

JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

Call to Order

The conference call was called to order at 8:34 a.m. by Linda Evans, JPA Chair and Mayor of the City of La Quinta.

Roll Call

The roll call is recorded on the following page.

JUNE 26, 2020

JOINT POWERS AUTHORITY

Zoom Video Call

Linda Evans, Chair
City of La QuintaGeoff Kors, Vice Chair
City of Palm SpringsErnesto Gutierrez
City of Cathedral CityGary Gardner
City of Desert Hot SpringsTy Peabody
City of Indian WellsElaine Holmes
City of IndioJan Harnik
City of Palm DesertCharles Townsend
City of Rancho MirageV. Manuel Perez
County of Riverside

CVB BOARD OF DIRECTORS

Tom Tabler, Chairman
J.W. Marriott Desert Springs
Resort & SpaRolf Hoehn, Vice Chairman
Indian Wells Tennis GardenRobert Del Mas, Secretary
Empire Polo Club & Event
FacilityAftab Dada, Treasurer
Hilton Palm Springs ResortBruce Abney
El Morocco Inn & SpaRick Axelrod, M.D.
Coachella Valley Economic
PartnershipLorraine Becker
Cabo's Pueblo MuseumCeleste Brackley
Ace Hotel & Swim ClubTony Bruggemans
Le VallaurisGary Cardiff
Cardiff Limousine &
TransportationJay Chesterton
Fantasy Springs Resort CasinoDermot Connolly
La Quinta Resort & Club and
PGA WestTim Ellis
TravelHost Palm SpringsMichael Facenda
Agua Caliente Resort CasinoRob Hampton
Palm Springs Convention
CenterJerry Keller
Lulu California BistroJay Mainthia
Indio Super 8 and SuitesRegular Meeting
Friday, June 26, 2020, 8:30am – 10:00am

		PRESENT	NOT/YTD
CITY OF LA QUINTA	Linda Evans, Mayor, Chair	X	
	Robert Radi, Council Member		
CITY OF PALM SPRINGS	Geoff Kors, Mayor, Vice Chair	X	
	Dennis Woods, Council Member		
CITY OF CATHEDRAL CITY	Ernesto Gutierrez, Council Member	X	
	Mark Carnevale, Council Member		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council Member	X	
	Robert Griffith, Mayor Pro Tem		
CITY OF INDIAN WELLS	Ty Peabody, Mayor	X	1
	Ted Mertens, Council Member		
CITY OF INDIO	Elaine Holmes, Mayor Pro Tem	X	
	Waymond Fermon, Council Member		
CITY OF PALM DESERT	Jan Harnik, Council Member	X	
	Gina Nestande, Mayor		
CITY OF RANCHO MIRAGE	Charles Townsend, Council Member	X	
	Iris Smotrich, Mayor		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District		1
	Steven Hernandez, Chief of Staff	X	
CVB BOARD OF DIRECTORS ROLL CALL		PRESENT	EXCUSED
	Tom Tabler, Chair, J.W. Marriott Desert Springs Resort & Spa		X
	Rolf Hoehn, Vice Chair, Indian Wells Tennis Garden	X	
	Robert Del Mas, Secretary, Empire Polo Club	X	
	Aftab Dada, Treasurer, Hilton Palm Springs Resort	X	
	Bruce Abney, El Morocco Inn & Spa	X	

CVB Board of Directors
(continued)Michael McLean
McLean Company RentalsAllen Monroe
The Living DesertLee Morcus (Emeritus)
Kaiser Restaurant GroupThomas Nolan
Palm Springs International
AirportBrad Poncher
Homewood Suites by Hilton,
La QuintaGreg Purdy
Palm Springs Aerial TramwayChristoph Roshardt
Renaissance Indian WellsTom Scaramellino
Westin Mission Hills Golf Resort
& SpaBob Schneider
Big League DreamsBarb Smith
Access Palm SpringsKelly Steward
The Ritz-Carlton Rancho
MirageJoe Tormey
CSU San Bernardino
Palm Desert CampusPeggy Trott
Kimpton Rowan Palm SpringsDoug Watson
College of the DesertElie Zod
Retired Hospitality Executive

Rick Axelrod, (CVEP) – Joe Wallace attended	X	
Lorraine Becker, Cabot's Pueblo Museum	X	
Celeste Brackley, ACE Hotel & Swim Club	X	
Tony Bruggemans, Le Vallauris	X	
Gary Cardiff, Cardiff Limousine & Transportation	X	
Jay Chesterton, Fantasy Springs Resort Casino	X	
Dermot Connolly, La Quinta Resort & Club	X	
Tim Ellis, TravelHost Palm Springs	X	
Michael Facenda, Agua Caliente Resort Spa / Spa Resort Casino		X
Rob Hampton, Palm Springs Convention Center (new)	X	
Jerry Keller, Lulu and Acqua California Bistros	X	
Jay Mainthia, Indio Super 8 Motel	X	
Michael McLean, McLean Company Rentals	X	
Allen Monroe, The Living Desert	X	
Lee Morcus (Emeritus), Kaiser Restaurant Group	X	
Tom Nolan, Palm Springs International Airport	X	
Brad Poncher, Homewood Suites by Hilton, La Quinta	X	
Greg Purdy, Palm Springs Aerial Tramway	X	
Christoph Roshardt, Renaissance Indian Wells Resort	X	
Tom Scaramellino, Westin Mission Hills Golf Resort & Spa	X	
Bob Schneider, Desert Consulting	X	
Barb Smith, Access Palm Springs		X
Kelly Steward, The Ritz-Carlton, Rancho Mirage	X	
Joe Tormey, CSU San Bernardino Palm Desert Campus (new)	X	
Peggy Trott, Kimpton Rowan Palm Springs	X	
Doug Watson, Doubletree by Hilton	X	
Elie Zod, Retired Hospitality Executive	X	

STAFF/ATTORNEY

Scott White, President and CEO
Bill Judson, Vice President Finance and Administration
Jeff Miraglia, Chief Brand Officer
Colleen Pace, Chief Marketing Officer
Bob Thibault, Chief Development Officer
Erica Abarca, Partnership Manager
Andy Cloutier, Director of Human Resources
Angie Day, National Sales Manager
Joyce Kiehl, Director of Communications

Stefanie Kilcoyne, Director of Operations
Rebecca Kirkpatrick, Business Analyst
Davis Meyer, Partnership Manager
Gary Orfield, Director of Tourism Development
Reva Reynolds, Executive Administrative Assistant
Danae Sheehan, Assoc. Director of Destination Services
Julie Sinclair, Director of Brand Communications

Colin Kirkpatrick, Deputy Legal Counsel

GUESTS

Brad Anderson, Public Comments
David Feltman, Vacation Rental Owners and Neighbors of Palm Springs
Bruce Hoban, Vacation Rental Owners and Neighbors of Palm Springs
Gina Trechter, Civitas Advisors
Dennis Woods, City of Palm Springs

PLEDGE OF ALLEGIANCE

Chair Evans lead the Pledge of Allegiance.

CONFIRMATION OF AGENDA

The agenda was accepted unanimously with no changes.

PUBLIC COMMENT

Brad Anderson lives in Rancho Mirage and expressed his displeasure because he understands that the Coachella Valley Mosquito and Vector Control District was "shut down" and it never should have happened. He noted that mosquito counts are increasing and the incidents of West Nile Virus are going up. He noted that public health is an important matter and he implored the board members of the CVB to encourage the District to re-open.

APPROVAL OF MINUTES (All Vote)

The JPA-CVB Board of Directors Joint Meeting Minutes dated May 15, 2020 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated May 15, 2020, were approved without changes. Evans asked for those in favor, opposed and abstaining. There were no abstentions or opposed, so the vote was unanimous based on the roll call taken at the beginning of the meeting (Harnik / Gardner).

CONSENT CALENDAR (JPA Exec Committee Only Votes)

1. Warrants and Demands Dated May 31, 2020

Regarding the Consent Calendar, Evans asked for those in favor, opposed and abstaining. There were no abstentions or opposed, so the Consent Calendar was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Gardner / Kors).

CVB BOARD OF DIRECTORS

F/Y 2020-2021 PROPOSED BUDGET

White summarized the economic impact of the COVID-19 closures. It is estimated that there will be \$2.34 billion lost in the state of California during the eight weeks from mid-May to mid-July. Arizona relaxed some of the restrictions before California and some travelers went there. Tourism Economics estimates that the economic recovery will extend over the next four years, but there are a lot of variables. White summarized the American Tax Rebate and Incentive Program (TRIP) Act that has been proposed at the federal level. It provides incentives for people to travel.

White thanked Aftab Dada and the Chairman's Committee for their help developing this proposed budget. City funding is down 40%. The 2020/21 budget will include \$500,000 from the PPP loan and \$1.6 million from reserves. White shared the projected CVB revenue summary comparing fiscal year 2019-2020 to 2020-2021 which shows total revenue next year will be 62.8% of last year's budget.

The monthly estimated TBID revenue might change as the course of the virus evolves. Some of the revenue might shift to Spring 2021. The CVB is striving to keep the budget flexible. The numbers can be adjusted down, if necessary.

Overall expenses were summarized. They include estimated payments for repayment of the PPP loan.

White noted that the changes to the budget took place in two key areas: payroll and media expense. Payroll was \$5.5 million last year and it will be closer to \$3.8 million this year, but if furloughs continue, the payroll figure will continue to decline. The CVB eliminated 11 positions this week, one of which was the Chief Development Officer. White noted that Bob Thibault has been an incredible leader. Everyone enjoys his passion, creativity and humor. Today is his last day. The CVB also eliminated the Chicago Sales position in February.

White summarized the reductions in media expenses, as well, taking the total spend from \$5.7 million last year to \$3.8 in 2020-2021. The CVB prepaid its summer media back in February, so the slide describes expenses following summer 2020.

White thanked Aftab Dada again for his leadership and asked for any questions on the proposed budget. Jan Harnik requested a copy of the slides.

Aftab Dada asked the Board of Directors to vote regarding the proposed 2020-2021 budget. The Proposed Budget was approved with no one opposed and no abstentions, so the vote was unanimous based on the roll call taken at the beginning of the meeting (Ellis / Mainthia).

TBID ANNUAL REPORT (by Civitas) – Required by the State of California

White noted that Gina Trechter from Civitas Advisors is on today's Zoom call to answer any questions. The Tourism Business Improvement District (TBID) Annual Report was prepared by Civitas and provided in the board meeting documents. White explained that the current TBID expires in June 2021. If the renewal is approved, the new TBID will last ten years. For the hotels, the structure is the same. Members of the local vacation rental industry expressed an interest in participating, so a 1% assessment is now included for them. This 1% fee is added to the bill of vacation rental guests whose length of stay is less than 28 days. The TBID revenue makes up over 80% of the CVB's budget. The petitions have been sent out. Responses are weighted according to their estimated payments. As of yesterday, 70% of the estimated revenue is represented in the petitions that have been returned with a favorable vote. The CVB will seek an approval from the JPA today for the Resolution of Intent to form the new TBID. The process includes public meetings on September 25, 2020, and November 20, 2020. The new TBID would be implemented beginning July 1, 2021.

White asked for questions and there were none.

White asked the Board of Directors for a motion. There were no abstentions or opposed, so the TBID Annual Report was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Dada / Hoehn).

JPA EXECUTIVE COMMITTEE ITEMS

F/Y 2020-2021 PROPOSED BUDGET

Evans noted the discussion earlier in the meeting of the 2020-2021 Proposed Budget and the TBID Annual Report. She proposed combining the JPA approval votes, including the Biennial Notice regarding the Conflict of Interest Code which will be updated by the CVB.

Evans asked for those in favor, opposed and abstaining. There were no abstentions or opposed, so the Proposed Budget, TBID Annual Report, and Conflict of Interest Biennial Notice were approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Kors / Harnik).

TBID ANNUAL REPORT (by Civitas) – Required by the State of California

See discussion and approval above.

RESOLUTION No. JPA 2020-002: TBID RENEWAL - (Staff Report, Management District Plan, Resolution)

Evans asked for any additional discussion regarding the Resolution of Intent to Renew the TBID. There was none. The motion to approve was seconded (Harnik / Kors). Chair Evans asked for a roll call vote:

Member	Aye	No
Evans	x	
Gardner	x	
Gutierrez	x	
Harnik	x	
Hernandez	x	
Holmes	x	
Kors	x	
Peabody	x	
Townsend	x	

Resolution No. 2020-002 was approved and the vote was unanimous based on the roll call taken above (Harnik / Kors).

CONFLICT OF INTEREST CODE BIENNIAL NOTICE

This item was approved above.

UPDATES FROM THE JPA MEMBERS AND CHAIR

Steve Hernandez reported that Riverside County allotted \$45 million toward business assistance regarding COVID-19 and \$7.3 million has been spent. The County is working with the charity Lift to Rise to distribute money to individuals to cover mortgage payments, etc. There were questions about how to apply for funds. The CVB will send the information out. Hernandez reported that the Salton Sea is included in this year's state budget. An area of 166 acres will see improvements moving forward by 2022. \$20 million was assigned to the North Lake Project. He acknowledged the work of Assemblymember Garcia and the Salton Sea Authority who have been working a long time on this project.

Charles Townsend reported that the City of Rancho Mirage extended their food program, Great Plates, through July 10. The City has distributed over 2,500 dinners from local restaurants. The project helps residents and restaurants both. The land known as Section 31 is still scheduled for grading by August 31, 2020. The City's revenue is down about \$2 million. They used some reserves and some from their "disaster" reserve, but the City has not laid off any employees. Some open positions will remain unfilled. The City opened the library and is averaging 160 people per day. City Hall is open to the public.

Jan Harnik reported that the City of Palm Desert has not laid off any current staff members, but some unfilled positions will remain open. The news about the Salton Sea is encouraging. The City is re-imagining all events. Next Friday, the City will host a drive-in movie, Back to the Future, on the top story of the parking structure at Westfield Mall. More information can be found here: www.discoverpalmdesert.com. Fireworks for the 4th of July are cancelled, but the City will broadcast patriotic music at 9:00pm on speakers throughout the City. Harnik reported that the City has a rental assistance program for residents and money for businesses through the program United Palm Desert. The City is reviewing the applications now and working on details for a hotel voucher program. The City is also making progress on the Priority One CV project which will lobby in favor of a dedicated, four-year university located in Palm Desert. Harnik thanked White and Joe Wallace for their involvement on the board. The university will go a long way to shape our economy and to provide higher education for everyone throughout the valley.

Elaine Holmes reported that there is activity regarding the Indio mall. The City also has some housing starts, some downtown development and activity at the north end of Indio, too. Vallarta Supermarket will open in September and will include a full-service bar. The financial impact from the pandemic on the City is about \$8 million, likely more. The City has some financial resources to pull from and has had no layoffs yet, although they froze a number of positions. They passed a budget and it may be re-evaluated in September.

Ty Peabody reported that the City of Indian Wells recently approved \$250,000 to be divided among Martha's Village & Kitchen, the Coachella Valley Rescue Mission and FIND Food Bank. The City expects to lose approximately \$9.7 million due to the pandemic, but has not laid off any employees and has not used any reserves. Peabody reported that the Margaritaville USA Pickleball National Championships is cancelled for 2020. The Ironman Triathlon is still on, but could be cancelled. To the mayors in the room, he requested that they utilize code enforcement to cite businesses that are not operating according to health guidelines. Violations must be stopped. He warned that the County might order businesses closed again if we don't make sure they are operating safely.

Gary Gardner reported that the City of Desert Hot Springs has not laid off any employees, has implemented a hiring freeze, but is otherwise weathering the pandemic. The City is proud of their new city hall completion. Their plan is to have the first council meeting there on September 1, 2020. They hope in the future to have a grand opening and tours. In cooperation with the County, Desert Hot Spring's new library is breaking ground. The City has some housing starts and will also have a new grocery store opening by the end of the month. Royal Emerald Pharmaceuticals is moving into the old Kmart building and anticipates hiring 250 employees. It is the only federally licensed commercial company for cannabis research and development. Gardner reported that the City received a grant from the Coachella Valley Mountain Conservancy for construction of two new trails to be completed this year and next. There is also ongoing work, in partnership with the Big Morongo Canyon Preserve and Mojave Desert Land Trust, to develop a trail from DHS through Joshua Tree National Park to Yucca Valley. In response to the remarks during Public Comments, Gardner is on the Mosquito and Vector Control District Board and noted that the District did not close down operations. One of the employees tested positive for COVID-19 and subsequently died. Three other employees tested positive, so the District closed their offices for deep cleaning, but their control operations continued. The offices have reopened.

Ernesto Gutierrez reported that the City of Cathedral City recently had a budget meeting and, unfortunately, the City will have to use reserve funds and also lay off ten employees and freeze open positions. The City is not defunding the police department. He is surprised that first responders went from being praised to criticized in such a short time. Construction on the new downtown casino continues, expecting to open early next year. The theater downtown is finished, but cannot be utilized yet. The City's new fire station will be completed in October 2020. The Desert Lexus dealership is moving and re-opening later this year. The Cathedral Canyon Bridge project has broken ground. The project will take \$25 million and two years to complete. Another project will go in at I-10 including a new Best Western hotel. Also, the residential industry is moving and new homes are selling.

Geoff Kors reported that the City of Palm Springs has had a series of meetings regarding their budget which has not yet been approved. There were many public comments. The City is working to close a \$75 million gap. They were pleased to accumulate reserves in recent years, but will have to use them now. The City anticipates an 80-person staff reduction, a hiring freeze, some retirements, and probably a number of layoffs. The City did renew its small hotel TBID (tourism business improvement district) during last night's Council meeting. The hotels are busy, operating under County guidelines, and vacation rentals are busy and getting their usual season rates. People are eager to travel and they need a place to stay; the restaurants are busy, too. Kors reported that the City is allowing restaurants to extend patios and use walkways to allow dining outdoors and social distancing to increase capacity. He agreed with Mayor Peabody about code enforcement. Health precaution signage is everywhere. The City's task force for re-opening is working hard. Some of those members are on this CVB board. He agrees that businesses want more enforcement. People will only come and spend money if it is safe to do so. He thanked the CVB for its work to coordinate safe practices and get businesses open. With respect to residential

housing, prices are up, sellers are receiving multiple offers, and phases are sold out before they are finished. He believes that people now working from home is one of the drivers of the market. He noted that increased property taxes will help the City budget.

With respect to the Palm Springs International Airport, Kors reported that the City approved a marketing position for the airport and they have a great candidate. He noted that Aftab Dada and Tom Nolan and others were involved in the process. Kors invited Tom Nolan to say a few words about his departure.

Tom Nolan announced his move to Florida, to another tourism destination airport, to be closer to family. Kors noted that Nolan has been at PSP 13 years and notices the growth of the airport, airline service, and projects including the current expansion underway. Kors said Nolan's leadership has been wonderful and it is bittersweet to see him go, but understands the benefit to Nolan. Kors said Nolan's work in Palm Springs "will be felt for years to come."

Linda Evans reported that the City of La Quinta City Hall reopened to the public on June 18th. They have implemented temperature checks via hand-held scanners and a health assessment for visitors who are welcome by appointment. Some staff members are working remotely, some are in the building. The City has conducted employee training for the new protocols. Evans reported that the City passed its budget, using funds from Measure G sales tax money. Council approved a 7% increase for sheriffs and will continue to meet with them to reduce the costs without compromising service. The City does not support "defunding" and wants services to continue. The City continues its business aid program, helping with health needs, plexiglass barriers, etc. La Quinta is also working with restaurants to expand their outdoor space; in many cases, there is ample parking lot space. The City is promoting mask wearing and "stay in place." Evans reported that vacation rentals are busy. There are a few code enforcement issues, but they are being addressed. The City is excited that the road construction and roundabouts are near completion. They are working with CVAG on CVLink and hope to start construction on La Quinta's two-mile stretch before the end of the calendar year.

CEO/PRESIDENT'S REPORT

COVID-19 RECOVERY UPDATE

Scott White described the pledge project. The CVB created a consumer page on their website, GPSpledge.com, where consumers can find local businesses who have taken the "Safer Together, Greater Together" pledge. The CVB also created a "tool kit" which is digital assets for business owners to incorporate in their advertising, window displays, door signage, etc. So far, 280 CVB Partners have taken the pledge. Links from the CVB webpage lead to individual Partner websites. The CVB is also working with the County to develop a similar project county-wide.

White reported that advertising to the drive market was launched June 10th. It is geographically and behaviorally targeted. Adara noted 112 room nights in 2 weeks. The Los Angeles Times ads prompted 82 room nights and \$17K in revenue. There was also a blog article featuring our destination pledge. Media coverage included an article in Travel & Leisure. There was also an article in SeattlePI.com "Spacious Sojourns: Where to escape to as travel gradually reopens in the US" featuring Greater Palm Springs. White noted that it is important to emphasize health safety as we move forward.

The CVB is participating in a Riverside County taskforce working to coordinate safe re-opening strategies. Jeff Miraglia is helping with messaging, too. The CVB is developing a PSA about masks. The Greater Coachella Valley Chamber of Commerce is also promoting mask-wearing. The CVB will assist with TV and radio ads and a downloadable tool kit for businesses to use and incorporate their own logo. White reported that Visit California is also promoting a responsible Travel Code, called RESPECT, for travelers in the state, encouraging them to please travel responsibly and embrace the community's guidance.

Linda Evans noted that the County's acceptance of the pledge concept is a testament to White's leadership.

Marketing

Colleen Pace reported on research from Destination Analysts showing that, of a list of activities that were important to consumers pre-pandemic, the number two response was leisure travel. (Number one was time with family.) The same research indicated that almost 50% of people are planning to take two or more road trips by the end of 2020, while 55% of people were planning zero air trips. This shows that people will tend to stay closer to home and travel with family. The key takeaways are that leisure travel is important and there is pent-up demand.

Pace shared that the CVB's Marketing Strategy Overview for May and June was inspirational, "Sunshine Ahead." Then the June message will be a more direct call to action message to drive markets including San Francisco and Seattle – "Long Live

Sun Days." Marketing to the fly market could wait until next spring. The timing of all media will be based on the virus, so the CVB will remain flexible. White noted that the CVB may shift the marketing spend into the fall as the larger local properties open up.

In social media, the CVB has developed a "Dear Home" series. Billboards that launched in June are about "Long Live Sun Days" in the drive markets of Los Angeles, Orange County and San Diego. In television, the CVB launched its new music video and created three 30-second TV spots currently running in Los Angeles, San Diego, Phoenix, Las Vegas and San Francisco. The three spots were shown. The CVB also created 15-second cuts of these videos for social media.

Pace reported that the CVB is participating in the Visit California co-op. This is a way to extend our media dollars. The distribution is through Expedia, Adara, and Pandora. This campaign will run from July through December. An Expedia campaign launched June 16 for markets outside California. Our research shows us that people in Seattle are searching here. The TripAdvisor launch will be in July for an annual campaign. The Arrivalist campaign will track data. TravelZoo is a free program for hotels and attractions to offer deals which will be pushed out via ads and social media. Edge Media targets the LGBTQ community and includes editorials, banner ads, video/mobile ads and dedicated emails.

Convention Sales

Pace reported that the CVB will launch a series of 5 virtual events July through September to keep customers engaged. The series is called "GPS reboot" and will focus less on sales and more on wellness and well-being.

The CVB's CVENT microsite describes what we are doing as a destination to promote safety in traveling and meetings. Pace summarized the leads/room nights and the bookings/room nights from April through June and compared them to last year's numbers for the same time period.

Pace asked if there were questions. Q: Townsend asked about media and cities losing funds – do agencies offer any incentives to the CVB to continue advertising? A: The CVB has worked with agencies to create Public Service Announcements and those have been complimentary. The agencies are also offering a lot of "value added" in ways they have not in the past.

CVB LEGAL REPRESENTATION RFP

White reported that Steve Quintanilla and Associates has taken on a large account and is ending its representation of the CVB, so the Bureau will send out an RFP (request for proposals) to retain a new legal consultant.

MONTHLY SUMMARY FINANCIAL REPORT & TREASURER'S REPORT – MAY 2020

White noted the monthly financial documents were included in the board materials. Any questions or comments can be directed to Bill Judson.

CVB BOARD OF DIRECTORS UPDATE

UPDATES FROM THE CHAIR

White noted that Tom Tabler is traveling and Rolf Hoehn is serving as Chair today.

Rolf Hoehn reported that pent-up demand for travel and activities is apparent. Unfortunately, the Indian Wells Tennis Garden decided to cancel the Margaritaville USA Pickleball National Championship in November. It is unlikely that we will get to the Governor's "stage 4" level of safety by then. Hoehn noted that pickleball is different from tennis; even without spectators, there are 2,400 pickleball players and it would be difficult to keep everyone socially distant. On a positive note, of the patrons who had purchased series tickets to the 2020 BNP Paribas Open, 75% rolled their account over to next year. As for the 2021 BNP Paribas tennis tournament, series packages went on sale yesterday and over 100 series packages were sold the first day. Their website added a health and safety page to address pandemic concerns.

UPDATES FROM THE CVB BOARD MEMBERS

Scott White noted that he and Rob Hampton serve on a California Convention Center advisory group that sent a document, endorsed by many members, to various state senators and assembly members to show them that COVID-19 spikes are happening from personal gatherings and backyards; businesses are being targeted unfairly. White thanked Hampton for his leadership on that committee. White is also advocating with CalTravel to get clarity about group business.

Rob Hampton, Palm Springs Convention Center, concurred and noted that the committee includes twelve convention centers in California plus DMO partners. The convention center released its health and safety guidelines which outlines the protocols now in place. It was distributed to their meeting planners, it is posted on their website, and a video was sent to meeting professionals so they know what to expect. It is also posted on Palmspringscc.com. Hampton noted that White's involvement was critical considering his connections and resources. He also acknowledged that ASM Global was instrumental in the development of this plan.

Affab Dada, Palm Springs Hilton, asked Tom Nolan to say a few words about his departure.

Tom Nolan, Palm Springs International Airport, said he was both melancholy and happy about his upcoming move. The last 13 years have been great. He noted that he and his wife have five children and some grandchildren, all east of Kansas City. He said the new location is closer to family and wants him to take the airport to the next level and he is excited to get started. Palm Springs told him the same thing when he arrived here. The airport is near Orlando, Florida, and it has the land to expand. Nolan said he would not trade his time here for anything. He has never seen such intellectual energy; it is rare in the airport industry. Everyone here has been phenomenal, with consistently great thinking and energy. After the recession, we were able to get into our stride. The market is poised for a strong rebound. He said that Palm Springs has proven itself to the airlines. We are the real deal and they know that there is demand for this destination. "I can't express how much of a pleasure it has been to work with all of you." He noted that sending his formal letter of retirement yesterday was difficult, and he will continue to be an advocate for the destination.

White thanked him for his accomplishments over the last 10 years. He stated that he agreed with Nolan that all the foundational work at the airport over the last 13 years has set us up for a great recovery.

Linda Evans asked White about the PSA being created with Mayors from the Coachella Valley. White summarized the project and invited other Mayors who have not signed on to participate. Gary Gardner will reach out to Scott Matas at Desert Hot Springs. White noted that Josh Bonner of the Greater Coachella Valley Chamber of Commerce is the leader on the project.

White noted that Todd Hooks from Agua Caliente Band of Cahuilla Indians will be on the agenda in September to join the board and hoped that the board meeting could be in person. Kate Anderson will serve as an alternate for Agua Caliente. The CVB will be looking for someone to host the meeting in September, if it is possible to meet in person.

FUTURE MEETING DATE

Friday, September 25, 2020. Location: TBD.

ADJOURNMENT

The meeting was adjourned at 9:58 a.m.

Prepared by:

DocuSigned by:
Revae Reynolds
161AB247E3FB457
Revae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:

DocuSigned by:
Robert del Mas
54A2842F30C446A...
Robert Del Mas

Approval Date:

September 25, 2020