



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

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### **Call to Order**

The meeting was called to order at 8:33 a.m. by Gary Gardner, JPA Chair, at Agua Caliente Resort Casino Spa, in Rancho Mirage, CA.

### **Roll Call**

The roll call is recorded on the following page.

**JUNE 14, 2024**



Location: Agua Caliente Resort Casino Spa  
 Room: Cahuilla C, D & E  
 32-250 Bob Hope Drive  
 Rancho Mirage, CA 92270  
 June 14, 2024  
 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

Greg Sanders  
 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

VGPS 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  
 Cabot's Pueblo Museum

Sejal Bhakta  
 Hampton Inn & Suites

John Bolton  
 Oak View Group

Celeste Brackley  
 The Line & Saguaro Hotels

Gary Cardiff  
 Cardiff Limousine &  
 Transportation

Kenny Cassidy  
 Acme House Company

Jay Chesteron  
 Fantasy Springs Resort Casino

Dermot Connolly  
 La Quinta Resort and Club

Tim Ellis (Emeritus)  
 Ellis Hospitality Services

Eddy Estrada  
 Smarter Property Management

David Felman  
 VRON of Palm Springs

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

VGPS Board of Directors  
(continued)

**Shannon Gilbert**  
The Ritz-Carlton, Rancho Mirage

**Mark Girton**  
Goldenvoice & Empire Polo

**Rob Hampton**  
Palm Springs Convention Center

**Jerry Keller**  
LULU California Bistro

**Patrick Klein**  
The Shops on El Paseo

**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**  
Homewood Suites by Hilton, La Quinta

**Greg Purdy**  
Palm Springs Aerial Tramway

**Tim Pyne**  
Renaissance Esmeralda Resort & Spa

**Saverio Scheri**  
Agua Caliente Casinos

**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		E
Lorraine Becker, Cabot's Pueblo Museum	X	
Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio		E
John Bolton, Oak View Group	X	
Celeste Brackley, The Line & Saguaro Hotels	X	
Gary Cardiff, Cardiff Limousine & Transportation	X	
Kenny Cassady, Acme House Company	X	
Jay Chesterton, Fantasy Springs Resort Casino	X	
Dermot Connolly, La Quinta Resort & Club	X	
Tim Ellis (Emeritus), Ellis Hospitality Services		E
Eddy Estrada, Smarter Property Management		E
David Feltman, VRON Palm Springs		E
Shannon Gilbert, The Ritz-Carlton, Rancho Mirage	X	
Mark Girton, Goldenvoice & Empire Polo	X	
Rob Hampton, Palm Springs Convention Center	X	
Jerry Keller, LULU California Bistro	X	
Patrick Klein, The Shops on El Paseo	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	X	
Michael Murray, Hotel Paseo		E
Liz Ostoich, FARM and Tac/Quila Palm Springs	X	
Brad Poncher, Homewood Suites by Hilton La Quinta	X	
Greg Purdy, Palm Springs Aerial Tramway	X	
Tim Pyne, Renaissance Esmeralda Resort & Spa	X	
Saverio Scheri, Agua Caliente Casinos	X	
Bob Schneider, Desert Consulting	X	
Ankit Sekhri, Two Bunch Palms		E

Barb Smith, Eventis Destination Services	x
Boris Stark, Palm Desert Vacation Properties	x
Joe Tormey, CSU San Bernardino Palm Desert Campus	x
Doug Watson, Strategy   Innovation   Co.	x

**A quorum was reached. 28 BOD and 9 JPA.**

#### STAFF/ATTORNEY

Scott White, President and CEO  
 Bill Judson, VP, Finance and Administration  
 Colleen Pace, Chief Sales and Marketing Officer  
 Davis Meyer, Senior Director of Community Affairs  
 Julie Sinclair, Director of Brand Communications  
 Lauren Bruggemans, Dir. of Sustainability & Community Engagement  
 Anthony Ruiz, Website Specialist  
 Samuel Thompson, Director of Indian Wells Tourism  
 Sean Smith, Director of Economic Development

