

# BOARD AND JPA MEETING

Friday, November 18, 2022

WiFi: PSAM Guest/ Access Code: psamwifi



**PALM SPRINGS**  
**AIR MUSEUM**®  
EST 1996

CALL TO ORDER

ROLL CALL

“I pledge allegiance to the flag  
of the United States of America,  
and to the Republic for which it stands,  
one nation under God indivisible,  
with liberty and justice for all.”



# CONFIRMATION OF AGENDA

(NO VOTE REQUIRED)

PUBLIC COMMENT

# APPROVAL OF MINUTES

(ALL VOTE)

- JPA - VGPS Board of Directors Joint Meeting Minutes – September 30, 2022

# CONSENT CALENDAR

(JPA ONLY VOTES)

- Warrants and Demands Dated September 2022
- Warrants and Demands Dated October 2022
- Resolution No. JPA 2022-006: Re-Authorizing Remote Teleconference Meetings



CONGRATULATIONS!



*Congratulations!*

**AFTAB DADA**

**FOR RECEIVING THE 2022  
COMMUNITY SUPERHERO  
FOR YOUTH AWARD!**





*Thank you!*

**KELLY STEWARD**

**WE ARE GRATEFUL FOR ALL YOU  
HAVE CONTRIBUTED TO SUPPORT  
AND LEAD OUR INDUSTRY DURING  
YOUR TIME IN OUR DESTINATION.**

**YOU WILL BE MISSED!**



# VGPS BOARD OF DIRECTORS ITEMS

(VGPS BOARD ONLY VOTES)

➤ VGPS Board of Directors Renewals & Election

Election 2023-2024 (2-year term):

Rolf Hoehn for Chair / Peggy Trott for Vice Chair / Tom Scaramellino for Secretary / Aftab Dada for Treasurer

Renewals 2023-2025 (3-year term):

Lorraine Becker / Dermot Connolly / Rob Hampton / Jay Mainthia / Bob Schneider / Barb Smith / Joe Tormey / Doug Watson

# JPA EXECUTIVE COMMITTEE ITEMS

(JPA ONLY VOTES)

- Nominations for Chair & Vice Chair 2023-2024 (2-year term):

Gary Gardner for Chair

Waymond Fermon for Vice Chair

# CEO / PRESIDENT'S REPORT

# RESIDENT SENTIMENT STUDY

## ECONOMIC IMPACT OF TOURISM

(% OF RESIDENTS WHO AGREE)

TOURISM IS IMPORTANT FOR THE ECONOMY 98%



TOURISM-GENERATED REVENUES IS IMPORTANT FOR GOVT SERVICES 94%



TAX IMPACT INCREASED APPRECIATION 73%



SUPPORT TOURISM INDUSTRY GROWTH 77%



## QUALITY OF LIFE

TOURISM IMPROVES DAILY LIFE



74% OF RESIDENTS AGREE THAT TOURISM MAKES COACHELLA VALLEY A BETTER PLACE TO LIVE.

ONLY 28% OF RESIDENTS FEEL THE DESTINATION HAS TOO MANY VISITORS



## VACATION RENTALS

(% OF RESIDENTS WHO AGREE)

VACATION RENTALS SUPPORT LOCAL BUSINESSES AND CITY SERVICES 76%



VACATION RENTALS THAT ARE WELL-REGULATED ARE GOOD FOR THE COACHELLA VALLEY 72%







MARKETING & COMMUNICATIONS

# WHAT WILL YOU FIND – CULINARY



# WHAT WILL YOU FIND – OUTDOOR EXPERIENCES



# WHAT WILL YOU FIND – EVENTS



# OASIS ADVENTURES: EPISODIC

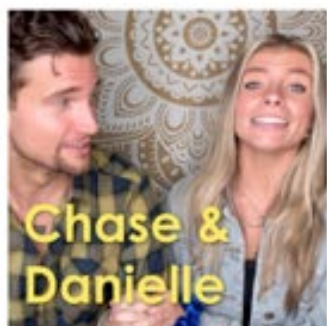
This **series of four episodes** is a fun and adventure filled travel show following multiple characters as they discover **hidden gems** while following a theme. The series explores and showcases the **perfect visit** to Greater Palm Springs.



## Social Media

YouTube, TikTok,  
Instagram,  
Facebook, VGPS  
website

[VIEW ITINERARIES](#)



EPISODE 1

[SAVE ITINERARY >](#)



EPISODE 2

[SAVE ITINERARY >](#)



EPISODE 3

[SAVE ITINERARY >](#)



EPISODE 4

[SAVE ITINERARY >](#)



# CONTENT COLLABORATION

**Cory Lee @curbfrecorylee**  
(29.2K followers)

Shared wheelchair accessible experiences with his following.



**Lily Yu @deafjourney**  
(35.5K followers)

The reel was top-performing for the timeframe, reaching over **36K video views**.



**Nicole @glutenfreesocialite**  
(14.4K followers)

Highlighted gluten-free restaurants during National Celiac Awareness Day. The reel generated **6.5K video views**.



# CONTENT COLLABORATION



## Love Local by a Local

Lori Rogers (@black.in.palmsprings) is highlighting local businesses throughout the destination. She brings a **first-person perspective** to these local shops and experiences.

These videos will be featured on Instagram, TikTok and the Visit Greater Palm Springs website.

LOVE  
LOCAL



CONVENTION SALES

# 2022 IMEX RECAP



## 9 Partners

- BMW Performance Center West
- La Quinta Resort & Club
- Hyatt Regency Indian Wells Resort & Spa
- Palm Springs Convention Center
- Margaritaville Resort Palm Springs
- Renaissance Esmeralda Resort & Spa, Indian Wells
- Omni Rancho Las Palmas Resort & Spa
- JW Marriott Desert Springs Resort & Spa
- The Westin Rancho Mirage Golf Resort & Spa

# 2022 IMEX RECAP



**24** New Leads  
**25,048** Room Nights

	Leads	Room Nights
<b>2023</b>	13	6,906
<b>2024</b>	7	8,482
<b>2025</b>	3	5,392
<b>2026</b>	1	4,268

**90** Client Appointments  
**231** Client Booth Scans

Spa Event: **16** Clients  
Breakfast: **17** Clients  
Dinners: **33** Clients

IGLTA MILAN

# IGLTA MILAN



TRAVEL · LEARN · CONNECT

## IGLTA ASSOCIATION BOARD MEETING

Hosted by

visit  greater palm springs  
find your california oasis

# DESTINATION INTERNATIONAL PLEDGE



## **EQUITY, DIVERSITY & INCLUSION CEO PLEDGE**



# NEW DEI-FOCUSED POSITION

**Lauren Bruggemans**  
Director of Sustainability &  
Community Engagement

**Joined the  
Partnership team  
June 2022**



# DEI TRAINING



**CALIFORNIA  
TRAVEL  
ASSOCIATION**  
Tourism's United Voice





GUEST SPEAKER:  
Roni Weiss, Executive Director  
Travel Unity



*Founded in 2016, Travel Unity is a 501(c)(3) focused on increasing diversity in travel through individual and community empowerment.*



## OUR PHILOSOPHY

- **No one is perfect.** Diversity, equity, and inclusion (DEI) is a process for everyone who commits to it (including us).
- **Intent is not enough.** Real change only comes through active listening, diplomatic empathy, and **applied DEI**.
- **We meet people and organizations where they are.** We will work with anyone who commits to making travel welcoming to people of all backgrounds and abilities.



# OUR SCOPE

## DEI

### **Holistic // Intersectional**

*our working definition includes*

- racial/ethnic background
- ability/disability, neurodiversity, body size
- language
- socioeconomic status
- citizenship, land of origin
- faith, religious, and/or spiritual affiliation
- gender identity, gender expression
- sexual orientation
- age
- marital status

## TRAVEL

### **Broad**

- Local and regional travel
  - Cultural institutions
  - Natural spaces
- Leaving home to study at a college/university
- Personal/professional development
- (Possible) career path



# OUR SCOPE

## INDIVIDUALS

Helping people (especially youth) see how travel can be a part of their lives for personal growth or as a career path

- CTE and virtual programs for HS students
- In-person programs for college students
- Collaboration with vocational rehabilitation agencies across the United States

## TRAVEL INDUSTRY // ORGANIZATIONS

Educating and connecting through the filter of our DEI Standards and certification programs.

- Certified by Travel Unity (CBTU)
- Travel Unity Individual Certificate (TUIC)
- Certified Diversity Travel Professional (CDTP)



# WHY DEI MATTERS

## Management & Workforce

- Recruitment
- Productivity
- Retention
- Word of Mouth

## Visitorship

- Word of Mouth
  - Private
  - Social media
  - Press
- Return Visitors

## Community Impact

- Support for tourism industry
- Authentic storytelling
- Hiring pipeline
- Word of mouth

## LGBT Travel Market: Annual Spend Now Exceeds USD\$218 billion



**ADVENTURE TRAVEL**  
TRADE ASSOCIATION

The data showed that **36 percent of U.S. outbound adventure travelers identify as a non-white race or ethnicity**. That is 22 million travelers of color over the age of 18. The ATTA research found that it represents an estimated \$51 billion annual market opportunity.

<https://www.travelpulse.com/news/features/us-adventure-travelers-of-color-represent-51-billion-in-revenue.html>



According to the findings, **Black Americans spent an estimated \$109.4 billion on leisure travel in 2019**, representing roughly 13.1 percent of the U.S. leisure travel market.

<https://www.afar.com/magazine/new-study-reveals-the-spending-power-of-black-us-leisure-travelers>

# TRAVEL SPENDING



NORTH AMERICAN ADULTS WITH  
DISABILITIES ARE SPENDING AN ESTIMATED

**\$19 BILLION**

IN TRAVEL PER YEAR<sup>1</sup>

THEY USUALLY TRAVEL WITH OTHERS,  
RAISING THEIR ECONOMIC IMPACT TO

**\$40 BILLION**<sub>1</sub>



TRAVEL SPENDING IN THE  
DISABILITY SECTOR HAS RISEN BY

**27% OVER 13 YEARS**

AND CONTINUES TO RISE<sup>1</sup>





# DEI Pages



## WE STAND TOGETHER FOR SOCIAL JUSTICE AND EQUALITY

The death of George Floyd while in police custody and, for that matter, across the globe. It has brought a spotlight and brings to the forefront the years of oppression of communities of color for years, and even centuries that exists in our country, as well as our own communities. We are taking action to examine and eliminate the socioeconomic and ideological ignorance, fearmongering, unconscious bias, and discrimination.



## DIVERSITY & INCLUSION

The team at Visit Phoenix believes that all human beings – regardless of race, ethnicity, gender identity, sexual orientation, age, abilities, religious beliefs and individuals of many more identities and experiences – should have equal opportunities and access to services.

We believe that respecting all people – and celebrating our differences – makes us better friends and neighbors within the community and the visitor industry. And, through actions of advocacy and allyship, we desire to be leaders in diversity, equity and inclusion.

In addition to standing for equality and social justice, Visit Phoenix acknowledges historical and systemic injustices of marginalized communities, and we are committed to listening, learning and growing to ensure that we're contributing to a community that's safe, welcoming and representative of all locals and visitors.





# DEI Pages



SUPPORT FOR BLACK LIVES



ACCESSIBLE PHOENIX



LGBTQ+ TRAVEL



CELEBRATING BLACK STORIES IN PHOENIX



NATIVE CULTURES IN PHOENIX TODAY



WHERE TO CELEBRATE AAPI CULTURES IN PHOENIX





# Travel Unity's DEI Standards for Travel & Tourism

## Pillar A: Management & Workforce

A.1.  
Leadership  
Commitment

A.2.  
Hiring &  
Pipeline

A.3. Training,  
Development,  
& Evaluation

A.4.  
Employee  
Support

## Pillar B: Visitorship

B.1.  
Stakeholder  
Engagement

B.2.  
Communications

B.3. Welcoming  
& Fulfilling  
Experiences

B.4.  
Partner  
Engagement

## Pillar C: Community Impact

C.1.  
Local  
Environment

C.2. Local  
Employment &  
Contractors

C.3.  
Local  
Engagement

C.4. Local  
Culture



# APPLIED DEI IN ORGANIZATIONS

## Forming a DEI Mindset

- Have staff commit to being intentionally inclusive
- Gain a natural eye on who is left out of your products/marketing
- Holding this mindset helps to sustain an inclusive organizational culture (and can even influence beyond)

## Following Processes

- Create a plan with policies and metrics for success
- Develop training & processes that avoid bias in HR practices including hiring & retention, and marketing & communications
- Seek and maintain partnerships to get a variety of perspectives



## Avoiding Performative Actions

Performative actions come from being reactive - perhaps going along with perceived trends or worrying about “being cancelled” if you don’t say *something*.

Performative actions are not thought out and do not have follow-through.

**Performative actions can make you lose the trust of customers and stakeholders.**





## GUIDED BY TRAVEL UNITY

- **Phase One:** Baseline Internal - audit + surveys and/or interviews to uncover day-to-day staff thoughts re: DEI
- **Phase Two:** Internal DEI Training + Departmental Dialogues
- **Phase Three:** Stakeholders - audit + surveys and interviews
- **Phase Four:** Marketing + Visitor Experience - “product readiness”
- **Phase Five:** Partnerships + Local Community
- **Phase Six:** Thought leadership, Supply Chain, and Public Services



# **How is Visit Greater Palm Springs doing around DEI?**



# WORK WITH VISIT GPS

- **Phase One**
  - Audited HR practices
  - Audit of website and social media through prism of DEI
  - Survey of staff
- **Phase Two**
  - DEI 100
  - Identity + Bias
  - Navigating Difficult Conversations in Diverse Workplaces
  - Departmental Meetings
  - *Hearing from Under-Represented Travelers*





## WORK WITH VISIT GPS

- **Phase Three**
  - Continuing to align with TU's DEI Standards for potential organization certification
  - Continued departmental and leadership dialogues
  - Check-ins with DEI Committee
  - Stakeholder Engagement
    - Survey
    - Dialogues
    - Focus Groups

## Certified by Travel Unity (CBTU)

The **Certified by Travel Unity (CBTU)** designation is conferred upon organizations that demonstrate adherence to Travel Unity's DEI Standards for Travel & Tourism.

This certification is appropriate for any organization that welcomes visitors.



BIRTHDAYS

# HAPPY BIRTHDAY !!!



**SEJAL BHAKTA**

**November 9**



**DOUG WATSON**

**November 27**



**MIKE WADDELL**

**December 4**



**GARY GARDNER**

**December 11**



**MICHAEL MURRAY**

**December 18**



**WAYMOND FERMON**

**December 20**



**TOM SCARAMELLINO**

**December 30**

JPA EXECUTIVE COMMITTEE &  
BOARD OF DIRECTORS UPDATES

# NEXT BOARD MEETING

Tuesday, January 31, 2023

**Location: TBD**