



## **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 8:34 a.m. by Geoff Kors, JPA Chair, at the Westin Rancho Mirage Golf Resort & Spa in Rancho Mirage, CA.

### **Roll Call**

The roll call is recorded on the following page.

**SEPTEMBER 30, 2022**



Location: Westin Rancho Mirage Golf Resort & Spa, Rancho Mirage  
Room: Rancho Mirage  
71333 Dinah Shore Drive,  
Rancho Mirage, CA 92270  
Regular Meeting  
Friday, September 30, 2022, 8:30am – 10:00am

#### 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 Chesterlon  
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, <b>Chair</b>	X	1
	Lisa Middleton, Mayor		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council. Member, <b>Vice Chair</b>	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	X	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	E	2
	Steven Hernandez, Chief of Staff		
VISIT GPS BOARD OF DIRECTORS ROLL CALL		PRESENT	EXCUSED
	Rolf Hoehn, <b>Interim Chair</b> - Indian Wells Tennis Garden	X	
	Kelly Steward, <b>Interim Vice Chair</b> , The Ritz-Carlton, Rancho Mirage	X	
	Robert Del Mas, <b>Secretary</b> - Empire Polo Club & Events		E
	Aftab Dada, <b>Treasurer</b> - Hilton Palm Springs Resort	X	
	Kate Anderson, Agua Caliente Band of Cahuilla Indians		E

Visit GPS Board of Directors  
(continued)

Jerry Keller  
Lulu California Bistro  
Jay Mainthia  
Indio Super 8 and Suites

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

	PRESENT	EXCUSED
Lorraine Becker, Cabot's Pueblo Museum	X	
Jeffrey Bernstein, Destination PSP	X	
Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio	X	
Celeste Brackley, ACE Hotel & Swim Club	X	
Gary Cardiff, Cardiff Limousine & Transportation	A	
Jay Chesterton, Fantasy Springs Resort Casino	X	
Dermot Connolly, La Quinta Resort & Club	A	
Tim Ellis, Ellis Hospitality Services	X	
Eddy Estrada, Smarter Property Management	X	
David Feltman, VRON Palm Springs	X	
Rob Hampton, Palm Springs Convention Center	X	
Todd Hooks, Agua Caliente Band of Cahuilla Indians		E
Jerry Keller, Lulu and Acqua California Bistros	X	
Jay Mainthia, Indio Super 8 Motel	A	
Nusrat Mirza, JW Marriott Desert Springs	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, Hospitality Consulting, Strength INN Tourism	X	
Greg Purdy, Palm Springs Aerial Tramway	X	
Tim Pyne, Renaissance Esmeralda Resort & Spa	X	
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	X	
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  
Lauren Bruggemans, Director of Sustainability and Community Engagement  
Gary Orfield, Director of Tourism Development

Joyce Kiehl, Director of Communications  
Stefanie Kilcoyne, Director of Operations  
Andy Cloutier, Director of Human Resources  
Lena D. Wade, Legal Counsel  
Sarah Goslin, Executive Assistant & Board Administrator  
Joanne Ohanesian, Tourism Development Specialist  
Bob Wilson, Brand Communications Specialist

## 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. There were no public comments on record.

## APPROVAL OF MINUTES (All Vote)

### JPA – VGPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED JUNE 24, 2022 (all vote)

The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated June 24, 2022, were presented for approval. Chair Geoff Kors asked for comments or a motion to approve. Gary Gardner of Desert Hot Springs moved to accept the minutes as presented. Rolf Hoehn, Indian Wells Tennis Garden, seconded. 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**
- **RESOLUTION NO. JPA 2022-004: AUTHORIZE REMOTE TELECONFERENCE MEETINGS**

The Warrants and Demands dated June, July & August 2022 for Pacific Premier Bank, were presented for approval, along with Resolution No. JPA 2022-004: Authorizing Remote Teleconference Meetings. Mayor Linda Evans of La Quinta made a motion to approve all three sets. Gary Gardner with Desert Hot Springs seconded. No abstentions or opposition. There was no additional discussion, and the warrants and demands, and Resolution No. JPA 2022-004: Authorizing Remote Teleconference Meetings were approved according to the roll call taken at the beginning of the meeting.

## VGPS BOARD OF DIRECTORS ITEMS (VGPS Board Only Votes)

- **2023 PROPOSED JPA-BOARD OF DIRECTORS MEETING DATES**

The dates for 2023 were proposed, with a decrease in meetings to the minimum allowed of five per calendar year, and a change in day of the week from Fridays to Tuesdays. Dates proposed were: 1/31, 4/4, 6/27, 9/26 and 12/5. Affab with Hilton Palm Springs motioned. Tim Ellis with Ellis Hospitality seconded. All voted in favor. No abstentions.

- **3 NEW PROPOSED BOARD MEMBERS**

Tim Ellis presented 3 new proposed board members: Kelly McLean with Poppy and McLean Company, and Kenny Cassady with Vacasa for STVR seats, and Ankit Sekhri with Two Bunch Palms for a hotel TBID seat. Tim Ellis with Ellis Hospitality made a motion to approve. Affab Dada with Hilton seconded. No abstentions and no opposition.



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- **RESOLUTION NO. BOD 2022-002: MEASURE A**

The VGPS Board of Directors is opposing Measure A, which would prohibit non-hosted short-term vacation rentals in most areas of the City of La Quinta. Mayor Linda Evans, City of La Quinta, spoke of the 6.1-million-dollar annual deficit Measure A would cause to the city. Aftab Dada, Hilton Palm Springs, spoke of the importance of vacation rentals across our valley to increase our number of rooms available. Scott White, CEO of VGPS said a study was done on the impact of short-term vacation rentals across the valley that we would share with the Board soon. Aftab Dada, Hilton Palm Springs, made a motion. Tim Ellis, Ellis Hospitality, seconded. Greg Purdy, Palm Springs Aerial Tramway abstained. All voted in favor and no opposition.

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

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- **2023 PROPOSED JPA-BOARD OF DIRECTORS MEETING DATES**

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- **RESOLUTION NO. JPA 2022-005: Carry Over Funds**

Resolution No. JPA 2022-005 authorizes the Vice President of Finance and Administration to carry over certain funds to the next fiscal year. Mayor Linda Evans of La Quinta made a motion. Mayor Waymond Fermon of Indio seconded. No abstentions. All voted in favor and no opposition. No further discussion took place.

- **NOMINATIONS FOR CHAIR & VICE CHAIR 2023-2024 (DISCUSSION ONLY)**

Both Chair and Vice Chair have a 2-year term. Gary Gardner expressed interest in Chair and Waymond Fermon in Vice Chair. Anyone else interested should reach out to Geoff. Vote will take place at the November 18, 2022, Board Meeting.

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#### CEO / PRESIDENT'S REPORT

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##### VISIT GPS UPDATE

Scott White presented our new Vision and Mission statements put together by Trevor Cartwright with Coraggio Group, based on feedback the Board provided during the June 24, 2022 Board Meeting. Scott also provided a recap of our 2-year plan for our areas of focus: air service, DEI, sustainability, accessibility, cultural heritage, international business, meetings/conventions/sporting events, regional collaboration, wayfinding, workforce development and education. In order to be a year-round destination, we need to invest in shade, especially in high traffic areas.

##### Workforce Development

During a Press Conference on September 6, 2022, we released a COD Case Study by Convention Sports & Leisure covering what size the campus should be to cover the needs of the program. The study showed that we may be able to accomplish our goals without the learning hotel, but the culinary campus needs to grow. The current COD culinary program is too small. The Chef has 350 students signed up this semester, so we are advocating for more infrastructural changes to bridge the gap between now and the new campus. Scott White, Kelly Steward and Patrick Service are part of the COD Advisory group and had a call earlier this week with mainly the architects for the campus. COD has shared the planned square footage and it's use, which comes to almost 29,000 square feet. The goal is to have the design done by the end of 2022, for a vote in January 2023 by COD, with the campus completed by the end of 2026.

We are still collecting responses to the Management Wages Survey we sent out. We have had 41 responses and hope to get to 100+. We'd like more responses from the select service hotels and need assistance from the large brands. Please submit your information.

Our Workforce Development Campaign launched in July and targeted local audiences with geofencing of high schools, which has shown the highest engagement. We are planning on doing some student testing to make sure we are marketing to them properly. As we continue to develop these programs the engagement from our partners and their team members is going to be key in making this successful.

##### Video & Social ADs

Showed a video of a Cal State San Bernardino student talking about his experience and goals for his future. Baldomero Felix, Hospitality Student at Cal State SB Palm Desert Campus, is currently working at the Ritz-Carlton Rancho Mirage and gaining experience in every department as part of an 18-month mentorship program. Kelly Steward with Ritz-Carlton Rancho Mirage spoke of how important the mentoring is to our success and how each hotel needs to participate in order for our destination to be successful. Scott suggests to Colleen tracking the mentorship of Baldomero. VGPS is going to sponsor 30 students in the Emerging Leaders class through the PaCE program at COD.

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#### Partnership – Davis Meyer

PaCE Partnership and Community Education: TEAM GPS Champions training in-person is available and online will be available soon. Emerging Leadership Certifications is six 4-hour classes, and we are offering scholarships. We hope everyone applies to have some of their employees participate.

Summer STVR data for June, July & August.

Autism Certification – Davis sent to the board this morning the 30-minute course for Autism Sensitivity and Awareness Training.

Please submit your nominations for our COH Awards gala. Deadline has been extended until next Friday, October 7, 2022. Our next Meet & See will be at The Westin Rancho Mirage Golf Resort & Spa on October 20, 2022.

#### Air Service – Scott White

Record numbers in seats, routes returning earlier this fall than usual. Graph shows 2019 vs. 2022 seat capacity. Avelo Airlines starts this winter season. Many seasonal routes are returning earlier this fall than in previous years.

#### Marketing Recap – Colleen Pace

Summer Campaign: Summary and videos of Check In. Chill Out., Co-Op TV spots, social media and Visit CA AEG Campaign. Recap of Restaurant Week and our Summer Eats campaign.

We just launched our fall/winter campaign which will continue to evolve based on engagement. We have 3 new TV spots: Family, Couples & Friends, Millennials & Gen Z. We also launched our Oasis of Art campaign which included our Art & Sol video series and a relaunch of our artsGPS mobile app. Colleen showed a video compilation of our Art and Sol series (7 artists). We are also launching our What Will You Find: Digital Video Content and Persona Quiz and will be evolving our Love Local campaign (now from a resident perspective). The new fall social media campaign being launched in October. We are focused on a consumer marketing and media plan for a new international campaign. We are in Sunset Magazine on Alaska Airlines flights.

#### PR & Communications – Joyce Kiehl

"Don't Worry Darling" filmed in destination (Palm Springs & Indian Canyons) – premiered in Australia for 400 people, next week will show a private screening in the UK. Joyce showed the Australia/UK movie trailer.

GPS was selected as one of 20 destinations in the world for the Air BnB 'Live and work Anywhere' program which will be launched in the next few weeks.

#### Convention Sales – Carolina Viazcan

Covered August month end – over 11K of the room nights went into a citywide in December 2022 (MLS – Youth Soccer Tournament) from Palm Springs into the Coachella area and are even looking at going into Banning due to our available space. We are just 24,000 room nights shy of our goal of 155,000. We are paced well to hit our future goals. We participated in national Celebrate Services Week and recognized 10 services partners in The Desert Sun and on LinkedIn.

#### Staff Updates

- Carlos Lerma, Operations Coordinator
- Marta Battle, Destination Experiences Manager (Welcome back!)
- Cristian Cabrera, Finance Intern
- Gerry Boyle, Tourism Development Manager (based in UK)
- Denise Marley, Graphic Designer (Welcome back!)
- Actively recruiting: VP of Communications & Public Affairs, Director of IW Tourism and Marketing Specialist

#### Birthdays

Board member birthdays for September and October were acknowledged.

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### **FUTURE MEETING DATE**

Friday, November 18, 2022 - 8:30am

Location: TBD

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

- Greg Purdy with PS Aerial Tramway thanked VGPS staff for representing our destination so well out in the field.
  - Mayor Linda Evan with La Quinta announced the State of the City is next Thursday from 5:30-7:30 pm at La Quinta Resort.
  - CalTravel Summit being held at JW Marriott Desert Springs and VGPS is sponsoring the Opening Night Reception
  - Boys & Girls Club of Palm Springs Halloween Event is honoring Aftab Dada as the Champion for Youth Honoree
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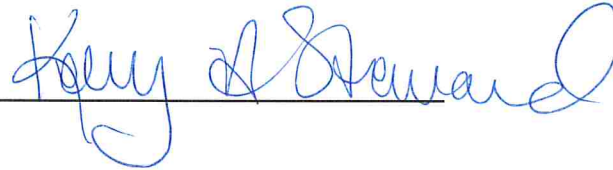
## ADJOURNMENT

The meeting was adjourned by Scott White at 10:04 a.m.

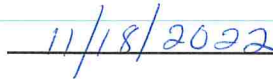
Prepared by:

  
\_\_\_\_\_  
Sarah Goslin  
Executive Assistant & Board Administrator

Visit GPS Board of Directors Secretary:

  
\_\_\_\_\_

Approval Date:

  
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