



JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

Call to Order

Meeting was called to order at 8:15 a.m. by Linda Evans, JPA Chair and Mayor of the City of La Quinta, at the Renaissance Indian Wells Resort & Spa, Esmeralda 1-3, in Indian Wells, CA.

Roll Call

The roll call is recorded on the following page.

MAY 17, 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: Renaissance Indian Wells Resort & Spa
 44400 Indian Wells Lane
 Indian Wells, CA 92210

Regular Meeting
 Friday, May 17, 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	X	
	Jan Pye, Mayor Pro Tem		
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		2
	Iris Smotrich, Mayor Pro Tem		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District		1
	Steven Hernandez, Chief of Staff		
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)Jay Mainthia
Indio Super 8 and Suites

Bruce Abney, El Morocco Inn & Spa X

Michael McLean
McLean Company Rentals

Rick Axelrod, Coachella Valley Economic Partnership (CVEP) X

Allen Monroe
The Living Desert

Lorraine Becker, Cabot's Pueblo Museum X

Lee Morcus (Emeritus)
Kaiser Restaurant Group

Celeste Brackley, ACE Hotel & Swim Club X

Thomas Nolan
Palm Springs International
Airport

Tony Bruggemans, Le Vallauris X

Brad Poncher
Homewood Suites by Hilton,
La Quinta

Jamey Canfield, Palm Springs Convention Center X

Greg Purdy
Palm Springs Aerial Tramway

Gary Cardiff, Cardiff Limousine & Transportation X

Christoph Roshardt
Renaissance Indian Wells

Jay Chesterton, Fantasy Springs Resort Casino X

Tom Scaramellino
Westin Mission Hills Golf Resort
& Spa

Stephen D'Agostino, Hyatt Regency Indian Wells X

Bob Schneider
Desert Consulting

Tim Ellis, TravelHost Palm Springs X

Barb Smith
Access Palm Springs

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

Kelly Steward
The Ritz-Carlton Rancho
Mirage

Ron Fremont, CSUSB Palm Desert Campus X

Doug Watson
Riviera Palm Springs

Jerry Keller, Lulu and Acqua California Bistros X

Elie Zod
Retired Hospitality Executive

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
Mark Crabb, Chief Sales Officer
Jeff Miraglia, Chief Brand Officer
Bob Thibault, Chief Development Officer
Colleen Pace, Chief Marketing Officer
Bill Judson, VP Finance and Administration
Andy Cloutier, Director of Human Resources
Joyce Kiehl, Director of Communications
Gary Orfield, Director of Travel Industry Sales
Marissa Willman, Director of Digital Marketing
Sean Smith, Director of Indian Wells Sales & Marketing

Jill Philbrook, Director of Destination Services
Davis Meyer, Partnership Manager
Krystal Kusmieruk, Social Media Manager
Genoa Alleman, Brand Manager
Rebecca Kirkpatrick, Business Analyst and Exec. Sales Coord.
Melanie Macias, Digital Marketing Specialist
Hannah Noble, Communications Coordinator
Amber Warren, Brand Coordinator
Erica Abarca, Development Administrative Assistant
Reva Reynolds, Executive Administrative Assistant
Steve Quintanilla, Legal Counsel
Colin Kirkpatrick, Deputy Legal Counsel

GUESTS

Brian Nestande, Riverside County
John Graves, Renaissance Indian Wells
Erik Nygren, Renaissance Indian Wells
Christine Stein, Leeds & Son Fine Jewelers
JoBeth Prudhomme, TravelHost Palm Springs
Paulina Larson, Palm Springs Life Magazine
Peter Freymuth, Palm Springs Airport Commission
Martin Alvarez, City of Palm Desert
Carl Morgan, City of Indio

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

None.

APPROVAL OF MINUTES (ALL VOTE)

The JPA-CVB Board of Directors Joint Meeting Minutes dated March 22, 2019 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated March 22, 2019, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting (Harnik / Hoehn).

CONSENT CALENDAR (JPA EXEC COMMITTEE ONLY VOTES)

1. Warrants and Demands Dated March 31, 2019
2. Warrants and Demands Dated April 30, 2019

Chair Evans asked if there were any questions regarding the warrants and demands for March or April 2019. Hearing none,

the consent calendar was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Balocco / Harnik).

