

# JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

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## Call to Order

The conference call was called to order at 8:33 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.

**NOVEMBER 20, 2020**

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JOINT POWERS AUTHORITY

Zoom Video Call

Linda Evans, Chair  
 City of La Quinta  
 Geoff Kors, Vice Chair  
 City of Palm Springs

Regular Meeting  
 Friday, November 20, 2020, 8:30am – 10:00am

Ernesto Gutierrez  
 City of Cathedral City

PRESENT NOT/YTD

Gary Gardner  
 City of Desert Hot Springs

CITY OF LA QUINTA

Linda Evans, Mayor, Chair

X

Robert Radi, Council Member

Ty Peabody  
 City of Indian Wells

Elaine Holmes  
 City of Indio

CITY OF PALM SPRINGS

Geoff Kors, Mayor, Vice Chair

X

Dennis Woods, Council Member

Jan Harnik  
 City of Palm Desert

Charles Townsend  
 City of Rancho Mirage

CITY OF CATHEDRAL CITY

Ernesto Gutierrez, Council Member

X

Mark Carnevale, Council Member

V. Manuel Perez  
 County of Riverside

CVB BOARD OF DIRECTORS

Tom Tabler, Chairman  
 J.W. Marriott Desert Springs  
 Resort & Spa

CITY OF DESERT HOT SPRINGS

Gary Gardner, Council Member

X

Robert Griffith, Mayor Pro Tem

Rolf Hoehn, Vice Chairman  
 Indian Wells Tennis Garden

CITY OF INDIAN WELLS

Ty Peabody, Mayor

2

Ted Mertens, Council Member

X

Robert Del Mas, Secretary  
 Empire Polo Club & Event  
 Facility

CITY OF INDIO

Elaine Holmes, Mayor Pro Tem

X

Waymond Fermon, Council Member

Aftab Dada, Treasurer  
 Hilton Palm Springs Resort

Bruce Abney  
 El Morocco Inn & Spa

CITY OF PALM DESERT

Jan Harnik, Council Member

X

Gina Nestande, Mayor

Kate Anderson  
 Agua Caliente Band of  
 Cahuilla Indians

Rick Axelrod, M.D.  
 Coachella Valley Economic  
 Partnership

CITY OF RANCHO MIRAGE

Charles Townsend, Council Member

X

Iris Smotrich, Council Member

Lorraine Becker  
 Cabot's Pueblo Museum

Celeste Brackley  
 Ace Hotel & Swim Club

COUNTY OF RIVERSIDE

V. Manuel Perez, Supervisor, 4th  
 District

X

1

Tony Bruggemans  
 Le Vallauris

Gary Cardiff  
 Cardiff Limousine &  
 Transportation

Steven Hernandez, Chief of Staff

Jay Chesterton  
 Fantasy Springs Resort Casino

CVB BOARD OF DIRECTORS ROLL CALL

PRESENT

EXCUSED

Dermot Connolly  
 La Quinta Resort & Club and  
 PGA West

Tom Tabler, Chair - J.W. Marriott Desert Springs Resort & Spa

X

Tim Ellis  
 Ellis Hospitality Services

Rolf Hoehn, Vice Chair - Indian Wells Tennis Garden

X

Rob Hampton  
 Palm Springs Convention  
 Center

Robert Del Mas, Secretary - Empire Polo Club

X

Todd Hooks  
 Agua Caliente Band of  
 Cahuilla Indians

Aftab Dada, Treasurer - Hilton Palm Springs Resort

X

Jerry Keller  
 Lulu California Bistro

Bruce Abney, El Morocco Inn & Spa

X

CVB Board of Directors  
 (continued)

Jay Mainthia  
 Indio Super 8 and Suites

Michael McLean  
 McLean Company Rentals

Allen Monroe  
 The Living Desert

Lee Morcus (Emeritus)  
 Kaiser Restaurant Group

Brad Poncher  
 Homewood Suites by Hilton,  
 La Quinta

Greg Purdy  
 Palm Springs Aerial Tramway

Christoph Roshardt  
 Renaissance Esmeralda Indian  
 Wells

Tom Scaramellino  
 Westin Mission Hills Golf Resort  
 & Spa

Bob Schneider  
 Palm Springs Power Baseball

Barb Smith  
 Eventis Destination Services

Kelly Steward  
 The Ritz-Carlton Rancho  
 Mirage

Joe Tormey  
 CSU San Bernardino  
 Palm Desert Campus

Peggy Trott  
 Kimpton Rowan Palm Springs

Doug Watson  
 College of the Desert

Elie Zod  
 Retired Hospitality Executive

Kate Anderson, Agua Caliente Band of Cahuilla Indians	X	
Rick Axelrod, Coachella Valley Economic Partnership	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, Ellis Hospitality Services	X	
Rob Hampton, Palm Springs Convention Center	X	
Todd Hooks, Agua Caliente Band of Cahuilla Indians		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	
Brad Poncher, Homewood Suites by Hilton, La Quinta	X	
Greg Purdy, Palm Springs Aerial Tramway	X	
Christoph Roshardt, Renaissance Esmeralda Indian Wells		X
Tom Scaramellino, Westin Mission Hills Golf Resort & Spa	X	
Bob Schneider, Palm Springs Power Baseball	X	
Barb Smith, Eventis Destination Services	X	
Kelly Steward, The Ritz-Carlton, Rancho Mirage	X	
Joe Tormey, CSU San Bernardino Palm Desert Campus	X	
Peggy Trott, Kimpton Rowan Palm Springs	X	
Doug Watson, College of the Desert	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  
Erica Abarca, Partnership Manager  
Lynne Bowis, Associate Director of Sales  
Miranda Caudell, Copywriter  
Andy Cloutier, Director of Human Resources  
Angie Day, National Sales Manager  
Susan Esterling, Partnership Manager  
Paola Fernandez, Digital Marketing Coordinator  
Dana Fury, Marketing Manager  
Robyn Gallegos, Sr. Tourism Development Manager  
Stacie Herndon, Senior Graphic Designer

Joyce Kiehl, Director of Communications  
Stefanie Kilcoyne, Director of Operations  
Rebecca Kirkpatrick, Business Analyst  
Krystal Kusmieruk, Digital Marketing Manager  
Laura Hunt Little, Media Relations Manager  
Davis Meyer, Partnership Manager  
Gary Orfield, Director of Tourism Development  
Rob Osterberg, Director of Convention Sales  
Revae Reynolds, Executive Administrative Assistant  
Mary Ryan, National Sales Manager  
Julie Sinclair, Director of Brand Communications  
Sean Smith, Director of Indian Wells Sales & Marketing  
Lena D. Wade, Legal Counsel

**GUESTS**

Brooke Beare, City of Indio  
Melissa Daniels, The Desert Sun  
David Feltman, Vacation Rental Owners and Neighbors of Palm Springs  
Marcie Graham, City of La Quinta  
John Knobel, Assemblyman Chad Mayes' office  
John Lambeth, Civitas  
Paulina Larson, Palm Springs Life  
Chad Mayes, Assemblyman CA 42<sup>nd</sup> District  
Gina Reed, Civitas  
Irene Rodriguez, Cabot's Pueblo Museum  
Thomas Soule, City of Palm Desert  
Dennis Woods, City of Palm Springs

**PLEDGE OF ALLEGIANCE**

Chair Evans led the Pledge of Allegiance.

**CONFIRMATION OF AGENDA**

Chair Evans asked whether there were any changes to the agenda. Hearing none from staff or board members, the agenda was confirmed.

**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 Evans called for public comments. There were none.

**CEO/PRESIDENT'S REPORT****CVB UPDATE**

Scott White noted the importance of group meetings and protecting the bookings already scheduled. Some organizations are choosing to go to other states who are booking. Meeting Professionals International had a conference in Texas with 608 attendees in person and some virtual as well. There were no positive tests, although there were 1,800 tests done over the three days. There was an in-house physician and only four people visited the doctor. The visits were not COVID-related. Three

attendees subsequently tested positive within 14 days following the conference. This is a good example of the safety of meetings with protocols in place.

White noted that he invited Assemblyman Mayes to today's meeting to share his recent conference experience in Hawaii. Chad Mayes described the travel and testing process. He had a COVID-19 test at CVS pharmacy, but did not yet have his results when it was time to fly to Hawaii. When he landed, he was sent straight to quarantine for 14 days or until his test came back negative. There were documents to sign and he was not allowed to rent a car. However, he was allowed to travel by Uber to the hotel. He went straight to a hotel room and was not allowed to leave until his negative result came in, about two days. Now, Hawaii has changed its protocol; travelers must have negative test results before they board the plane. Hawaii's economy has been devastated by COVID. Attendees were thanked for being there; the Uber driver was thankful as were the servers. Mayes noted that California can learn from Hawaii's practice. He believes California should be open with protocols for safety.

There was discussion in response to Mayes' comments. Topics included whether the airlines were responsible for confirming negative tests for their passengers, how rapid are the test responses, how are costs covered, etc. Rapid test results are the key to public safety. Mayes noted that with respect to compliance, there were "authorities" posted on his hotel hallway, security cameras, and there was a threat of \$5,000 fine or imprisonment for violators. Supervisor Perez noted that Assemblyman Mayes, as an Independent, was the best person to bring this issue to our state legislators. Mayes said there was a bipartisan group that has signed on to a letter about this type of program.

#### Marketing – Colleen Pace

Pace provided an overview of our fly market airlines and destinations. The CVB has been focusing on drive market and started to move into the fly market, but with recent restrictions, the CVB is pulling back on fly market advertising. The CVB is ready when the time is right.

Television – the CVB is promoting the new routes (Atlanta, Boise, Eugene, Ft. Lauderdale, Minneapolis, Oakland, Philadelphia, Reno and San Jose) and has created 30-second spots for some.

Pace summarized the Expedia, Trip Advisor and TravelZoo campaigns.

With respect to the Visit California Co-op, Adara and Pandora have resulted in 883,000 and 522,000 impressions, respectively.

The CVB continues to publish a Consumer Newsletter and a DineGPS newsletter that are delivered to 15,167 and 8,259 people respectively.

The CVB has created 15 new blogs since October with 20,000 page views, as well as Instagram stories and Pinterest messaging on outdoor adventure, sunshine and wide-open spaces.

A 30-second Safety Pledge video highlights safety protocols and was created from the longer, 2-minute video with the same theme. The video was shown.

Get Tested campaign - People want to see safety messages, so the CVB is working in partnership with Riverside County on a program focused on COVID-19 testing. Examples of the social media tool kit were shown. Check stuffers were created for restaurants to distribute to patrons. The card explains why tourism and testing matter.

#### Convention Sales – Colleen Pace

Pace summarized the sales activity, comparing leads for September and October 2019 compared to 2020, both the total numbers and by category. She noted that SMERF business represented 21% of the leads this year compared to 6% last year. The CVB will follow up with these SMERF groups.

Bookings for September and October amounted to 11,345 room nights. This is the most since COVID started.

Cancellation due to COVID is up to 217 programs representing 192,376 room nights and an economic impact of \$123,500,000.

The CVB participated virtually in the MPI WEC (Meeting Professionals International World Education Congress) which was both in-person and virtual, Nov. 3-6, 2020, in Texas. There were 600 meeting planners in attendance. The CVB had 24 virtual one-on-one appointments with meeting planners who are interested in our destination.

Convention Sales has a monthly newsletter which is sent to nearly 10,000 meeting professionals nationally. It promotes air service, safety information, our CVB virtual series, and more.

The CVB's virtual series is called gpsREBOOT. The newest rendition is "Art & Sol" which kicked off this week. The first in this series, "VirtuWell," started this summer. There were 80 attendees, 52 clients, on the call this week that covered topics such as Modernism, local museums and galleries, theater, dance, music, film and public art.

#### Public Relations & Communications

The CVB welcomed the inaugural flight of Southwest Airlines and presented them with a customized Shag print. Media Coverage continues with articles in Oprah's magazine, "O" and American Way.

## PUBLIC HEARING

### **TBID PUBLIC HEARING**

A Public Hearing will be held pursuant to Government Code section 54954.6 to allow public testimony regarding the Renewal of the Greater Palm Springs Tourism Business Improvement District (GPSTBID) and the levy of assessments therein as set forth in the Resolution of Intent (approved by the JPA Executive Committee on June 26, 2020) and pursuant to Government Code section 54954.6.

