevor Cartwright (Coraggio Group) facilitated the discussion culminating in this list: grow air service, workforce development, improve wayfinding, develop new events and attractions, grow ambassador network, grow international visitation, develop GPS as an accessible region (DEI) and focus on sustainability.

There was a Visit GPS Chairman's Retreat in February 2022 in Temecula, facilitated again by Mr. Cartwright, to continue the discussion. The group identified the following challenges (workforce/labor, climate/weather, transportation, and housing/homelessness) and opportunities (airport, visitor experiences, DEI (diversity, equity, inclusion) and accessibility, sustainability, and wayfinding).

White reported that the Chairman's Committee discussed ways Visit GPS can improve and grow our region's tourism economy and what its role was in each of these areas of work: workforce development, housing, transportation, work visas, education/training, climate change, nightlife, sustainability and research studies. White noted that the group also discussed what Visit GPS could do in these specific areas of work: developing new events, raising demand for midweek and off-season, growing international visitation, and DEI.

The five destination pillars were discussed at the Chairman's meeting and amendments were suggested resulting in this new list: Health & Wellness, Outdoor Experiences, Arts & Entertainment, Unique Culinary Experiences, and DEI.

White noted that the next step would be a full day (9:00am to 3:00pm) full board/JPA work session, most likely in June 2022. The primary focus will be to amend/recraft the current Vision and Mission statements.

DISCUSSION ON LOCAL CAMPAIGN: BENEFITS OF TOURISM

White noted that many of the residents of the Coachella Valley do not understand the benefits of tourism. To address this need, Visit GPS is developing three local campaigns: one will be directed to College of the Desert regarding the importance of the "learning hotel" the college envisioned in its plan for a campus in Palm Springs, another will be directed to our community on the benefits of tourism, and the third will target students regarding the benefits of a career in hospitality.

Pace introduced the digital polling exercise, inviting everyone to log on to the web-based, interactive platform. The first question was, "Please share the most impactful word or phrase that you feel best describes the benefits of tourism to the community." Responses resulted in a "word cloud." This was followed by a series of images and questions to which the board members responded. The questions and their respective responses are included in Addendum #1. Addendum #2 includes the proposed letter addressed to College of the Desert and a series of proposed ad concepts.

The first poll question asked, "Do you approve of the call-to-advocacy approach of this letter format addressing the College of the Desert Board of Trustees? Yes – 88%. No – 12%.

Discussion: A number of respondents said the draft letter is not strong enough. It was noted that the college has made an erroneous assumption that the bond will not allow them to run the "learning hotel" because it is profit-making and the Visit GPS Board should refute that. The messaging needs to have a multi-phase approach; one letter will not be enough. The

letter needs a stronger call to action. Bullet points will draw attention to the most important points. "Students today – leaders tomorrow" needs to be in bold type. Palm Springs is the right location as indicated by our worker data. Focus of the letter should be on students, not the tourism industry. Industry representatives need to participate in the COD Trustee meetings so the Trustees can better understand the industry. The college is currently completing a new feasibility study, but not including employers in tourism who know the industry best. White said the letter will be rewritten and sent out again for more comments.

Question #2: What should the call to action be for this letter?

1. Email Dr. Garcia and the Board of Trustees to voice your support, 4%
2. Visit a landing page for additional information, 4%
3. Do both, 83%
4. Other, 9%

Discussion: Create a landing page with information, like a tool kit. Get students and workers to speak to the need. Engage the media as a parallel effort. The Desert Sun wants some Valley Voices on this subject. Involve the K-12 school districts as each has a career academy in culinary and they recognize the importance.

White noted that Visit GPS will hire two positions for community relations and advocacy. Some people are looking at it as only a hotel program, so we need to include travel tourism, hospitality, and quality of life.

Question #3: Who should sign the letter?

1. Visit GPS Board of Directors, 0%
2. JPA Executive Committee, 9%
3. Both, 91%

Discussion: There was some discussion as to whether the letter should come from only the city government representatives. It was decided that a letter representing both city and industry leaders was good.

Question #4: Please review printed Concepts 1A and 1B. From a resident perspective, which print advertisement do you find most impactful?

1. Concept 1A, 35%
2. Concept 1B, 52%
3. Both versions are equally impactful, 13%
4. Neither concept is impactful, 0%

Discussion: The data comes from the 2019 economic impact report. Visit GPS is currently working on the 2021 impact report so the numbers will be updated. "Tourism" in the headline does not describe who we are; better to use hospitality or visitors. "Saves" should be larger. There was discussion about the public's perception of more visitors. The point of the messaging is to educate people as to the importance of visitors and how they benefit residents. Personalize the message: instead of "each" valley household, change to "your" household.

Question #5: Please review printed Concepts 2A and 2B. From a resident perspective, which print advertisement do you find most impactful?

1. Concept 2A, 15%
2. Concept 2B, 54%
3. Both versions are equally impactful, 23%
4. Neither concept is impactful, 8%

Discussion: One suggestion was to eliminate the images and use bullet points. There was discussion as to whether our part-time residents consider themselves as visitors. Long-term snowbirds do not pay TOT. It was noted that some of this outreach should be published in Spanish.

Question #6: Please review printed Concepts 3A and 3B. From a resident perspective, which print advertisement do you find most impactful?

1. Concept 3A, 68%
2. Concept 3B, 23%
3. Both concepts are equally impactful, 9%
4. Neither concept is impactful, 0%

Discussion: The graphic encompasses more.

Question #7: Please select the digital ad version that you find most impactful.

1. 38%
2. 26%
3. 21%

4. 15%

Discussion: The word "tourism" should be changed to "visitors." Video ads can also be used, but it will take more time to create. The word "supports" is weak; "generates" or "creates" is better. An ad that focuses on the major events in the valley is important as some residents complain about traffic. One of the ads could itself be a poll, as well.

Question #8: As a resident, which facts about tourism would you find most impactful? Please select your top three.

1. Tourism sustains more than 53,000 local jobs, 27%
2. Tourism saves households \$4,031 in taxes annually, 25%
3. Tourism supports 1 in 5 jobs, 22%
4. Tourism brings \$5.9B to local businesses each year, 13%
5. Tourism generates over \$7.5B to our community, 13%

Discussion: Instead of "tourism brings" say "visitors spend" over \$5.9B. How does the \$5.9B equate on a daily basis? Creating jobs is more relevant to some residents and they may not have a perspective on taxes. Residents will always ask, "What's in it for me?"

White explained that the focus of the campaign will be on quality of life. It was suggested the message would be more personal if we answered the questions, "What does the \$7.5B allow us to do?" and "How does this translate into improving my quality of life if I earn \$14 an hour?" Knowing the makeup of those who are most vocally against it is helpful.

White asked about the logo that appears on some of these ads – should it be the GPS Tourism Foundation or the Visit GPS logo? Consensus was 88/12 in favor of the Tourism Foundation logo.

The timeline for the local campaigns: April will be Benefits of Tourism and the Letter to COD Board of Trustees. May will be Workforce Development and the Resident Sentiment Study.

BOARD LIAISON PROGRAM

White shared the purpose of the Board Liaison program, the current representatives, and invited additional participants who might be interested. Visit GPS will send out the list so board members can look it over and give it some thought.

STVR ECONOMIC IMPACT STUDY

In the Coachella Valley, vacation rentals generate \$564 million in visitor spending, \$91 million in state and local taxes, and 4,200 jobs. Similar statistics are available at the level of each city. In terms of economic impact, vacation rentals in 2020 represented 16% of the total economic impact, 12.58% of the jobs and 21.6% of the total state & local taxes generated.

MEETINGS RESEARCH

Colleen Pace summarized the meeting planners' assessment from Destination Analysts of the current state of the industry. Some significant take-aways include: the booking window is shorter than ever (in the 6 to 12-month range) and safety is top of mind. Greater Palm Springs scores high on safety. Planners still consider GPS expensive, but also with great outdoor options and generally "appealing." Some reasons for not sourcing GPS in the past five years include the geographic location, airport and lift, not easily accessible and the cost of flights. A topic for our outreach efforts would be that we do have new flights. Planners want to see more images related to business meetings and identifiers on images in print ads. Please contact Visit GPS if you have a group who would be open to photographers collecting images.

IBCCES AUTISM CERTIFICATE

White noted that Visit GPS is now a Certified Autism Center by IBCCES, the International Board of Credentialing and Continuing Education Standards. The entire destination can become certified. Training for your organization is possible. Visit GPS will reach out to attractions first and would like to work with the cities, police, and fire departments, etc., in the future. The descriptive video was not shown due to lack of time. Children's Discovery Museum of the Desert is the first attraction to commit to developing their IBCCES Sensory Guide.

PARTNERSHIP

Meyer shared some "Save the Dates": April 27 Meet & See at AsiaSF, May 4 National Travel & Tourism Week Open House, May 25 Tourism Foundation Golf Tournament. Also, Restaurant Week is June 3-12, immediately followed by the Summer Eats Pass available to diners June 13 – September 5.

Kind Traveler is a booking platform for hotels that offers visitors opportunities to make a difference locally in the places they visit. This is a co-op program including a newsletter campaign, logo placement/mention, influencer marketing and more.

White summarized some Visit GPS staff updates.

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

RESOLUTION NO. BOD 2022-001 AMENDING AND RESTATING THE BOARD OF DIRECTORS BYLAWS

Chair Hoehn noted the Board of Directors had a resolution to consider, approving updated Board of Directors Bylaws to reference Visit Greater Palm Springs in place of the Convention & Visitors Bureau. Aftab Dada made a motion to approve the amended and restated bylaws and Lee Morcus seconded. There was no further discussion. The vote was unanimous with no abstentions according to the roll call at the beginning of the meeting:

Aye: Anderson, Becker, Bernstein, Bhakta, Brackley, Connolly, Dada, Del Mas, Feltman, Hampton, Hoehn, Keller, Mainthia, Morcus, Murray, Ostoich, Pyne, Scaramellino, Schneider, Smith, Steward, Tormey, Trott.
Nay: 0
Absent: Cardiff, Chesterton, Ellis, Estrada, Hooks, McLean, Monroe, Poncher, Purdy, Stark, Watson.
Abstain:

JPA EXECUTIVE COMMITTEE AND BOARD OF DIRECTORS UPDATES

UPDATES FROM THE JPA MEMBERS AND BOARD OF DIRECTORS

Chair Kors invited members of the JPA and Board of Directors to provide their respective updates.

Waymond Fermon from the City of Indio is looking forward to the Coachella and Stagecoach concerts. There is a farmers' market in downtown and free concerts during the festivals - more information to come.

Linda Evans from the City of La Quinta had five items to share: 1. The Coral Mountain project was continued by the planning commission, 2. The Montage project is still under way, 3. The X Park had a soft opening, 4. There is a ballot initiative circulating regarding vacation rentals, 5. Construction on another section of CV Link is starting.

Jan Harnik from the City of Palm Desert noted upcoming events: Fashion Week on El Paseo is March 19-26, Palm Desert Food & Wine is March 25-27, Living Desert's Glow In The Park continues through April 29, the State of the City presentation is next Wednesday, and the Senior Inspiration Awards are March 31.

Gary Gardner from the City of Desert Hot Springs thanked the staff for the Meet & Greet held at Cabot's Pueblo Museum which was well attended. There are many sold-out weekends this winter season extending into the upcoming music festivals and the hiking trails are well-used. He thanked VGPS for generating stories in the Wall Street Journal and other publications, plus a couple of TV segments on the spas in DHS.

Greg Sanders from the City of Indian Wells noted the Indian Wells Art Show will be at the Tennis Garden April 1-3.

Ernesto Gutierrez from the City of Cathedral City reported that the state's first pride event of the year kicks off in Cathedral City tonight at their Civic Center.

Steve Downs from the City of Rancho Mirage reported that the LPGA Chevron Championship tees off March 28-April 3. The winner this year will be the last to jump into Poppie's Pond as the tournament is moving to Houston, Texas.

Geoff Kors from the City of Palm Springs reported that April 6 is the next Rock the Park concert. The city is having a study session on vacation rentals this coming Tuesday, starting at 5:30pm. Their ordinance was passed five years ago and might be useful for other cities to review. Ninety-four percent of the city's vacation rentals have not had one citation.

David Feltman of Vacation Rental Owners and Neighbors Palm Springs said his organization is collaborating with the City and noted that data is the key driver of balancing their respective interests.

Liz Ostoich reported that she has two more restaurants opening in Palm Springs.

Rolf Hoehn thanked the VGPS staff and everyone for their support of the tennis tournament. Attendance this year was about 70% of the record set in 2019. They will complete an economic impact study and share the results soon. Meanwhile, there are more events on the calendar including the Easter Bowl Junior Championships March 26-April 2.

BIRTHDAYS

Board member birthdays were acknowledged.

White noted that there is no meeting in April and thanked everyone for their participation and feedback today. He also thanked Mr. Felix-Felix for his comments and Joe Tormey for initiating this presentation. White invited members to consider hosting the next meeting in May.

FUTURE MEETING DATE

Friday, May 20, 2022. Location: TBD

ADJOURNMENT

The meeting was adjourned by Geoff Kors at 10:12 a.m.

Prepared by:


Revae Reynolds
Executive Administrative Assistant

Visit GPS Board of Directors Secretary:


Robert Del Mas

Approval Date:

5/20/2022

Addendum #1

Question Slides and Responses

FIRST QUESTION TO SET UP PHONES

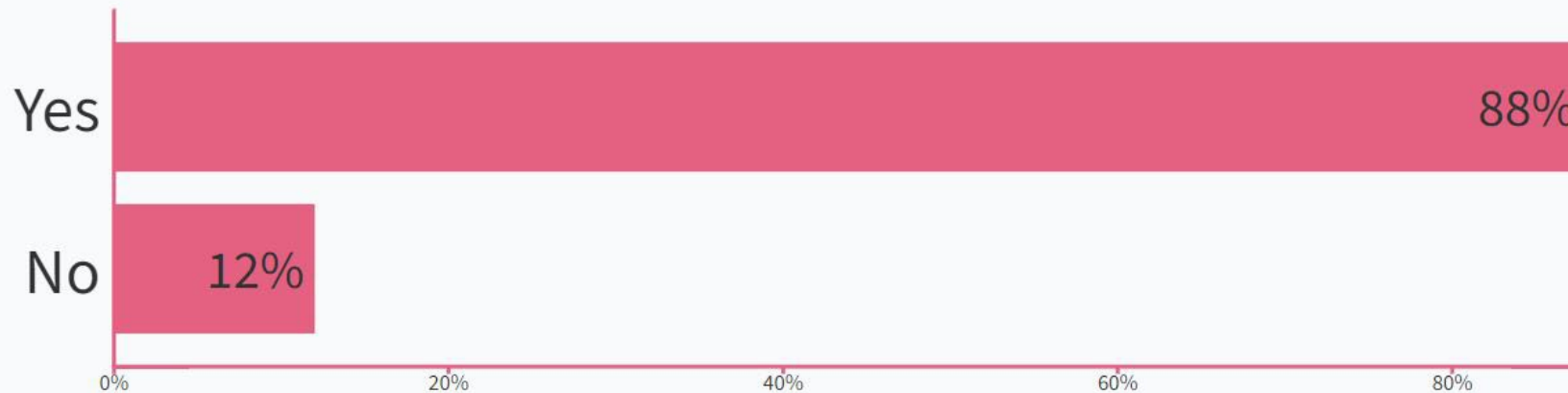
Please share the most impactful word or phrase that you feel best describes the benefits of tourism to the community.



COD: DESERT SUN PRINT AD

Please review the printed COD letter.

Do you approve of the call-to-advocacy approach of this letter format addressing the Board of Trustees?



25 RESPONSES

STUDENTS TODAY. TOURISM INDUSTRY LEADERS TOMORROW.

Dear Dr. Garcia and College of the Desert Board of Trustees,

The Coachella Valley needs a hospitality campus and learning hotel.

As the valley's No. 1 economic driver and employer, tourism sustains more than **53,000 jobs** and generates over **\$7.5 billion in our community**. Without tourism, each household would have to pay \$4,031 more in state and local taxes to enjoy the same public services — like police, fire, and parks — and quality of life we have now.

But beyond the numbers, tourism provides an opportunity for a diverse group of students who, for one reason or another, stay in the Coachella Valley. A learning hotel, events center, and culinary arts program will equip them with the necessary training to pursue **careers in hospitality**, starting out as assistant managers in areas like sales, catering, operations, and engineering. The pay for these **management roles** alone, which is much more than entry-level line positions, can make a tremendous difference for them and their families.

Internships can't replace the **hands-on education and experience** that a learning hotel, events center, and culinary arts program would provide. Plus, having a more highly trained workforce benefits our residents, visitors, and community.

Plans for a hospitality campus have been underway since 2004 — almost two decades. Tourism and hospitality leaders hope College of the Desert can find a path to move forward and bring this project to fruition, fueling the **future success** of these students and our industry.

BOARD OF DIRECTORS AND JOINT POWERS
AUTHORITY EXECUTIVE COMMITTEE

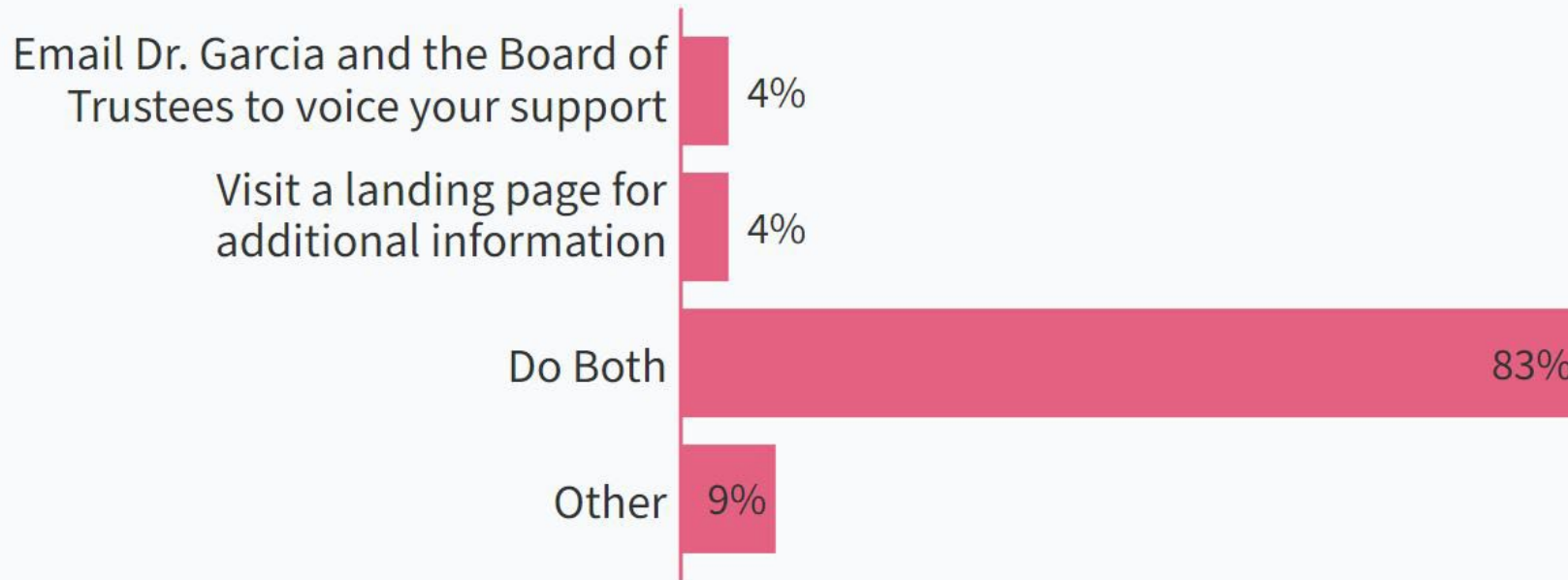


HOW CAN RESIDENTS HELP?

Show your support for a hospitality campus by contacting College of the Desert Superintendent/President Dr. Martha Garcia and the COD Board of Trustees.

COD: DESERT SUN PRINT AD

What should the call-to-action be for this letter?



23 RESPONSES

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BOARD OF DIRECTORS AND JOINT POWERS
AUTHORITY EXECUTIVE COMMITTEE

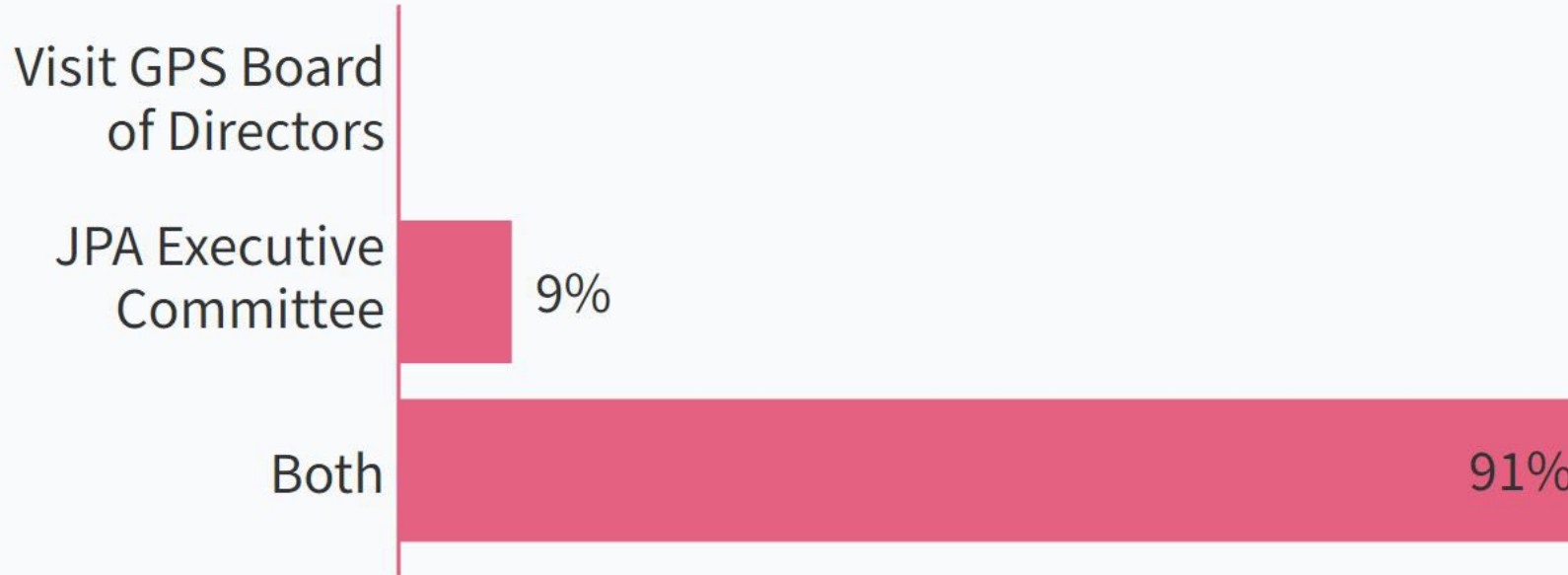


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COD: DESERT SUN PRINT AD

Who should sign the letter?



23 RESPONSES

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As the valley's No. 1 economic driver and employer, tourism sustains more than **53,000 jobs** and generates over **\$7.5 billion in our community**. Without tourism, each household would have to pay \$4,031 more in state and local taxes to enjoy the same public services — like police, fire, and parks — and quality of life we have now.

But beyond the numbers, tourism provides an opportunity for a diverse group of students who, for one reason or another, stay in the Coachella Valley. A learning hotel, events center, and culinary arts program will equip them with the necessary training to pursue **careers in hospitality**, starting out as assistant managers in areas like sales, catering, operations, and engineering. The pay for these **management roles** alone, which is much more than entry-level line positions, can make a tremendous difference for them and their families.

Internships can't replace the **hands-on education and experience** that a learning hotel, events center, and culinary arts program would provide. Plus, having a more highly trained workforce benefits our residents, visitors, and community.

Plans for a hospitality campus have been underway since 2004 — almost two decades. Tourism and hospitality leaders hope College of the Desert can find a path to move forward and bring this project to fruition, fueling the **future success** of these students and our industry.

BOARD OF DIRECTORS AND JOINT POWERS
AUTHORITY EXECUTIVE COMMITTEE



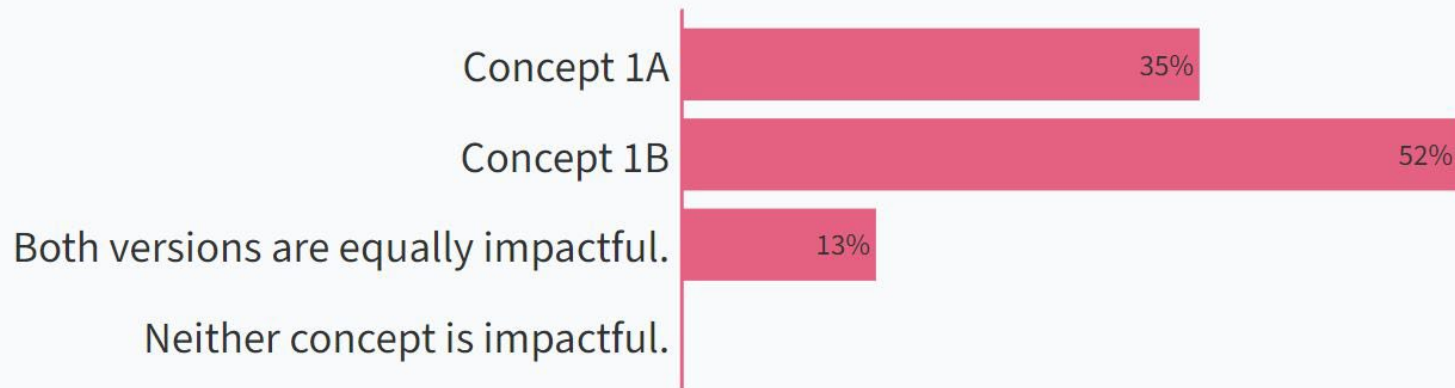
HOW CAN RESIDENTS HELP?

Show your support for a hospitality campus by contacting College of the Desert Superintendent/President Dr. Martha Garcia and the COD Board of Trustees.

BENEFITS OF TOURISM CAMPAIGN – 1A & 1B

Please review printed Concepts 1A and 1B.

From a resident perspective, which print advertisement do you find most impactful?



1A

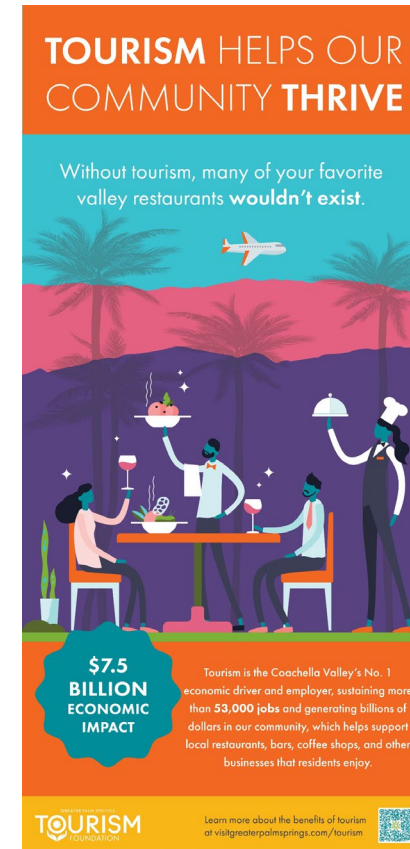
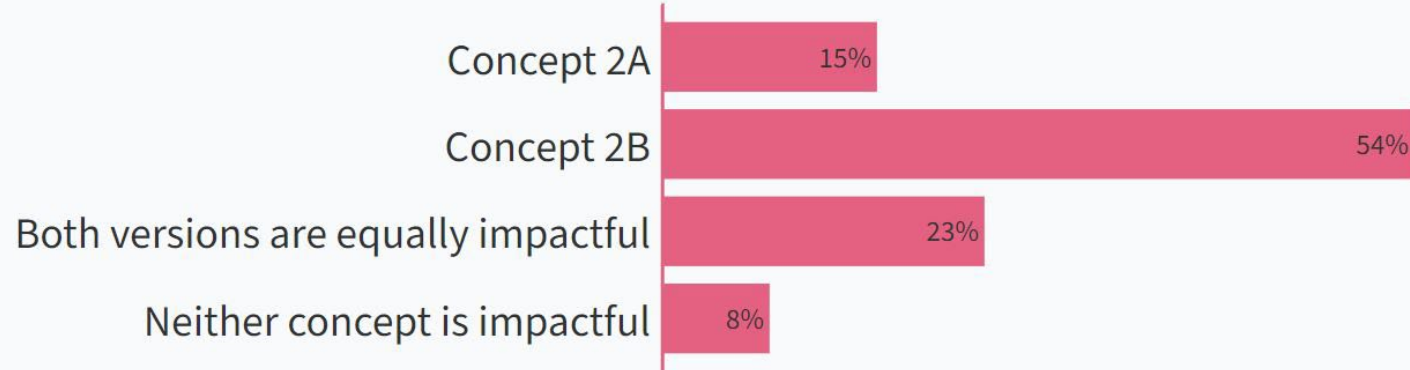


1B

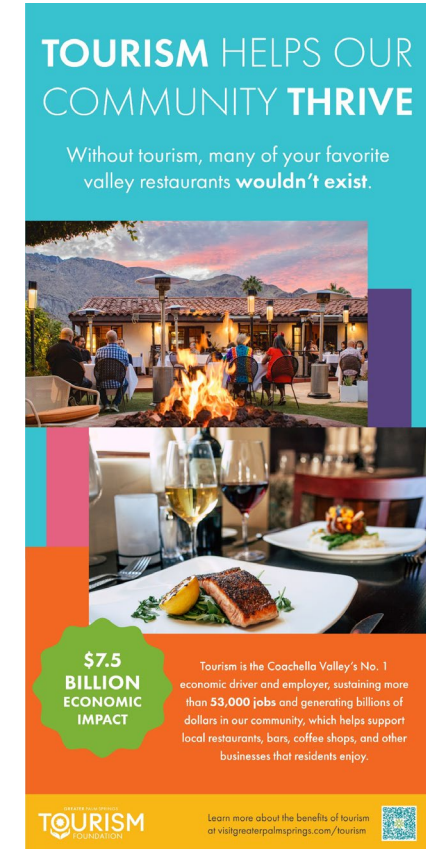
BENEFITS OF TOURISM CAMPAIGN – 2A & 2B

Please review printed Concepts 2A and 2B.

From a resident perspective, which print advertisement do you find most impactful?



2A



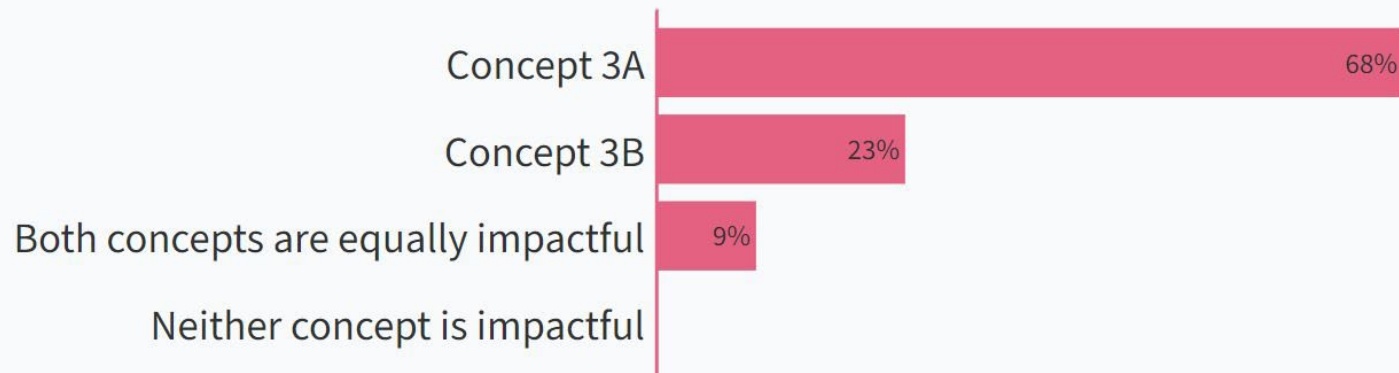
2B

13 RESPONSES

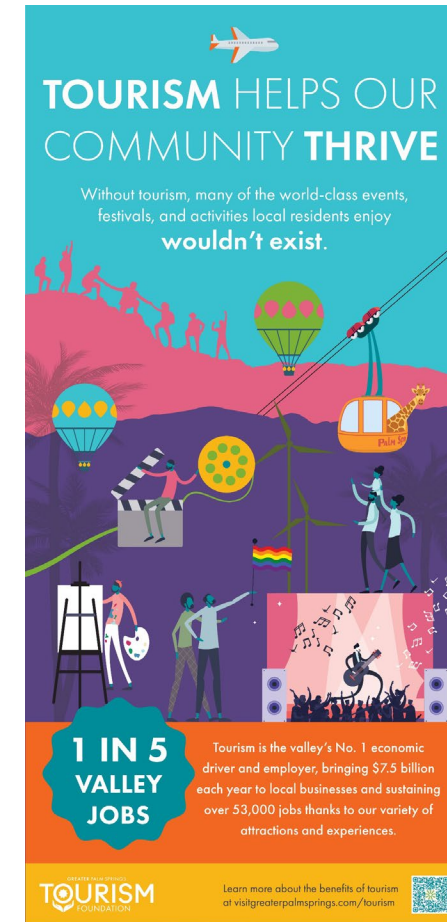
BENEFITS OF TOURISM CAMPAIGN – 3A & 3B

Please review printed Concepts 3A and 3B.

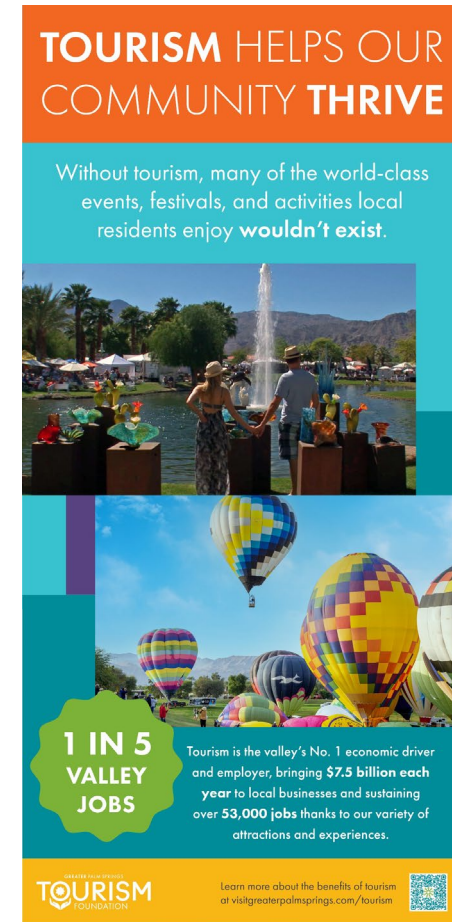
From a resident perspective, which print advertisement do you find most impactful?



22 RESPONSES



3A



3B

BENEFITS OF TOURISM CAMPAIGN

Please
select the
digital ad
version
that you
find
most
impactful.

34 RESPONSES



38%
(Digital ad #3)



26%
(Digital ad #2)



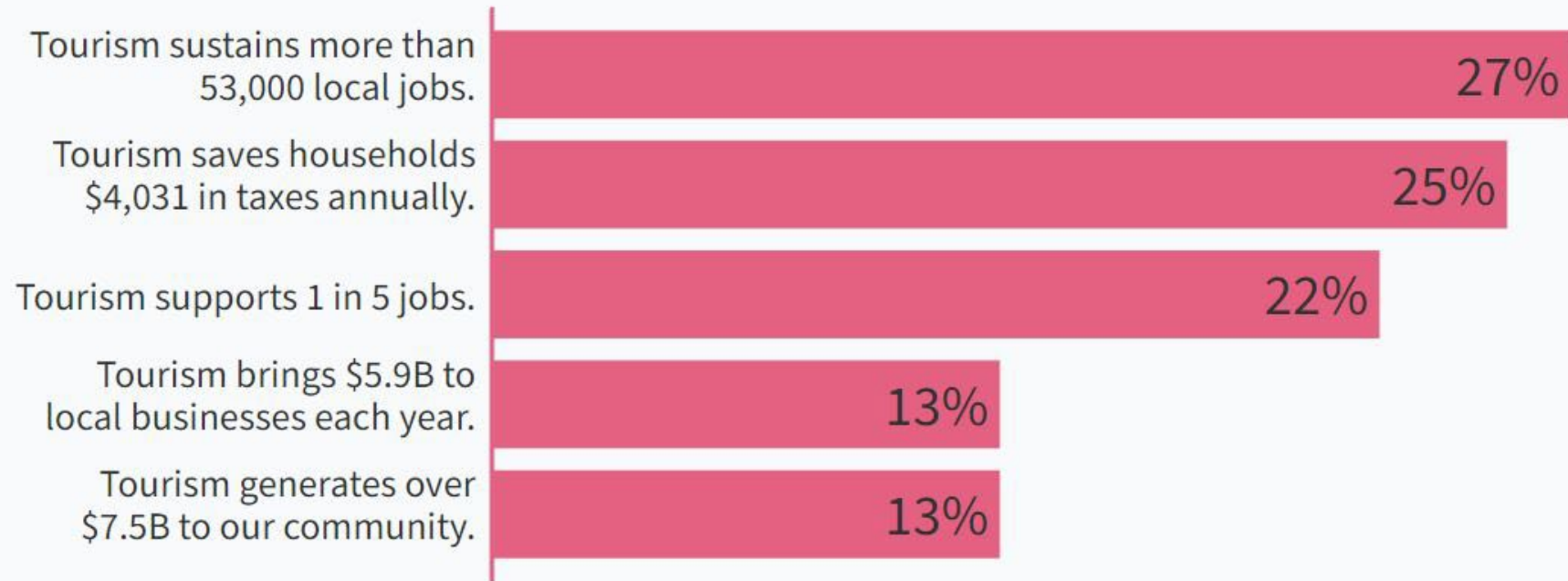
21%
(Digital ad #1)



15%
(Digital ad #3)

BENEFITS OF TOURISM CAMPAIGN – IMPACTFUL FACTS

As a resident, which facts about tourism would you find most impactful? Please select your top three.



Addendum #2

**Proposed Letter Addressed to College of the Desert Board of Trustees
And
Series of Proposed Ad Concepts**

Proposed Letter to College of the Desert Board of Trustees:

STUDENTS TODAY. TOURISM INDUSTRY LEADERS **TOMORROW.**

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HOW CAN RESIDENTS HELP?

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TOURISM HELPS OUR COMMUNITY THRIVE

Without tourism, each valley household would pay **\$4,031 more in taxes** to enjoy the same public services we have now.



**\$7.5
BILLION
ECONOMIC
IMPACT**

Tourism is the valley's No. 1 economic driver and employer, sustaining more than 53,000 local jobs. Tax revenues from tourism also help enhance our quality of life by supporting police and fire departments, education, road improvements, and other services that benefit us all.

CREATING NEW OPPORTUNITIES
TOURISM
FOUNDATION

Learn more about the benefits of tourism
at visitgreaterpalmsprings.com/tourism



TOURISM HELPS OUR COMMUNITY THRIVE

Tourism helps support public services and saves each household **\$4,031 in taxes per year.**



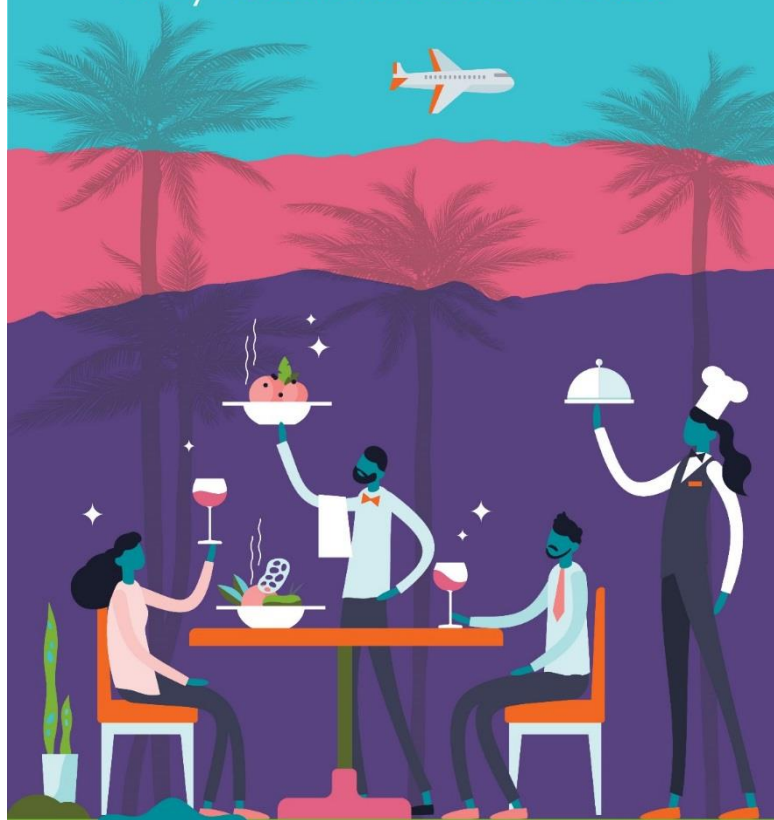
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Without tourism, many of your favorite
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Tourism is the Coachella Valley's No. 1 economic driver and employer, sustaining more than **53,000 jobs** and generating billions of dollars in our community, which helps support local restaurants, bars, coffee shops, and other businesses that residents enjoy.



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TOURISM HELPS OUR COMMUNITY THRIVE


Without tourism, many of the world-class events,
festivals, and activities local residents enjoy
wouldn't exist.

**1 IN 5
VALLEY
JOBS**

Tourism is the valley's No. 1 economic
driver and employer, bringing \$7.5 billion
each year to local businesses and sustaining
over 53,000 jobs thanks to our variety of
attractions and experiences.

GREATER PALM SPRINGS
TOURISM
FOUNDATION

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at visitgreaterpalmsprings.com/tourism



TOURISM HELPS OUR COMMUNITY **THRIVE**

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Digital Ads