Gary Orfield, Director of Tourism Development  
 Stefanie Kilcoyne, Director of Operations  
 Carolina Viazcan, VP of Sales  
 Sarah Goslin, Executive Assistant & Board Administrator  
 Kimber Foster, Director of Palm Springs Tourism  
 Andy Cloutier, Director of Human Resources  
 Bruce Bauer, Legal Counsel  
 Joyce Kiehl, Director of Communications  
 Krystal Kusmieruk, Senior Marketing Manager  
 Bob Wilson, Brand Communications Specialist  
 Jackie Vega, Senior Community Events Manager  
 Elizabeth Jamison, Destination Experiences Manager

#### SPECIAL ANNOUNCEMENT

Next week we will present our Land Acknowledgement to the Native People who settled this area, the Agua Caliente Band of Cahuilla Indians.

#### PLEDGE OF ALLEGIANCE

Dr. Frank Figueroa led the Pledge of Allegiance.

#### CONFIRMATION OF AGENDA

JPA Chair, Gary Gardner, asked whether there were any changes to the agenda. Hearing none, 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.

JPA Chair Gardner called for public comments. There were no public comments on record, but there was one member of the public present that requested to speak.

- Mr. Brad Anderson commented: Requested future meetings include audio for additional transparency.

#### APPROVAL OF MINUTES (All Vote)

##### **JPA – VGPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED MARCH 29, 2024** (all vote)

The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated March 29, 2024, were presented for approval. JPA Chair Gardner asked for a motion. The City of La Quinta made a



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motion to approve, and the City of Rancho Mirage seconded. No abstentions. There was no further discussion, and the minutes were approved based on the roll call at the beginning of the meeting. The City of Indio, and Tom Scaramellino were late to meeting and not present to vote.

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#### CONSENT CALENDAR (only JPA Executive Committee votes)

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- **WARRANTS AND DEMANDS DATED MARCH 2024**
- **WARRANTS AND DEMANDS DATED APRIL 2024**
- **WARRANTS AND DEMANDS DATED MAY 2024**

The Warrants and Demands dated March, April, and May 2024 for Pacific Premier Bank were presented for approval. JPA Chair Gardner asked for changes or abstentions. Hearing none, the Warrants and Demands were approved based on the roll call vote at the beginning of the meeting. The City of La Quinta made a motion, and the City of Indian Wells seconded. All approved. No abstentions. The City of Indio was late to the meeting and not present to vote.

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#### JPA EXECUTIVE COMMITTEE (JPA Vote Only)

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- Waymond Fermon with the City of Indio arrived and therefore was present to vote on the remaining JPA agenda items.
  - Approve Resolution JPA 2024-006 – Amended JPA Bylaws to include Coachella and Purpose of JPA Executive Committee. The City of Palm Springs made a motion and the City of Indian Wells seconded. All approved. No abstentions.
  - Approve Resolution JPA 2024-007 – Approve the signed 2<sup>nd</sup> Amended and Restated Joint Powers Agreement. The City of La Quinta made a motion, and the City of Palm Desert seconded. All approved. No abstentions.
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#### CEO / PRESIDENT'S REPORT

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Scott White:

- **Air Quality**  
Yesterday, Davis and I attended and spoke at CVAG's (Coachella Valley Association-Government) Energy and Sustainability Committee meeting. CVAG is working on the air quality issue with AQMD (South Coast Air Quality Management District). The fine dust left over from Hurricane Hilary is creating more expenses for our businesses, from a cleaning perspective, and is a health hazard for our staff and the people within the industry. If visitors have bad experiences, the word's going to start to spread through social media and we certainly think there's going to be a problem. It is important we elevate the concern with AQMD. CVAG will be the lead organization.
    - Jan Harnik, City of Palm Desert, requested we send out bullet points so the cities can put together support letters.
      - Scott responded that we would work with Tom Kirk to put together talking points and send them out to the Board.
  - **ASAE Fellows Group**  
We have the group 'ASAE Fellows', which are CEOs of Associations, in town right now at Margaritaville in Palm Springs. Over forty people are here for continued education. VGPS hosted the group for dinner last night at PS Underground. They said it was their best ASAE Fellows dinner ever.
  - **Solar Project**  
Our solar project has been completed. Thank you to Ranch Mirage for coordinating with Renova to have it completed during the summer. The solar production will give us about 98% of our monthly electricity. There will be significant savings due to this project.
  - **Economic Impact Study**  
Our preliminary report indicates 2023 generated a record number of visitors and 9 billion in economic impact from tourism. We're excited to share the full report soon.
  - **Airline Updates**  
We've successfully entered into our agreement with United Airlines to begin non-stop service from Dulles in Washington, D.C. to PSP. We've received positive feedback, not only from our customers but also from United. They indicated early bookings are strong. The new flight announcement was shared on Good Morning Washington.
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Gary Orfield is consistently working with Ailevon Pacific to secure earlier seasonal flights, as well as extend those same flights into May/June of the following year.

Delta and Sun Country announced they're going to begin Minneapolis service in September, which is much earlier. Chicago is also beginning service earlier.

- **Economic Development**

Sean Smith has hit the ground running and has already attended a few conferences. We had North Star in-market recently doing surveys and interviews. We held group meetings at our office and have had good engagement from all of you. North Star will be conducting interviews via Zoom, and we will be sending out surveys throughout the summer regarding brand strategy development, competitive positioning analysis, and website development. We hope to have everything completed by the end of the year.

- Scott showed a QR code on the screen asking everyone to please scan it and take the survey.

A one-sheet summary overview of the economic development program can be found on all the tables. We will develop a campaign, a brand, and a communication strategy to position the valley as a destination to expand, relocate, or start a new business.

## **MARKETING UPDATES - Colleen**

- **Summer Marketing Update**

We launched our summer marketing campaign in mid-May (around May 15<sup>th</sup>). We've had our summer media plan in full effect with the categories including out of home & TV, OTAs, digital, content, and social media. We point all of those items to our summer travel page, which is a great resource for travel in the summer.

We also have our summer digital outdoor billboards that run in LA, San Diego, and San Francisco, as well as our digital display ads.

We have 15 co-op partners this year, with two new city partners – the cities of DHS and Indian Wells, as well as the Agua Caliente Band of Cahuilla Indians which joined with the promotion of their cultural plaza. Additionally, Tommy Bahama Miramonte Resort & Spa joined us as a new partner this year.

The 15 co-op videos looped during breakfast, but I'm going to share a few of them with you. As a reminder, these run on KTLA and then across cable and connected TV. They're also on our YouTube channel. We promote them through social media channels and on our website.

- **Expedia/VRBO Special Projects**

Expedia invited us to participate in their national brand campaign, "No Days Left Behind", which is about the importance of taking vacation days. It will be coming out within the next week. We are one of a limited number of destinations featured in this campaign, which will have an expanded reach across the US with high-impact advertising including digital, OOH, website, social media and PR.

We also have for the second year our VRBO custom summer campaign "an oasis from everyday" in partnership with content creators, video content and social amplification will support campaign launching towards the end of June 2024. The 2023 program, "Choose Your Floaty Personality" resulted in 17.5M in future gross bookings. They were in-market last week filming at three different locations in three of our cities.

- **California Live**

We also have produced three segments on California Live, which is aired in April & May in LA, San Francisco and San Diego, on NBC. Preliminary results they launched in May are 1.5 million impressions. Some of the topics include vacation rentals, restaurant week and summer travel.

- **Clicktivated**

We started using a new program, Clicktivated, which is an interactive video platform that allows



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users to click while video content plays, allowing access to blog content, listings, and additional information on the locations seen onscreen. We have one dedicated vacation rental video program that launched in May promoting additional vacation rental content, and a second for the summer campaign video, which will launch in June.

- **Visit CA Co-op**

With the launch of Visit California's new "Ultimate Playground" campaign in May, new co-op opportunities were launched with updated brand templates and messaging across Expedia, TripAdvisor, and Sojern. So, in addition to our brand campaigns, we run these layered on top of those with Visit California, giving us expanded reach and also adding value to our media spend. We get up to 2.5 x 1 in media value for every dollar spent. So, we're able to spread our dollars a little bit further by working through these co-ops. Similar to what we do for our partners on our co-op programs.

- **Summer Content**

- **Summer Blogs**

We have 5 summer blogs that we send out in our newsletters, which have a total of almost 40k subscribers and a 45.5% open rate; substantially above the industry standard.

