

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

Linda Evans, Chair
City of La Quinta

Stan Henry, Vice Chair
City of Cathedral City

Joint Meeting JPA Executive Committee & CVB Board of Directors December 15, 2017 MINUTES

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

G. Dana Hobart
City of Rancho Mirage

V. Manuel Perez
County of Riverside

Call to Order – Meeting was called to order at 8:00a.m. by Linda Evans, JPA Chairman and Mayor of the City of La Quinta, in the CVB Boardroom.

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

CVB Board of Directors Roll Call

Present at Meeting

Tom Tabler, Chairman, J.W. Marriott Desert Springs Resort & Spa	X
Rolf Hoehn, Vice Chairman, 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
Sharon Brown-Welty, CSU San Bernardino Palm Desert Campus	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	X
Tim Ellis, Palm Mountain Resort	X
Jerry Keller, Lulu California Bistro	X
Lance Levitt, Enterprise Rent-A-Car	X
Jay Mainthia, Indio Super 8 Motel	E
Harold Matzner, Spencer's Restaurant	
Michael McLean, McLean Company Rentals	
Allen Monroe, The Living Desert	E
Lee Morcus, Kaiser Restaurant Group	E
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	E
Tom Scaramellino, Westin Mission Hills Golf Resort & Spa	X
Bob Schneider, Desert Adventures Red Jeep Tours & Events	X
Barb Smith, Access Palm Springs	X
Kelly Steward, The Ritz-Carlton, Rancho Mirage	X
Kari Stout-Smith, Agua Caliente Casino Resort Spa • Spa Resort Casino	E
Doug Watson, Doubletree by Hilton	X
Elie Zod, Renaissance Palm Springs	X

(X = present, E = excused)

Staff/Attorney:

Scott White, President and CEO
 Reva Reynolds, Executive Administrative Assistant
 Bob Thibault, Vice President of Marketing
 Jeff Miraglia, Vice President of Brand Development
 Vicki Higgins, Vice President of Destination Development
 Andy Cloutier, Director of Human Resources
 Joyce Kiehl, Director of Communications
 Davis Meyer, Partnership Manager
 Joanne Ohanesian, Gary Orfield, Director of Travel Industry Sales
 Colin Kirkpatrick, Legal Counsel

Guests:

Christi Salamone, California Desert Arts Council (and La Quinta Arts Foundation Pres. & CEO)
 Steven Biller, California Desert Arts Council
 Bret Philpot, Artist
 Peter Freymuth, Palm Springs Airport Commission
 PJ Gagajena, City of Indio
 Robert Moon, Mayor, Palm Springs
 Irene Rodriguez, Cabot's Pueblo Museum

Guests (continued):

Joe Wallace, Coachella Valley Economic Partnership
Bob Wright, East Valley Coalition

Pledge of Allegiance

Evans led the Pledge of Allegiance.

Confirmation of Agenda

The agenda was accepted with no changes.

Public Comment

Mayor of Palm Springs, Robert Moon, expressed appreciation for the CVB and its efforts on behalf of Palm Springs. He noted that the Palm Springs City Council nominated Council Member Geoff Kors to be the city representative to the JPA Executive Committee and he (Moon) will continue to be supportive of the CVB as the alternate representative.

Chair Evans introduced the California Desert Arts Council visitors.

Presentation

Christi Salamone of the California Desert Arts Council, CDAC, (and the La Quinta Arts Foundation) noted that CDAC was started last November and is working closely with the CVB to create itineraries for visitors interested in the arts, and developing FAM trips. They also program monthly salons to provide professional development to artists and introductions to the arts and culture venues in the valley. The salons give artists resources and opportunities for collaboration. CDAC partners with One Future for "meet the creative" career day with local high school seniors and juniors, staffed by 40 professionals. CDAC is looking forward next year to programming that aligns with the CVB's Destination Development Plan. When the CVB asked for a referral for artwork in the lobby, CDAC suggested Bret Philpot who is here to describe his work now hanging in the CVB. Steven Biller introduced the artist. Biller noted that CDAC is working on product and brand development. As a symbol of the CVB/CDAC relationship, he wanted to place a local artists' work here at the CVB. Steven noted that Bret Philpot uses the landscape and style of the area; his abstract geometry reflects mid-century modernism.

Bret Philpot noted that his first art show was in 1997. He has been here in the Coachella Valley since 1986 and was an architectural draftsman before he started painting. His art reflects the gentleness of the desert setting and he believes his art transforms as one takes it in. White noted that the Destination Development Plan promotes Arts & Culture and the CVB provided seed funding for the CDAC. Also, the artwork is for sale.

Approval of Minutes (all vote)

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated Sept. 22, 2017, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting (Harnik/Holmes) with Carnevale and Kors abstaining.

The CVB Board of Directors Meeting Minutes dated Sept. 22, 2017, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting (Canfield / Schneider).

Consent Calendar (JPA Exec Committee Only Votes)

1. Warrants and Demands Dated September 30, 2017
2. Warrants and Demands Dated October 31, 2017
3. Warrants and Demands Dated November 30, 2017

The Consent Calendar was approved unanimously based on the roll call taken at the beginning of the meeting (Kors / Balocco).

JPA Executive Committee Items

- JPA Executive Committee Officers for 2018

Chair Evans noted that the bylaws call for an annual election of officers. Harnik nominated Evans to serve as Chair. Holmes seconded the nomination. Evans noted that Stan Henry expressed interest in continuing as Vice Chair and nominated him for this position. Balocco seconded. There was no further discussion. The slate was approved unanimously based on the roll call taken at the beginning of the meeting.

- Updates from the Chair

Evans noted the growth in the desert, including the new hotels, and is thrilled to be a part of the effort to increase tourism.

- Meeting Dates for 2018

Chair Evans noted the meeting schedule for 2018 which was included in the meeting materials.

CVB Board of Directors Nominating Committee

- Nominations to the CVB Board of Directors – new members

Tim Ellis, Chair of the Nominating Committee, noted the two open seats and five applications from interested candidates. The Nominating Committee narrowed down the selection to Victor Woo, General Manager, La Quinta Resort & Spa, and Stephen D'Agostino, General Manager, Hyatt Indian Wells. Mr. D'Agostino introduced himself. Ellis noted Victor Woo was not able to attend today, but worked at the Omni in Rancho Mirage in the past and is now at the La Quinta Resort. Ellis proposed these two to be approved for the board. Hoehn seconded. There was no further discussion. Tabler called for the vote and the slate was approved unanimously based on the roll call taken at the beginning of the meeting.

- Nominations to the CVB Board of Directors – renewing members

Ellis reported that these members' terms are due to be renewed: Abney, Axelrod, Chesterton, Morcus, Stout-Smith, Tabler. Additionally, Chesterton and Morcus are due to term out, but the bylaws allow exceptions if a majority of the board approves. This vote will also waive their term limits. The slate was approved unanimously based on the roll call taken at the beginning of the meeting (Ellis / Canfield).

CEO/President's Report

- Board Report through November 2017

White noted that today's presentation is organized around the topics in the Destination Development Plan. As for Convention Sales, Rob Osterberg is traveling and our new Vice President of Convention Sales and Services, Mark Crabb, starts Jan 8, 2018. Slides were shown summarizing convention sales bookings over the last five years, broken down by size of the group. White noted that one of the CVB's goals was to find new business, so those bookings are also being tracked.

Convention Sales - The Convention Sales marketing budget will be doubled for 2018 and the CVB will continue to pursue marketing partnerships. Bob Thibault noted that CVB ads appear on our competitors' pages on CVENT. On MPI, the CVB tracks pop up ads using cookies. The CVB is

using a series of videos to reach meeting planners in an efficient and effective way. As an example, the Marriott video was shown.

Partnership - Davis Meyer, Partnership Manager, reported the CVB has six new Corporate Partners: Big Rock Pub, CODA Gallery, Leeds & Son Fine Jewelers, Trilogy Polo Club / June Hill's Table, Vacation Palm Springs, and Trio, and two new Oasis Partners: Palm Springs Art Museum and the El Paseo Shopping District. Partnership publishes the "In the Loop" newsletter, which includes information about upcoming Meet & Sees and other updates. Meyer described the Above + Beyond recognition program which is a year-round opportunity to recognize outstanding employees. Everyone was encouraged to submit a recognition at any time. White noted the importance of everyone's participation. The CVB will start telling these stories online and in the Desert Sun, in addition to the annual Oasis Awards. People can also submit stories directly to Scott White or to Davis Meyer.

Travel Industry Sales - Gary Orfield noted that the team has been out of office frequently. They hosted 12 FAMs in the last 2.5 months which translates to 140 clients to the destination. All of them were product managers at the senior level. The China FAM was for a client advisory board and the owner of the Ritz-Carlton Rancho Mirage and JW Marriott (Mr. Lam) was available to greet the group. The Teslas used during the FAM were a huge hit – thanks to Lance Levitt. Orfield noted that CVB board members were welcome to join in on the FAMs. Orfield summarized the Travel Industry Sales Marketplace which was created two years ago to bring top clients in and allow Partners to meet with them one-on-one. There is no charge to participate; it is designed for hotels and attractions to meet these travel professionals. As part of the Marketplace, Hotel El Paseo and Kimpton gave pre-opening tours of the properties. Bob Schneider commented that he attended and the event was great. He has clients in the destination today as a result. Orfield summarized the marketing his department is doing. There is co-op marketing with tour operators that have a golf focus. There are full-page ads in brochures and webinars and eblasts with Bonotel & GTA. Orfield listed the events coming up in the next four months.