- Open Public Hearing
- Staff Report – White
- Questions of Staff
- Open Public Testimony Period
- Close Public Testimony Period
- Close Public Hearing

Chair Evans opened the public hearing noting that its purpose is to adopt the resolution to renew the Tourism Business Improvement District (TBID). This is the last step in the process that began at the CVB's June 2020 meeting when the intent to renew the TBID was approved.

#### Staff Report:

White announced that John Lambeth and Gina Reed from Civitas Advisors (TBID consultants) are on today's call. There were some changes to the Management District Plan (MDP) sent out to board members this week. The public meeting for the TBID renewal was September 25, 2020. Today is the final step, the public hearing.

White summarized the updates to the MDP. This year, the CVB hired Tourism Economics to study the impact of the TBID on the destination. The CVB wanted to confirm the percentage of TBID expenditures that benefitted the assessed businesses versus the overall destination. The estimate is that 82% of total marketing expenditures benefit TBID hotels. The other 18% benefit the destination as a whole. The conclusion is that in the future, 18% of the CVB's marketing expenditures will come from resources other than TBID collections. The CVB will track this internally. A program for vacation rentals will be paid from their funds. The vacation rentals might decide to conduct a research project, for example, and that would come from their funds. Something like Expedia, for example, would be paid for proportionally.

The updated MDP was sent out last night. There were no material changes, but the TBID boundaries were adjusted some. The wording of the resolution that members received in the board meeting packet is correct.

#### Questions Staff/Legal:

Gary Gardner asked about the boundary change to the map in the area of Thousand Palms in light of the public testimony from the September meeting and asked if they were related. White responded that the boundary change would result in very little change to the TBID revenue, but yes, they are related.

Linda Evans noted that the TBID being renewed today will be implemented beginning July 1, 2021. All TBID hotels would need to remain current from now until then. Gardner questioned complaints that hotels might raise because the assessment is passed on to guests; the hotel is the pass-through.

#### Public Testimony:

Evans opened the public testimony period. There were no comments from members of the public. Evans closed the public comment period.

**RESOLUTION NO. JPA 2020-005 – DECLARING RESULTS OF MAJORITY PROTEST PROCEEDINGS AND RENEWAL OF THE GREATER PALM SPRINGS TOURISM BUSINESS IMPROVEMENT DISTRICT JULY 1, 2021.**

There being no further discussion regarding the TBID renewal, Evans asked for a motion to approve the Resolution. Kors made the motion which was seconded by Gardner. The Resolution passed according to the following roll call vote:

**Aye:** Evans, Kors, Gutierrez, Gardner, Mertens, Holmes, Harnik, Townsend  
**Nay:** 0  
**Absent:** Perez  
**Abstain:** 0

Evans thanked Civitas for being present on this call. White thanked John Lambeth and Gina Reed from Civitas for their collaboration over the last five years and especially the last few weeks. Lambeth and Reed thanked all involved and the staff for their work on the renewal. Evans noted that it will be interesting to see the impact of the inclusion of short-term rental properties. White thanked Davis Meyer for her dedication to this project.

Evans called the Public Hearing to a close.

**CONSENT CALENDAR****WARRANTS AND DEMANDS DATED SEPTEMBER 30 AND OCTOBER 31, 2020 (JPA only votes)**  
**JPA-CVB BOARD OF DIRECTORS JOINT MEETING MINUTES – SEPTEMBER 25, 2020 (JPA and CVB Board Vote)**

There was no discussion regarding the Consent Calendar items. The Clerk clarified that one roll call would be taken. JPA Executive Committee is voting on both the Warrants and Demands for September and October 2020, as well as the September 25, 2020 minutes. The CVB Board members are voting on only the minutes. Ernesto Gutierrez made the motion to approve the Consent Calendar. Motion was seconded by Elaine Holmes. The Consent Calendar was approved by the following roll call vote:

**Aye:** Evans, Kors, Gutierrez, Gardner, Mertens, Holmes, Harnik, Townsend, Tabler, Hoehn, Del Mas, Dada, Abney, Anderson, Axelrod, Becker, Brackley, Bruggemans, Cardiff, Chesterton, Connolly, Ellis, Hampton, Keller, Mainthia, McLean, Monroe, Morcus, Poncher, Purdy, Scaramellino, Schneider, Smith, Steward, Tormey, Trott, Watson.  
**Nay:** 0  
**Absent:** Perez, Hooks, Roshardt, Zod.  
**Abstain:** 0

**JPA EXECUTIVE COMMITTEE ITEMS (JPA Executive Committee Only Votes)****ELECTION OF OFFICERS FOR 2021 (Chair and Vice Chair)**

Evans noted that she is honored to have served as Chair of the JPA Executive Committee, but it is time to allow someone else to assume the Chair position. Geoff Kors is currently Vice Chair and the candidate to become the Chair. Gary Gardner has expressed interest in becoming the Vice Chair. There was no further discussion or nominations.

Evans called for a motion to approve the slate of officers. Kors made a motion and Gardner seconded. The slate was approved by the following roll call vote:

**Aye:** Evans, Kors, Gutierrez, Gardner, Mertens, Holmes, Harnik, Townsend  
**Nay:** 0  
**Absent:** Perez  
**Abstain:** 0

Evans expressed her appreciation for all the support over the last few years and looks forward to continuing to serve on the JPA Executive Committee as a member.

#### **RESOLUTION NO. JPA 2020-006: APPOINTING WILLIAM JUDSON TREASURER AND AUDITOR OF THE JPA**

Evans noted that the CVB's new attorney, Lena Wade, reviewed the JPA Agreement and noted that a formal appointment of a Treasurer and Auditor was needed. White noted that the job duties of Bill Judson, Vice President Finance and Administration, include most of the responsibilities of this role. The recommendation is to name Bill Judson as the Treasurer and Auditor of the JPA. Townsend made a motion to approve the Resolution which was seconded by Gardner. The Resolution was approved by the following roll call vote:

**Aye:** Evans, Kors, Gutierrez, Gardner, Mertens, Holmes, Harnik, Townsend

**Nay:** 0

**Absent:** Perez

**Abstain:** 0

#### **UPDATES FROM THE JPA MEMBERS AND CHAIR**

Linda Evans thanked Ted Mertens for his service on the JPA Executive Committee. This is his last meeting as he is moving off the Indian Wells City Council due to term limits.

**Ted Mertens** shared that he appreciated serving both the City of Indian Wells and the JPA Executive Committee. He hopes to continue to be involved with the Indian Wells Tennis Garden regarding the tournament next year, as well as the hotel development. He is still interested in being involved in the project.

**Jan Harnik** noted that the City of Palm Desert hosted a food drive for FIND Food Bank. The Living Desert just celebrated its 50-year anniversary. The City had its first virtual veterans' celebration, including a performance by the band Heatwave. The City is very cognizant of safety protocols due to the pandemic. Upcoming events include WildLights at The Living Desert. The City of Palm Desert celebrates 47 years of incorporation on November 26. The re-imagined Martha's Village 5K is the same day. Starting Wednesday, December 2, the City will move the farmers market to San Pablo. December 4<sup>th</sup> is Light Up El Paseo at 5:30pm. December 12 is a toy drive benefitting the Coachella Valley Rescue Mission at city hall, 9am to noon. The City is continuing to support the promotion, "Three nights for the price of two" at participating hotels. The City encourages mask-wearing and safety guidelines to help get businesses open again.

**Elaine Holmes** noted that the City of Indio misses the visiting Canadians who are not traveling due to the pandemic. The mall on Highway 111 has grand plans ahead. The City is working on an Indio Sports Park Master Plan and considering soccer and baseball parks. Home sales continue to rise, as do both commercial and non-commercial permits. Home sales translate into jobs for other businesses such as window coverings, furniture, home services, etc. The City is working on a new Specific Plan for the Highway 111 corridor. Starbucks is opening a new, 2,000 sq. ft. store in north Indio. The City cancelled the Tamale Festival which attracts 100,000 people each year. Restaurants will be hit hard by the drop in sales.

**Ernesto Gutierrez** noted that the City of Cathedral City will welcome a new council member next month, Nancy Ross. The new casino is opening next week or early December. The City also dedicated a new fire station on Date Palm just north of the new casino. The Cathedral Canyon bridge is still under construction. Desert Lexus is finished and open for business. Housing and residential construction is busy, over 150 homes being built and new developments have been approved. Mary Pickford Theater is operating a drive-in. The new amphitheater is completed, but not being used at this time.

**Charles Townsend** reported that the City of Rancho Mirage is opening a drive-through COVID testing program in December. They will take appointments and be able to test 500-800 people per day. The test result turnaround time is 36 hours. The City voted down STVR (short-term vacation rentals), but the vote will not affect 140 rentals behind gates (in home owner associations). Dell Webb is finishing the last phase of a 1,400-home project.

**Gary Gardner** reported that the City of Desert Hot Springs regrettably accepted the retirement notice from its City Manager, Chuck Maynard, who will continue in an interim capacity through June 2021. He praised the city manager for the City's favorable financial standing. The City continues to advocate for a visitors center at the Sand to Snow National Monument.



Federal lobbyists are working on the City's behalf. He thanked the CVB and the cities represented in this meeting who wrote letters of support for the project. He thanked Evans for her leadership and thanked all members for their vote of confidence in his interest as Vice Chair. He reported that this committee assignment is by far his favorite as a councilman.

**Mayor Kors** thanked Chair Evans for her leadership and is looking forward to working with Gary Gardner and the rest of the committee. He reported that events in the City of Palm Springs have adjusted to accommodate pandemic safety protocol, including a drive-up Veterans Day celebration. Pride Weekend was similarly re-imagined with virtual events and rainbow flags on display at the Hyatt, City Hall and Desert Regional Medical Center. The City is moving forward with the car auction, following safety guidelines, expecting the event to go smoothly and serve as an example of a safe event. The City is launching a "shop local" campaign, including dining locally. The recent 10:00pm curfew will hurt restaurants. Kors addressed Mayes' position on daylight saving time and suggested the CVB discuss the topic at a future meeting.

**Linda Evans** reported that the City of La Quinta held a virtual/hybrid Veterans Day celebration and presented its State of the City event last month. The new Resident Inn by Marriott near Costco is still on track. An update on the Montage and Pendry will be provided at the next meeting. With respect to short-term vacation rentals, the council is seeking a quality of life balance to allow them to exist and ensure they follow the rules. She believes it is desirable to offer the option to visitors to rent a home or go to a hotel.

#### CVB BOARD OF DIRECTORS UPDATE (CVB Board of Directors Only Vote)

##### CVB BOARD MEMBER TERM RENEWALS – Axelrod, Keller, Roshardt, Tabler and Zod

Chair Tom Tabler thanked Evans for her guidance and support during her tenure as Chair of the JPA Executive Committee. He welcomed Kors and Gardner in their new positions and thanked them for serving. He appreciates everything that the JPA does for Greater Palm Springs. He noted these are tough times now, but we must leave a legacy for our valley and he is looking forward to better times in the future.

White explained that some board members are up for renewal on the board and some will also require that their term limits be waived in order to continue. The members agreed to hold one roll call vote to approve both the renewing members and those requiring term limit waivers. Tim Ellis made a motion to approve both topics and Doug Watson offered the second. The board member renewals and term limit waivers were approved according to the following roll call vote:

**Aye:** Tabler, Hoehn, Del Mas, Dada, Abney, Anderson, Axelrod, Brackley, Bruggemans, Cardiff, Chesterton, Connolly, Ellis, Hampton, Keller, Mainthia, McLean, Monroe, Morcus, Poncher, Purdy, Scaramellino, Schneider, Smith, Steward, Tormey, Trott, Watson.  
**Nay:** 0  
**Absent:** Becker, Hooks, Roshardt, Zod.  
**Abstain:** 0

##### CVB BOARD MEMBER TERM RENEWALS WITH TERM LIMIT WAIVERS – Abney, Chesterton and Morcus

This item was addressed above.

##### CVB BOARD OFFICER ELECTION – Current officers will require waiver of term limits if re-elected

Tabler invited Tim Ellis to address this item as he is the Chair of the Nominating Committee. Ellis reported that the Nominating Committee met yesterday via phone and recommends the current slate of officers to continue as consistency is important, especially during this pandemic crisis. Lee Morcus offered a motion to approve the slate as presented and Tony Bruggemans seconded. The slate of officers was approved according to the following roll call vote:

**Aye:** Tabler, Hoehn, Del Mas, Dada, Abney, Anderson, Axelrod, Brackley, Bruggemans, Cardiff, Chesterton, Connolly, Ellis, Hampton, Keller, Mainthia, McLean, Monroe, Morcus, Poncher, Purdy, Scaramellino, Schneider, Smith, Steward, Tormey, Trott, Watson.  
**Nay:** 0  
**Absent:** Becker, Hooks, Roshardt, Zod.  
**Abstain:** 0

Tom Tabler thanked the CVB Board of Directors for the opportunity to continue to serve.

#### UPDATES FROM THE CHAIR

Tabler invited the officers to provide updates.

**Rolf Hoehn** thanked the committee for their vote of support. He noted that the Indian Wells Tennis Garden is indeed working hard to stage a tournament in March 2021, with as many fans as possible. However, it is a fluid situation. They are working with authorities to get an exemption regarding the Governor's tier system and they are monitoring other sports entities.

**Aftab Dada** reported that he is happy to continue serving the CVB Board of Directors and had no additional update from the Hilton Palm Springs.

**Robert Del Mas** thanked the Board for their continued confidence in his role as Board Secretary. At the Polo Club, he was sad to report that he learned this past week that the annual lacrosse tournament has cancelled completely for this coming year. As it is important to maintain the integrity of the event, they are moving it to 2022. The Coachella and Stagecoach concerts are still pending for April 2021. They did receive a lead on an adult volleyball tournament to be here almost two months. They would use a big forum tent with no spectators allowed.

#### UPDATES FROM THE CVB BOARD MEMBERS

**Lee Morcus** offered a reminder to all that, although restaurants are open, revenue is down by as much as 80%. It is important to take the long view, not the short view, and do what we must to get people back on our streets. Retail is good for us, too. Much of our visitor money comes from outside the state which is important for our economy.

**Kate Anderson** reported that Agua Caliente is opening the casino in Cathedral City soon. They also broke ground this past week on a fuel station near their Rancho Mirage location which will open during 2021. She appreciates the collaboration and support of this group.

**Tony Bruggemans** reported that Le Vallauris will re-open on December 14, 2020. It has been a long wait. There is a webinar at 2pm this afternoon on sustainability in hospitality. Dermot Connolly and his daughter-in-law will be on the panel.

**Jerry Keller** thanked all for renewing his CVB Board position. Thanks to the City of Palm Springs, LULU California Bistro is serving guests on two terraces. His restaurants have established safety protocols. The check stuffers will be on the table as they are utilizing a no-touch system. Thanksgiving will be busy, but these are difficult times. The new curfew will be another adaptation. His restaurants are working to make things as safe as possible for the staff and the community.

**Dermot Connolly** reported that La Quinta Resort outdoor dining is going well. The annual Christmas tree is going up, but there will be no public lighting ceremony. The real estate business is booming. Vacation rentals are doing well and he thanked Mayor Linda Evans. The Bachelorette is a huge success with 14 billion impressions so far. He expressed gratitude for the new roundabouts in the City. The Resort is gearing up for the American Express as well.

**Tom Tabler** noted that the JW Marriott Desert Springs had some cancellations. This summer, the coast and mountain hotel locations had good numbers and now it's our turn as our season is here.

Tom Tabler noted that a few weeks ago, today's meeting was supposed to be held at the JW Marriott to celebrate an important day. December 8 is Scott White's 10-year anniversary at the CVB. Linda Evans said he was one of her best hires. Together they thanked White for all he does for the valley and the incredible team of staff he has assembled. White replied, "It is an honor to serve you all."

David Feltman of VRON (Vacation Rental Owners and Neighbors of Palm Springs) thanked the JPA Executive Committee for including vacation rentals in the TBID renewal and thanked the CVB staff and White for their leadership. Keller noted that the City of Palm Springs is handling vacation rentals effectively.

White reported that the CVB now has a new auditor, Davis Farr CPAs. The CVB sent an RFP to five firms. A committee reviewed the responses and made the selection. Kevin McCarthy, Finance Director at the City of Indian Wells, will also serve as an advisor.

Linda Evans noted the next CVB board meeting will be on January 29, 2021.

FUTURE MEETING DATE

Friday, January 29, 2021. Location: TBD.

ADJOURNMENT

The meeting was adjourned at 10:19 a.m.

**Prepared by:**

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

**CVB Board of Directors Secretary:**

DocuSigned by:  
*Robert E. Del Mas*  
54A2842F30C446A...  
Robert Del Mas

**Approval Date:**

1/29/2021