



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

Call to Order

The meeting was called to order at 8:33 a.m. by Gary Gardner, JPA Chair, at the Omni Rancho Las Palmas Resort & Spa in Rancho Mirage, CA.

Roll Call

The roll call is recorded on the following page.

JANUARY 31, 2023

Location: Omni Rancho Las Palmas Resort & Spa

Room: Salon 1-4

41000 Bob Hope Drive

Rancho Mirage, CA, 92270

Joint Meeting

Tuesday, January 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

Cabot's Pueblo Museum

Sejal Bhakta

Hampton Inn & Suites

Celeste Brackley

Ace Hotel & Swim Club

Gary Cardiff

Cardiff Limousine & Transportation

Kenny Cassidy

Vacasa

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, Mayor Pro Tem, Chair	x	
	Roger Nunez, Council Member		
CITY OF INDIO	Waymond Fermon, Mayor, 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, Council Member	x	
	Ron deHarte, Council Member		
CITY OF PALM DESERT	Jan Harnik, Council Member	x	
	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	x	
	Aftab Dada, Treasurer - Hilton Palm Springs Resort		E

Visit GPS Board of Directors
(continued)

Jerry Keller
LULU California Bistro

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	X	
Celeste Brackley, ACE Hotel & Swim Club	X	
Gary Cardiff, Cardiff Limousine & Transportation	X	
Kenny Cassady, Vacasa	X	
Jay Chesterton, Fantasy Springs Resort Casino	X	
Dermot Connolly, La Quinta Resort & Club	X	
Tim Ellis, Ellis Hospitality Services	X	
Eddy Estrada, Smarter Property Management	E	
David Feltman, VRON Palm Springs	X	
Rob Hampton, Palm Springs Convention Center	X	
Jerry Keller, LULU California Bistro	X	
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	X	
Lee Morcus (Emeritus), Kaiser Restaurant Group	A	
Michael Murray, Hotel Paseo	A	
Liz Ostoich, FARM and Tac/Quila Palm Springs	X	
Brad Poncher, Hospitality Consulting, Strength INN Tourism	X	
Greg Purdy, Palm Springs Aerial Tramway	X	
Tim Pyne, Renaissance Esmeralda Resort & Spa	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.

STAFF/ATTORNEY

Scott White, President and CEO
Bill Judson, Vice President Finance and Administration
Colleen Pace, Chief Sales and Marketing Officer
Todd Burke, Vice President of Communications
Davis Meyer, Senior Director of Community Affairs
Julie Sinclair, Director of Brand Communications
Lauren Bruggemans, Director of Sustainability and
Community Engagement
Joyce Kiehl, Director of Communications

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

PLEDGE OF ALLEGIANCE

Gary Gardner took a moment to recognize the two Riverside County Sheriff's Deputies Darnell Calhoun and Isaiah Cordero that were killed in action recently.

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

New JPA Members Rita Lamb from City of Cathedral City, Bruce Whitman from City of Indian Wells & Jeffrey Bernstein from City of Palm Springs were welcomed and given an opportunity to introduce themselves.

CONFIRMATION OF AGENDA

Chair Gardner asked whether there were any changes to the agenda. Hearing none, the agenda was confirmed as presented.

PUBLIC COMMENT

This Public Comment period is for items that appear within the Consent Calendar or matters that are not listed on the agenda.

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

APPROVAL OF MINUTES (All Vote)

JPA – VGPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED NOVEMBER 18, 2022 (all vote)

The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated November 18, 2022, were presented for approval. Chair Gary Gardner asked for a show of hands to approve. Bruce Whitman of City of Indian Wells and Kenny Cassady of Vacasa abstained. All approved. There was no further discussion, and the minutes were approved based on the roll call vote at the beginning of the meeting.

CONSENT CALENDAR (only JPA Executive Committee votes)

- **WARRANTS AND DEMANDS DATED NOVEMBER 2022**
- **WARRANTS AND DEMANDS DATED DECEMBER 2022**

The Warrants and Demands dated November & December 2022 for Pacific Premier Bank, were presented for approval. Mayor Linda Evans with City of La Quinta made a motion to approve. Council Member Waymond Fermon with City of Indio seconded. Bruce Whitman with City of Indian Wells abstained. There was no additional discussion, and the Warrants and Demands were approved according to the roll call taken at the beginning of the meeting.

Airline Update

Scott: PSP had a record of almost 1.5 mil passengers arriving in 2022. American Airlines started route PSP-ORD earlier this year, on September 7th, and had the highest performing load factor across their domestic market. PSP seat projections are up 18% compared to 2019.

Sales & Marketing Update

Colleen: 2022 generated over 25 billion impressions, with out of home impressions up 15% over 2021, and Convention Sales impressions increased by 71% over 2021 due to the addition of several new programs, increased digital ads and more marketing exposure from strategic partners. Marketing Co-Op Programs generated over 14.9 billion impressions, and we worked with 16 different partners.

2023 co-op campaigns being subsidized from a grant from Riverside County.

We have a new partnership with Finn Partners (UK Agency) for our International Marketing – deploying digital, social and print in UK and Ireland in February/March.

Working with Greenhaus Agency to update our Meetings Campaign (new assets, video and media library for our CS clients).

Spring Getaway Campaign will run from March through May and promotes offers on our Getaway Offers landing page.

2022 Digital Marketing saw an increase of website sessions and e-newsletter sign-ups.

We worked with local content creator, Lori Rodgers, on the Love Local Campaign, was launched a couple of weeks ago, featuring six local businesses and will run on social media for the next month. The first video had over 6,500+ views.

We are working with another content creator, Alle Pierce on "Your Guide to Greater Palm Springs" social media videos to inspire visitors to plan their trip to Greater Palm Springs.

We are working with The Journal of Lost Time, who will be in destination for 3 days to capture Greater Palm Springs experiences, with special focus on our Outdoor Adventure Pillar. This will be shared through their online publication which reaches 800k monthly and engages 110k monthly.

PR/Communications

Our coverage included nine pages in Sunset – February/March 2023 Issue – highlighting architecture, spas and restaurants.

New York Times listed VGPS as #6 of 52 places visit in 2023 (globally). Ad value was 2.9M for this article and has 143 unique monthly visitors.

As part of our commitment to the Visit California Tourism Marketing Grant, we hosted a six-day Desert Region road trip with four French journalists. Publications included outdoor adventure publications and general travel/lifestyle. Eleven publications will produce coverage by these 4 journalists.

AllTrails, fitness and travel app for outdoor recreation app, hosted a media FAM in Greater Palm Springs last week. We partnered with AllTrails to extend the visit of five of the journalists to experience our other pillars. Publications included: Ebony, Well + Good, MSN, SELF, and CNN.

We worked with Globe Trotter to create a Custom Palm Springs luggage line launching on February 22nd, continued activation in UK and Japan (their two largest markets).

Convention Sales

PSIFF ran January 4-7, 2023. VGPS hosted another very successful annual PSIFF Fam for 16 Convention Sales clients and 4 Media Journalists.

Article on Palm Springs International Film Festival was on Smart Meetings Magazine homepage featuring our client FAM.

4 VGPS representatives attended PCMA Convening Leaders in January. VGPS sponsored a DEI breakout session and hosted a focus group to better understand planner impressions of GPS, determine planner perception of industry trends, and have better collaboration. The feedback/insights will be used as we recreate our meeting sales campaign.

Partnership

Davis: Champions of Hospitality Awards Gala in November - 32 award recipients, over \$81k raised for the Tourism Foundation and over \$43k in college scholarships given out. We celebrated our Spirit of Tourism Award winner Tom Scaramellino.

TEAM GPS program continues to grow, we added 200 new TEAM GPS ambassadors in 2022. VGPS encourages partners to contact Erica in partnership for more info or to book a training. Highlighted Cristian Cabrera as one of the TEAM GPS Ambassadors – he was a VGPS intern and now has a full-time position at Ritz-Carlton Rancho Mirage.

VGPS is still sending out the link to the Autism Certification to our board and JPA executive committee and encourages them to take the 30-minute course and learn more about becoming a certified business or city. The JPA Tourism Grant is available to use for the Autism Certification.

Kind Traveler is a regenerative tourism program where travelers can give back to non-profits with every booking they make through the platform. Press release will be coming out soon. We've partner with Caravansera to provide local Spanish-speaking, small business entrepreneurs business training and a grant up to \$7,500 each.

Staff Update

Colleen introduced Todd Burke as our new VP of Communications and Don Prince as our new Director of Indian Wells Tourism

JPA Grant Update

The GPS Tourism Grant is run through the GPS Tourism Foundation and had a 100% participation from our cities.

Update on College of the Desert Hospitality & Culinary Campus

Scott: The most current plans show 12k feet for the Culinary space, 2.5k feet for the Hospitality Management space, and 19k feet of FLEX space – we are keeping an eye on the space to be sure it comes to the 30k feet that has been promised. Scott showed a diagram/blueprint of the planned space.

2023 Goals & Objectives

- **VGPS 2023 Qualitative Priorities include:**

Transportation, Destination Pillars, International Marketing, Communications & PR, CS business, Regional Collaboration (need the standalone CalState Campus in PD), Vacation Rentals and Wayfinding.

Transportation: Fly Market Support - Palm Springs International Airport has continued to experience record passenger growth in 2022 to officially mark the busiest year on record with 2.98 million total passengers for 2022 (16.3% increase from 2019). Our top priorities are to grow off-season nonstop service to major hub airports; Chicago, Atlanta, Salt Lake (up gauge type of plane) and New York. Priorities for seasonal service are New York, Washington D.C. and Atlanta. Specifically for Southwest, we are targeting expansion of Dallas and Chicago beyond their current holiday service.

Marketing Pillar Support: In 2023, we will continue to support our culinary experiences, leveraging the new Michelin/Visit California partnership to gain more media coverage. We will support local restaurants promoting (8) new recommended restaurants and introducing Michelin to a variety of restaurant partners in Greater Palm Springs to gain more ratings and recommendations. - Experience passes in partnership with Bandwango will continue to be deployed throughout the year, including the annual Summer Eats Pass which is deployed immediately following Greater Palm Springs Restaurant Week. Local restaurants will also be featured and promoted throughout new social/video and blog content programming planned for 2023. - Continuing to support and promote arts & culture in our destination is a key part of our 2023 goals. With the launch of the Oasis of Art campaign, we now have a comprehensive campaign that encompasses the Art & Sol video series, artsGPS app, signature events, and murals/public art offerings. We will continue to deploy new content and align our advertising with applicable events throughout the year, including Desert X, Modernism Week, and other signature music and arts festivals as well as nightlife and entertainment events in the destination. - New content will be planned for the Art & Sol video series highlighting local artists, which will be deployed gradually throughout the year and promoted via a dedicated media plan including video display advertising, native content, and social media. - Health & Wellness, Outdoor Adventure and LGBTQ+ will also be a priority to highlight in our content creation, digital efforts, and creative imagery and video.

International Marketing: VGPS recently contracted with Finn Partners, a full-service marketing and PR agency, which will allow us to focus on supporting international recovery by increasing awareness and market share for Greater Palm Springs. Through this new and expanded partnership, we will develop and execute a consumer media plan targeting key markets in the UK and Ireland with digital, social, video, and print/OOH advertising in addition to PR and Travel Trade efforts and in-market activations. We will align this partnership with Brand USA's marketing offerings to maximize our reach and budget.

Communications & PR: New UK PR Agency (Finn Partners). Used to gain more media exposure to support international

recovery. - Proactive targeting and pitching to our top "most wanted media" NY Times, Travel & Leisure, Conde Nast, Lonely Planet, National Geographic, LA Times, Seattle Magazine, Wall Street Journal, A Far, and Outside. - Corporate communications and public affairs. Topic and messaging will be shared locally to support organizational priorities such as workforce development and sustainability. - Michelin/VC partnership. Gain coverage elevating Greater Palm Springs as a culinary destination and introduce new restaurant options throughout the valley for Michelin to consider adding to their list.

Convention Sales: With continued recovery of group business as a key priority for our organization, we will grow and evolve our convention sales advertising that resumed last year with the "Meetings Mean More" campaign. We have partnered with Greenhaus Agency to evaluate and evolve the current meetings campaign, which includes an in-depth destination immersion trip, interviews with partners and stakeholders, presentation of key findings, and development of new photography and video assets for use in marketing our destination to meeting planners. These findings and new assets will allow us to further develop our advertising campaign throughout 2023.

Workforce & Team GPS: Provide hospitality employers with connections for internship and job shadow programs through partnership with One Future Coachella Valley and resource toolkit. - Continue to provide and promote scholarships for local students interested in hospitality careers. - Work with the local college hospitality programs to invite students to attend our networking events and fundraisers. - Continue to partner with the CVHS Hospitality Academy. - Conduct focus groups to refine and improve our hospitality careers marketing campaign. - Launch the TEAM GPS Champions Mobile Pass. - Develop three new social media channels (@TeamGreaterPS) to raise engagement and awareness, support local events, and spotlight hospitality and tourism workforce priorities. - Expand training and certifications available through partnership with COD's PaCE program and provide scholarships for hospitality employees to complete Emerging Leaders Certificate training.

DEI, Cultural Tourism, Sustainability & Accessibility: Continue to build out content for sustainability, accessibility, and cultural tourism. - Launch and coordinate phase 3 of our Travel Unity partnership. - Survey/assess the accessibility needs and current assets of our tourism partners. - Begin the process of a sustainability certification. - Include DEI, sustainability, cultural heritage, and accessibility in our TEAM GPS training and partner education. - Provide a cohort of 30 Spanish-speaking tourism related entrepreneurs through partnership with Caravanserai.

Regional Collaboration: We will actively advocate for organizational priorities including a standalone Cal State Campus in Palm Desert, a COD culinary and hospitality training facility and program that meets the needs of our destination, rail service, international air service, shade trees and structures, regional mobility, wayfinding, broadband, solutions for workforce housing and homelessness, and action at the Salton Sea. This includes communicating our priorities to elected officials and lawmakers, highlighting progress and opportunities in presentations to partners and community members, and sharing opportunities for partners or those in the community to support.

Vacation Rentals: We will continue to promote the benefits of vacation rental tourism locally through PR and marketing, provide resources and best practices to vacation rental operators and cities, commission an updated economic impact of vacation rental tourism for 2022, advocate for balanced vacation rental policies, and partner with the major platforms to communicate with vacation rental operators. We will also engage the process for a research study to evaluate the marketing funding and analysis visitors' behavior to quantify the benefits to vacation rental TBID owners. We will explore a grant or co-op for vacation rental operators to help reduce negative impacts, such as noise monitoring or guest education tools. Vacation rentals will continue to be integrated into destination-wide marketing campaigns in addition to dedicated vacation rental advertising programs. These programs include VRBO, AirBNB, digital display, native content, and social media. Additional campaigns will be added to the strategy in 2023 with a new vacation rental summer campaign launching in partnership with VRBO which will have a social media 1st media plan. We will continue to engage the Advisory Group to further enhance, develop and uncover new marketing opportunities. We will also focus on building our asset library with more vacation rental videos and images to utilize in our plan.

Wayfinding: We will partner with CVAG to advocate and explore funding options for I-10 corridor beautification. We will also promote awareness of grant opportunities for new vehicle e-charging stations along the I-10 corridor and advocate for improved wayfinding to vehicle e-charging stations. We will continue to advocate with the cities for additional wayfinding to visitor points of interest throughout the Coachella Valley. We will also work with CVAG and the Coachella Valley Mountains Conservancy to add water and shade locations to our hiking maps as well as encourage All Trails to add these to their guides.

- **Presentation of 2022 Results and 2023 Proposed Goals**

Colleen:

Convention Sales achieved 117% of our Goal in 2022 and are increasing our goal to 185.5k room nights for 2023.

Website results – exceeded our goal by 3%, reached 3,381,633 sessions and our 2023 goal is 2,963,132 based on the changing Google analytics.

Social Media results – exceeded our goal of 23.5 mil impressions to 35.2 mil. 2023 Goal is 42 million impressions.

Media Goals & Results – reached 6,679 and goal is 6,800.

Scott recapped 2022 Partnership & Tourism Foundation Goals – Partnership revenue 2022 reached \$241,197 revenue, 2023 goal is \$250k Partnership revenue, \$150k Foundation Fundraising and \$130k other revenue.

Wished Happy Birthday to all Board & JPA Members who celebrate in January, February, and March.

VGPS Board (BOD VOTE only)

- **Approve Patrick Klein from El Paseo and John Bolton from Oak View Group for Board of Directors seats (Tim Ellis)**

Tim Ellis requested John Bolton's appointing be tabled for a later date due to a position change and called for an approval of Patrick Klein for a seat on the Board of Directors. Tim Ellis with Ellis Hospitality made a motion to approve, and Bob Schneider with Desert Consulting seconded.

- **Resolution No. BOD 2023-001 – Amended & Restated VGPS BOD Bylaws for recurring Meetings (Rolf)**

The resolution to amend and restate the Board of Directors Bylaws for recurring meetings was presented for approval, which would allow VGPS to schedule or change Joint BOD & JPA Meetings based on availability of venues and quorum with advance notice to Board & JPA Members and public posting. Lorraine Becker with Cabot's Pueblo Museum made a motion to approve, and Peggy Trott with Kimpton Rowan Palm Springs seconded. All approved. No abstentions.

- **Approve 2023 Goals and Objectives (Rolf)**

Rob Hampton with Palm Springs Convention Center made a motion to approve, and Tim Pyne with Renaissance Esmeralda Resort seconded. All approved.

- **Open comments were made by Waymond Fermon with City of Indio and Jan Harnik with City of Palm Desert on two other topics:**

Waymond Fermon with City of Indio commended our goals and thanked the Board for their support of the city officials with the housing issue across the valley.

Jan Harnik with City of Palm Desert suggests we advocate for the funding of the recently passed (by the Federal Government) IJKBAL Tree Canopies bill, as it was authorized but wasn't funded, as well as looking into the commission of Phillip Smith to paint art on some of our wind turbines on the west entrance of I-10.

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

- **Approve 2023 Goals and Objectives (Gary)**

Waymond Fermon with City of Indio made a motion to approve, and Mayor Linda Evans with City of La Quinta seconded. All approved. No abstentions.

- **Resolution No. JPA 2023-001 – Reamended & Restated JPA Bylaws for recurring Meetings**

The resolution to amend and restate the JPA Bylaws for recurring meetings was presented for approval, which would allow VGPS to schedule or change Joint BOD & JPA Meetings based on availability of venues and quorum with advance notice to Board & JPA Members and public posting. Mayor Linda Evans with City of La Quinta made a motion to approve, and Waymond Fermon with City of Indio seconded. All approved. No abstentions.

- **Resolution No. JPA 2023-002 – Support of Proposed Chuckwalla National Monument**

Gary Gardner with City of Desert Hot Springs made a motion to approve. Linda Evans with City of La Quinta disapproved of the motion and then spoke from the aspect of the CVCC Group – city councils in their entirety have not supported this due to undefined boundaries and concerns from the utility partners. Linda agrees that having the 214k acres as part of a conservation habitat is a positive for our community, but the City of La Quinta requires further detailed information about offroad recreation and available utilities before they can vote. This proposition will be on the CVCC agenda in a couple of weeks and hope to have some of the concerns answered. Jan Harnik with City of Palm Desert and Waymond Fermon with City of Indio are both in agreement with Linda Evans. Gary Gardner said this will also be on the City of Desert Hot Springs Meeting agenda on February 7th.

Linda Evans with City of La Quinta made a motion to table the discussion until further studies are conducted, and Jan Harnik with City of Palm Desert seconded. All approved.

Adding to the March agenda.

JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES

- Recognition of Jerry Keller for Richard M. Milanovich Community Leadership Award
-

- Recognition of Mayor Linda Evans for Desert Sands Educational Foundation's Community Member of the Year
- **Gary Gardner asked for any updates from City Officials.**
 - Rita Lamb - Taste of Jalisco Friday, February 3rd from 4:00 pm through the weekend
 - Jeffrey Bernstein said they are signing their Sister City Agreement and have many upcoming events.
 - Scott White spoke briefly about The Thompson – sounds positive for opening of next Fall.
 - Waymond Fermon – Riverside County National Date Festival starts on February 17th and will run for 10 days. Indio will also host a Presidents Day Parade on the 23rd. Free Concert Series coming up again.
 - Jan Harnik – Fashion Week El Paseo and Palm Desert Food & Wine are both at the end of March
 - Linda Evans – La Quinta Arts festival taking place March 2-5 at Civic Center Park and BNP Tennis Tournament in Indian Wells.
 - Rolf Hoehn announced Dr. George Charity Car Show coming back on March 11th, and BNP does not have vaccination requirements this year.
 - Kate Anderson announced two-part opening for the Agua Caliente Cultural Plaza – The Spa at Séc-he is opening first on Tuesday, April 4th followed by the Agua Caliente Cultural Museum, Gathering Plaza and Oasis Trail later in the year.

FUTURE MEETING DATE

- March 31, 2023 | JW Marriott Desert Springs Resort and Spa

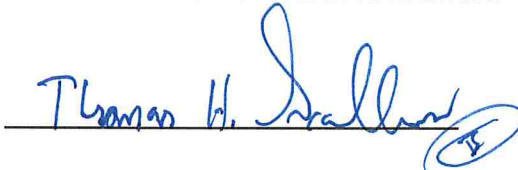
ADJOURNMENT

The meeting was adjourned by Scott White & Gary Gardner at 9:55 a.m.

Prepared by:


Sarah Goslin
Executive Assistant & Board Administrator

Visit GPS Board of Directors Rep:



Approval Date:

