



JOINT MEETING JPA EXECUTIVE COMMITTEE & VISIT GREATER PALM SPRINGS BOARD OF DIRECTORS MINUTES

Call to Order

The meeting was called to order at 8:35 a.m. by Gary Gardner, JPA Chair, at the JW Marriott Desert Springs Resort & Spa in Palm Desert, CA.

Roll Call

The roll call is recorded on the following page.

MARCH 31, 2023

Location: JW Marriott Desert Springs Resort & Spa
Room: Springs Salon A-C
74-855 Country Club Drive
Palm Desert, CA, 92260
Joint Meeting
Friday, March 31, 2023
8:30am – 10:00am

JOINT POWERS AUTHORITY

Gary Gardner, Chair
City of Desert Hot Springs

Waymond Fermon, Vice Chair
City of Indio

Rita Lamb
City of Cathedral City

Bruce Whitman
City of Indian Wells

Linda Evans
City of La Quinta

Jan Harnik
City of Palm Desert

Jeffrey Bernstein
City of Palm Springs

Steve Downs
City of Rancho Mirage

V. Manuel Perez
County of Riverside

Visit GPS BOARD OF DIRECTORS

Rolf HoeHN, Chair
Indian Wells Tennis Garden

Peggy Trott, Vice Chair
Kimpton Rowan Palm Springs

Tom Scaramellino, Secretary
Westin Rancho Mirage Golf Resort & Spa

Aftab Dada, Treasurer
Hilton Palm Springs Resort

Kate Anderson
Agua Caliente Band of Cahuilla Indians

Lorraine Becker
Cabo's Pueblo Museum

Sejal Bhakta
Hampton Inn & Suites

Celeste Brackley
Ace Hotel & Swim Club

Gary Cardiff
Cardiff Limousine & Transportation

Kenny Cassidy
Meredith Lodging

Jay Chesterton
Fantasy Springs Resort Casino

Dermot Connolly
La Quinta Resort and Club

Tim Ellis
Ellis Hospitality Services

Eddy Estrada
Smarter Property Management

David Feltman
VRON of Palm Springs

Rob Hampton
Palm Springs Convention Center

		PRESENT	NOT/YTD
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council Member, Chair	X	
	Roger Nunez, Council Member		
CITY OF INDIO	Waymond Fermon, Council Member, Vice Chair	X	
	Elaine Holmes, Council Member		
CITY OF CATHEDRAL CITY	Rita Lamb, Mayor	X	
	Mark Carnevale, Council Member		
CITY OF INDIAN WELLS	Bruce Whitman, Council Member	X	
	Ty Peabody, Council Member		
CITY OF LA QUINTA	Linda Evans, Mayor	X	
	Steve Sanchez, Mayor Pro Tem		
CITY OF PALM SPRINGS	Jeffrey Bernstein, Mayor Pro Tem	X	
	Ron deHarte, Council Member		
CITY OF PALM DESERT	Jan Harnik, Council Member		A
	Gina Nestande, Council Member		
CITY OF RANCHO MIRAGE	Steve Downs, Mayor Pro Tem	X	
	Meg Marker, Council Member		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District		E
	Joaquin Tijerina, Economic Development Manager	X	
VISIT GPS BOARD OF DIRECTORS ROLL CALL		PRESENT	EXCUSED
	Rolf HoeHN, Chair - Indian Wells Tennis Garden	X	
	Peggy Trott, Vice Chair - Kimpton Rowan Palm Springs	X	
	Tom Scaramellino, Secretary - Westin Rancho Mirage Golf Resort		E
	Aftab Dada, Treasurer - Hilton Palm Springs Resort	X	

Visit GPS Board of Directors
(continued)

Jerry Keller
LULU California Bistro

Patrick Klein
The Shops on El Paseo

Jay Mainthia
Indio Super 8 & Suites

Kelly McLean
MJM Holdings, Inc.,
McLean Company and Poppy

Nusrat Mirza
JW Marriott Desert Springs

Allen Monroe
The Living Desert

Lee Morcus (Emeritus)
Kaiser Restaurant Group

Michael Murray
Hotel Paseo

Liz Ostoich
FARM and Tac/Quila Palm
Springs

Brad Poncher
Hospitality Consulting

Greg Purdy
Palm Springs Aerial Tramway

Tim Pyne
Renaissance Esmeralda Resort
& Spa

Bob Schneider
Desert Consulting

Ankit Sekhri
Two Bunch Palms

Barb Smith
Eventis Destination Services

Boris Stark
Palm Desert Vacation
Properties

Joseph Tormey CSU
San Bernardino Palm
Desert Campus

Doug Watson
Strategy | Innovation | Co.

	PRESENT	EXCUSED
Kate Anderson, Agua Caliente Band of Cahuilla Indians	X	
Lorraine Becker, Cabot's Pueblo Museum	X	
Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio		E
Celeste Brackley, ACE Hotel & Swim Club		A
Gary Cardiff, Cardiff Limousine & Transportation		A
Kenny Cassady, Vacasa	X	
Jay Chesterton, Fantasy Springs Resort Casino	X	
Dermot Connolly, La Quinta Resort & Club	X	
Tim Ellis, Ellis Hospitality Services		E
Eddy Estrada, Smarter Property Management		A
David Feltman, VRON Palm Springs	X	
Rob Hampton, Palm Springs Convention Center		E
Jerry Keller, LULU California Bistro	X	
Patrick Klein, The Shops on El Paseo		E
Jay Mainthia, Indio Super 8 Motel	X	
Kelly McLean, Poppy	X	
Nusrat Mirza, JW Marriott Desert Springs Resort & Spa	X	
Allen Monroe, The Living Desert		E
Lee Morcus (Emeritus), Kaiser Restaurant Group		A
Michael Murray, Hotel Paseo	X	
Liz Ostoich, FARM and Tac/Quila Palm Springs	X	
Brad Poncher, Hospitality Consulting, Strength INN Tourism		E
Greg Purdy, Palm Springs Aerial Tramway	X	
Tim Pyne, Renaissance Esmeralda Resort & Spa	X	
Bob Schneider, Desert Consulting	X	
Ankit Sekhri, Two Bunch Palms	X	
Barb Smith, Eventis Destination Services		E
Boris Stark, Palm Desert Vacation Properties	X	
Joe Tormey, CSU San Bernardino Palm Desert Campus		E

A quorum was reached. 21 BOD and 9 JPA.

STAFF/ATTORNEY

Scott White, President and CEO
 Bill Judson, Vice President Finance and Administration
 Colleen Pace, Chief Sales and Marketing Officer
 Carolina Viazcan, VP of Sales
 Davis Meyer, Senior Director of Community Affairs
 Julie Sinclair, Director of Brand Communications
 Joyce Kiehl, Director of Communications

Gary Orfield, Director of Tourism Development
 Stefanie Kilcoyne, Director of Operations
 Don Prince, Director of Indian Wells Tourism
 Sarah Goslin, Executive Assistant & Board Administrator
 Bob Wilson, Brand Communications Specialist
 Lena D. Wade, Legal Counsel

FIND Food Bank Check Presentation

Scott White reported on the IMEX America 2023 give-back program by VGPS.

- The funds saved by scaling back the booth, along with the incentive for planners that we would donate \$100 to the Tourism Foundation for every lead received from IMEX, raised \$23.1K, which VGPS split between two organizations – VGPS Tourism Foundation and FIND Food Bank. FIND Food Bank was presented with a check in the amount of \$11,550. FIND Food Bank CEO Debbie Espinosa accepted the check, and mentioned they are hosting a Telethon from 7-8 on News Channel 3 tonight to raise more funds.

PLEDGE OF ALLEGIANCE

JPA Vice-Chair Waymond Fermon led the Pledge of Allegiance.

CONFIRMATION OF AGENDA

JPA Chair Gardner asked whether there were any changes to the agenda.

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.

JPA Chair Gardner called for public comments. There were no public comments on record.

PRESENTATIONS

Kate Anderson, Director of Public Relations for Agua Caliente Band of Cahuilla Indians, gave a presentation on the new The Spa Séc-he (Séc-he means the sound of boiling water), opening on April 4, 2023.

- The Agua Caliente Cultural Museum and Oasis Trail will open later in 2023, potentially fall. More than 70K sq ft of space for the spa complex. 22 individual private baths for hot mineral springs. Closed the old spa in 2014, broke ground in 2018 on the cultural plaza project – now first stage is opening on April 4, 2023. Day Spa passes will be about \$145. The Málmal (means butterfly) Café is open to the public (Mediterranean food) – you do not need to have a booked spa service to enjoy. Website is up www.thespaatseche.com

Michael Dominguez, President & CEO of Associated Luxury Hotels International gave presentation on California's Economic Outlook.

- Most businesses are requiring employees to return to working in the office at least 3-4 days per week. London and Tokyo are already back to 75% of staff working in the office. Inflation is back to GOP margins from 2017. Inflation is expected to remain elevated at least through 2024. Airfare is 30% higher but there are not enough planes to accommodate travelers. Business travel is back to 90% of levels in 2019. Meetings are essential and companies will cut in other areas to be sure meetings take place. Avian Flu has caused eggs and chicken costs to increase. A wheat crisis is on the horizon. The boomers are the wealthiest generation in history, and they are using their wealth

for travel. The data doesn't show a recession in our future. Business investment continues to flourish. Print media is still very important.

o Questions:

- Q: Nusrat Mirza | What do you see with labor costs?
- A: We have doubled over 24% in the last 3 years; we are now looking at the normal increase of 4% - we are always about double retail. Workforce is lacking the 25 and under demographic, and women workers are still down about 2% vs. pre-pandemic. There is a great need to increase childcare options for workers. Hospitality childcare co-op is a great idea and something we should look at.
- Q: Liz Ostoich | Will Gen Z spend or save their money?
- A: They're balanced. They want to work and are spending their money, but also putting some into savings as well. There is a shift in the current thought process of "is college necessary?"

Scott White made note that Bill Judson, Vice President of Finance & Administration of Visit Greater Palm Springs would be giving the Davis Farr Audit Presentation in place of Jennifer Farr.

Bill Judson on behalf of Jennifer Farr with Davis Farr presented the Independent Auditor's 2022 Annual Financial Report for Visit Greater Palm Springs.

APPROVAL OF MINUTES (All Vote)

JPA – VGPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED JANUARY 31, 2023 (all vote)

The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated January 31, 2023, were presented for approval. Chair Gary Gardner asked for a motion. Mayor Linda Evans with City of La Quinta made a motion to approve, and Council Member Waymond Fermon with City of Indio seconded. No abstentions. There was no further discussion, and the minutes were approved based on a show of hands.

CONSENT CALENDAR (only JPA Executive Committee votes)

- **WARRANTS AND DEMANDS DATED JANUARY 2023**
- **WARRANTS AND DEMANDS DATED FEBRUARY 2023**

The Warrants and Demands dated January & February 2023 for Pacific Premier Bank, were presented for approval. Mayor Pro Tem Steve Downs with City of Rancho Mirage made a motion to approve, and Mayor Pro Tem Jeffrey Bernstein with City of Palm Springs seconded. No abstentions. There was no additional discussion, and the Warrants and Demands were approved based on a show of hands.

VGPS Board (BOD VOTE only)

- **Approve John Bolton from Oak View Group for Board of Directors seat (Bob Schneider)**

Bob Schneider called for an approval of John Bolton for a seat on the Board of Directors. Bob Schneider with Desert Consulting made a motion to approve, and Aftab Dada with Hilton Palm Springs seconded. All approved.

- **Receive and Accept the Independent Auditor's 2022 Annual Financial Report (and Communication Letter from Davis Farr dated March 20, 2023)**

Board Chair Rolf Hoehn called for an approval of the Auditors Report for 2022. Doug Watson with Strategy | Innovation | Co. made a motion to approve, and Jay Mainthia with Indio Super 8 & Suites seconded. No abstentions. All approved.

- **Resolution No. BOD 2023-002 – Appropriating Funds**

The resolution to approve the appropriation of funds to the Greater Palm Springs Tourism Foundation in support of The Tourism Grant Program and TEAM GPS training program was presented for approval. Bob Schneider with Desert Consulting made a motion to approve, and Nusrat Mirza with JW Marriott Desert Springs seconded. No abstentions. All approved.

