



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

The Ritz-Carlton, Rancho Mirage | Mirada Ballroom
68-900 Frank Sinatra Dr., 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
Waymond Fermon, JPA Chair, at the Ritz-Carlton Rancho
Mirage in Rancho Mirage, CA.

Roll Call

The roll call is recorded on the following page.

APRIL 4, 2025

JPA EXECUTIVE COMMITTEE ROLL CALL		PRESENT	ABSENT
CITY OF INDIO	Waymond Fermon, Council Member, Chair	x	
	Elaine Holmes, Council Member		
CITY OF LA QUINTA	Linda Evans, Mayor, Vice Chair	x	
	Steve Sanchez, Council Member		
CITY OF CATHEDRAL CITY	Nancy Ross, Mayor	x	
	Raymond Gregory, Council Member		
CITY OF COACHELLA	Dr. Frank Figueroa, Council Member	x	
	Denise Delgado, Mayor Pro Tem		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Mayor Pro Tem	x	
	Daniel Pitts, Council Member		
CITY OF INDIAN WELLS	Brian Penna, Council Member	x	
	Dr. Toper Taylor, Council Member		
CITY OF PALM SPRINGS	Jeffrey Bernstein, Council Member	x	
	Ron deHarte, Mayor		
CITY OF PALM DESERT	Jan Harnik, Mayor	x	
	Evan Trubee, Mayor Pro Tem		
CITY OF RANCHO MIRAGE	Steve Downs, Council Member	x	
	Eve Fromberg Edelstein, Council Member		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District	x	
	Joaquin Tijerina, Economic Dev. Mgr.		

VGPS BOARD OF DIRECTORS ROLL CALL		PRESENT	ABSENT
Rolf Hoehn, Chair - Indian Wells Tennis Garden		x	
Peggy Trott, Vice Chair - Kimpton Rowan Palm Springs			E
Tom Scaramellino, Secretary			E
Affab Dada, Treasurer - Hilton Palm Springs Resort			E
Kate Anderson, Agua Caliente Band of Cahuilla Indians			E
Lorraine Becker, Cabot's Pueblo Museum		x	
Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio		x	
John Bolton, Oak View Group		x	
Celeste Brackley, The Line & Saguaro Hotels		x	late
Gary Cardiff, Cardiff Limousine & Transportation		x	
Kenny Cassady, Acme House Company		x	

Jay Chesterton, Fantasy Springs Resort Casino	x	
Dermot Connolly, La Quinta Resort & Club	x	
Tim Ellis (Emeritus), Ellis Hospitality Services	x	
Eddy Estrada, Smarter Property Management		E
David Feltman, VRON Palm Springs	x	
Shannon Gilbert, The Ritz-Carlton, Rancho Mirage	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	x	
Nusrat Mirza, JW Marriott Desert Springs Resort & Spa		E
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		E
Greg Purdy, Palm Springs Aerial Tramway	x	
Tim Pyne, Renaissance Esmeralda Resort & Spa	x	
Saverio Scheri, Agua Caliente Casinos		E
Bob Schneider, Desert Consulting	x	
Ankit Sekhri, Two Bunch Palms		E
Barb Smith, Eventis Destination Services		E
Boris Stark, Palm Desert Vacation Properties	x	
Joe Tormey, CSU San Bernardino Palm Desert Campus		E
Doug Watson, Strategy Innovation Co.	x	
A quorum was reached: 25 BOD and 10 JPA.		

STAFF/ATTORNEY

Scott White, President and CEO
Bill Judson, VP, Finance and Administration
Brian Kelly, Director of Finance
Colleen Pace, Chief Sales and Marketing Officer
Davis Meyer, Senior Director of Community Affairs
Julie Sinclair, Director of Brand Communications
Lauren Bruggemans, Dir. of Sustainability & Community Engagement
Samuel Thompson, Director of Indian Wells Tourism
Stefanie Kilcoyne, Director of Operations
Sarah Goslin, Executive Assistant & Board Administrator

Andy Cloutier, Director of Human Resources
Bruce T. Bauer, Legal Counsel
Todd Burke, VP Communications
Joyce Kiehl, Director of Communications
Carolina Viazcan, VP Sales
Bob Wilson, Brand Communications Specialist
Sean Smith, Director of Economic Development
Erica Abarca, Community Engagement Manager
Teo Siong, Staff Accountant

AGENDA ITEMS

1. JPA Chair, Waymond Fermon, led the Pledge of Allegiance.
2. The Clerk of the Board conducted Roll Call
3. JPA Chair, Waymond Fermon, asked whether there were any changes to the agenda. Hearing none, the agenda was confirmed.
4. JPA Chair, Waymond Fermon, called for public comment. One member of the public spoke.
 - a. Eric Menendez with Joshua Tree Gateway Communities Alliance, gave comment on his newly formed organization.
5. Approval of Minutes (All Vote) -
The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated January 31, 2025, were presented for approval. JPA Chair Fermon asked for changes or abstentions. No changes or abstentions. JPA Chair Fermon asked 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. No abstentions. There was no further discussion, and the minutes were approved based on the roll call at the beginning of the meeting.
6. Consent Calendar (JPA Vote) -
The Warrants and Demands dated April 2025 and May 2025 for Pacific Premier Bank were presented for approval. JPA Chair Fermon asked for changes or abstentions. No changes or abstentions. JPA Chair Fermon asked for a motion. Steve Downs with the City of Rancho Mirage made a motion to approve. Linda Evans with the City of La Quinta seconded. The Warrants and Demands were approved based on the roll call vote at the beginning of the meeting.
7. TBID Public Hearing & Adoption of Resolution No. JPA 2025-022 (JPA Vote) -
The final public hearing was opened for members of the public to provide testimony. No members of the public were present to provide testimony, and the Clerk of the Board stated that they had only 7 protest letters on record which did not make up the majority protests. JPA Chair Fermon asked for a motion to approve and adopt Resolution No. JPA 2025-002: Declaring results of majority protest proceedings and modifying the Tourism Business Improvement District TBID to include the City of Coachella.
Dr. Frank Figueroa with the City of Coachella made a motion to approve. Linda Evans with the City of La Quinta seconded. No abstentions. Resolution No. JPA 2025-002 was approved based on the roll call at the beginning of the meeting.
8. Presentations –
Caroline Beteta, President & CEO, Visit California, presented on the State of Tourism: California's Ultimate Playground, and Craig Compagnone, President, MMGY Global Americas, presented on Adapting to Change. Embracing Opportunity.
9. Bill Judson, VP of Finance & Administration for VGPS, presented the Independent Auditor's 2024 Annual Financial Report.

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

- a. VGPS Chair, Rolf Hoehn, asked the VGPS Board to accept the Independent Auditor's 2024 Annual Financial Report and communication letter from Davis Farr dated March 25, 2025. Liz Ostoich made a motion to accept. Robert Schneider seconded. No abstentions. The report was accepted based on the roll call at the beginning of the meeting.

11. JPA Executive Committee Items (JPA Vote)

- a. JPA Chair Fermon asked the JPA Executive Committee to accept the Independent Auditor's 2024 Annual Financial Report and communication letter from Davis Farr dated March 25, 2025. Gary Gardner with the City of Desert Hot Springs made a motion to accept. Steve Downs with the City of Rancho Mirage seconded. No abstentions. The report was accepted based on the roll call at the beginning of the meeting.
- b. JPA Chair Fermon asked the JPA Executive Committee to accept and approve Resolution No. JPA 2025-003 – Appointing new JPA Treasurer & Auditor. Linda Evans with the City of La Quinta made a motion to approve. Dr. Frank Figueroa with the City of Coachella seconded. No abstentions. Resolution No. JPA 2025-003 was approved based on the roll call at the beginning of the meeting.
- c. JPA Chair Fermon asked the JPA Executive Committee to accept and approve Resolution No. JPA 2025-004 – Authorizing Change in Bank Signers. Gary Gardner with the City of Desert Hot Springs made a motion to approve. Linda Evans with the City of La Quinta seconded. No abstentions. Resolution No. JPA 2025-004 was approved based on the roll call at the beginning of the meeting.

12. CEO/President's Report

- a. Scott White stated VGPS would present a \$19,979 check to FIND Food Bank at their telethon later today from the IMEX Tradeshow give-back and Restaurant Week 2024.
- b. Colleen Pace reported out for Sales and Marketing:
 - i. The Group Sales team is at 100% of their room night goal through March. Future pace shows we are ahead for 2025 and 2026, a little behind in 2027, and more behind in 2028. This aligns with the trend we've been seeing since the pandemic, but the next couple of years look strong.
 - ii. Congratulations to our Marketing team and our 2024 co-op partners - we took home 19 Addy Awards at the recent awards event. We are working on our summer marketing campaign, Born to Chill, along with our summer co-op program.
- c. Davis Meyer reported out on our Economic Development updates and Community Engagement:
 - i. The new Economic Development logo was unveiled. Davis stated that in the coming months, VGPS would be rolling out the marketing and media plan, as well as the new website.
 - ii. Congratulations to Lauren Bruggemans and Erica Abarca for a very successful inaugural Student Hospitality Day, and thank you Nusrat Mirza, for welcoming the one hundred sophomores from across the valley to the JW Marriott Desert Springs to experience Careers in Hospitality.
 - iii. An invitation will be sent out to everyone soon for two important upcoming events. First, on April 21st at The Living Desert Zoo, we will host our Certified Autism Destination Celebration, and second, on April 30th at the Eagle Falls Golf Course at Fantasy Springs, we will host our Annual Tourism Foundation Golf Tournament.
 - iv. Our Restaurant Week kickoff event will be held at the Ritz-Carlton, Rancho Mirage, on May 28th.
 - v. We will launch the inaugural Greater Palm Springs Spa Month in September – more details to come soon.

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

14. The future JPA/Board of Directors Joint Meeting date and location were announced.

- a. Friday, June 27, 2025, at the Grand Hyatt Indian Wells Resort & Villas in Indian Wells, CA.

15. The joint meeting of the JPA Executive Committee and VGPS Board of Directors was adjourned at 10:14 am by JPA Chair, Waymond Fermon.

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

Clerk for the Board:



Sarah Goslin, Executive Assistant & Board Administrator

VGPS Board of Directors Secretary:



Tom Scaramellino, Secretary

Approval Date:


