

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

Charles Townsend
City of Rancho Mirage

V. Manuel Perez
County of Riverside

**SPECIAL MEETING
JPA EXECUTIVE COMMITTEE**

Ritz-Carlton, Rancho Mirage
Salons 3-4
68900 Frank Sinatra Drive
Rancho Mirage, CA 92270

Special Meeting
June 25, 2021
9:45am

AGENDA

The JPA Executive Committee will take action on all items on the agenda. Materials related to an agenda item that are submitted to the JPA Executive Committee after distribution of the agenda packets are available for public inspection in the Clerk of the Executive Committee's office during normal business hours and on the CVB's website.

Item	Owner
Call to Order	Geoff Kors
Roll Call	Geoff Kors
Confirmation of Agenda (no vote required)	Geoff Kors
Public Comment	Geoff Kors
At this time members of the public may address the JPA Executive Committee on items that are not listed on the Agenda.	
Public comments may be received by e-mail or voicemail from the time agenda is posted up until one (1) hour prior to the meeting convening . E-mails will be printed and distributed for the record prior to the meeting. If the sender so requests, they will be read into the record at the meeting not to exceed three (3) minutes in length. E-mail: reynolds@gpscvb.com	
Voicemails will be transcribed and forwarded to the JPA Executive Committee members as soon as possible after they are received. If the sender so requests, they may also be read into the record at the meeting not to exceed three (3) minutes in length. Voicemail: 760.969.1309	
JPA Executive Committee Items (JPA Executive Committee Only Votes)	Geoff Kors
• Resolution No. JPA 2021-005: Name Change	
Adjournment	Geoff Kors

Public Notices

Any documents provided to the JPA Executive Committee and CVB Board of Directors regarding any item(s) on this agenda will be made available for public inspection at the Greater Palm Springs CVB located at 70-100 Highway 111, Rancho Mirage, CA 92270, during normal business hours, or email your request to Revae Reynolds: reynolds@gpscvb.com.



**Staff Report
June 25, 2021**

To: JPA Executive Committee
From: Scott White, CVB President and CEO
Re: Name Change of the Greater Palm Springs Convention & Visitors Bureau

RECOMMENDATION:

That the JPA Executive Committee, serving as the governing body of the Greater Palm Springs Convention & Visitors Bureau (CVB), adopt and approve Resolution No. JPA 2021-005, a resolution declaring its name change to Visit Greater Palm Springs.

BACKGROUND:

As an evolution of the CVB brand identity (new name and look) to be integrated in all consumer facing marketing and communications, the proposed logo treatment (attached) is being recommended based on the following:

- An exploration of over 40 treatments and interpretations
- CVB staff and Chairman's Committee voting
- Typographical design and color theory

Also, the updated organizational name will align with the marketing efforts and provide clarity for individuals to understand the overall mission. The name change will eliminate confusion related to operating the convention center and be consistent with national trends of tourism organizations shifting their name to mirror their web site and digital presence.

Ultimately, this selection is a direction that embodies everything we've learned about why travelers find our destination to be their special place to relax, unwind, be inspired, create and take life a little lighter. These emotional aspects are rooted in the fluidity of the typography. Moreover, since 2011, we differentiated our desert from all other desert destinations by reinforcing our "oasis" brand. Today, we can expand that story with the color green in our logo mark (bug) and connecting with the green in our brand positioning/tag line. The significance of the word "visit" is that it is both a call to action and a welcoming signature, emphasizing our brand of hospitality and chill attitude.

DISCUSSION:

The name change was proposed to the CVB Chairman's Committee: Tom Tabler, Aftab Dada, Rolf Hoehn, Robert Del Mas, Barb Smith, Brad Poncher, Bob Schneider, Tim Ellis, Tom Scaramellino, Kelly Steward, and JPA officers: Geoff Kors and Gary Gardner.

FISCAL IMPACT:

The CVB is seeking bids to update the building signage. Due to COVID-19, CVB staff has delayed reprinting all business cards, letterhead and envelopes to minimize expenses. This delay will minimize the impact. In anticipation of a possible name change, the FY 21/22 budget has \$10,000 allocated to cover any additional expenses that may arise from the name change.

ATTACHMENTS:

The new proposed logo is below.



JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

RESOLUTION NO. JPA 2021-005

A RESOLUTION OF THE JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE OF THE GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU APPROVING THE JPA'S NAME CHANGE FROM "GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU" TO "VISIT GREATER PALM SPRINGS"

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WHEREAS, the Greater Palm Springs Convention & Visitors Bureau (CVB) is a Joint Powers Authority operating under the Joint Exercise of Powers Act (California Government Code §§6500 *et seq.*), located in the County of Riverside, State of California; and

WHEREAS, the JPA Executive Committee serves as the governing body of the CVB; and

WHEREAS, the JPA Executive Committee adopted the Joint Powers Agreement ("Amended and Restated Agreement") on January 20, 2016 ("JPA Agreement"); and

WHEREAS, Section 4 of the JPA Agreement states that the name "may be changed at any time by a resolution approved and adopted by a two-thirds vote of the entire JPA Executive Committee"; and

WHEREAS, in accordance with Section 4 of the JPA Agreement, the JPA Executive Committee now desires to change the name of the joint powers authority ("JPA") from the "Greater Palm Springs Convention & Visitors Bureau" to "Visit Greater Palm Springs."

NOW, THEREFORE, BE IT RESOLVED by the JPA Executive Committee of the Greater Palm Springs Convention and Visitors Bureau as follows:

Section 1. Recitals.

That the Recitals set forth above are true and correct.

Section 2. Change of JPA's Name.

That the JPA Executive Committee hereby approves and adopts the JPA's new name as "Visit Greater Palm Springs," effective on June 25, 2021.

Section 3. Severability.

That the Executive Committee declares that, should any provision, section, paragraph, sentence or word of this Resolution be rendered or declared invalid by any final court action in a court of competent jurisdiction or by reason of any preemptive legislation, the remaining provisions, sections, paragraphs, sentences or words of this Resolution as hereby adopted shall remain in full force and effect.

Section 4. Repeal of Conflicting Provisions.

That all the provisions heretofore adopted by Visit Greater Palm Springs or the Executive Committee that are in conflict with the provisions of this Resolution are hereby repealed.

Section 5. Effective Date.

That this Resolution shall take effect immediately upon its adoption.

Section 6. Certification.

That the Clerk of the Executive Committee shall certify as to the adoption of this Resolution and shall cause the same to be processed in the manner required by law.

PASSED, APPROVED AND ADOPTED at a special meeting of the Joint Powers Authority (JPA) Executive Committee of the Greater Palm Springs Convention & Visitors Bureau, now known as Visit Greater Palm Springs, held on the 25th day of June, 2021, by the following vote:

AYES:
NAYES:
ABSENT:
ABSTAIN:

Geoff Kors, Chair
JPA Executive Committee

ATTEST:

Revae Reynolds, Clerk for the Executive Committee

APPROVED AS TO FORM:

Lena D. Wade, General Counsel