JPA EXECUTIVE COMMITTEE ITEMS (JPA Executive Committee Only Votes)

RESOLUTION NO. 2019-001 – Defined Benefit Pension Plan Update

Chair Evans introduced Resolution No. 2019-001 regarding changes to the Defined Benefit Pension Plan. White explained that the changes are minor, updating references to (retired) John Kirby to refer instead to the new Vice President of Finance and Administration, Bill Judson, who was introduced. The Resolution passed unanimously based on the roll call taken at the beginning of the meeting (Balocco / Kors).

PDATES FROM THE CHAIR

Linda Evans shared that the City of La Quinta is working on a number of construction projects: retention basins, multi-signal changes in major intersections, the Montage project, etc. She also added that the County of Riverside is experiencing a blood shortage and encouraged all to donate.

UPDATES FROM THE JPA MEMBERS

Name in Bold followed by his/her comments.

Harnik - The groundbreaking ceremony was held on May 1st for the new pedestrian-friendly downtown area in Palm Desert along San Pablo. The city's "concerts in the park" program has started and is free to community members. The last event was attended by 3,000 people. The city is excited to work with California State University San Bernardino Palm Desert Campus and the Coachella Valley Economic Partnership on the digital iHub and the cyber security program. Ron Fremont is the interim Dean for CSU San Bernardino PDC and Dr. Zhu will become the Dean as of early July 2019. Dr. Zhu has background in cyber technology and will be a good fit for our community.

Holmes – The concerts this April in Indio broke records and Stagecoach was the best ever. The city is working on their general plan which will be approved in the next couple of months. The downtown-specific plan is also close to final. Desert Theatreworks at the Indio Performing Arts Center brought in 30,000 people to the downtown area during the last season. The retail store Burlington is opening in Indio on June 2nd. TKB Bakery is expanding to 8,200 sq. ft. Trappers Supply is opening in north Indio. Buzz Box beverage company opened 12 years ago and has moved into a portion of the old Target building, converting it into offices and a worldwide distribution center.

Kors – The City of Palm Springs is host to the Neighborhoods USA conference this weekend with 650 people in attendance from all over the country. Councilmember Lisa Middleton is on the national board. The city's annual budget is coming up for approval. TOT has steadily increased from 2011 to now.

Balocco – The City of Indian Wells hired a new city manager, Chris Freeman, after Wade McKinney retired. Hyatt Regency Indian Wells and Renaissance are commencing upgrades to their facilities. The Vue at Indian Wells Golf Resort will close for a time this summer while upgrades are completed. The city is working on permits for the new hotel. There are also improvements planned for some streets, including Cook Street.

Gardner – The City of Desert Hot Springs is continuing with its rebranding effort, developing cannabis tourism, anticipating a new hotel, and expecting the Hot Springs Connection conference in November. The city had a successful meeting with representatives from Washington, D.C. and the Bureau of Land Management regarding the visitors' center at Sand to Snow Monument. The city is experiencing high interest in cannabis-related events and is working with small hoteliers and spas to formalize their association.

Gutierrez – A cannabis growing facility will open in Cathedral City in August and the city is working toward the casino breaking ground in August.

CEO/PRESIDENT'S REPORT

BOARD REPORT FOR MAY 2019

Convention Sales

Scott White introduced Mark Crabb, Chief Sales Officer, who reported on the April and YTD leads which total 19,839 room nights for the month of April. For rooms requested between now and 2027, the total is 385,374.

Crabb reported that the CVB just finished its virtual trade show: 10 partners participated and 101 planners attended this web-based event. New 2019 programs include CalSAE, which took place recently at Omni Rancho Las Palmas. Other new programs include: MPI World Education Conference in June, Chicago Sales Mission in July, Southeast Sales Mission also in July and a Boston Sales Mission in the fall.

The CVB continues to create new videos for the "Find Your Meeting Oasis" series. The "Downtown Walkability" video was shown. Jeff Miraglia reported that the CVB will do 24 of these videos and has completed almost eight and is promoting them via email, LinkedIn, etc.

Travel Industry Sales

Gary Orfield reported on a new marketing program to Ireland, India and South Korea through the Global Distribution System (GDS). Travel professionals use this around the world, but this is our first time. The CVB will run the campaign May-October 2019 and anticipates over 700K impressions.

IPW is the first week of June. The CVB is partnering with Visit California in an outdoor corridor called California Plaza. Greater Palm Springs will be featured with an oasis lounge and signature cocktails. The CVB will set up its mid-century modern booth and hold 90 appointments over three days.

Orfield reported that TIS hosted FAMs and events for Japan and Korea, the WestJet trade expo and the Palm Springs Bureau of Tourism was also there. The California Cup was here which is comprised of 56 presidents and CEOs, travel professionals, from nine different countries. Orfield thanked the 13 Partners who participated.