- **Summer Social Media Campaign**

We are in post-production for our summer social media campaign. We partner with an agency, Sonic Gods, out of LA. As part of the campaign, we are working with four influencers for the content. We'll have a main video and influencer content that will be shared on our platforms and the influencers' platforms. Pushing out at the end of June, beginning of July, for that mid-summer push.

- **Influencer Strategy**

We have developed and implemented our influencer strategy overall. We align ourselves with influencers that align with our pillars, our strategy, and our demographics. We've had several videos go viral, which helps us expand our reach.

- **LGBTQ+ Pride Events**

We're targeting LGBTQ+ Pride events that are happening this month. We've already targeted the Provincetown Town event that was May 31st through June 2nd, and LA Pride on June 9th, and we'll have others throughout the summer. We geofence locations throughout the summer and then retarget them to promote our Pride, which is in November. Geofence locations include Provincetown, New York, Los Angeles, Chicago, San Francisco, and San Diego.

An additional program that launched recently is the 'OutThere Magazine' campaign, and we plan to launch 'TravelGay's' campaign in June. TravelGay is a domestic and international audience, so it's expanding our reach to those international consumers.

## **PR & COMMUNICATIONS – Colleen**

- **Meet the Mentors**

Last week we held our Meet the Mentors 2.0. We had over 120 people apply, which we then chose 6 mentors and 6 mentees. The mentors are very influential media that work with them to teach them how to do a media FAM, experience an itinerary, and then work with them on creating content.

- **Media Coverage**

Some recent media coverage include: "Black in Palm Springs: The Entrepreneurs Shaping Coachella Valley's Cultural Movement" article, the article from The New York Times Style Magazine: Australia, "Follow the Footsteps of Icons from Hollywood's Golden Age", as well as an article from Sunset "Wind Down after Coachella and Stagecoach at these Ultra-Relaxing Wellness Retreats".

- **Media Engagement**

We had 63 people in-market from March through June, 143 articles published, and reached 141 media contacts.

## **RESTAURANT WEEK - Colleen**

- We had over one hundred restaurants participating this year, which is one of the most successful that we've had. We had over 200 partners and 32 media that attended. There was a lot of media from our partners in addition to the media we run. Very importantly, we raised \$7,200 for the Find Food Bank. Last year we raised \$4,300, so we almost doubled. We had great engagement with over 44,000 users. We created and sent out two custom newsletters to promote Restaurant Week, which had an average open rate of 38.4% from the 46,000 subscribers.

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We also hosted a Foodie FAM leading into Restaurant Week where we hosted five foodie influencers selected to target their audiences in the San Diego, Los Angeles, and Orange County areas, with a total platform size of over 400K followers. We have already had 205,000 organic video views as a result of partnering with these influencers.

We've had a lot of great media coverage, and it's still coming in. The coverage is already almost double what we had last year. Thank you to the six cities who are also sponsors of the Restaurant Week event. We really appreciate your continued support.

Our Summer Eats Pass launched for its fourth season, June 13-September 2., and is an extension of our Restaurant Week. Users redeem offers and/or check in at local restaurants to enter a weekly drawing for a \$50 gift card. For each check-in, VGPS will also donate \$1 to FIND Food Bank. The pass is promoted in LA, San Diego, and the Coachella Valley with a dedicated media plan, including digital display, email blasts, content articles, social media and out of home.

#### **CONVENTION SALES – Carolina**

- **Convention Sales Production**  
The numbers represented are through the end of May 2024. We are performing at 113% for our room nights.
- **March – June Travel/Tradeshows recap**  
We have represented our destination at 32 different sales trips/tradeshows covering 25 different cities from Los Angeles to Washington DC. We are currently planning for ASAE Annual and IMEX America.
- **New or Expanded Tradeshows/Sales Missions**  
This year we have also expanded our footprint at ASAE, CME Expo, and PCMA, are planning 3 sales missions to promote our new Atlantic flight, expanded our partnership with Visit California, and plan to work with Luxury Meetings this coming year to help identify new businesses that we can help drive higher ADR for the resorts.

#### **TOURISM DEVELOPMENT – Carolina**

- **IPW**  
We attended IPW, which had record breaking attendance with 5,700 attendees from 70 countries. We had an activation on the California Plaza, was the sole sponsor of a Wellness Lounge on the tradeshow floor, hosted 125 one-on-one appointments, and was by far the busiest booth. We had 5 partners join us.
- **Go West & GTM**  
We are the hosts for the Go West Summit, January 6-9, 2025, as well as GTM West, June 8-13, 2025.

#### **PARTNERSHIP – Lauren B.**

- **Tourism Foundation Golf Tournament**  
We engaged some of the CV High School students to be part of our event. We had over 100 golfers and raised over \$35,000 for student scholarships.
- **National Travel and Tourism Week**  
In May during NTTW, VGPS hosted a special class at our office for 12 CTE (career technical education) Student Ambassadors from Palm Springs Unified School District. We also had some team members from Visit Greater Palm Springs participate in a career panel. The students were very engaged. This is another one of the ways that we're really promoting our mission to grow hospitality leaders locally and connect students in our valley to the opportunities that are present in our industry.



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- **Team GPS & Workforce Development**

- We have 150 new TEAM GPS Champions that went through our online course.
- We partnered with College of the Deserts PACE program on a strong workforce grant, which provided hospitality training skills to a hundred individuals for free. Part of that was a day of classes at Coachella Valley High School where we taught 50 students about the hospitality industry.
- The Tourism Foundation supported COD Hospitality Management to send 12 students to Japan for a work study trip. We also supported CSUSB's Hospitality Management Work Study Trip to Italy that took place in April.
- We are also very proud of this sustainability travel documentary that just came out on June 5th for World Environment Day. It was produced in partnership with Sustainable Travel International and an organization called Zinc Media based in the UK. It features the preservation and conservation story of Greater Palm Springs through the lens of partnerships with Friends of the Desert Mountains and the Living Desert Zoo and Gardens. It has been promoted domestically and internationally and will keep running throughout the year to showcase sustainability in our region.

Please join us for our monthly Meet & See at the PS Surf Club on Tuesday, June 18<sup>th</sup>, as we will be celebrating Susan Esterling's retirement after 18 years.

#### **MARKETING BUDGET OVERVIEW – Colleen**

- Gave a quick overview of our 12 seasonal and Always On campaigns – the most we've ever done – all through a variety of media channels:
  - Television Strategy includes a 50/50 split between cable and connected television (streaming devices).
  - Digital Billboard and Out of Home for our Brand Campaign, signature events, and co-op opportunities.
  - OTAs (Online Travel Agencies):
    - Expedia & VRBO are our largest platforms in terms of low funnel bookings that we're able to track.
    - We run our Destination Campaign on Tripadvisor, as it's one of the largest and most trusted travel resources in the world
    - We work with Travel Zoo to promote deals during the summer and different need periods (off season or off-peak timeframes).
  - Expedia Special Project: Unpack 2025 Travel Trends will launch in November 2024. Expedia launches this in November and it's all of the travel trends for the next year. They've never partnered with a DMO on this campaign and this year they're going to take a limited number of destinations to partner. We will have the ability to connect to one or more of the trends that are a fit for our destination, our priorities and strategy. We'll also be part of a national campaign that will be promoting our destination specifically. They push this out throughout the year. They use it as a resource, so we're going to get a lot of extra value from this campaign.
  - We run a variety of Content Programs with media partners whose platforms align with our pillars and our strategy. It drives engagement and allows us to do a lot of storytelling through native advertising.
  - Our Digital/Programmatic advertising runs across several platforms. It's highly targeted. It's personalized across websites, social media and mobile, and is optimized through machine learning. AI is used to make these campaigns the most successful.
  - In 2023 we launched our dedicated UK/Ireland campaign with our focus in awareness building. This year we've optimized it to focus on getting people a little lower down the funnel to the consideration and conversion stages, and we've also layered in an LGBTQ+ layer with targeting to add to the campaign as well.
  - International campaigns launched in partnership with Brand USA / Visit California with Optimized Audience programs, which utilize Brand USA's first party data to reach travelers. Campaigns are planned in the UK, Mexico, Germany, France, Australia and Canada. These will run throughout the year.
  - Digital Website – Paid Media  
Paid media supports all VGPS campaigns utilizing Google PPC, Performance Max, Microsoft Ads campaign, and YouTube ads.

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- We have new search for international markets which includes geotargeting in Canada, Mexico, Germany, and France (UK/Ireland through FINN).
  - We've also seen a lot of success with Performance Max campaigns (AI generated), which run across Google's ecosystem on search, display, YouTube, Gmail, and Google Discover feeds.
  - Showed a pie chart breaking down the marketing budget as detailed above.

#### **KELLY & MARK – Colleen**

- We are hoping to bring LIVE with Kelly & Mark to our destination. This would amount to 4 shows, with 2.2 million viewers per show. We have an influence on who the guests would be and what some of the topics they would cover to highlight the destination. We're estimating 8.8 million viewers over the course of four days

We have an estimated cost of 1.4 million, and we're looking at city and hotel partnerships to help offset some of the costs.

#### **LONDON DESIGN FESTIVAL – Colleen**

- Finn has presented a partnership with Mattel – Barbie Dream House inspired by the Kauffman House, to create an art installation. LDF is one of the most influential and culturally significant global events with over 600,000 visitors in 2019 from 75 countries. Greater Palm Springs is currently the only US destination with a proposed art activation.

VGPS will partner with Mattel and a female designer to create a co-branded art activation inspired by the Kauffman House (Barbie Dreamhouse).

Integration of travel trade/media/consumer touchpoints measuring earned media, engagement & overall reach, press interviews, and media/travel trade events during the festival.

The cost is \$500,000 with a 50/50 split between VGPS and Mattel (VGPS \$250,000/Mattel \$250,000)

#### **BOARD PRIORITIES – Scott**

- Welcomed Dan Johnson as our newest Board Member.
- Recommends a Board retreat in 2025 to go through priority areas of focus since we have added so many over the last few years as our organization has evolved to take on economic development, workforce development, vacation rentals, working with our local educators, and advocacy. Sarah will help schedule.

#### **BUDGET REVIEW – Scott**

- Scott provided an overview of how we've come to our suggested revenue.
  - Bill looks at Tourism Economics and CBRE, as well as the numbers our hotel partners provide to us from their properties, for our forecasting. We are making a recommendation of \$22.2 million for the fiscal year. Tourism Economics and CBRE show a big difference in what they're forecasting in terms of growth, and we prefer to be more conservative.

The Funding Comparison for fiscal year 23/24 Vs. fiscal year 24/25 indicates a reduction in the TBID and vacation rentals. JPA funding amounts are given to VGPS and we have no control over the amount. City Marketing Partnerships is the co-ops and other items we discussed. The Tribal council voluntarily supports our organization and gives us their forecast. Partnership fees are shifting to a different line item as DTN is taking on more responsibility. DTN is our web site advertising organization.

Also, with Susan's retiring, we eliminated her position and created two positions: one working on website listings directly, and another handling all of our partner events.

Joint share partnerships are flat, and grants are down. Investment income is up thanks to the interest rates. This year's rollover funds amount to about \$1.6 million. \$1.1 million will be



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applied to the budget and \$500,000 will be placed in the reserves.

The Expense Comparison for fiscal year 23/24 Vs. fiscal year 24/25 shows labor, wages, taxes, and benefits is up. We're fully staffed for the first time in four years. As mentioned, we added positions, and have also expanded the brand department. We added Economic Development, and when we added vacation rentals on TBID, we added the position to manage our almost 7,000 vacation rentals, which is nearly a full-time job, but those revenues come back in.

As a reminder, we do not utilize a full-time agency. We have two graphic designers, a social media team, a web team, and a brand team.

We are proposing using our reserve funds for the The Kelly and Mark show. The producers will visit in August, and they will decide on the location.

**Questions:**

1. Lee Morcus asked Scott to speak to the labor taxes and benefits being up by 23%.
  - a. Scott responded that the benefits have been up the last two years. We've added positions, promoted staff, and had acquisitions.
2. Gary Gardner asked Scott to speak on the downward trend in TBID and vacation rentals and if the forecasters see it as temporary, or something that will continue unless we grow the actual number of inventory.
  - a. Scott responded that the downward trend is national, and 2023 was a record year. The decline in vacation rentals is likely due to so many properties purchased during the pandemic that are now being put back on the market.
3. Waymond Fermon stated that any changes with a major event can determine the forecast for the coming year either negatively or positively.
4. Kenny Cassidy stated that the TOT is trending down. As a group, we need to target the right audience to stay ahead of any trend that might affect the popularity of the destination.
5. Scott White stated that he attended a Visit California event and learned that Newport Beach abolished their TBID. They've implemented a Meetings Assessment Program for the hotels at 5%, which will levy that against their guests, and give it back to Newport Beach and companies, with 100% dedicated to group business. This will take them from approximately \$1,000,000 a year for group business, to \$7,000,000 a year for group business.

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**VGPS BOARD OF DIRECTORS (Board Vote Only)**

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- Tom Scaramellino had arrived and therefore was present to vote on the remaining Board agenda items.
- **Approve the Proposed 2024-2025 Budget**  
Liz Ostoich made a motion, and Rob Hampton seconded. All approved. No abstentions.
- **Approve Resolution No. BOD 2024-002 – Strategic Sales & Marketing Reserve**  
Celeste Brackley made a motion, and Bob Schneider seconded. All approved. No abstentions.
- **TBID Annual Report (by Civitas) – Required by State of California**  
Tom Scaramellino motion and Brad Poncher second. All approved. No abstentions.
- **Receive and Accept the Independent Auditor's 2023 Annual Financial Report (and Communication Letter from Davis Farr dated May 31, 2024)**  
Lorraine Becker made a motion, and Jerry Keller seconded. All approved. No abstentions.
- **Approve Dan Johnson with Hyatt Regency Indian Wells for a Board of Directors seat**  
Brad Poncher made a motion, and Kenny Cassidy seconded. All approved. No abstentions.

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**JPA EXECUTIVE COMMITTEE (JPA Vote Only)**

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- **Approve the Proposed 2024-2025 Budget**  
The City of Palm Desert made a motion, and the City of La Quinta seconded. No abstentions. All

- approved.
- **Approve Resolution No. JPA 2024-008 – Strategic Sales & Marketing Reserve**  
The City of Indio made a motion, and the City of Palm Springs seconded. No abstentions. All approved.
- **TBID Annual Report (by Civitas) – Required by State of California**  
The City of La Quinta made a motion, and the City of Coachella seconded. No abstentions. All approved.
- **Receive and Accept the Independent Auditor's 2023 Annual Financial Report (and Communication Letter from Davis Farr dated March 20, 2024)**  
The City of Coachella made a motion, and the City of La Quinta seconded. No abstentions. All approved.
- **Approve Resolution No. JPA 2024-004 – Updating Monthly Stipend for JPA Executive Committee**
  - Public Comment: Brad Anderson suggests we do not increase the stipend with all the other increases in the desert right now.  
The City of Rancho Mirage made a motion, and the City of Indio seconded. No abstentions. All approved.
- **Approve Resolution No. JPA 2024-005 – Carrying Over Funds to FY 2024/2025**  
The City of La Quinta made a motion, and the City of Palm Desert seconded.
- **Approve Technical Advisory Committee (TAC) for Economic Development Diversity Initiative**  
The City of La Quinta made a motion, and the City of Palm Springs seconded. No abstentions. All approved.

#### JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES

- **Jeffrey Bernstein:**  
A second Community Outreach Meeting is scheduled for the PSP project. Palm Springs will complete a series of presentations over the next few months for stakeholder groups, other cities, and the tribe.
- **Jan Harnik:**  
Desert Surf has broken ground. We also have under construction in Palm Desert almost 1,000 workforce housing units.
- **Waymon Fermon:**  
Held a parade for our very own American Idol winner, Abbie Carter, who is from Indio.

#### FUTURE MEETING DATE

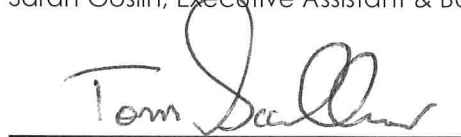
- Friday, September 27, 2024 | The Westin Rancho Mirage Golf Resort & Spa

**Adjourned at 9:58 am**

**Clerk for the Board:**

  
Sarah Goslin, Executive Assistant & Board Administrator

**VGPS Board of Directors Secretary:**

  
Tom Scaramellino, Secretary

**Approval Date:**

