

GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU

Linda Evans, Chair
City of La Quinta

Vacant, Vice Chair

Joint Meeting JPA Executive Committee & CVB Board of Directors December 14, 2018 MINUTES

Greg Pettis
City of Cathedral City

Scott Matas
City of Desert Hot Springs

Richard Balocco
City of Indian Wells

Elaine Holmes
City of Indio

Jan Harnik
City of Palm Desert

Geoff Kors
City of Palm Springs

Charles Townsend
City of Rancho Mirage

V. Manuel Perez
County of Riverside

Call to Order – Meeting was called to order at 8:08 a.m. by Linda Evans, JPA Chair and Mayor of the City of La Quinta, in the Oasis Den at the Westin Mission Hills Resort & Spa, Rancho Mirage, CA.

JPA ROLL CALL	Present at Meeting	Not Present YTD
CITY OF LA QUINTA		
Linda Evans, Mayor, Chair	X	
Robert Radi, Council Member		
CITY OF CATHEDRAL CITY		
Greg Pettis, Mayor		1
Mark Carnevale, Council Member		
CITY OF DESERT HOT SPRINGS		
Scott Matas, Mayor	X	3
Jan Pye, Council Member		
CITY OF INDIAN WELLS		
Richard Balocco, Council Member		2
Ted Mertens, Mayor Pro Tem	X	
CITY OF INDIO		
Elaine Holmes, Council Member	X	1
Lupe Ramos Watson, Council Member		
CITY OF PALM DESERT		
Jan Harnik, Council Member	X	2
Sabby Jonathan, Mayor		
CITY OF PALM SPRINGS		
Geoff Kors, Council Member	X	1
Robert Moon, Mayor		
CITY OF RANCHO MIRAGE		
Charles Townsend, Council Member	X	2
Iris Smotrich, Mayor Pro Tem		
COUNTY OF RIVERSIDE		
V. Manuel Perez, Supervisor, 4 th District	X	1
Steven Hernandez, Chief of Staff		

CVB Board of Directors Roll Call

Present at Meeting

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, HIBC Treasurer, Hilton Palm Springs Resort	E
Bruce Abney, El Morocco Inn & Spa	X
Rick Axelrod, Coachella Valley Economic Partnership (CVEP)	X
Lorraine Becker, Cabot's Pueblo Museum	X
Celeste Brackley, ACE Hotel & Swim Club	X
Tony Bruggemans, Le Vallauris	X
Jamey Canfield, Palm Springs Convention Center	X
Gary Cardiff, Cardiff Limousine & Transportation	X
Jay Chesterton, Fantasy Springs Resort Casino	E
Stephen D'Agostino, Hyatt Regency Indian Wells	X
Tim Ellis, Palm Mountain Resort	X
Jerry Keller, Lulu California Bistro	X
Abe Liao, Kimpton Rowan	E
Jay Mainthia, Indio Super 8 Motel	X
Michael McLean, McLean Company Rentals	X
Dr. Shari McMahan, Provost, CSU San Bernardino	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 Adventures Red Jeep Tours & Events	X
Bruce Shepard, CSUSB Palm Desert Campus	X
Barb Smith, Access Palm Springs	X
Kelly Steward, The Ritz-Carlton, Rancho Mirage	X
Doug Watson, Doubletree by Hilton	X
Elie Zod, Renaissance Palm Springs	E

(X = present, E = excused)

Staff/Attorney:

Scott White, President and CEO
 Jeff Miraglia, Chief Brand Officer
 Bob Thibault, Chief Destination Development Officer
 Mark Crabb, Chief Sales Officer
 John Kirby, Chief Financial Officer
 Joyce Kiehl, Director of Communications
 Jill Philbrook, Director of Destination Services
 Andy Cloutier, Director of Human Resources
 Marissa Willman, Director of Digital Marketing
 Anndee Laskoe, Director of Brand Content
 Davis Meyer, Partnership Manager
 Krystal Kusmieruk, Social Media Manager
 Amber Warren, Brand Coordinator
 Genoa Aleman, Brand Manager
 Julie Sinclair, Director of Brand Communications
 Erica Abarca, Marketing Administrative Assistant
 Revae Reynolds, Executive Administrative Assistant
 Colin Kirkpatrick, Legal Counsel

Guests:

Martin Arredondo, LifeStream
Michael Facenda, Agua Caliente Casino / Spa Casino
Peter Freymuth, Palm Springs Airport Commission
Marcie Hartman, LifeStream
Stan Henry, Former Mayor of Cathedral City
Paulina Larson, Palm Springs Life
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.

Presentations

Rick Axelrod, LifeStream President, CEO and Medical Director

LifeStream was created in 1951. Dr. Axelrod's goal is to get more blood donations in the Coachella Valley. LifeStream needs 21,500 units to meet the needs of our area and they receive only 16,000. He noted that people are eager to donate during disasters, but the blood bank needs donations year 'round. He encouraged all CVB Board members to become donors. LifeStream will donate \$10 to FIND Food Bank for each new blood drive and for any increased blood donor collections at existing blood drives. LifeStream also partners with the convention center. There is a blood drive in Palm Desert Dec. 18.

Barb Smith, Partner, Access Destination Services

Barb Smith announced the first annual fundraiser for the hospitality program at CSU San Bernardino Palm Desert Campus. The event, Mardi Gras Masquerade Ball, will be Saturday, February 16, at the JW Marriott. There are already 110 people planning to attend. There will be entertainment, a silent auction and more. Tom Tabler encouraged each board member to purchase a table. Davis Meyer requested items for the auction. The money raised will be used for student scholarships in the program.

Also, Smith noted that short-term groups have had more difficulty booking rentals lately because of city ordinances. Our competitive destinations do not have this obstacle. There was a suggestion to create a "pre-screening" program, like the TSA security pre-check, so groups could be cleared to book. Mike McLean's company also has this problem. He represents celebrity homes and works with weddings and other events. Forming a committee to review the matter was suggested. Mike McLean volunteered to be on the committee.

Approval of Minutes (all vote)

The JPA-CVB Board of Directors Joint Meeting Minutes dated September 28, 2018 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated September 28, 2018, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting (Perez / Kors).

Consent Calendar (JPA Exec Committee Only Votes)

1. Warrants and Demands Dated September 30, 2018
2. Warrants and Demands Dated October 31, 2018

3. Warrants and Demands Dated November 31, 2018

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

JPA Executive Committee Items

- Former Mayor of Cathedral City and JPA Vice Chair, Stan Henry
Linda Evans recognized Stan Henry for his years of service to both the residents of Cathedral City and to the JPA Executive Committee. During his tenure on the JPA, he served as Chair and Vice Chair. Tom Tabler also thanked Henry for his service. Henry was presented with a framed print by Graeme Baxter. Henry acknowledged the contributions of the hospitality industry to the Coachella Valley and to the economic development of the area.
- Resolution No. JPA 2018-007 to Amend the Bylaws
Evans noted the minor changes to the Bylaws indicated in the black-line version included in the agenda packet. The resolution was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Perez / Kors).
- Resolution No. JPA 2018-008 Meeting Dates for 2019
The meeting date schedule was approved as presented and the vote was unanimous based on the roll call taken at the beginning of the meeting (Perez / Kors).
- JPA Executive Committee Officers for 2019 (Chair: Linda Evans, Vice Chair: Geoff Kors)
Chair Evans noted the slate as presented and invited comments and input. The officers were approved as presented and the vote was unanimous based on the roll call taken at the beginning of the meeting (Perez / Harnik).
- Updates from the JPA Members

Elaine Holmes – Holmes reported that the Tamale Festival in the City of Indio was successful with 120,000 in attendance. They make adjustments to the event every year for continual improvement.

Scott Matas – Matas reported that TOT in the City of Desert Hot Springs is up another 5% this last fiscal year. Two Bunch Palms is undergoing a major renovation which will be finished in three or four months, including a new entrance. A new Best Western Plus, 82-room resort, will be opening soon.

Jan Harnik – Harnik reported that the City of Palm Desert recently finished Airstream Palooza which was a fun event. The new Dean for the CSU San Bernardino Palm Desert Campus has been named, Dr. Jake Zhu, who will start July 1, 2019, and has a background in cyber security and digital technology which will be an asset to the Coachella Valley. She reported that TOT is up in the city over last year. Renovation is underway at the JW Marriott.

Geoff Kors – Kors reported that on January 29, 2019, the City of Palm Springs will conduct its homeless "point in time" count. They grew from 15 volunteers to 53 last year and encourage all who are interested to participate, as homelessness has a negative impact on tourism. An accurate count will bring additional state resources to the city. Regarding short-term vacation rentals, there will be a community meeting to update the ordinance. Complaints in the city are down 50%. Only about 4-5% of the rentals have one citation. The city is looking forward to welcoming the Palm Springs International Film Festival for 10 days in January; the Gala is January 3. Palm Springs is a title sponsor.

Ted Mertens – Mertens reported that TOT in the City of Indian Wells is up. The Ironman was a wonderful event. Yesterday, Council approved \$50,000 to sponsor a gaming boot camp at the Renaissance Indian Wells. This would be a tournament and/or conference for computer gamers, indoors, in the summer.

Charles Townsend – Townsend reported that the City of Rancho Mirage is hosting a Christmas celebration tomorrow night in the amphitheater – Big Band Christmas – and admission is free of charge. The observatory has hit a record of 1,000 visitors per month and TOT is up in the city.

Linda Evans – Mayor Evans commented that the Ironman event took place this past weekend. The planners will revisit the routing for future events and they are looking forward to hosting this event in La Quinta in future years. The final funding on Montage is finished. The Desert Classic golf tournament is January 15-20, 2019. Sammy Hagar and Bad Company are the bands performing on Friday and Saturday nights, respectively.

CEO/President's Report

- Board Report for December 2018

Convention Sales – Mark Crabb

Crabb reported that the sales team had reached 83% of its annual room night goal by the end of November 2018. There was a social media meetings awareness campaign that received 286,000 impressions and 500 clicks.

IMEX was in Las Vegas October 16-18 and the CVB had 72 appointments. The new booth was very popular (images of booth was shown).

Partnering with Brand USA, there was a Chinese MICE FAM which was in Los Angeles, Santa Monica, and then came to Greater Palm Springs, with which they were very impressed. The subsequent survey was very positive.

For the Palm Springs International Film Festival, the CVB is hosting 54 attendees consisting of meeting planners, travel trade representatives and media. They will be hosted by the JW Marriott Desert Springs Resort & Spa and the reception is being hosted at the Westin Mission Hills Resort & Spa.

The CVB's listing in CVENT has been upgraded from 3 to 4 stars, as are our competitors. The resulting "hits" will increase by 8-fold.

Convention Planit is a marketing vehicle where participants opt in. It is a lead generation opportunity. The CVB is paying for its Partners to opt in beginning January 2019.

The CVB is working with Palm Beaches in Florida in a "palms to palms" promotion. Meetings can book east and west coasts in alternating years. Florida has water, GPS has mountains. The other offerings are similar with respect to health & wellness, etc.

In response to the awareness study, the CVB has a new video series to entice meetings and groups. There are four in the series and more are planned: PSP Airport, Ease of Travel; Convention Center Corridor; Destination Venues; and Unique Venues. The working title of the series is the Convention Sales Video Series. This is an example of the ways the CVB responds to research data.

The Site Experience Program rolled out in August 2018. Participants are local planners are requested to complete a survey. To date, 34 have been returned with 14 reporting a perfect score of 10. The average score is 8.75.

Partnership – Davis Meyer

Meyer reported that Partnership is planning the following Meet & Sees: January at The Living Desert, February at Babe's Bar-B-Que & Brewery, March at Villa Paradiso in Palm Springs, and April at the CV Repertory Theatre in Cathedral City.

The CVB collected 7.5 barrels of food at its holiday party, generated \$426 from the cookie raffle and has raised \$920 for FIND Food Bank YTD. Employees are also volunteering at the Food Bank. **Donna Sturgeon** reported that the Certified Tourism Ambassador program will launch the first quarter of 2019. The program is designed to create the highest standard of service for our destination. Sturgeon's goal is to train 500 CTAs the first year. Still under construction are the training handbook, promotional collateral and the website.

Travel Industry Sales – Gary Orfield

Orfield reported that the CVB is joining Visit California's partnership with Air New Zealand in a marketing campaign which allows us more exposure than we could do on our own. The campaign chose to use CVB images.

Orfield's department is also teaming up again for "SoCal Road Trip" with Santa Monica and San Diego to promote California travel to travelers in Germany, looking to expand to the UK. The CVB will also partner with U-Tour which is the largest tour operator in China. Last year's campaign resulted in a jump from 200 to 750 room nights.

Orfield reported that the CVB has a new partnership with Visit USA Ireland. The airport there has pre-clearance.

The update on the online travel agent training is that 416 professionals have completed the 20-minute training on GPS. The country with the most participation is India.

Orfield shared a slide summarizing his department's travel in December, January, February and March. Specifically, RTO West is a 2-day conference in Los Angeles with updates on international travel and an opportunity to meet international industry professionals.

Marketing – Colleen Pace

Pace shared the 2018 Co-op highlights noting that in 11 months, through November 2018, the CVB's marketing efforts generated 21 billion impressions vs. 18 billion in all of 2017. Expedia is up 5.9% in revenue and TravelZoo is up 38.5% in revenue and 16% in room nights. The Fall/Winter 2018 co-op partners included: Palm Springs, La Quinta, Desert Classic, Hotel Paseo, BMW Performance Driving School, Palm Springs Small Hotels and ANA Inspiration. Three videos were shown: Small Hotels in Palm Springs, City of La Quinta, and Desert Classic.

Some co-ops for 2019 are already established and Pace will be reaching out for additional participants.

Pace summarized the CVB's support of airline service from Alaska, Air Canada, American, Delta, Flair Air, JetBlue and WestJet.

Krystal Kusmieruk summarized the Instagram campaign for JetBlue to give away two tickets. It generated 2,000 comments, 1,300 new comments, 80,000 impressions, reaching a new audience. Kusmieruk also ran Instagram story ads in 10 markets which featured Chicago and New York.

Marissa Willman noted the dynamic content on the airline web page which is specific to the viewer and allows people to book while on the page. This fall, the CVB launched a second Expedia landing page which includes fare information specific to the viewer.

Willman announced a new partnership with Destination Travel Network which is an opportunity for Partners to leverage exposure.

AudioEye is a new feature to make the CVB's website accessible to all viewers. The CVB is finished with phase one and will be fully compliant in 2019.

The CVB has a digital marketing campaign on DogTrekker.com that appeals to pet-lovers which is a \$11 billion business.

Kusmieruk reported that Adara is software that the CVB used in October and November to track our online visitors to see if they booked a trip. This is another way to evaluate the effectiveness of our digital efforts.

Kusmieruk reported that the CVB will launch a digital media strategy with Mailman in China in January on Weibo and WeChat. The project will develop brand awareness by targeting

experienced ambassadors and trendsetters. The video was shown of our Chinese-speaking ambassador.

Communications – Joyce Kiehl

Kiehl summarized the media coverage of GPS in Grazia, The Guardian, Nexos, LA Times and The Telegraph. Kiehl listed the collaborative work with Flair Air, United Airlines, JetBlue, Desert X, BMW Performance Center, San Diego Travel and Arts & Culture work with Los Angeles Tourism and San Bernardino County. She also noted the upcoming media engagements in January.

Kiehl shared that the CVB won one gold and three silver awards at the 2018 Adrian Awards.

In the Film Oasis department, the CVB partnered with LA Film and was the only non-country presenter at the American Film Market (AFM) Location Expo, which is the largest motion picture event in the U.S.

Communications created an event at the James Beard House in New York City, invited media and travel trade representatives to attend and took five local chefs to prepare courses for the dinner promoting GPS. Participating chefs came from Workshop Kitchen + Bar, Copley's on Palm Canyon, Agua Caliente Casino Resort Spa, Melvyn's and Kimpton Rowan Palm Springs.

The CVB engaged multiple domestic and international media to cover Greater Palm Springs Pride Parade and associated activities.

Destination Development – Bob Thibault

Thibault gave a recap of the Wellesst Challenge which had 9,000 sign-ups and 170K video views of the 10 videos created. The Wellspring event attracted 4,900 attendees of which 85% said the experience was transformational. The CVB has statistics on the income levels, ages and gender of the attendees. The event dates for next year are October 4-6, 2019.

Jeff Miraglia gave an update on the Chill Chaser series. Videos include ModSquad, Night Golf at Indian Wells, Art Galleries and Doggie Friendly Travel. Two video teasers were shown: Pickleball and Rancho Mirage Observatory.

Miraglia reported that the artsGPS app is being developed to locate public art in the destination. It also includes an arts calendar.

Anndee Laskoe reported that the WanderList video series is entering its third year. Current topics include Palm Oases, Vintage Shopping, Unique Boutiques/Historical Small Hotels, Vacation Rental Gems, Desert Harvest and Coachella Valley History Museum. Laskoe encouraged suggestions from board members. The Desert Canvas video was shown.

Miraglia announced a new video series, CraftGPS, which highlights the cocktail culture of the destination. The Paul Bar video was shown. A new video about AC3 will be launched next week.

Thibault described the upcoming fundraising event featuring the movie by Food Network star, Tyler Florence, called Uncrushable. The event will take place during the PS International Film Festival (PSIFF) and include a screening followed by a dinner at the O'Donnell estate. Funds raised will go to those affected by the CA wildfires, the PSIFF and the CVB Tourism Foundation.

Miraglia introduced and then played the destination marketing video that the CVB created which was inspired by the 1956 movie The Red Balloon. This video will be shown preceding every screening during the film festival.

- Monthly Summary Financial Report & Treasurer's Report – October 2018

Thibault noted the financial updates which were included in the board meeting materials. There were no comments.

CVB Board of Directors Update

- Board of Directors Officers for 2019 (Chair – Tom Tabler, Vice Chair – Rolf Hoehn, Secretary – Robert Del Mas, Treasurer – Aftab Dada), extending Officer Term Limits for Dada and Hoehn.

Tom Tabler noted the slate of officers including the extension of term limits for Dada and Hoehn. The officers were approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Ellis / Becker).

- New Board Member – Michael Facenda, VP of Marketing, Agua Caliente Casino Resort Spa. Tim Ellis, Nominating Committee Chair, noted the importance of having representation on the CVB Board from the Agua Caliente Band of Cahuilla Indians and invited the new Vice President of Marketing to introduce himself. Michael Facenda reported that he is new to the area, has been here four months, and is looking forward to meeting everyone. He represents both Agua Caliente Resort Spa Casino and the Spa Casino in Palm Springs. He offered to host this joint meeting in January. His nomination was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Ellis / Canfield).

- Renewing CVB Board of Directors for Another Term: McLean, Monroe, and Purdy. Tabler noted the Board members whose terms are due for renewal. Their term renewal was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Ellis / Canfield).

- Renewing CVB Board of Directors and Waiving Term Limits: Bruggemans, Cardiff, Dada, Ellis, Hoehn, and Poncher. Tabler noted these Board members whose terms are due and whose term limits must be waived for them to be renewed. The members were approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Canfield / Mainthia).

- Resolution BOD 2018-003 to Amend the Bylaws Board Deputy Counsel, Colin Kirkpatrick, gave an update on the revisions in the Bylaws, primarily creating flexibility for the timing of regular meetings and updating references from TMD to TBID, and elections to take place before December 31 of each year. The updated Bylaws were approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Becker / Hoehn).

- Resolution BOD 2018-004 Meeting Dates for 2019 The resolution establishing the meeting dates for 2019 was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Hoehn / Shepard).

- Updates from the Chair Tom Tabler reported that Scott White's surgery recovery was progressing well and thanked Bob Thibault and Jeff Miraglia for leading the CVB's update this morning.

- Updates on New Developments

Bob Schneider – Business at the Red Jeep Tours is great.

Rolf Hoehn – The Pickleball tournament at the Indian Wells Tennis Garden was a success with 2,500 participants. The spectators will grow. They are coming back next year. Tennis tournament will begin soon.

Greg Purdy – Palm Springs Aerial Tramway, noted that Caroline Beteta, President & CEO of Visit California, recently noted that we need to be aware of California's image when disasters such as wildfires strike because there is negative impact to the entire state.

Lorraine Becker – announced that Cabot's Pueblo Museum is offering a 20% discount on purchases through Christmas.

Bruce Abney – Business is good at El Morocco Inn.

Celeste Brackley – Wished everyone happy holidays from the Ace Hotel & Swim Club.

Jamey Canfield – reported that the Convention Center had a record year.

Mike McLean – reported that complaints are down regarding vacation rentals and TOT is up.

Jerry Keller – reported that business is up at Lulu and Acqua California Bistros and happy holidays to all.

Allen Monroe – reported that there is a new entrance at The Living Desert, WildLights will continue through Dec. 24.

Christoph Roshardt – wished everyone happy holidays from the Renaissance Indian Wells.

Kelly Steward – reported that the Ritz-Carlton will be closed to the public from Jan. 15 to Feb. 3 for the launch of a luxury vehicle.

Brad Poncher – wished all happy holidays. The Homewood Suites in La Quinta loaned space temporarily to a retirement facility while they remodeled.

Robert Del Mas - reported that the Empire Polo Grounds will host the Kennel Club of Palm Springs the first weekend of the year, the lacrosse tournament will be the middle of January and the Southwest Arts Festival will be the last weekend of the month.

Michael Facenda - reported that Agua Caliente opened a new bar and will open a new sports lounge after the first of the year and other renovations.

Tim Ellis - wished everyone happy holidays from TravelHost.

Jay Mainthia – reported that Super 8 Indio had a great month in November.

Lee Morcus – thanked the leadership at the CVB and wished everyone happy holidays.

Tom Nolan – reminded everyone that this is peak season at the Palm Springs International Airport and early arrival is advised. Thanked all for their efforts.

Future Meeting Date

Friday, January 25, 2019. 8:00-10:00am, Location TBD.

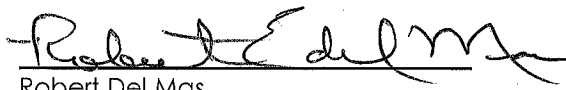
Adjournment

The meeting was adjourned at 10:02 a.m.

Prepared by:


Revae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:


Robert Del Mas

Approval Date:

January 25, 2019