Orfield also summarized a slide showing the upcoming programs for May through August.

Marketing

Scott White introduced Colleen Pace who mentioned the 12 Summer 2019 co-op partners. The CVB expects 54,480 spots and over 1.5 billion impressions. A few new videos were shown: Agua Caliente "Where'd You Go?", followed by the Ritz-Carlton and then Doubletree depicting the return of a military mother. Miraglia commented on the variety of stories and explained that it is up to the partner to decide what story they want to tell. Videos are shared on Facebook, YouTube, Instagram, etc.

Pace described a new campaign with Pandora that runs May-August in which the CVB can target listeners both geographically and behaviorally. The CVB made an audio ad to promote Chill Pass and summer experiences in GPS.

Pace described new campaigns with USA Today and Locale and dedicated articles.

Edge Media is another new campaign for the summer including an editorial piece on their website, an e-newsletter, social media posts and more. The CVB can geo-fence LA Pride on June 9 and then target those people for our own Pride event.

Pace showed some examples of summer billboards in Los Angeles, Orange County and San Diego – co-op opportunities.

Pace reported on advertising efforts regarding meetings; April was focused on team-building and May is emphasizing unique meeting locations. NorthStar is a new outlet for the CVB's meetings advertising.

The CVB website launched a new page the beginning of April for Group Offers and there are now 12 offers driving more traffic. Board members were encouraged to list an offer.

The next Wellest Season is September-December. The CVB is partnering with Wanderlust for Wellspring and they are coming next week to film the 10-Day Challenge. There will be two new influencers this year and a 10-day meal plan.

Communications

Joyce Kiehl provided an update on recent activities including travel to Mexico and Japan. In 2018, 19M Japanese traveled abroad; 18% were baby boomers and seniors and 25% were solo travelers. In South Korea, travel is more lifestyle driven and not just to visit family. They have a strong interest in golf, wellness and our art and culture.

In partnership with Goldenvoice, there was a FAM to experience festivals and also to see the destination – Interview Magazine, Forbes, CRW/PBS Radio and Voice of America.

Greater Palm Springs was featured in 116 articles including Traveler, Design and Architecture and Food & Wine.

Kiehl reported that the CVB is now measuring media exposure using the Barcelona method and the numbers are tracking as expected. There have been 217 articles published since the first of the year.

Kiehl summarized the upcoming initiatives from May-October. Events in which Partners can participate include the Australia Inbound Press FAM in July/Aug and three events in September/October: San Francisco Media Event, Los Angeles Media Event, and UK Inbound Press FAM.

The CVB has a digital Media Toolkit on the website to assist meetings, conventions and events with local publicity for their event.

Film Oasis

Kiehl reported that a feature-length, made-for-TV movie has been made featuring Greater Palm Springs called "Our Vacation Home" which will air on a major network this summer. The film is set in Palm Springs and generated 828 room nights in March and April. In February 2019, 28 productions took place in GPS ranging from a feature film to several commercials for top national brands and still photography. In March, there were 34 productions generating 591 overnight stays. The CVB's Film Oasis department identified two zones in the Coachella Valley and has promoted both zones. Last Fall, there was a FAM for Zone 2. The FAM for Zone 1 begins this evening and the visitors will be here through Sunday, looking at homes and properties for potential productions. The CVB partners with the Riverside County Film Commission. Film Oasis will also host a one-day FAM for filmmakers attending the International ShortFest.

Digital Marketing

Marissa Willman reported on Expedia statistics including 3.4 million impressions across the Expedia network, generating 1,800 clicks, \$30.4 million gross bookings, an increase in room nights of 8.4% over last year, and 23.3% increase in airline ticket sales. For Adara travel data, the CVB has data for January and February for both digital media impact and website impact for bookings, total nights, length of stay, average daily rate, and revenue generated. The CVB also has statistics on top origin markets for air tickets, hotels, and the top alternate hotel booked destinations. Outside of California, New York and Chicago are near the top of the list.

With respect to website goals, the CVB is pacing nicely as organic traffic continues to grow.

Willman noted that the events and Chill Deals pages on the CVB website are among the most popular and these opportunities are free.

Social Media

Krystal Kusmieruk noted that the CVB's social media department promotes the signature events such as BNP Paribas Open, La Quinta Arts Festival, Palm Desert Food & Wine, Fashion Week El Paseo and more. In March and April, there were 315,000 total impressions of event promotion on social channels.

The summer campaign "Chillspiration" will involve three new influencers, videos, still photography, and audio over six summer activities. Another summer campaign called "chill deals" will feature two influencers, cinemagraphs that link to Partner deals. Currently, there are ten chill deals that will be featured in the campaign.

Kusmieruk reported that the CVB's presence on Weibo, similar to Facebook, is increasing the number of our followers. The theme is, "Which is your favorite GPS color?"

The CVB is continuing season 2 of the chef series on dineGPS (the Solano's video was shown) and season 3 of Wander List. "Unique Boutiques" can be found on the CVB's YouTube channel. Other features include Palm Oases, Vintage Shopping Vacation Rental Gems and more.

UPDATES

Partnership and Certified Tourism Ambassador Program

Davis Meyer reported on the success of GPS Next Partner education series event in February, so more are scheduled. Last week, the webinar was about how to use the Partner Extranet including posting Chill Deals. It was recorded so it is still available for viewing. Future trainings include: Social Media July 23rd, Marketing September 19th, Communications October 24th, and Digital Marketing Nov. 15th.

Meyer reported that the Oasis Awards are scheduled for June 11 at the Palm Springs Convention Center. There were over 220 nominations this year. The event will be a bit different this year with lunch and the program beginning at noon. There are some new awards including a Site Experience Award and the Outstanding CTA Award.

The Restaurant Week kick-off is Wednesday, May 29, 5:30-7:30pm at the Ritz-Carlton Rancho Mirage. Restaurants will prepare samples of their menu items.

Meyer provided an update on the CTA Program. Businesses can host a class, enroll in a class or sponsor a class. Upcoming classes are May 23rd, May 29th, June 20th and July 11th. Meyer announced the CVB's new Partnership Manager (CTA Program) is Erica Abarca.

Destination Development

Bob Thibault summarized the revisions to Restaurant Week (RW) for 2019. There are 121 restaurants participating and 27 are new this year. People are encouraged to make their reservations through the CVB website because \$1 for each reservation will go to Find Food Bank. There are 15 sponsors for Restaurant Week. Thibault also summarized the media plan for RW including NBC, CBS, Spectrum Cable, Time Warner and KTLA. Print advertising includes Desert Sun, Palm Springs Life, Desert Entertainer, Travel Host Palm Springs and La Prensa. Radio spots include Alpha Media, KGAY-FM, CV 104.3, KUNA-FM, KLOB-

GM and Marker Broadcasting. There are also billboards and digital banner ads running in addition to blog posts, Twitter, Facebook and a sweepstakes prize promotion on Instagram. The new video spot with the roller skaters was shown. Destination Next – Thibault noted that all in the room should have received the survey link. He reported that specific responses are anonymous, but we can see who has and has not completed the survey. He encouraged everyone to let him know if you have not received it yet.

Airline Update – Thibault reported that the load factor for April 2019 is slightly lower than April 2018, but the number of seats is up resulting in a net increase of 17.6% visitors coming through the airport for April. White reported that the flight from Newark underperformed. The timing was very similar to that of JetBlue, so he's negotiating to get that flight back next year, but not the red eye; daytime would be better. Thibault is attending the airline conference, Jumpstart, next month. Thibault summarized the promotional efforts in Skiff Airline Weekly, American Airlines' American Way Magazine and a full-page ad in the JumpStart conference program.

California Travel Association - PAC

White provided an update on the work the California Travel Association does on behalf of the industry in Sacramento (lobbying for or against various bills that affect the industry) and would like to see our destination host some fundraising events. He encouraged suggestions for an event. Tom Tabler offered the JW Marriott Desert Springs as a potential venue. CalTravel's Advocacy Day is coming up in June and the Summit was moved to September so legislators could attend.

Monthly Summary Financial Report & Treasurer's Report – March 2019

Scott White introduced the financials, noting that the March TBID contributions came in over budget.

White noted that the Board Report is now on the CVB website. He encouraged feedback on this new format. The goal is to make resources electronically available to Board members, accessible at all times.

CVB BOARD OF DIRECTORS UPDATE

NOMINATING COMMITTEE

Tim Ellis, Chair of the Nominating Committee, reported that there are two openings on the CVB Board and the Nominating Committee is advancing two nominees.

Peggy Trott is the General Manager at the Kimpton Rowan Palm Springs. She introduced herself and has been in the industry quite some time and has had the good fortune to travel west to east. Southern California is her home and she's happy to be back as the new GM at the Kimpton as of April.

Dermot Connolly, General Manager at the La Quinta Resort and Club, has been in La Quinta for one year following the hurricane devastation to his former property in Puerto Rico where he worked for eight years. His temporary position here has become permanent. In Puerto Rico, he helped establish the DMO there and, prior to that, he was in Denver. He has also worked in Jamaica and the Caribbean Islands.

Ellis asked for questions. Seeing none, these nominations were approved unanimously based on the role call taken at the beginning of the meeting (Canfield / D'Agostino).

UPDATES FROM THE CHAIR

Rolf Hoehn invited Tim Ellis to provide an update on the Chairman's Committee meeting on May 1, 2019. Ellis reported that the CVB 2019-2020 budget will be presented at the June board meeting. The committee also discussed the open positions on the Board, the Destination Next survey, a recap of the Board Retreat last October, and discussion of the renovations taking place at Renaissance and Ritz-Carlton. Ellis attended the Rail Summit. Union Pacific owns the tracks and is reluctant to give the daily train the right of way. Looking at alternatives, he was with a group that met with representatives of the State Department of Transportation who had some suggestions.

Rolf Hoehn – With reference to Film Oasis, Hoehn reported that various companies are on the grounds at the Indian Wells Tennis Garden during tennis tournament time completing photo shoots and filming around the event. He does not have statistics as to the number of room nights generated. A documentary was also filmed there and he would like more data on that. He is pleased at the airport numbers and hopeful for continuing summer improvement.

MEMBER UPDATES ON NEW DEVELOPMENT

Rolf Hoehn welcomed board members to provide a brief update if they have new developments to share.

Barb Smith – reported that Access Palm Springs' season is extending into June and July. There are a number of third-party planners visiting and bookings are coming in for business in 2021, 2022, and 2023. She is noticing more planning further out.

Ron Fremont – noted that CSU San Bernardino Palm Desert Campus is using educational influencers to inform student guidance counselors about the Hospitality Management and the Cyber Security programs so they can better advise students. Applications are due Oct/Nov for enrollment in the fall of 2020. The university has a special event next week at the Ritz-Carlton, bridging their hospitality people with Dr. Janet Sim and other leaders at San Francisco State University.

Michael Facenda – Thanked the CVB for its hard work from everyone at Agua Caliente Casinos.

Lorraine Becker – On behalf of Cabot's Pueblo Museum, she thanked the CVB for its focus on story.

Jay Mainthia – Thanked the CVB on behalf of everyone at Indio Super 8 Motel.

Brad Poncher – Reported that the Homewood Suites La Quinta is back to more normal operations.

Stephen D'Agostino – Will give an update at the next meeting regarding investments into the hotel.

Bruce Abney – reported that small hotels, including El Morocco Inn, had a great spring. The smaller properties also benefit from the increase in visitors and advertising.

Tim Ellis – Thanked Scott and the team for taking the front cover of TravelHost Magazine. He offered a reminder for all to include the hotel properties in Restaurant Week.

Jamey Canfield – Reported that the convention center is having a good year, approaching last year's record. He expects October and November to have ten city-wide groups.

Robert del Mas – Reported that the Empire Polo Club has recovered following the April concerts. Attendance down some each Coachella weekend, which could be attributed to the line-up. Stagecoach set a record. Goldenvoice did a good job. Empire has good May business with corporate events and weddings.

Aftab Dada – Reported on the Taco Bell "hotel" this summer, taking place during SplashHouse. It is a pop-up, there for a couple of weeks.

Jerry Keller – Reported that LULU is doing well; wonderful comments are coming in.

Celeste Brackley – had no update.

Greg Purdy – Reported that attendance still down at the Palm Springs Aerial Tramway due to storm damage. The Tram Challenge in the fall is still on.

Allen Monroe – Reported that there is a new guest experience opening at The Living Desert this fall, showcasing the desert of Australia, including a wallaby walkabout.

Robert Schneider – Agreed with Hoehn about film production activity. Roger Federer was involved in a shoot at Desert Adventures and the producers said the destination is popular for them.

Lee Morcus - Thanked the CVB team and is looking forward to Restaurant Week.

Tony Bruggemans - Agreed with Morcus. He is happy to be a part of the new Palm Springs, business is good, up over last year.

FUTURE MEETING DATE

The next meeting is June 28, 2019, at the Hilton Palm Springs.

White introduced the new Director of Indian Wells Sales and Marketing, Sean Smith. Evans welcomed new board members Dermot Connolly and Peggy Trott.

ADJOURNMENT

Evans adjourned the meeting in memory of Barbra Keller at 9:49 a.m.

Prepared by:

Revae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:

Robert Del Mas

Approval Date:
