



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

Ritz-Carlton Rancho Mirage | Salon 2-4
68-900 Frank Sinatra Drive
Rancho Mirage, CA 92270
8:30 am – 10:00 am

Call to Order

The meeting was called to order at 8:34 a.m. by JPA Chair, Waymond Fermon, at the Ritz-Carlton Rancho Mirage, in Rancho Mirage, CA.

Roll Call

The roll call is recorded on the following page.

JUNE 26, 2026

JPA EXECUTIVE COMMITTEE ROLL CALL		PRESENT	ABSENT
CITY OF INDIO	Waymond Fermon, Mayor Pro Tem, Chair	x	
	Elaine Holmes, Council Member		
CITY OF LA QUINTA	Linda Evans, Mayor, Vice Chair	x	
	Steve Sanchez, Council Member		
CITY OF CATHEDRAL CITY	Raymond Gregory, Mayor	x	
	Ernesto Gutierrez, Mayor Pro Tem		
CITY OF COACHELLA	Dr. Frank Figueroa, Mayor Pro Tem	x	
	Denise Delgado, Council Member		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council Member	x	
	Daniel Pitts, Council Member		
CITY OF INDIAN WELLS	Brian Penna, Mayor Pro Tem	x	
	Bruce Whitman, Council Member		
CITY OF PALM SPRINGS	Ron deHarte, Council Member	x	
	Jeffrey Bernstein, Council Member		
CITY OF PALM DESERT	Evan Trubee, Mayor	x	
	Jan Harnik, Council Member		
CITY OF RANCHO MIRAGE	Ted Weill, Council Member	x	
	Lynn Mallotto, Mayor		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District	E	

VGPS BOARD OF DIRECTORS ROLL CALL		PRESENT	ABSENT
Rolf Hoehn, Chair - Indian Wells Tennis Garden		x	
Peggy Trott, Vice Chair - Kimpton Rowan Palm Springs		x	
Aftab Dada, Treasurer - Hilton Palm Springs Resort			E
Nusrat Mirza, Secretary - JW Marriott Desert Springs Resort			E
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			E
John Bolton, Oak View Group			E
Sheila Buciuman, The Ritz-Carlton, Rancho Mirage		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		E
Dermot Connolly, La Quinta Resort & Club		E
Tim Ellis (Emeritus), Ellis Hospitality Services	x	
Eddy Estrada, Smarter Property Management	x	
David Feltman, VRON Palm Springs		E
Mark Girton, Goldenvoice & Empire Polo	x	
Dan Johnson, Grand Hyatt Indian Wells Resort & Villas		E
Jerry Keller, LULU California Bistro	x	
Patrick Klein, The Shops on El Paseo	x	
Kelly McLean, Poppy	x	
Allen Monroe, The Living Desert	x	
Lee Morcus (Emeritus), Kaiser Restaurant Group	x	
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	
Bob Schneider, Desert Consulting	x	
Ankit Sekhri, Two Bunch Palms	x	
Barb Smith, Eventis Destination Services	x	
Boris Stark, Palm Desert Vacation Properties		E
Ebony Stinson, Indian Wells Resort	x	
Joe Tormey, CSU San Bernardino Palm Desert Campus	x	
Doug Watson, Strategy Innovation Co.	x	
A quorum was reached: 24 BOD and 9 JPA.		

STAFF/ATTORNEY

Scott White, President and CEO
Brian Keltz, VP, Finance and Administration
Colleen Pace, CSMO
Davis Meyer, VP, Government & Industry Relations
Stefanie Kilcoyne, Director of Technology & Operations
Sarah Goslin, Exec. Asst. & Board Admin
Bob Wilson, Brand Communications Specialist
Todd Burke, VP of Communications
Lauren Bruggemans, Exec. Dir. TEAM GPS
Foundation & Sr. Dir. Destination Stewardship
Josh Heinz, Community Engagement Manager
Julie Sinclair, Dir. of Corporate Communications

Joyce Kiehl, Director of Communications
Sean Smith, Director of Economic Development
Gary Forsythe, Dir. of Palm Springs Tourism
Rob Osterberg, Director of Sales Operations
Bruce T. Bauer, Legal Counsel
Andy Cloutier, Director of Human Resources
Gary Orfield, Director of Tourism Development
Krystal Kusmieruk, Senior Marketing Manager
Dana Fury, Director of Marketing
Jeffrey Farnsworth, Marketing & Sales Coordinator
Steve Rosso, Destination Experiences Manager
Carolina Viazcan, VP Sales

AGENDA ITEMS

1. JPA Chair, Waymond Fermon, called the meeting to order at 8:34 a.m.
2. JPA Chair, Waymond Fermon, led the Pledge of Allegiance.
3. The Clerk of the Board conducted Roll Call. A quorum was reached with 24 VGPS Board Members and 9 JPA executive Committee Members.
4. JPA Chair, Waymond Fermon, asked whether there were any changes to the agenda. Finding none, the agenda was confirmed.
5. JPA Chair, Waymond Fermon, called for public comment. There were no public comments on record.
6. Approval of Minutes (All Vote)
 - a. The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated March 27, 2026, were presented for approval.
 - i. JPA Chair Fermon called for a motion. Linda Evans with the City of La Quinta made a motion to approve. Gary Gardner with the City of Desert Hot Springs seconded. The County of Riverside was not present to vote. JPA Chair Fermon called for changes or abstentions. No changes noted. There was no further discussion, and the minutes were approved based on the roll call at the beginning of the meeting.
7. Consent Calendar (JPA Vote)
 - a. The Warrants and Demands dated March 2026, April 2026, and May 2026 for Columbia Bank were presented for approval.
 - i. JPA Chair Fermon called for a motion. Dr. Frank Figueroa with the city of Coachella made a motion to approve. Linda Evans with the City of La Quinta seconded. The County of Riverside was not present to vote. JPA Chair Fermon asked for changes or abstentions. No changes or abstentions. There was no further discussion, and the Warrants and Demands for March 2026, April 2026, and May 2026 were approved based on the roll call at the beginning of the meeting.
8. CEO/President's Report
 - a. Scott White:
 - i. A moment of remembrance for the passing of John Tanzella, President & CEO, of IGLTA.
 - ii. Host venue remarks:
 1. Sheila Buciuman, General Manager, Ritz-Carlton, Rancho Mirage, welcomed attendees and expressed her long-term commitment to the destination and appreciation for the partnerships.
 - iii. Introduction of Visiting Professor:
 1. Joe Tormey, CSUSB, welcomed Ana Gomez Olmedo from Madrid, Spain. The CSUSB Hospitality Management Program is hosting Ana while she is here for two months researching sustainable marketing and conducting interviews with women business owners. Her research aligns with environmental and social responsibility in the brand strategy and messaging.
 - iv. Air service Updates:
 1. Shared PSP Seasonal Routes, some of which are starting earlier in the fall compared to 2025.
 2. We continue to work on closing the summer gap with airlines extending service into June, and flights starting earlier in the fall.
 3. The United Airlines Flight from IAD (Washington D.C. /Dulles) is returning earlier this year. In our agreement with United agreed to start the Chicago flight earlier as well.

4. Head Trip Music Festival is a 2-day event coming to Indio in October. Not as large as Coachella, but could reach six figures for the entire event. Will inform the airlines of the dates once confirmed.
5. We're continuing our work in the Canadian market, which shows signs of increasing seats.
- v. PS Next Tech Conference and Hackathon:
 1. Visit Greater Palm Springs (VGPS) sponsored and participated in the second annual PS Next technology conference, held in partnership with Palm Springs Economic Development. The hackathon focused on helping six local businesses and organizations identify operational challenges, particularly repetitive or time-consuming tasks, and develop technology-based solutions to improve efficiency and allow staff to focus on more proactive work. For VGPS, a developer named Zach created a departmental dashboard in approximately 24-hours that provides a broader overview of project activity and has the potential to significantly reduce the amount of staff time spent manually compiling and reviewing project information. Based on the success of the project, we plan to continue consulting with Zach on additional technology and AI applications.
 2. VGPS continues to expand its use of AI tools to increase operational efficiency, with all employees now having access to an AI platform such as ChatGPT or Claude. Overall, the PS Next event and sponsorship were viewed as highly successful.
 3. The event also highlighted the technology talent available within the destination and included participation from students from College of the Desert and Cal State, who worked alongside experienced programmers.
- vi. Sports Events and Sponsorships
 1. VGPS will again support the NCAA basketball series in November, beginning with an announced matchup between Duke and Washington State, with additional teams and a December event to be announced.
 2. VGPS also supported Acrisure Arena's efforts to secure the Los Angeles Lakers' G League franchise for the destination. The team will begin playing locally in November, providing additional sports tourism and client-hosting opportunities.
 3. DSRT SURF CLUB will host the ISA World Para Surfing Competition in November, welcoming approximately 180 athletes representing 27 national teams. With para surfing being considered for future Paralympic inclusion, the event provides an opportunity to showcase the destination's ability to host major adaptive sporting events and further strengthen its position as a year-round sports tourism destination.
- vii. Research and Reports:
 1. The 2025 Economic Impact Report showed positive growth across key indicators, including approximately 15 million visitors and increases in state and local tax revenue, household savings, jobs supported, and overall economic impact. The organization will focus on maintaining this momentum in 2026. June group business is also performing well, providing a positive outlook for the coming months.
 2. The Destination Stewardship Plan is underway, with Hunden Partners conducting stakeholder engagement throughout the summer, including meetings, surveys, and outreach to residents, meeting planners, and community partners. Market analysis will begin in September, followed by sustainability, community, and economic integration work in November. The goal is to complete plans for all nine cities, along with the overall destination stewardship plan, by March.
 3. VGPS 2025-2026 Resident Sentiment Study: Future Partners conducted a resident sentiment survey in two waves of 1,000 respondents, representing a strong cross-section of generations with a median age of 43. Results showed high resident support for tourism throughout the destination. Residents identified additional shade, entertainment options, events, and recreational activities as important enhancements, particularly during the summer. The proposed public indoor sports complex received strong support, with 74% in favor of using tax dollars to fund the facility and 18% neutral. Residents also expressed support for adding customs and immigration facilities at Palm Springs International Airport to expand opportunities for international air service, including potential routes to Mexico and, in the future, London.

b. Carolina Viazcan: Group Sales

- i. Performance update and sales pace overview:
 1. Team reported being over 100% in all metrics compared to targets after a soft start.
 2. Lead volume increased early; closures improved through coordinated efforts.
 3. Despite July lagging, broader pace and August strength indicate strong momentum across off-season and shoulder months.
- ii. Upcoming Travel and Trade Show Participation
 1. Our team has an aggressive travel schedule this summer to drive association and group business.

- iii. Customer Advisory Board Formation:
 - 1. VGPS partnered with PCMA to form a Customer Advisory Board (CAB) to guide shoulder and summer growth and differentiation. The kickoff is scheduled for August 20, 2026; targets Tech, Association Incentive, and Luxury markets; mentee-mentor model noted as first-of-its-kind. Steve Rosso introduced as a new Destination Experiences Manager.
- iv. Tourism Development and International Outreach:
 - 1. The VGPS Tourism Development team, joined by some destination partners, participated in IPW in May, which saw 4,500+ attendees represented by 60 countries. The VGPS team had 186 appointments.
 - 2. Tourism Development quarter three programming maintains Canada presence and expands international efforts; some activities handled by contracted offices, coverage varies by country.

c. Colleen Pace: Restaurant Week Results

- 1. Donations from reservations totaled almost \$6,000 to FIND Food Bank. Record participation of 130 restaurants, and every city sponsored. Additional sponsorships from Rancho Mirage, Indio, and Coachella. The kickoff event was hosted by Agua Caliente Casino with 10 showcased restaurants. Multimedia marketing generated 379M impressions through May/early June; high web engagement; "foodie fam" influencers contributed substantial content and reach.
- ii. Summer Campaign Strategy:
 - 1. Our Summer Media Plan is fully integrated, and it's less about the media partners and more about the customer journey, which is no longer linear. Our comprehensive multi-channel campaign has ongoing content and influencer amplification.

d. Dana Fury: Destination Marketing

- i. We've created multiple 30-second TV spots and partner co-ops (KTLA, CTV), and digital billboards in drive and select fly markets (Denver, PNW) for our new Summer Brand Campaign ("Play for Days"), as well as our other summer marketing initiatives, such as our summer partner television co-op, which allow us the opportunity to create dedicated spots for partners to amplify their summer messaging. We have rich media and interactive ads driving to getaways.com summer landing page.
- ii. We provide event support to a lot of events that happen year-round through digital billboards ran in the drive market, as well as through our event calendar, blog inclusions, newsletter inclusions, and social media promotion.
- iii. We've recently launched a local staycation campaign targeting local residents in the Coachella Valley, as well as some parts of Riverside and San Bernardino counties. We're using the "Play for Days" creative, but with a stronger CTA to find staycation offers. We're also working on a campaign with Vrbo to support our vacation rentals.
- iv. New Partnerships with Vrbo and Beautiful Destinations
 - 1. We're participating in Vrbo's national "The Summer of Vrbo" campaign (includes custom magazine content and social traffic drivers), as well as their new video series "The Eavesdrop".
 - 2. Also partnering with Beautiful Destinations, a global content agency that we worked with last year on our pool floaty campaign, with filming beginning in the fall to push out early quarter one. They have over twenty-five million Instagram followers, so a great way to reach the audience with some really high-quality travel content.
- v. World Cup and Summer Travel Campaigns
 - 1. The World Cup promotion includes a custom landing page, digital/native/social advertising, and partnerships with Expedia and TravelZoo to attract pre/post-LA visitors.
 - 2. The Expedia campaign has generated 5,000+ room nights and \$1.5M+ revenue through May.
 - 3. The LGBTQ+ summer campaign is geofencing major Pride events (NYC, Chicago, LA, Charlotte) to promote Greater Palm Springs' Pride events.
 - 4. The "Where You Shine" Campaign, a new inclusive campaign launching soon with initial focus on the UK and Ireland, followed by LGBTQ+ audiences.

e. Colleen Pace: Measuring Advertising Effectiveness and TED Conference Strategic Partnership

- i. VGPS uses a multitude of different ways to measure the effectiveness of our marketing and media. One of the ways is through an Image and Awareness Study. Our 2025 results show ROI greater than \$1,000 per \$1 spent (industry standard \$329). Arrivalist reports 50.6% lift in arrivals among ad-exposed audiences (industry standard 25%), and direct bookings via OTAs like Expedia at \$92.6M as of June 2024.
- ii. For the second consecutive year, VGPS was the Strategic Travel Partner at TED2026, which included brand presence, a networking dinner with C-level attendees, hosted clients/media, and sponsored a branded "Restore Lounge" (top visited area).
- iii. A content piece featuring TED speaker, Ingrid Fetell Lee was filmed in Greater Palm Springs and will launch in fall; partnership expected to continue with next year's California conference.

f. Todd Burke: PR and Communications:

- i. The 1000 Miglia 2026 Strategic Partnership in Italy was to build relationships and explore hosting a future sanctioned event in Greater Palm Springs.
 1. This sponsorship allowed us firsthand experience into the operations of the experience, insight into its audience, and how brand alignment worked.
 2. We hosted lunches and one-on-one appointments with fifteen media from publications all over Italy.
 3. We connected with new companies to explore relationships in future gifting opportunities that represent our destination's focus on luxury lifestyle.
 4. We've had fifty-seven stories already published from our short time in Italy, including Vanity Fair in Italy, and Panorama, a daily newspaper in Italy. Continuing with social media coverage through LinkedIn and Instagram, from PLACES Magazine, and Instagram and from Style Magazine.
 5. Targeting November 2028 for the first sanctioned event outside of Italy, in Palm Springs. Brainstorming ideas for a lifestyle event.
- ii. With our domestic PR agency RFP concluded, we've chosen Finn Partners, who also represent UK and Ireland, They are onboarding in July.

g. Davis Meyer for Partnership, Economic Development, and Community Engagement:

- i. April was Innovation Month with Riverside County highlighting local innovators like BASEstud.io, Eye Guardian, and Next Machina. We are excited to continue to work with them to grow and expand their businesses here.
- ii. Our team members have attended different conferences/trade shows, including Site Selectors Guild (with planned site visits), and SelectUSA (a foreign direct investment conference), and partnered with CALED on their annual conference hosted in Palm Springs.
- iii. The Coachella Valley Sub-Regional Economic Development Strategic Plan was approved by the county in April; alignment with city partners for strategy implementation and site suitability.
- iv. A recent collaboration for our economic development partners – Real Estate Broker Breakfasts: the West Valley event hosted in Palm Desert in collaboration with Desert Hot Springs was a success. The East Valley version is being planned for the next couple of months. The aim is for a twice-yearly or quarterly cadence.
- v. Our quarterly TAC advisory meeting discussed opportunity zones, commercial real estate, strategic plan, and foreign trade zone. We shared new tools such as ADVAN, JOBSEQ, and Unreal (availability, foot traffic, retail sales, data).
- vi. Our Champions of Hospitality event is set for October 29 at JW Marriott and we are now accepting nominations. There is a new nomination process: Hospitality Champion Awards (frontline/heart-of-house) via business owner/manager/HR only; other awards open nominations; deadline July 17.
- vii. Shared the GPS Ambassador program growth.
- viii. Jackalope Ranch in Indio held the second annual Short-Term Rental Host Summit. We partnered with Ron Spockley and Burgo. The Palm Springs staff discussed regulations; topics included compliance, property care, and marketing feedback.
- ix. The Caravanserai Project: working with a cohort of 25 local artists/creative entrepreneurs in hands-on training to support a business development program; showcase planned for September to connect with hospitality community.

h. Lauren Bruggemans: Youth Engagement and Workforce Development Programs

- i. A very successful Student Hospitality Day was held at Tommy Bahama Miramonte Resort on April 14th, for 120 high school sophomores.
- ii. The TEAM GPS Foundation Golf Tournament raised \$50,000;
 1. College scholars played in the tournament.
 2. CVHS students helped with the hospitality dinner.
 3. The TEAM GPS Foundation welcomed two new Board Members: Doug Watson and Mihai Petru.
- iii. The Student Chef Showcase, with nine student chefs (high schools and College of the Desert) and mentor chefs, was held at the JW Marriott on May 6th. This is a fundraiser for culinary scholarships.
- iv. The Young Professionals Advisory Board organized a Student Ambassador Training Class at CSUSB to connect with youth.
- v. The Passport to Leadership Program is midway through its four-week program with 12 rising seniors; activities include city tours, PS Next Summit, mock city council, and an airport visit.
- vi. Scholarships available via goteamgps.com and teamgpsfoundation.com; Visionary Leaders first class started June 9.

i. Scott White: 2026/2027 Fiscal Year Budget

- i. The Finance Committee supported a conservative revenue approach using the lowest T-BID forecast model.
- ii. Fiscal Year 2025–2026 projection \$35M; current-year budget \$33M; proposed next-year budget \$35M; expenses forecast \$34M with slight surplus; majority allocation to marketing and sales; reserve usage contemplated (e.g., United flights, TED).

9. VGPS Board of Directors Items (VGPS Board Vote)

The VGPS Board of Directors were presented with the following 5 items for approval:

- a. Board Chair Rolf Hoehn called for a motion to approve the VGPS 2026/2027 Fiscal Budget.
 - i. Peggy Trott made a motion to approve. Celeste Brackley seconded. Board Chair Hoehn asked for changes or abstentions. No changes or abstentions. The motion passed, and the VGPS 2026/2027 Fiscal Year Budget was approved based on the roll call at the beginning of the meeting.
- b. Board Chair Rolf Hoehn called for a motion to approve Resolution No. BOD 2026-001 TEAM GPS Foundation Grant Fund Appropriation
 - i. Bob Schneider made a motion to approve. Peggy Trott seconded. Board Chair Hoehn asked for changes or abstentions. No changes or abstentions. The motion passed, and Resolution No. BOD 2026-001 TEAM GPS Foundation Grant Fund Appropriation was approved based on the roll call at the beginning of the meeting.
- c. Board Chair Rolf Hoehn called for a motion to approve Resolution No. BOD 2026-002 – Air Service Reserve Fund
 - i. Lorraine Becker made a motion to approve. Peggy Trott seconded. Board Chair Hoehn asked for changes or abstentions. No changes or abstentions. The motion passed, and Resolution No. BOD 2026-002 – Air Service Reserve Fund was approved based on the roll call at the beginning of the meeting.
- d. Board Chair Rolf Hoehn called for a motion to accept and approve the TBID Annual Report (by Civitas)
 - i. Celeste Brackley made a motion to approve. Kenny Cassidy seconded. Board Chair Hoehn asked for changes or abstentions. No changes or abstentions. The motion passed, and the TBID Annual Report (by Civitas) was approved based on the roll call at the beginning of the meeting.
- e. Tim Ellis read Karen Totaro and Brandon McCurley's bios and presented them both as pre-approved by the nominating committee for the open board seats. Board Chair Rolf Hoehn called for a motion to approve Karen Totaro, General Manager with Palm Springs Convention Center, and Brandon McCurley, General Manager with Parker Palm Springs, for the two open Board of Directors seats.
 - i. Liz Ostolich made a motion to approve. Celeste Brackley seconded. Board Chair Hoehn asked for changes or abstentions. No changes or abstentions. The motion passed, and both Karen Totaro and Brandon McCurley were approved for the two open board of directors seats based on the roll call at the beginning of the meeting.

10. JPA Executive Committee Items (JPA Vote)

The JPA Executive Committee were presented with the following 6 items for approval:

- a. JPA Chair Fermon called for a motion to approve the proposed VGPS Fiscal Year 2026-2027 Budget.
 - i. Raymond Gregory with the City of Cathedral City made a motion to approve. Gary Gardner with the City of Desert Hot Springs seconded. JPA Chair Fermon asked for changes or abstentions. No changes or abstentions. The County of Riverside was not present to vote. The motion passed, and the VGPS Fiscal Year 2026-2027 Budget was approved based on the roll call at the beginning of the meeting.
- b. JPA Chair Fermon called for a motion to approve Resolution No. JPA 2026-002 – Carrying Over Funds to FY 2026/2027.
 - i. Linda Evans with the City of La Quinta made a motion to approve. Dr. Frank Figueroa with the City of Coachella seconded. JPA Chair Fermon asked for changes or abstentions. No changes or abstentions. The County of Riverside was not present to vote. The motion passed, and Resolution No. JPA 2026-002 – Carrying Over Funds to FY 2026/2027 was approved based on the roll call at the beginning of the meeting.
- c. JPA Chair Fermon called for a motion to approve Resolution No. JPA 2026-001 TEAM GPS Foundation Grant Fund Appropriation.
 - i. Linda Evans with the City of La Quinta made a motion to approve. Gary Gardner with the City of Desert Hot Springs seconded. JPA Chair Fermon asked for changes or abstentions. No changes or abstentions. The County of Riverside was not present to vote. The motion passed, and Resolution No. JPA 2026-001 TEAM GPS Foundation Grant Fund Appropriation was approved based on the roll call at the beginning of the meeting.
- d. JPA Chair Fermon called for a motion to approve Resolution No. JPA 2026-004 – Air Service Reserve Fund.
 - i. Linda Evans with the City of La Quinta made a motion to approve. Gary Gardner with the City of Desert Hot Springs seconded. JPA Chair Fermon asked for changes or abstentions. No changes or abstentions. The County of Riverside was not present to vote. The motion passed, and Resolution No. JPA 2026-004 – Air Service Reserve Fund was approved based on the roll call at the beginning of the meeting.
- e. JPA Chair Fermon called for a motion to approve Resolution No. JPA 2026-003 – 3rd Amended JPA Agreement.

- i. Linda Evans with the City of La Quinta made a motion to approve. Gary Gardner with the City of Desert Hot Springs seconded. JPA Chair Fermon asked for changes or abstentions. No changes or abstentions. The County of Riverside was not present to vote. The motion passed, and Resolution No. JPA 2026-003 – 3rd Amended JPA Agreement was approved based on the roll call at the beginning of the meeting.
- f. JPA Chair Fermon called for a motion to accept and approve the TBID Annual Report (by Civitas).
 - i. Linda Evans with the City of La Quinta made a motion to approve. Dr. Grank Figueroa with the City of Coachella seconded. JPA Chair Fermon asked for changes or abstentions. No changes or abstentions. The County of Riverside was not present to vote. The motion passed, and the TBID Annual Report (by Civitas) was approved based on the roll call at the beginning of the meeting.

11. VGPS Board of Directors and JPA Executive Committee members provided updates on their cities and businesses

- a. Rolf Hoehn announced that a new event will be coming to Indian Wells Tennis Gardens in December - more details to come.
- b. Ted Weill with the City of Rancho Mirage announced a new 21,000 square foot taxidermy/animal museum is under construction in Rancho Mirage on the lot of the old Chart House, privately financed, expected to open within about two years.
- c. Waymond Fermon with the City of Indio announced the City of Indio held a very successful inaugural annual Pride Event, and a Fourth of July community event is planned at Empire Polo Grounds (6–10 p.m., free, with a drone show).

12. The next JPA/Board of Directors Joint Meeting date was announced.

- a. Friday, September 25, 2026, at the La Quinta Resort & Club.

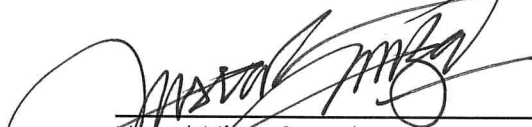
13. The joint meeting of the JPA Executive Committee and VGPS Board of Directors was adjourned at 10:06 am by JPA Chair, Waymond Fermon.

The complete Board Packet can be viewed on our website [here](#), and a direct link to the presentation is also available on our website [here](#).

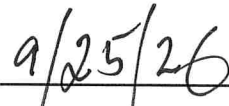
Clerk for the Board:


Sarah Goslin, Executive Assistant & Board Administrator

VGPS Board of Directors Secretary:


Nusrat Mirza, Secretary

Approval Date:


9/25/26