- Destination Development

White noted that the recommendations in the Destination Development Plan are focused on specific areas such as Transportation, Health & Wellness, Arts & Culture, etc.

Transportation/Air Service: White reported that the CVB has been working with air service consultant InterVISTAS for the last two years and is going out with an RFP for a fresh look at the industry. The CVB and Tom Nolan also continue to have conversations with the airlines. The number of seats and the number of flights are up. Thibault summarized the marketing around air service including JetBlue, WestJet, American Airlines and Alaska Airlines. Regarding American, the CVB worked with them in October to promote their early service from Chicago.

Health & Wellness: Higgins noted the Health & Wellness (H&W) category is being included in social media, print, etc. The Healthy Eating Active Living (HEAL) designation has been awarded to five of our nine cities. The CVB encourages the remaining cities to pursue the designation. The CVB has created a H&W Advisory Committee. Thibault summarized the marketing efforts around H&W including SpaFinder.com, Spectrum Cable and Health & Wellness billboards. Kiehl noted that, in Communications, they are also including the H&W theme.

Outdoor Adventure: Higgins reported that Friends of the Desert Mountains is working with the Coachella Valley Association of Governments (CVAG) on signage for our hiking trails, from our roadways and on the trails themselves. A trail map is in development. White added that the CVB will present these efforts to CVAG at some point in the future. Thibault summarized the marketing being done in the Outdoor Adventure area including TravelZoo, Spectrum Cable and billboards. Kiehl added that Communications is also featuring Outdoor Adventure in articles and social

media content, including a recent emphasis on golf destinations from September through November.

Arts & Culture: Higgins thanked the CDAC for their partnership. The CVB has a new Arts & Culture television spot. Miraglia added that the CVB completed a Chill Chaser episode on this theme. The video about Old Town Arts & Studios was shown. He reported that they are also shooting the Palm Desert Farmers' Market, the Palm Springs Air Museum and La Quinta Brewing Company, among others. There are about 19 Chill Chaser episodes so far. In Public Relations and Social Media, Kiehl reported that they supported the Sunnylands FAM and Modernism Week media came in. She noted the CVB participated in the American Film Market which is the world's largest motion picture event, an eight-day conference. Variety Magazine ran an exclusive announcing the CVB's new film incentive program. On December 7, 2017, the CVB participated in the premier of the film "Just Getting Started" with Morgan Freeman and Tommy Lee Jones. This was a great opportunity to showcase our destination. Also, the Miss France production was in town November 19-24 and was hosted at the La Quinta Resort & Club. The program airs this weekend with our destination featured. A video of the Miss France visit was shown. This is good exposure for our destination because Miss France is very popular in France. Visit CA brought this opportunity to us.

Culinary & Nightlife: Higgins reported that the dates for Restaurant Week 2018 are June 1-17 and early bird registration is already underway as is the 2018 marketing plan. Dine GPS is a year 'round effort. Higgins shared the list of Advisory Committee members. Miraglia noted the WanderList series addressed this area in the video featuring Le Vallauris restaurant, which was shown. In the Dine GPS series, the CVB is featuring local chefs, including Tanya Petrovna whose video was shown. Miraglia also spoke about LGBTQ market advertising including Spectrum Cable spots, print advertising, and a video about a real wedding in Palm Springs, which was shown. This is a 30 second commercial, but the CVB has hours of footage to use across all social media channels. In Public Relations and Media, Kiehl reported on her LGBT Media FAM that participated in the Palm Springs Pride Parade.

Regional Collaboration: Thibault reported on the regional collaborative activities of Fall 2017 including Spectrum Cable, KTLA (Los Angeles) co-op with 12 Partners which runs in Los Angeles and WGN in Chicago. The Winter co-op Partners include: CareerBuilder, Fashion Week, Food & Wine Festival, ANA Inspiration, and Hotel Paseo/Shops on El Paseo. Miraglia added that he will create content highlighting these signature events. The Fashion Week and CareerBuilder spots were shown.

SMARI Executive Summary: Research results from Strategic Marketing Insights show that the CVB's marketing efforts gave a lift to the destination. In drive markets, awareness is up to 62% when we were predicted at 47%. The CVB uses this data to adjust its marketing to enhance effectiveness. Thibault noted how the distribution of advertising media has evolved over the last five years – less print, more digital.

Looking Forward: Kiehl noted that her department hosted 91 media representatives in the destination since September and hosted 70 media at dinners in San Francisco and Los Angeles. She also summarized the media visits and FAMs coming up in January. Miraglia reported that the CVB is planning some large screen advertising during the upcoming Palm Springs International Film Festival. Miraglia also reported on the CBS Eat See Play Chill Series with Mario Lopez featuring six destination Partners. The video of the Lopez family was shown. It has been viewed 53,000 times since November 15, 2017.

Corporate Responsibility: White noted Visit California's Grateful Table initiative benefitting areas of California's wine country that was ravaged by wildfire. The CVB was a sponsor of the event.

White gave a brief update on the CVB's holiday party which was catered and decorated by Lulu. The CVB partnered with FIND Food Bank on a couple of fronts, collecting donations at the holiday party and also including a link in its holiday card for monetary donations to FIND.

Evans noted that the CVB works hard and creatively, utilizing many different strategies to promote the destination.

- Monthly Summary Financial Report & Treasurer's Report – October 2017

These documents were included in the meeting packet. Evans noted that when she first became involved in the Convention & Visitors Bureau, its annual budget was about \$7 million. Now it is about \$17 million.

CVB Board of Directors Chairman's Report

- CVB Board Updates

Chair Tom Tabler invited applause for the Destination Development Plan and all the work being done to address its recommendations. He also welcomed Stephen D'Agostino and Victor Woo to the board.

- Industry/City Updates
 - **Hoehn** reported that the Indian Wells Tennis Garden is busy getting ready for the BNP Paribas tournament including some construction and beautification onsite, adding 62 palms and another fountain. Players, both ladies and men, voted this event the best tournament in the world the last four years in a row, which is unprecedented. Clearly, we do a good job of making them feel welcome at the event and in the destination as a whole. He added that the IWTG launched a new event, the collegiate challenge, which is a tournament of college players sponsored by Oracle, designed to develop American tennis. The event was moved from the tennis center in New York. The JW Marriott was the host hotel and venue for the courts.
 - **Del Mas** reported that Empire Polo Club had a great fall with corporate and wedding business, with two weddings in December, which is unusual. Sunday polo starts on New Year's Eve day. Also on the schedule is a dog show, a la crosse tournament, the Southwest Arts Festival, and then Coachella and Stagecoach.
 - **Bruggemans** thanked the CVB for the video featuring Le Vallauris. After 44 years, they continue to grow. He knows they have a niche market. November was 19% over the year before.
 - **Keller** added that Le Vallauris was rated one of top 100 restaurants in American for the last two years. He reported that he reopened Acqua the end of July and it is doing extremely well. The restaurant can host up to 250 people. As for Art & Culture, they have a Marilyn Monroe mural at Lulu in Palm Springs. At Acqua, the artwork is by his wife's 105-year-old father. Proceeds from any sales go to charities.
 - **Harnik** commented that Wild Lights at the Living Desert is magical. The City of Palm Desert is working with Palm Springs Life on Fashion Week and the Food & Wine Festival. She thanked the CVB for its help in marketing these events.
 - **Ellis** reported that Palm Mountain Resort had a record year and he is glad the Kimpton Rowan is open as it helps to raise all boats.
 - **Kors** thanked the CVB for all the terrific work. He reported that last night was the celebration in downtown Palm Springs with the opening of the new Kimpton Rowan hotel. Everyone appreciated the widened streets and the sidewalks to open up downtown. They sealed a time capsule and had a great celebration. The City is getting

ready for the Palm Springs International Film Festival and he is also looking forward to dining at Le Vallauris.

- **Perez** thanked the CVB for their work. As County Supervisor, he knows that tourism and hospitality are major industries in the Coachella Valley. He noted that Riverside County ranks 3rd in population of veterans; there are 33,000 veterans in his district. He would like to ensure that our destination is veteran-friendly and that our industries employ veterans. He believes Riverside County should complete a needs study and would like to implement a Veterans' Internship Program. He has submitted legislation in favor of veterans and requests support for it.
- **Smith** reported that Access Destination Services is finishing their year in excess of their goal. They completed a huge program with JW Marriott Desert Springs Resort & Spa and had a big December, which is unusual. They are booking site visits for 2019 and there is lots of European interest. Projections for 2018 are already at 72% of their goal. She noted that her clients are extremely excited about this destination. She pushes out the Chill Chaser videos so people can see our destination without being here.
- **Holmes** commented that all the videos and marketing efforts are outstanding. The City of Indio just completed the annual tamale festival, sponsored by Tabasco, and they are planning upgrades for next year. The City is looking forward to the Southwest Arts Festival. Indio has a couple of new hotels – Marriott Fairfield is coming along and Hampton is in the plan check process. The City signed a deal on a luxury screen theater in north Indio.
- **Purdy** noted that Military Days at the Palm Springs Aerial Tramway are the entire month of July, annually. Attendance at the Tram was up 5% for the month of November. Tonight concludes their holiday series of concerts. He added that the Above + Beyond program is a great idea.
- **Zod** noted that he and the Renaissance Palm Springs are looking forward to the Palm Springs International Film Festival and the conclusion of the hotel's renovation.
- **Abney** reported that the Desert Hot Springs Hoteliers Association (boutique hotels, unique hotels and small hotels) are working with Jeff Miraglia and the campaign is helpful, occupancy is growing. They enjoy a nice partnership on behalf of the City of Desert Hot Springs.
- **Scaramellino** noted that at the Westin Mission Hills Resort & Spa, 2020 is ahead of pace, but 2019 is lower and he wondered what the explanation might be. He complimented Miraglia and his help with content and collaboration on marketing efforts. He asked about an update on the "Coachella Train." Mayor Jan Harnik said Riverside County Transportation Commission discussed this topic on Wednesday and the train will operate during the music events this year, but it is a complex endeavor. Scaramellino reported that Westin Mission Hills has a new Director of Sales and Marketing starting Jan. 6, 2018.
- **Canfield** echoed the sentiments around the table. He has been involved in the Convention Center for seven years and they have had a record-setting year, both actualized rooms and bookings for the future. He reported they have business on the books into 2025 and the collaboration with the CVB is a big part of the success.
- **Schneider** reported that Desert Adventures continues to see record revenues and it is great to be a part of these activities. Desert Adventures created a new event space, a bit smaller than their existing space, accommodating 40-50 people and all lighting is portable.
- **Watson** reported that he will continue to oversee the Doubletree by Hilton Golf Resort and will manage the Riviera, too. He remembers 14 years ago, hoteliers were requesting data and collaboration and he is now inspired at the progress that has been made. The effort is remarkable and the synergy is alive today. He is proud to be part of it.
- **D'Agostino** from Hyatt Regency Indian Wells commented that it was exciting to see the collaboration among the properties and with the cities. It does make a difference and he can see the change over the years.
- **Brown-Welty** reported that CSU San Bernardino Palm Desert Campus will have 54 students volunteering at the Palm Springs International Film Festival and Modernism Week

as ambassadors. The hospitality management position has been distributed and they are reviewing applications. She noted that Kelly Steward is on committee.

- **Carnevale** noted that he was representing the City of Cathedral City because Stan Henry was not able to attend today. He reported that the events in the city continue to grow and he complimented Chris Parman, the city's Communications and Events Manager. The hot air balloon event grows every year. He added that he owns a restaurant in Cathedral City and the work of the CVB has enhanced his business.
- **Matas** reported that the City of Desert Hot Springs held its first pride festival in November. Cannabis tourism is big and boutique hotels are involved in creating policy for the future.
- **Steward** reported that the Ritz-Carlton had a great November and December is going to be amazing. She is promoting the activities and attractions in the destination and noted that some of their guests are people displaced by the wildfires. The Ritz has new DOSM, Tiffany Gorman. Steward complimented the CVB staff and wished everyone Happy Holidays.
- **Poncher** echoed the sentiments complimenting the CVB team. In spite of three months of renovation, 2016 was record-breaking at Homewood Suites by Hilton, La Quinta, and was matched again this year. November and December look fantastic. He wished everyone Happy Holidays.
- **Evans** is looking forward to the CareerBuilder tournament operated by Lagardere and its marketing approach – for \$30 admission, guests can see the players and also stay for a concert on Friday and Saturday evenings. She noted the relationship between tourism and economic development and noted that transportation is part of both and encouraged all to continue collaborating.
- **Tabler** commented that the destination should continue to be mindful of its competition, namely Orlando and Phoenix, and noted the uniqueness of this collaborative group.

Future Meeting Date

Friday, January 26, 2018, 8:00 a.m. in the CVB Boardroom


Adjournment

The meeting was adjourned at 9:51 a.m.

Prepared by:


Revae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:


Robert Del Mas

Approval Date:

Jan. 26, 2018