JPA EXECUTIVE COMMITTEE ITEMS (Only the JPA Executive Committee Votes)

- **Receive and Accept the Independent Auditor's 2022 Annual Financial Report (and Communication Letter from Davis Farr dated March 20, 2023)**

JPA Chair Gary Gardner called for an approval of the Auditors Report for 2022. Mayor Linda Evans with City of La Quinta made a motion to approve, and Mayor Pro Tem Jeffrey Bernstein with City of Palm Springs seconded. No abstentions. All approved based on a show of hands.

• **Resolution No. JPA 2023-003 – Appropriating Funds**

The resolution to approve the appropriation of funds to the Greater Palm Springs Tourism Foundation in support of The Tourism Grant Program and TEAM GPS training program was presented for approval. Mayor Linda Evans with City of La Quinta made a motion to approve, and Mayor Pro Tem Steve Downs with City of Rancho Mirage seconded. No abstentions. All approved based on a show of hands.

CEO / PRESIDENT'S REPORT

Sales & Marketing Update by Colleen Pace

- **Marketing**
 - Marketing team won 14 awards during the Ad Fed Awards.
 - VGPS has 11 co-op partners for Summer of 2023.
 - Working with Greenhaus on a new meetings campaign, The Oasis is Real, based on feedback from research and Board input.
 - Greenhaus will be in-market the week of May 9th to film at 12 locations.
 - The UK international campaign was launched with FINN Partners – launching in phases. Phase 1 included digital, Google search, native, and social media ads.
- **PR/Communications**
 - VGPA collaborated with Globe-Trotter and designed a destination inspired line of luggage and a sticker.
 - Launched on Feb 22nd at The Ware Estate in Palm Springs, as well as London on March 2nd and Tokyo March 16th. There will be another launch in West Hollywood on April 27.
 - Shared video of Tokyo launch.
 - The collaboration gives VGPS access to Globe-Trotter clients in marketing outreach.
 - United Plates of America was in-market last week at La Quinta Resort, The Paloma, and The Parker to showcase our destinations hotel/resort dining, and is here again today filming a Hollywood inspired segment in Palm Springs.
- **Convention Sales**
 - 102% of their booking goal – exceeding goal metrics across the board.
 - Short-term bookings is still prevalent. We are focusing on booking future leads and working with our strategic partners.

Scott Reported:

- Tourism Foundation Golf Tournament on May 4th | NTTW events May 8-12 | Restaurant Week June 2-11 | Champions of Hospitality Awards on October 30th at Ren IW
- Welcomed today's guests - Steven Hernandez, City Manager with Riverside County, Shannon Gilbert, new GM at The Ritz-Carlton Rancho Mirage, Kevin Barnett, GM at the Miramonte, and Ron deHart with City of Palm Springs.
- During the mission to Japan, Scott had the opportunity to share the goal of an independent CSU campus with Marko Kounalakis, Visiting Fellow for the Hoover Institution, and husband of Lt. Governor Kounalakis. He was very interested in supporting the idea.
- Reminder to all Board & JPA to please turn in their Form 700's for 2022 to Sarah Goslin as soon as possible. Due date is tomorrow, April 1, 2023.
- Happy Birthday to all Board & JPA Members who celebrate in March, April & May.

JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES

- Steve Downs mentioned this weekend marks the 51st consecutive year a professional golf tournament has taken place in Rancho Mirage. The Dinah, now known as the Chevron Championship (golf tournament), hosted its 50th and final year in Greater Palm Springs in 2022, as it moved to Texas this year. In its place, The Galleri Classic hosted its inaugural tournament this weekend and we look forward to welcoming it back again next year.
- Waymond Fermon gave dates of upcoming concerts Coachella and Power Trip.
 - Coachella weekends April 14-16 and April 21-23
 - Power Trip taking place October 6-8
- Jeffrey Bernstein said the City of Palm Springs has hired new city manager, opened a new hotel, and will be celebrating the city's 85th anniversary with a celebration downtown.
- Rolf Hoehn said this year's BNP Paribas set a record for single-day attendance of more than 61K fans. The tournament attracted over 440K fans over two weeks, almost as many as 2019 @ 475K fans.

FUTURE MEETING DATE

- June 29, 2023 | The Ritz-Carlton, Rancho Mirage

ADJOURNMENT

The meeting was adjourned by Scott White & Gary Gardner at 10:14 a.m.

Prepared by:


Sarah Goslin
Executive Assistant & Board Administrator

Visit GPS Board of Directors Secretary:



Approval Date:

