



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

Call to Order

The meeting was called to order at 8:42 a.m. by Geoff Kors, JPA Chair, at the Renaissance Esmeralda Resort & Spa in Indian Wells, CA.

Roll Call

The roll call is recorded on the following page.

JUNE 24, 2022

Location: Renaissance Esmeralda Resort & Spa, Indian Wells

Room: Crystal 1

44-400 Indian Wells Lane

Indian Wells, CA 92210

Regular Meeting

Friday, June 24, 2022, 8:30am – 11:30am

JOINT POWERS AUTHORITY

Geoff Kors, Chair
City of Palm Springs

Gary Gardner, Vice Chair
City of Desert Hot Springs

Ernesto Gutierrez
City of Cathedral City

Greg Sanders
City of Indian Wells

Waymond Fermon
City of Indio

Linda Evans
City of La Quinta

Jan Harnik
City of Palm Desert

Steve Downs
City of Rancho Mirage

V. Manuel Perez
County of Riverside

VISIT GPS BOARD OF DIRECTORS

Rolf Hoehn, Interim Chair
Indian Wells Tennis Garden

Kelly Steward, Interim Vice Chair
The Ritz-Carlton Rancho Mirage

Robert Del Mas, Secretary
Empire Polo Club & Event Facility

Aftab Dada, Treasurer
Hilton Palm Springs Resort

Kate Anderson
Agua Caliente Band of Cahuilla Indians

Lorraine Becker
Cabot's Pueblo Museum

Jeffrey Bernstein
Destination PSP

Sejal Bhakta
Hampton Inn & Suites

Celeste Brackley
Ace Hotel & Swim Club

Gary Cardiff
Cardiff Limousine & Transportation

Jay Chesterton
Fantasy Springs Resort Casino

Dermot Connolly
La Quinta Resort & Club and PGA West

Tim Ellis
Ellis Hospitality Services

Eddy Estrada
Smarter Property Management

David Fellman
VRON Palm Springs

Rob Hampton
Palm Springs Convention Center

Todd Hooks
Agua Caliente Band of Cahuilla Indians

		PRESENT	NOT/YTD
CITY OF PALM SPRINGS	Geoff Kors, Council Member, Chair	X	1
	Lisa Middleton, Mayor		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council. Member, Vice Chair	X	
	Roger Nunez, Council Member		
CITY OF CATHEDRAL CITY	Ernesto Gutierrez, Mayor	X	
	Mark Carnevale, Council Member		
CITY OF INDIAN WELLS	Greg Sanders, Council Member		1
	Dana Reed, Mayor Pro Tem		
CITY OF INDIO	Waymond Fermon, Mayor	X	
	Elaine Holmes, Council Member		
CITY OF LA QUINTA	Linda Evans, Mayor	X	
	Robert Radi, Mayor Pro Tem		
CITY OF PALM DESERT	Jan Harnik, Mayor	X	
	Gina Nestande, Council Member		
CITY OF RANCHO MIRAGE	Steve Downs, Council Member	X	1
	Iris Smotrich, Council Member		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District		2
	Steven Hernandez, Chief of Staff	X	
VISIT GPS BOARD OF DIRECTORS ROLL CALL		PRESENT	EXCUSED
	Rolf Hoehn, Interim Chair - Indian Wells Tennis Garden	X	
	Kelly Steward, Interim Vice Chair , The Ritz-Carlton, Rancho Mirage	X	
	Robert Del Mas, Secretary - Empire Polo Club & Events	X	
	Aftab Dada, Treasurer - Hilton Palm Springs Resort	X	
	Kate Anderson, Agua Caliente Band of Cahuilla Indians	X	

Visit GPS Board of Directors
(continued)

Jerry Keller
Lulu California Bistro

Jay Mainthia
Indio Super 8 and Suites

Michael McLean
McLean Company Rentals

Allen Monroe
The Living Desert

Lee Morcus (Emeritus)
Kaiser Restaurant Group

Michael Murray
Hotel Paseo

Liz Ostoich
FARM and Tac/Quila

Brad Poncher
Hospitality Consulting/Strength
INN Tourism

Greg Purdy
Palm Springs Aerial Tramway

Tim Pyne
Renaissance Esmeralda Resort
& Spa

Tom Scaramellino
Westin Rancho Mirage Golf
Resort & Spa

Bob Schneider
Desert Consulting

Barb Smith
Eventis Destination Services

Boris Stark
Palm Desert Vacation Properties

Joe Tormey
CSU San Bernardino
Palm Desert Campus

Peggy Trott
Kimpton Rowan Palm Springs

Doug Watson
Hospitality Executive

Lorraine Becker, Cabot's Pueblo Museum		
Jeffrey Bernstein, Destination PSP	X	
Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio		E
Celeste Brackley, ACE Hotel & Swim Club	X	
Gary Cardiff, Cardiff Limousine & Transportation	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		
David Feltman, VRON Palm Springs	X	
Rob Hampton, Palm Springs Convention Center	X	
Todd Hooks, Agua Caliente Band of Cahuilla Indians		
Jerry Keller, Lulu and Acqua California Bistros	X	
Jay Mainthia, Indio Super 8 Motel	X	
Michael McLean, McLean Company Rentals		
Nusrat Mirza, JW Marriott Desert Springs		E
Allen Monroe, The Living Desert	X	
Lee Morcus (Emeritus), Kaiser Restaurant Group	X	
Michael Murray, Hotel Paseo		E
Liz Ostoich, FARM and Tac/Quila Palm Springs	X	
Brad Poncher, Hospitality Consulting, Strength INN Tourism	X	
Greg Purdy, Palm Springs Aerial Tramway		E
Tim Pyne, Renaissance Esmeralda Resort & Spa		E
Tom Scaramellino, Westin Rancho Mirage Golf Resort & Spa	X	
Bob Schneider, Desert Consulting	X	
Barb Smith, Eventis Destination Services		E
Boris Stark, Palm Desert Vacation Properties		
Joe Tormey, CSU San Bernardino Palm Desert Campus	X	
Peggy Trott, Kimpton Rowan Palm Springs	X	
Doug Watson, Hospitality Executive	X	

STAFF/ATTORNEY

Scott White, President and CEO
Bill Judson, Vice President Finance and Administration
Colleen Pace, Chief Sales and Marketing Officer
Davis Meyer, Senior Director of Community Affairs
Julie Sinclair, Director of Brand Communications
Sean Smith, Director of Indian Wells Sales & Marketing
Lauren Bruggemans, Director of Sustainability and Community Engagement

Joyce Kiehl, Director of Communications
Stefanie Kilcoyne, Director of Operations
Andy Cloutier, Director of Human Resources
Lena D. Wade, Legal Counsel
Sarah Goslin, Senior Destination Experiences Manager
Joanne Ohanesian, Tourism Development Coordinator
Bob Wilson, Brand Communications Specialist

GUESTS

Trever Cartwright, The Coraggio Group
Brad Anderson, resident of Rancho Mirage

PLEDGE OF ALLEGIANCE

Chair Kors led the Pledge of Allegiance.

CONFIRMATION OF AGENDA

Chair Kors 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 Kors called for public comments. Mr. Brad Anderson was in attendance, signed in, and requested to speak. Mr. Anderson introduced himself, and stated that he was here to monitor the meeting, as a resident of the city of Rancho Mirage. Mr. Anderson was thanked for being present, and took a seat.

APPROVAL OF MINUTES (All Vote)

JPA – Visit GPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED MAY 20, 2022 (all vote)

The JPA Executive Committee and Visit GPS Board of Directors Joint Meeting Minutes dated May 20, 2022, were presented for approval. Chair Geoff Kors asked for comments or a motion to approve. Steve Downs of Rancho Mirage moved to accept the minutes as presented. Linda Evans, Mayor La Quinta, seconded. Abstentions, Palm Springs and County of Riverside. 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

The Warrants and Demands dated May 2022 for Pacific Premier Bank, were presented for approval. Mayor Linda Evans of La Quinta made a motion to approve all three sets. Steve Downs of Rancho Mirage seconded. Abstentions, Palm Springs and County of Riverside. There was no additional discussion and the warrants and demands were approved according to the roll call taken at the beginning of the meeting.
Lena Wade stated that all vote for Warrants and Demands.

VISIT GPS BOARD OF DIRECTORS ITEMS (VGPS Board Only Votes)

RECEIVE AND APPROVE THE TBID ANNUAL REPORT

The TBID Annual Report (by Civitas) was presented for approval. Aftab Dada made a motion to approve, Lee Morcus seconded. There was no further discussion and the motion passed unanimously based on the roll call at the beginning of the meeting.

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

RECEIVE AND APPROVE THE TBID ANNUAL REPORT

The TBID Annual Report (by Civitas) was presented for approval. Steve Downs of Rancho Mirage made a motion to approve, Chad Gardner of Desert Hot Springs seconded. There was no further discussion and the motion passed unanimously based on the roll call at the beginning of the meeting.

CEO / PRESIDENT'S REPORT

VISIT GPS UPDATE

Scott White welcomed the group, and noted that this would be an abbreviated meeting due to the presentation by Trever Cartwright. Scott gave an update on the 2019-2021 Economic Impact Report, noting that we have made great strides, taxes have gone up with the increase in ADR, however hospitality jobs are still lacking. We are hopeful for job numbers to recover with new properties opening. Visitor spending was back up from 2020 - 2021, almost to the 2019 levels, and we are still striving to get to the 16 million visitors by 2026 mark.

Workforce Development

Lauren Bruggemans is now on our team full time, and our website landing page featuring the benefits of careers in tourism and hospitality is now live. We have partnered with Sheila Thornton of OneFuture Coachella Valley to help us with internships and scholarships engaging career opportunities in hospitality as well. We have also launched digital campaigns targeting young adults and students in the industry, to educate them about the benefits of a career in Hospitality.

New staff members:

Will Trokey – National Account Director, Washington DC
Rozanne Sutherland – Sales Coordinator
Abel Lua – Sales Coordinator
Melanie Macias – Digital Marketing Manager
Lauren Taylor – Destination Experiences Specialist
Bob Wilson – Brand Communications Specialist

CEO/President's Report
(continued)

Marketing Update - Colleen Pace

Colleen introduced three new branded spots that were incorporated from the previously shot Co-Op partner footage. These are targeting a slightly different demographic, and are currently on Broadcast and Connected TV.

Colleen also premiered our Brand USA Campaign, United Stories which is our International campaign targeting the UK, launching in July. The next video shown was created to target the Social Media/Influencer audience for our mid-summer campaign.

Colleen also mentioned that Restaurant Week commenced June 3, and was launched by a successful Kick-off reception at The Ritz-Carlton, Rancho Mirage. We continued our donation pledge to FIND Food Bank this year, and were very proud to present them with a check for \$3685.00 from reservations made on Open Table. Colleen then gave a brief marketing overview, highlighting the analytics from our website and social media for Restaurant Week.

The Summer Eats Pass program immediately followed Restaurant Week, and was trending well with 630 signups. She continued with the convention sales update, lead volume was already above our year-to-date goal, and is looking good for a strong finish this year.

Colleen reviewed recent and upcoming events that we participated in, many of them focusing on Wellness. Visit Greater Palm Springs has recently been awarded:

- Smart Stars Award for Best CVB/DMO by Smart Meetings
- Three of our partners also received Best Desert Resort (JW Marriott Desert Springs, La Quinta Resort and Renaissance Esmeralda Indian Wells) by Smart Meetings
- Conference Direct 2022 CVB of the Year

Birthdays

Board member birthdays were acknowledged, and Scott announced that Sarah Goslin has accepted the position of Executive Assistant and Board Administrator, and thanked Joanne Ohanesian for pitching in in the interim.

Scott White introduced Trever Cartwright.

PRESENTATIONS

Trever Cartwright with Coraggio gave his presentation covering our priorities for the next two years, and that they are in line with our destination goals.

- Review Board/JPA Strategic Guidance
- Discuss and Align on Areas of Focus and Action Steps
- **Spotlight:** Revised Vision and Mission Statements
- **Spotlight:** Becoming a Year-Round Destination
- Next Steps in Plan Update Process

The final strategic plan is targeted to be completed in time for the September Board meeting.

FUTURE MEETING DATE

Friday, September 30, 2022, 8:00am
Location: TBD

ADJOURNMENT

The meeting was adjourned by Scott White at 11:30 a.m.

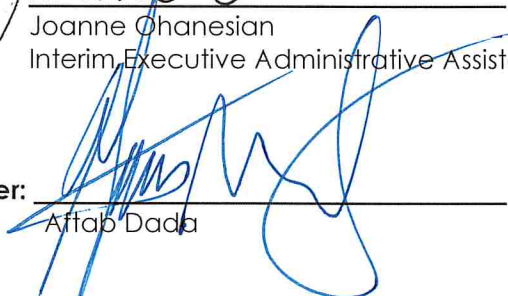
Prepared by:


Joanne Ohanesian
Interim Executive Administrative Assistant

Visit GPS Board of Directors Treasurer:


Arif Dada

Approval Date:


October 31, 2022