

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

Palm Springs Convention Center | Smoketree A-E
277 N. Avenida Caballeros
Palm Springs, CA 92262
8:30 am – 10:00 am

Call to Order

The meeting was called to order at 8:39 a.m. by JPA Chair, Waymond Fermon, at the Palm Springs Convention Center in Palm Springs, CA.

Roll Call

The roll call is recorded on the following page.

MARCH 27, 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		x
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		
	Lynn Mallotto, Mayor	x	
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District		x

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		x	
Nusrat Mirza, Secretary - JW Marriott Desert Springs Resort		x	
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	
John Bolton, Oak View Group		x	
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	x	
Tim Ellis (Emeritus), Ellis Hospitality Services		E
Eddy Estrada, Smarter Property Management		E
David Feltman, VRON Palm Springs	x	
Mark Girton, Goldenvoice & Empire Polo		E
Rob Hampton, Palm Springs Convention Center	x	
Dan Johnson, Grand Hyatt Indian Wells Resort & Villas	x	
Jerry Keller, LULU California Bistro	x	
Patrick Klein, The Shops on El Paseo	x	
Kelly McLean, Poppy		E
Allen Monroe, The Living Desert		E
Lee Morcus (Emeritus), Kaiser Restaurant Group		A
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	
David Putnicki, HOTEL PASEO		E
Tim Pyne, Renaissance Esmeralda Resort & Spa		E
Saverio Scheri, Agua Caliente Casinos	x	
Bob Schneider, Desert Consulting	x	
Ankit Sekhri, Two Bunch Palms	x	
Barb Smith, Eventis Destination Services	x	
Boris Stark, Palm Desert Vacation Properties	x	
Ebony Stinson, Indian Wells Resort	x	
Joe Tormey, CSU San Bernardino Palm Desert Campus		E
Doug Watson, Strategy Innovation Co.	x	
A quorum was reached: 28 BOD and 8 JPA.		

STAFF/ATTORNEY

Scott White, President and CEO
 Brian Kelty, 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

Joyce Kiehl, Director of Communications
 Sean Smith, Director of Economic Development
 Gary Forsythe, Dir. of Palm Springs Tourism
 Kahia Gaaney, Sr. Destination Services Manager
 Bruce T. Bauer, Legal Counsel
 Andy Cloutier, Director of Human Resources
 Gary Orfield, Director of Tourism Development
 Rebecca Kirkpatrick, Analytics Manager
 Jeffrey Farnsworth, Marketing & Sales Coordinator

AGENDA ITEMS

1. **JPA Chair, Waymond Fermon, called the meeting to order at 8:39 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.**
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.**
 - a. No public comment on record. No members of the public requested to speak. Public comment was closed.
6. **Approval of Minutes (All Vote)**
 - a. **The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated January 30, 2026, were presented for approval.**
 - i. JPA Chair Fermon called for a motion. Gary Gardner with the City of Desert Hot Springs made a motion to approve. Linda Evans with the City of La Quinta seconded. The city of Indian Wells and the County of Riverside were 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 January 2026 and February 2026 for Pacific Premier Bank 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. Dr. Frank Figueroa with the city of Coachella seconded. JPA Chair Fermon asked for changes or abstentions. No changes or abstentions. The city of Indian Wells and the County of Riverside were not present to vote. There was no further discussion, and the Warrants and Demands for January 2026 and February 2026 were approved based on the roll call at the beginning of the meeting.
8. **Finance Report Out**
 - a. Brian Kelty, VP of Finance with Visit Greater Palm Springs, reported out on the results of the Independent Auditor's 2025 Annual Financial Report (and Communication Letter from Davis Farr dated January 23, 2026).
 - i. Two new GASB standards were adopted for compensated absences (GASB 101) and risk disclosures.
 - ii. Auditors found accounting estimates for pension and OPEB reasonable but identified a pension transaction requiring correction.
 - iii. New internal controls with additional review points will be implemented to prevent future misstatements.
9. **VGPS Board of Directors Items (VGPS Board Vote)**
 - a. The VGPS Board of Directors received the Independent Auditor's 2025 Annual Financial Report for approval.
 - i. Board Chair Rolf Hoehn called for a motion to approve. Liz Ostoich made a motion to approve. Peggy Trott seconded. Board Chair Hoehn asked for changes or abstentions. No changes or abstentions. The motion passed, and the 2025 Annual Financial Report was approved based on the roll call at the beginning of the meeting.

10. JPA Executive Committee Items (JPA Vote)

- a. The JPA Executive Committee received the Independent Auditor's 2025 Annual Financial Report for approval.
 - i. JPA Chair Fermon called for a motion. Raymond Gregory with the City of Cathedral City made a motion to approve. Linda Evans with the City of La Quinta seconded. JPA Chair Fermon asked for changes or abstentions. No changes or abstentions. The city of Indian Wells and the County of Riverside were not present to vote. The motion passed, and the 2025 Annual Financial Report was approved based on the roll call at the beginning of the meeting.

11. Presentation by Bethanie DeRose with Hunden Partners on the development of the VGPS Destination Stewardship Plan.

The Destination Stewardship Plan ("Master Plan") is underway, and will integrate AI, and address the changed landscape. The project will create one regional and nine city-specific master plans.

a. Stewardship Plan Process Overview: Bethany DeRose outlined the five-task process for developing the plan

- i. Task 1: Discovery & Research: Reviewing existing data and conducting new market research.
- ii. Task 2: Stakeholder Engagement: Conducting focus groups, resident sentiment surveys, and a meeting planner survey.
- iii. Task 3: Market Analysis: Assessing destination products, benchmarks, and best practices.
- iv. Task 4: Sustainability & Integration: Includes a tourism workforce assessment and a focus on AI and tech innovation.
- v. Task 5: Strategic Framework: Developing the final plan, organizational structure, and city-specific action steps.
 1. The "Pillars of Place" methodology will be used to analyze destination assets.

b. Defining Success for the Tourism Plan

- i. The board discussed metrics for success for the new tourism plan, including:
 1. Economic Growth: Increased tourism, visitor spending, and satisfaction.
 2. Competitive Edge: Differentiating the market from competitors.
 3. Brand Awareness: Increased brand recognition and marketing impact.
 4. Community Impact: More employment, workforce support, and improved quality of life for residents.
- ii. The plan must be actionable, support integration across cities, and promote balanced, healthy growth. A desire was expressed to understand why visitors do not return.

c. Desired Outcomes from the Planning Process

- i. The board identified specific outcomes for the plan, including:
- ii. Actionable Strategy: A clear, implementable guide with a fiscal plan.
- iii. Performance Measurement: KPIs to measure outcomes and set new goals.
- iv. Visitation Growth: A focus on increasing summer and shoulder season traffic.
- v. Community Development: Support for workforce housing and career paths in hospitality.
- vi. New Opportunities: A desire for European nonstop flights.

d. Identifying Product and Experience Gaps

- i. The group discussed product gaps and opportunities to attract visitors, defining "product" as any tourism-related asset or experience.
- ii. **Identified Gaps and Opportunities:**
 1. **Attractions & Entertainment:** Need for more attractions for the 21-35 age group, nightlife, and unique, affordable family attractions.
 2. **Venues & Events:** Modernization of the convention center, development of indoor sports facilities, and venues for larger regional events.
 3. **Infrastructure & Transportation:** Expansion of the airport and air service ("lift"); investment in rail (including high-speed rail); and diversifying local transport like light rail to connect cities.
- iii. There was strong agreement on the need for significant transportation infrastructure investment, noting that reducing bureaucracy ("red tape") is essential.

e. Destination Development and Improvements

- i. The discussion highlighted a passion for light rail, transportation, and sports facilities.
- ii. Suggestions included improving parking, wayfinding, and entryways for a branded experience, leveraging AI in tourism, and enhancing dining and cellular service.

f. Stakeholder Engagement Strategy

- i. Stakeholder engagement is crucial for creating the regional and nine city-specific plans.
- ii. While the initial focus is on core groups (hospitality, tourism), the discussion emphasized including a broader range of community groups, including potential "naysayers," to ensure buy-in.
- iii. **Identified Stakeholder Groups:** Vacation rental owners, youth, healthcare, agriculture, higher education, tech schools, labor unions, non-profits, tribal communities, city governments, HOAs, and corporate analysts.

g. City-Specific Implementation Plan Requirements

- i. Municipalities require identified funding sources and data/research to frame decisions.
- ii. Emphasis was placed on working towards common regional goals, such as coordinating road construction and co-op marketing, rather than individual city objectives.
- iii. Community buy-in, workforce housing, and reliable infrastructure (e.g., electricity) were noted as critical.

h. Destination Master Plan Timeline and Process

- i. The project kicked off in early March 2026 with a total timeline of approximately 13 months.
- ii. **Key Milestones:**
 1. **March 2026:** Board meeting and start of research.
 2. **May 2026 (Target):** Coordinated site tours and focus groups across all nine cities.
 3. **Early August 2026:** Meeting to discuss initial market research findings.
 4. **Following August:** Analysis of placemaking findings and recommendations.
 5. **Final Delivery:** A complete regional master plan and nine city-specific plans.

12. CEO/President's Report:

a. Scott White:

- i. TSA operations at PSP noted no significant delays. Support was provided to TSA agents (gas cards, food gift cards) during a period of delayed pay. Congratulated Kahlia Gainey on her new upcoming endeavors at Cohera. Congratulated Rolf Hoehn for record-breaking attendance at BNP. Congratulated Rob Hampton on his retirement and gave Rob the floor.
 1. Rob Hampton introduced Karen Totoro (formerly of Detroit and San Diego convention centers) as the new General Manager of the Palm Springs Convention Center.
- ii. VGPS is exploring options for amending the JPA Agreement to include a TBID for an Indoor Sports Complex and will bring our findings to the June Board Meeting.

b. Carolina Viazcan for Convention Sales:

- i. A Q1 2026 update noted a strong lead pipeline (111%) but softer conversion (51%), with overall bookings 3% ahead of 2025. This reflects a national trend of shorter booking windows.

c. Colleen Pace for Marketing:

- i. **Marketing Achievements:** The team won two "Best in Show" awards at the Addy Awards for the "Escape" and "Hello Summer" series. The Expedia Ambassador Summit in February achieved a 17.6 million combined reach when expectation was 11 million.
- ii. **Campaigns and Events:** The "Play for Days" summer campaign is in production for a mid-May launch. The summer campaign will launch in May with new creative. Restaurant Week is scheduled from May 29th to June 7th, supported by a full media plan.
- iii. **Sponsorships:** The team is sponsoring the TED conference in Vancouver in April.

d. Todd Burke for PR and Communications:

- i. **Vice Media Partnership:** A partnership with Vice Media's culinary platform will produce a 20-25 minute digital video hosted by celebrity chef Susan Feniger to highlight the destination's culinary and wellness story.
- ii. **Meet the Mentors Program:** The fourth iteration of the program, pairing established and aspiring travel journalists, will run from April 13th to 16th.

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

i. Tourism Foundation Rebranding and Initiatives

1. **Rebranding:** The tourism foundation will be rebranded as the "Team GPS Foundation" to reflect a broader workforce development focus. "GPS" will stand for "Teach, Empower, Advocate, and Motivate," with an official launch at the upcoming golf tournament.
2. **Foundation Activities:**
 - a. Student Hospitality Day: April 14th at Tommy Bahama Miramonte.
 - b. Passport to Leadership: A summer leadership program for incoming seniors.
 - c. Student Chef Showcase: A new event on May 6th at T&T Kitchen.
 - d. The foundation successfully participated in CB Giving Day and received an award from One Future Coachella Valley for its work.

ii. Economic Development

1. **Advertising:** Ads are targeting businesses, remote workers, and healthcare professionals to attract them to the valley.
2. **Federal Reserve Partnership:** A roundtable was hosted with the Federal Reserve Bank of San Francisco.

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

- a. City of Cathedral City Events: Upcoming events include Taste and Sounds, Chi Sau, a high school event, the Cathedral City Festival of Arts (March 28th), and the Taste of Jalisco Festival (May 1st-3rd).
- b. City of Palm Desert Updates: Successfully concluded Fashion Week and the Food and Wine Festival. Saks Fifth Avenue will remain open, and a new electrical substation will be funded.
- c. City of La Quinta Updates: La Quinta Day at Acrisure is March 29th. May 9th is "CV Link day" for residents, to showcase the local route.
- d. City of Indio Updates: Upcoming festivals include Coachella (April 10-12 & 17-19), Stagecoach (April 24-26), and the Headtrip festival (October 10-11). The need for the entire valley to capitalize on these events was emphasized. The Doom Room is a new venue in downtown Indio hosting live events. The Coachella Valley Rescue Mission's golf tournament is on April 6th.

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

- a. Friday, June 26, 2026, at the Ritz-Carlton Rancho Mirage.

15. The joint meeting of the JPA Executive Committee and VGPS Board of Directors was adjourned at 10:09 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:

Signed by:



Sarah Goslin, Executive Assistant & Board Administrator

VGPS Board of Directors Secretary:

DocuSigned by:



Musrat Mirza, Secretary

Approval Date:

6/29/2026

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General Manager

JW Marriott Desert Springs Resort & Spa

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sarah@visitgreaterps.com

Executive Assistant & Board Administrator

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