

**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**  
 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 Chesterton**  
 Fantasy Springs Resort Casino

**Dermot Connolly**  
 La Quinta Resort and Club

**Tim Ellis**  
 Ellis Hospitality Services

**Eddy Estrada**  
 Smarter Property Management

**David Feltman**  
 VRON of Palm Springs

**Rob Hampton**  
 Palm Springs Convention Center

**JOINT MEETING  
 JPA EXECUTIVE COMMITTEE &  
 Visit GPS BOARD OF DIRECTORS**

Palm Springs Conv. Center  
 Room: Primrose B-D  
 277 N. Avenida Caballeros  
 Palm Springs, CA 92262

Regular Meeting  
 Mar. 25, 2022  
 8:30am – 10:00am

**AGENDA**

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

Item	Owner
Call to Order	Geoff Kors
Roll Call	Geoff Kors
Pledge of Allegiance	Geoff Kors
Confirmation of Agenda (no vote required)	Geoff Kors
Public Comment	Geoff Kors
<p>At this time members of the public may address the JPA Executive Committee on items that appear within the Consent Calendar or matters that are not listed on the Agenda.</p> <p>Public comments may be received by e-mail or voicemail from the time agenda is posted <b>up until one (1) hour prior to the meeting convening</b>. 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.</p> <p><b>E-mail:</b> <a href="mailto:revaee@visitgreaterps.com">revaee@visitgreaterps.com</a></p> <p>Voicemails will be transcribed and forwarded to the JPA Executive Committee and Visit GPS Board 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. <b>Voicemail:</b> 760.969.1309</p> <p>For all Business Session matters or Departmental Reports on the Agenda, the public can submit comments in advance via email as described above.</p>	
Presentation	Geoff Kors
<ul style="list-style-type: none"> <li>Baldomero Felix-Felix, CSUSB Palm Desert Campus Hospitality Student</li> </ul>	
Approval of Minutes (All Vote)	Geoff Kors
<ul style="list-style-type: none"> <li>JPA - Visit GPS Board of Directors Joint Meeting Minutes – Jan. 28, 2022</li> </ul>	

**Visit GPS Board of Directors (continued)**

**Todd Hooks**

Agua Caliente Band of Cahuilla Indians

**Jerry Keller**

Lulu and Acqua California Bistros

**Jay Mainthia**

Indio Super 8 & Suites

**Michael McLean**

McLean Company Rentals

**Allen Monroe**

The Living Desert

**Lee Morcus (Emeritus)**

Kaiser Restaurant Group

**Michael Murray**

Hotel Paseo

**Liz Ostoich**

FARM and Tac/Quila Palm Springs

**Brad Poncher**

Retired Hospitality Executive

**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

**Joseph Tormey**

CSU San Bernardino Palm Desert Campus

**Peggy Trott**

Kimpton Rowan Palm Springs

**Doug Watson**

Hospitality Executive

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Consent Calendar (JPA Only Votes) Geoff Kors

- Warrants and Demands Dated January and February 2022

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JPA Executive Committee Items (JPA Executive Committee Only Votes) Geoff Kors

- Resolution No. JPA 2022-001 RE: Assembly Bill 361 and Remote Teleconference Meeting Options. Staff Report included.
- Resolution No. JPA 2022-002 Amending and Restating the JPA Bylaws, including Two-Year Terms

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CEO / President's Report Scott White

- Discussion on Local Campaign: Benefits of Tourism
- Chairman's Committee Update (including Board Liaisons)
- COD Hospitality Campus Discussion
- Visit GPS Update

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Visit GPS Board of Directors Items (Visit GPS Board Only Votes) Rolf Hoehn

- Resolution No. BOD 2022-001 Amending and Restating the Board of Directors Bylaws (from "CVB" to "Visit GPS")

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JPA Executive Committee and Board of Directors Updates Geoff Kors

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Future Meeting Date | **Friday, May 20, 2022, Location: TBD** Rolf Hoehn

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Adjournment Geoff Kors

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**Public Notices**

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



# **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 8:36 a.m. by Geoff Kors, JPA Chair and Council Member, City of Palm Springs, at the JW Marriott Desert Springs Resort & Spa in Palm Desert, CA.

## Roll Call

The roll call is recorded on the following page.

**JANUARY 28, 2022**

## 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

## Visit GPS BOARD OF DIRECTORS

Tom Tabler, Chairman  
J.W. Marriott Desert Springs  
Resort & Spa

Rolf Hoehn, Vice Chairman  
Indian Wells Tennis Garden

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 Chesterton  
Fantasy Springs Resort Casino

Dermot Connolly  
La Quinta Resort & Club and  
PGA West

Tim Ellis  
Ellis Hospitality Services

Eddy Estrada  
Smarter Property Management

David Feltman  
VRON Palm Springs

Rob Hampton  
Palm Springs Convention  
Center

Todd Hooks  
Agua Caliente Band of  
Cahuilla Indians

Location: JW Marriott Desert Springs

74855 Country Club Drive

Palm Desert, CA 92260

Regular Meeting

Friday, January 28, 2022, 8:30am – 10:00am

		PRESENT	NOT/YTD
CITY OF PALM SPRINGS	Geoff Kors, Council Member, <b>Chair</b>	X	
	Christy Holstege, Mayor		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Coun. Mbr, <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	
	Dana Reed, Mayor Pro Tem		
CITY OF INDIO	Waymond Fermon, Mayor	X	2
	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	1
	Gina Nestande, Council Member		
CITY OF RANCHO MIRAGE	Charles Townsend, Mayor Pro Tem		4
	Iris Smotrich, Council Member		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District		2
	Steven Hernandez, Chief of Staff	Phone	
<b>VISIT GPS BOARD OF DIRECTORS ROLL CALL</b>		<b>PRESENT</b>	<b>EXCUSED</b>
	Tom Tabler, <b>Chair</b> - J.W. Marriott Desert Springs Resort & Spa	X	
	Rolf Hoehn, <b>Vice Chair</b> - Indian Wells Tennis Garden	X	
	Robert Del Mas, <b>Secretary</b> - Empire Polo Club & Events	X	
	Aftab Dada, <b>Treasurer</b> - Hilton Palm Springs Resort	X	

Visit GPS Board of Directors  
(continued)

Jerry Keller  
Lulu California Bistro

Jay Mainthia  
Indio Super 8 and Suites

Michael McLean  
McLean Company Rentals

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  
Palm Springs Power Baseball

Barb Smith  
Eventis Destination Services

Boris Stark  
Palm Desert Vacation Properties

Kelly Steward  
The Ritz-Carlton Rancho Mirage

Joe Tormey  
CSU San Bernardino  
Palm Desert Campus

Peggy Trott  
Kimpton Rowan Palm Springs

Mike Waddell  
Hyatt Regency Indian Wells

Doug Watson  
Hospitality Executive

Kate Anderson, Agua Caliente Band of Cahuilla Indians	X	
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	X	
Jay Chesterton, Fantasy Springs Resort Casino	X	
Dermot Connolly, La Quinta Resort & Club	X	
Tim Ellis, Ellis Hospitality Services	X	
Eddy Estrada, Smarter Property Management	Phone	
David Feltman, VRON Palm Springs	X	
Rob Hampton, Palm Springs Convention Center	X	
Todd Hooks, Agua Caliente Band of Cahuilla Indians		3
Jerry Keller, Lulu and Acqua California Bistros	X	
Jay Mainthia, Indio Super 8 Motel	X	
Michael McLean, McLean Company Rentals	Phone	
Allen Monroe, The Living Desert	E	
Lee Morcus (Emeritus), Kaiser Restaurant Group	X	1
Michael Murray, Hotel Paseo	E	
Liz Ostoich, FARM and Tac/Quila Palm Springs	Phone	
Brad Poncher, Hospitality Consulting, Strength INN Tourism	X	
Greg Purdy, Palm Springs Aerial Tramway	Phone	
Tim Pyne, Renaissance Esmeralda Resort & Spa	X	
Tom Scaramellino, Westin Rancho Mirage Golf Resort & Spa	X	
Bob Schneider, Palm Springs Power Baseball	X	
Barb Smith, Eventis Destination Services	Phone	
Boris Stark, Palm Desert Vacation Properties	X	

Kelly Steward, The Ritz-Carlton, Rancho Mirage	X
Joe Tormey, CSU San Bernardino Palm Desert Campus	X
Peggy Trott, Kimpton Rowan Palm Springs	X
Mike Waddell, Hyatt Regency Indian Wells Resort	Phone
Doug Watson, Hospitality Executive	X

#### STAFF/ATTORNEY

Scott White, President and CEO	Gary Orfield, Director of Destination Development
Bill Judson, Vice President Finance and Administration	Stefanie Kilcoyne, Director of Operations
Colleen Pace, Chief Marketing Officer	Reva Reynolds, Executive Administrative Assistant
Davis Meyer, Director of Partnership	Lena D. Wade, Legal Counsel
Julie Sinclair, Director of Brand Communications	

#### GUESTS

Yolanda Bender, Instructor Hospitality Management, College of the Desert  
 Martha Garcia, Ed.D., Superintendent/President, College of the Desert  
 Theresa Maggio, College of the Desert  
 Stefanie Pagela, JW Marriott Desert Springs Resort & Spa  
 Bruce Hoban, VRON of Palm Springs (phone)  
 Chris George, La Quinta Resort & Club (phone)  
 Ed Tauber, CSU San Bernardino, Palm Desert Campus (phone)  
 Marcie Graham, City of La Quinta (phone)  
 Thomas Soule, City of Palm Desert (phone)  
 Tony Bruggemans, Le Vallauris Restaurant (phone)  
 Jessica Enders, College of the Desert (phone)  
 Brad Anderson (phone)

#### 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 none present or on the phone line.

#### PRESENTATION

Dr. Martha Garcia, Superintendent/President, College of the Desert

Kors noted that the City of Palm Springs has been meeting every other month with representatives from the college and that today was an opportunity to hear from Dr. Garcia and share with her the expertise of the Board regarding tourism. He appreciated Dr. Garcia joining the meeting today.

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White shared slides highlighting statistics from the 2019 Economic Impact of Tourism study complete by Tourism Economics. Tourism is the number one industry in the Coachella Valley and one in five jobs here is supported by tourism. Tourism brings 14.1 million visitors to Greater Palm Springs and they spend \$5.9 billion annually. He noted that a large percentage of hospitality workers live in the west end of the valley and the city with the most hospitality jobs is Palm Springs. The west end of the valley also leads with respect to the impact of tourism by city and the state and local taxes tourism generates per city. He noted that visitation has continued to increase each of the last five years. A study completed by Destination NEXT demonstrated strong community alignment, which is not common in all destinations, indicating our cities all value tourism and we will need a skilled workforce to succeed.

White asked for questions. There were none and then he welcomed Dr. Garcia, noting that Visit Greater Palm Springs is collaborating with the PaCE Program at College of the Desert for hospitality training courses. Also, the Tourism Foundation has applied for an EDA Grant of \$1.6 million which will help fund enrollment costs for approved students.

Dr. Garcia thanked Council Member Kors and Scott White for inviting her. She introduced Yolanda Bender who is a Faculty Advisor and Hospitality Management Program instructor at College of the Desert (COD).

Yolanda Bender shared her background, starting in the community college system, ultimately graduating from USC and beginning her career in hotels. When she started working at COD, there were two classes in the hospitality program. Now there are four, with two more in the approval process pipeline. The college plans to augment course offerings with certificate programs until additional courses become approved. She welcomed collaboration for internship opportunities for students. She described some of the learning outcomes from their remote learning group projects. She thanked Joe Tormey of CSU San Bernardino Palm Desert Campus for his partnership. She is also developing opportunities for hospitality students to study abroad through the International Education Office at COD.

Dr. Garcia then summarized the evolution of COD's Palm Springs Hospitality Development Project, beginning in 2010. She noted the college's commitment to building the Palm Springs project. The plans have developed through three iterations. She noted that career education programs are the most expensive to administer and traditionally have lower enrollment with many more safety concerns.

Scott White expressed interest in discussing more specifics of the college's proposed training program.

Tom Tabler noted the importance of moving the project along. Dr. Garcia said that the college needs and is welcoming feedback from the industry, noting that the curriculum will be informed by the industry.

White noted that the industry has been providing input for the last five years, so how could the college need more?

Aftab Dada said he has been in the desert for over three decades. Several years ago, he and several colleagues were brought in as advisors through the work of Kay Hazen. The group met half a dozen times to provide input regarding the college's hospitality programs. To hear that the college still needs input is "mindboggling."

Kelly Steward noted that hotel managers are at a critical point and would welcome students in an internship training program. The hotels are hurting right now with the limited talent pool. Garcia encouraged all to connect with Yolanda Bender. Garcia noted she had a speaking engagement at 10:00am and had to leave soon, but welcomes further discussion.

The Director of Human Resources at the JW Marriott Desert Springs, Stefanie Pagela, reported that she partners with Yolanda Bender and someone in the career center at COD. Stefanie sends job lists to them, but does not get enough interested students. Moreover, she has opportunities well beyond entry-level positions. Success of this kind of partnership is critical. She noted that we have a large population of students in the desert, students who likely will not move away from the Coachella Valley. Where she has partnered virtually and appreciates COD's opportunities with Career Connections, students still do not understand all that hospitality has to offer beyond entry level jobs. The hotel has a great need for entry level management positions such as Assistant Managers in Rooms, Food & Beverage and the Kitchen. Where internships require work from the hotels, a training hotel would teach the hands-on skillset in greater volume to fill these positions. The difference in pay for an entry-level position to entry-level management is between \$4 to \$6 per hour. Filling these jobs with trained students will create a greater quality of life here in our community. She noted that students could then take advantage of Tuition Reimbursement that would then support further continued education. Other key skilled positions needed include Loss Prevention where the hotel experiences good turnover when associates move on to become police officers here locally. A training hotel will enable us to continue to hire more students and build a much-needed leadership pipeline.

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Lee Morcus reported that he has been in the Coachella Valley for three decades. He asked if the teaching hotel was going to be built or not. Garcia responded that it is a hard question to answer, noting that the original plan was for the hotel to be paid for by only bond dollars and also receive revenue from rental fees. However, there are some legal concerns, since bond dollars are specifically aimed to fund the building of learning facilities. It is important to evaluate the plan to determine if there will be a requirement to utilize another funding source, in addition to bond dollars.

Jan Harnik noted that as a representative of the community, the campus and hospitality school are needed for our residents, our students and workforce, as well as the industry, and it needs to move quickly. She suggested distributing the existing documentation to an advisory committee comprised of industry professionals to provide feedback so things can move forward.

Ernesto Gutierrez reported that the City of Cathedral City has been requesting a meeting with Dr. Garcia since November 2021 and hasn't heard back. He noted that voters want to know about the automotive training center that was planned for Cathedral City. Garcia said the college has been working with the city's Economic Development Director and expressed surprise that Gutierrez did not know that, and encouraged him to contact Dr. Tafoya for an update. Garcia said the college is moving forward to identify an additional site in Cathedral City and she plans to bring three sites to the Board, the original one they bought in Cathedral City, one in Indio, and another in Cathedral City. She said she looks forward to continuing to work together and would appreciate meeting with Cathedral City.

#### APPROVAL OF THE MINUTES (JPA and Visit GPS Board of Directors Vote)

##### **JPA-Visit GPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED NOVEMBER 19, 2021** (all vote).

The JPA Executive Committee and Visit GPS Board of Directors Joint Meeting Minutes dated November 19, 2021, were presented for approval. Chair Kors asked for comments or a motion to approve. Linda Evans, City of La Quinta, moved to accept the minutes as presented, Jan Harnik of Palm Desert seconded. There was no further discussion. The vote was unanimous according to the roll call at the beginning of the meeting, with one abstention.\*

**Aye:** JPA: Kors, Gardner, Gutierrez, Sanders, Evans, Harnik.  
Board: Anderson, Becker, Bernstein, Bhakta, Brackley, Cardiff, Chesterton, Connolly, Dada, Del Mas, Ellis, Feltman, Hampton, Hoehn, Keller, Mainthia, Morcus, Poncher, Purdy, Pyne, Scaramellino, Schneider, Stark, Steward, Tormey, Trott, Watson.

**Nay:** 0

**Absent:** JPA: Rancho Mirage.  
Board: Monroe, Murray.

**Abstain:** JPA: Fermon (Indio)

\* Due to Brown Act requirements, board members not physically present in the boardroom did not participate in the vote: Estrada, McLean, Ostoich, Purdy, Smith, Waddell. JPA: Steven Hernandez.

#### CONSENT CALENDAR (only JPA Executive Committee votes)

##### **WARRANTS AND DEMANDS**

The Warrants and Demands dated November 2021 and December 2021 were presented for approval. Linda Evans of La Quinta made a motion to approve. Greg Sanders of Indian Wells seconded. There was no further discussion.

The Warrants and Demands for the months of November and December 2021 were approved according to the roll call at the beginning of the meeting.\*

**Aye:** Kors, Gardner, Gutierrez, Sanders, Fermon, Evans, Harnik.

**Nay:** 0

**Absent:** Rancho Mirage.

**Abstain:** 0



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\* Due to Brown Act requirements, JPA members not physically present in the boardroom did not participate in the vote: Steven Hernandez.

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

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#### DISCUSSION ON CHANGING JPA OFFICER TERMS IN THE BYLAWS TO TWO YEARS

White noted that as the Bylaws were updated to reflect the company name change, it was noted that the terms of members on the Board of Directors and the JPA were not in alignment. He stated that updated JPA Bylaws, in redline format, will be distributed for review and for any other changes. The Bylaws will be on the March meeting agenda.

#### UPDATES FROM THE JPA MEMBERS AND CHAIR

Chair Kors invited members of the JPA to provide their city updates.

**Gutierrez** reported that Cathedral City is busy with housing projects and the bridge will be completed sometime this summer. Feb. 10 is "Taste of Jalisco."

**Harnik** reported that Palm Desert recognized United National Day of Holocaust Commemoration yesterday. Next weekend is the Palm Desert half-marathon and Palm Desert Food and Wine is returning in March. Looking forward to Fashion Week El Paseo. She thanked Scott White for his recent presentation to the Palm Desert City Council. She reported that the Desert Willow surf park project is moving forward.

**Fermon** reported that the revitalization of downtown Indio is now in activation, adding coffee shops, breweries, a recording studio, bakery, retail and food and beverage. Celebrations kicked off this month with a ribbon-cutting of the colossal cactus sculpture. They are resuming monthly, family-friendly events downtown with food and entertainment. The next "Second Saturday" is Feb. 12 at Miles Avenue and Smurr and the theme is Classic Hollywood. He mentioned the Southwest Arts Festival is this weekend and he is looking forward to the music festivals.

**Evans** reported that the Art Fair Source Book rated La Quinta's Art Celebration in November 2021 as #1 in the nation. The next Art Celebration will be held March 3-6, 2022. Council has approved the event held twice per year. She gave a brief Montage/Pendry update. The American Express golf tournament went smoothly and AmEx extended their contract to 2028. She will keep us updated regarding short-term vacation rentals noting they are a \$5 million source of revenue for the city with a potential ballot measure to ban them entirely.

**Gardner** reported that Desert Hot Springs held a grand opening of Long Canyon Trail on Dec. 1. It is the only trail access into Joshua Tree National Park. The city's spa revitalization program is attracting interest, remodeling dilapidated properties. He thanked VGPS working with groups like Brian Applegarth and his team on cannabis tourism. The city is excited to welcome the International Gay and Lesbian Aquatics Association in early April.

**Hernandez** reported that the County of Riverside welcomed the reveal of the Firebird jersey in Thousand Palms. The arena was named this week: Acrisure Arena. They are aiming for a December 17, 2022, full opening of the arena and looking forward to all the exciting events to be held there. He also announced that Riverside County will open its first private golf course in the Coachella Valley since 2008.

**Kors** reported that the Oasis Music Festival has started in Palm Springs and some performances were moved to May. On Feb. 2, the city will offer Rock the Park, free concerts on the first Wednesday of the month through July. These events are produced by the Palm Springs Chamber of Commerce along with other partners. Council last night approved the west valley navigation center, with Martha's Village and Kitchen as the operator.

**Sanders** reported that Indian Wells is looking forward to the BNP Paribas tennis tournament in March.

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## CEO / PRESIDENT'S REPORT

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### VISIT GPS UPDATE AND 2022 GOALS

Before the discussion about goals, White introduced and played the Acrisure Arena promotional video. He reported that all the suites are sold, except two. He is confident they will meet their construction dates.

White summarized the upcoming research projects that Visit GPS is working on, noting that research guides decision-making.

White noted that TEAM GPS is partnering with College of the Desert, offering virtual, self-paced training options for TEAM GPS ambassadors. The Tourism Foundation pays ambassadors' tuition.

White noted that the Chairman's Committee works with staff to develop these numbers.

Convention Sales: Colleen Pace summarized the goals numbers for the convention sales department, comparing numbers from 2019, 2021 and 2022. There is a lot of compression because of past cancellations.

Pace noted that convention sales is adding two new positions: Vice President of Sales and Small Meetings Manager. They are establishing new strategic partners such as ASAE, PCMA and Maritz. They are developing a new meetings creative campaign and continuing to leverage their Visit CA partnership and focusing on need periods.

Marketing: In Marketing, Pace reported that goals include airline marketing support, pillar-based marketing, video content distribution, new Partner co-op programs, event support, e-mail generation and international marketing.

Website and Social Media: Pace shared the 2022 website goals and social media goals, noting that their focus for 2022 will include video distribution, new and refreshed content creation, customized dynamic persona content, new Arts App, develop summer social media campaign, and increase consumer database.

Media and PR: Pace shared the media and PR goals which will focus on seeking coverage from top tier publications, proactively increasing coverage for meetings recovery, re-activating international market office, re-engaging with Film Oasis to support in-market production, increasing advocacy and education to local community, and integrating DEI (diversity, equity and inclusion) into media and PR efforts.

TEAM GPS: The focus for TEAM GPS will include self-paced courses with COD PaCE, industry webinars through Nepris, introduce TEAM GPS members to academies and other high school programs, incorporate cannabis tourism training, DEI training and free experience pass for TEAM GPS members.

Air Service: White noted the airport did well in 2021, 4<sup>th</sup> highest enplanements in the history of the airport and the shoulder periods were strong. He noted that the Airport Roundtable was here at the Ace Hotel, and Tom Scaramellino hosted them at Pinz and Pints at the Westin Rancho Mirage.

In 2022, Air Service efforts will focus on summer and fall growth, maintaining current levels of service, supporting new and existing service, conducting airline headquarters visits, attending Jump Start and Routes America, partnering with Visit CA on campaigns and initiatives, creating a network planner landing page, and planning trade missions to direct flight cities.

Travel Trade: The focus in Travel Trade for 2022 will include strengthening USA, Canada & Mexico programs; grow Australia, France, UK, Germany & China efforts; and build India, South Korea, Japan, Italy & Scandinavia markets.

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## VISIT GPS BOARD OF DIRECTORS ITEMS (Only VISIT GPS Board of Directors Vote)

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### VISIT GPS 2022 GOALS - APPROVAL

Chair Tabler asked for a motion to approve the Visit GPS 2022 goals. Brad Poncher made the motion and Rolf Hoehn seconded. There was no further discussion and the goals were approved according to the roll call at the beginning of the meeting.\*

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**Aye:** Anderson, Becker, Bernstein, Bhakta, Brackley, Cardiff, Chesterton, Connolly, Dada, Del Mas, Ellis, Feltman, Hampton, Hoehn, Keller, Mainthia, Morcus, Poncher, Purdy, Pyne, Scaramellino, Schneider, Stark, Steward, Tormey, Trott, Watson.

**Nay:** 0

**Absent:** Monroe, Murray.

**Abstain:** 0

\* Due to Brown Act requirements, board members not physically present in the boardroom did not participate in the vote: Estrada, McLean, Ostoich, Purdy, Smith, Waddell.

Tabler recommended that the board find an attorney who could advise them regarding bond funding requirements and restrictions (as it relates to the College of the Desert hospitality project). White asked Counsel Lena Wade if her company could find an attorney with this expertise. She agreed.

White acknowledged that this is Chair Tom Tabler's last Visit Greater Palm Springs board meeting as he is taking the GM job at the Marriott Marquis San Diego Marina as of the end of February. White noted Tabler's service to the board, to Scott, and to Visit GPS. Tabler has been instrumental in the growth and success we have had. Tabler will be missed. There is a Shag print being framed as a going away gift.

Tabler said it was an honor to serve for the last six years. He has worked in destinations all over the world and it was truly a difficult decision to leave this team and this destination. The nine cities working together is unique and appreciated. He salutes everyone to keep up the great work. He said the best is yet to come. He thanked Aftab Dada for his key support and ability to get things done. He noted everyone here is invited to attend his going away celebration which will probably be held on February 23.

#### **NOMINATING COMMITTEE UPDATE**

Interim Chair: Rolf Hoehn, Interim Vice-Chair: Kelly Steward

Tim Ellis noted that with Tabler's departure, the Chairman's Committee, acting as the Nominating Committee, recommends interim positions to serve out the remainder of the officer terms. Rolf Hoehn is nominated for Interim Chair and Kelly Steward for Interim Vice Chair for the balance of the year.

Aftab Dada moved to approve the nominations and Robert Del Mas seconded. There was no further discussion. The vote was unanimous based on the roll call at the beginning of the meeting.\*

**Aye:** Anderson, Becker, Bernstein, Bhakta, Brackley, Cardiff, Chesterton, Connolly, Dada, Del Mas, Ellis, Feltman, Hampton, Hoehn, Keller, Mainthia, Morcus, Poncher, Purdy, Pyne, Scaramellino, Schneider, Stark, Steward, Tormey, Trott, Watson.

**Nay:** 0

**Absent:** Monroe, Murray.

**Abstain:** 0

\* Due to Brown Act requirements, board members not physically present in the boardroom did not participate in the vote: Estrada, McLean, Ostoich, Purdy, Smith, Waddell.

#### **UPDATES FROM THE VISIT GPS BOARD MEMBERS AND CHAIR**

Aftab Dada reported that after 69 days, he has his voice back, and he will miss Tom Tabler.

Rolf Hoehn is looking forward to the tennis tournament in March.

Lorraine Becker reported that Cabot's Museum now has self-guided tours that pair with cell phones.

Dermot Connolly reported that the American Express golf tournament was successful. He hopes cancellations are in the rearview mirror. He thanked the Mayor of La Quinta for the road improvements.

Jay Chesterton wishes the best for Tom Tabler.

David Feltman appreciates the high cooperation between the cities and industry.

Brad Poncher enjoys his new (retired, consulting) role.

Jerry Keller noted that this is an amazing group and he is impressed with all the work. He appreciates the polite pressure on the college to finish the hospitality project. He thanked Tabler.

Jeffrey Bernstein noted that sales for Modernism Week are going strong and attendees are usually good spenders. White noted Bernstein is running for Palm Springs City Council.

Jay Mainthia thanked Tabler for his support and reported good occupancy in January.

Sejal Bhakta thanked the board and COD. She has a smaller hotel with 25 employees, most are housekeeping and a certification training program would be helpful. She has good employees who could advance with some fundamental training. Small business owners need these training programs.

Tim Pyne noted that Tabler's transfer is a loss for our destination and he will be missed. Congratulations to Hoehn and Steward.

Kelly Steward wished everyone a happy new year. The Ritz-Carlton is remastering some rooms and public areas starting this summer. Congratulations to Tom, but not goodbye. She thanked the Visit GPS team.

Tabler asked if there were board updates from those on the phone line. There were none.

Tom Tabler thanked the Chairman's Committee and officers for all their help and assistance.

White noted the slide announcing the board and JPA birthdays in January and February.

White reported that Rob Hampton has offered to host the March meeting at the convention center.

White reported that Jeff Miraglia, Chief Creative Officer, has done such great work. He is continuing to work on a contract basis and doing other things, as well. Visit GPS is "sharing" Jeff with the rest of the world.

Tabler noted this will be JPA Chair Kors' last term, as well.

#### FUTURE MEETING DATE

Friday, March 25, 2022. Location: Palm Springs Convention Center

#### ADJOURNMENT

The meeting was adjourned by Geoff Kors at 10:26 a.m.

**Prepared by:**

\_\_\_\_\_  
Reva Reynolds  
Executive Administrative Assistant

**Visit GPS Board of Directors Secretary:**

\_\_\_\_\_  
Robert Del Mas

**Approval Date:**

\_\_\_\_\_

The following pages reflect the payments issued for the period of January 01, 2022 through January 31, 2022 from Pacific Premier Bank numbered 056394 through W2074.



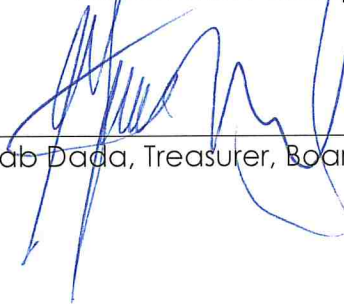
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Scott White, President/CEO  
Visit Greater Palm Springs



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William Judson, Vice President, Finance and Administration  
Visit Greater Palm Springs



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Aftab Dada, Treasurer, Board of Directors



**Check History Report**  
**Sorted By Check Number**  
**Activity From: 1/1/2022 to 1/31/2022**

Visit Greater Palm Springs (CVA)

Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
056394	1/6/2022	AMEXBGS	American Express	12,744.01	Auto
056395	1/6/2022	AT&T3	AT&T Mobility	1,547.59	Auto
056396	1/6/2022	BASIC	BASIC CDA	3,994.98	Auto
056397	1/6/2022	BRANDIN	Angela Weimer	1,124.40	Auto
056398	1/6/2022	BRUNICO	Brunico Marketing Inc.	814.74	Auto
056399	1/6/2022	BURRTEC	Burrtec Waste & Recycling Svcs	183.41	Auto
056400	1/6/2022	BUZZFAC	Buzzfactory, Inc.	451.42	Auto
056401	1/6/2022	CALLIGR	Lara Kiniris	705.00	Auto
056402	1/6/2022	CAPLAN	Eric Scott Caplan	159.60	Auto
056403	1/6/2022	CARDIFF	Cardiff Limousine	358.05	Auto
056404	1/6/2022	CDW GOV	CDW Government	1,914.00	Auto
056405	1/6/2022	COLONIA	Colonial Life	2,414.82	Auto
056406	1/6/2022	CVENT	CVENT, Inc.	70,008.39	Auto
056407	1/6/2022	DELAGE	De Lage Landen Fin Svc. Inc.	203.03	Auto
056408	1/6/2022	DESADV	Desert Adventures	475.00	Auto
056409	1/6/2022	DURKTON	Mark Durkton Constuction, Inc.	6,264.00	Auto
056410	1/6/2022	EMBROI	Desert Promotional	548.10	Auto
056411	1/6/2022	FICP	Financial & Insurance	435.00	Auto
056412	1/6/2022	FINDFOO	FIND Food Bank	120.00	Auto
056413	1/6/2022	FORWORD	Shannon Brooks	1,125.00	Auto
056414	1/6/2022	GECKO	Gecko Grafix Corporation	900.00	Auto
056415	1/6/2022	HARRELL	Crystal Harrell	100.00	Auto
056416	1/6/2022	HOMEINN	Carlos Lerma Quintana	140.00	Auto
056417	1/6/2022	IFORMME	IForm Media LLC	2,880.73	Auto
056418	1/6/2022	JNS	JNS Media Specialists	192,058.54	Auto
056419	1/6/2022	KELLERM	Kellermeyer Bergensons Services, LLC	1,390.00	Auto
056420	1/6/2022	LINCOLN	The Lincoln National Life	3,293.60	Auto
056421	1/6/2022	METLIFE	Metropolitan Life Insurance	91.10	Auto
056422	1/6/2022	MICKELS	The Mickelson Foundation, Inc.	37,500.00	Auto
056423	1/6/2022	MMGY	MMGY Global, LLC	4,167.00	Auto
056424	1/6/2022	NESTOFG	Syndel Metcalf	705.00	Auto
056425	1/6/2022	OFFDEPO	Office Depot, Inc.	292.86	Auto
056426	1/6/2022	POCV	Priority One CV	10,000.00	Auto
056427	1/6/2022	PRINTIN	Austie Corporation	1,913.64	Auto
056428	1/6/2022	PROFLAN	Professional Landscape Service	1,025.00	Auto
056429	1/6/2022	PUEBLO	Pueblo Viejo Grill Mexican Food - Palm Desert	750.00	Auto
056430	1/6/2022	QUADFIN	Quadient Finance USA, Inc.	1,539.00	Auto
056431	1/6/2022	SCE	Southern California Edison	2,296.23	Auto
056432	1/6/2022	SPROUT	Sprout Social, Inc.	2,682.00	Auto
056433	1/6/2022	SUMMERL	Summerland Creative, Inc.	7,981.78	Auto
056434	1/6/2022	THOWARD	Tara Howard Petrilla	900.00	Auto
056435	1/6/2022	TRULYNO	Truly Nolen Branch 063	77.00	Auto
056436	1/6/2022	ULINE	ULINE	237.46	Auto
056437	1/6/2022	UNITEDW	United Way of the Desert	138.00	Auto
056438	1/6/2022	UPS	United Parcel Service	121.65	Auto
056439	1/6/2022	VSP	Vision Service Plan (CA)	852.03	Auto
056440	1/6/2022	WANDMOJ	Travis Puglisi	312.50	Auto
056441	1/13/2022	AMEXSLW	American Express	230.93	Auto
056442	1/13/2022	AVALARA	Avalara, Inc.	12,779.89	Auto
056443	1/13/2022	BUZZFAC	Buzzfactory, Inc.	4,581.19	Auto
056444	1/13/2022	CARDIFF	Cardiff Limousine	73.45	Auto
056445	1/13/2022	CORAGGI	Coraggio Group LLC	1,664.00	Auto
056446	1/13/2022	CVBREPS	Northeast CVB Representatives	400.00	Auto
056447	1/13/2022	CVENT	CVENT, Inc.	4,000.00	Auto

**Check History Report**  
**Sorted By Check Number**  
**Activity From: 1/1/2022 to 1/31/2022**

**Visit Greater Palm Springs (CVA)**

Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
056448	1/13/2022	DESADV	Desert Adventures	950.00	Auto
056449	1/13/2022	DESTANA	Destination Analysts, Inc	1,100.00	Auto
056450	1/13/2022	EMBROI	Desert Promotional	22.84	Auto
056451	1/13/2022	ENTERP2	EAN Services, LLC	438.56	Auto
056452	1/13/2022	J AND M	Jose A Hernandez	300.00	Auto
056453	1/13/2022	JNS	JNS Media Specialists	11,461.76	Auto
056454	1/13/2022	LAWRENC	Erin Lawrence	100.00	Auto
056455	1/13/2022	LNRSDS	LNRS Data Services Inc.	2,676.70	Auto
056456	1/13/2022	MELBELL	Melissa Bandli	450.00	Auto
056457	1/13/2022	OFFDEPO	Office Depot, Inc.	124.60	Auto
056458	1/13/2022	PETTY	Petty Cash	120.12	Auto
056459	1/13/2022	SEARCHG	SearchWide Global	25,000.00	Auto
056460	1/13/2022	THOWARD	Tara Howard Petrilla	420.00	Auto
056461	1/21/2022	AGLE	Joshua Agle	2,500.00	Auto
056462	1/21/2022	ALLE	Alexandra Pawelski	250.00	Auto
056463	1/21/2022	BASIC2	BASIC Benefits	160.25	Auto
056464	1/21/2022	CSUSB	CSUSB Philanthropic Foundation	1,000.00	Auto
056465	1/21/2022	CVHARVE	CV Harvest Box	1,499.96	Auto
056466	1/21/2022	CVWATER	Coachella Valley Water Dist.	291.75	Auto
056467	1/21/2022	DESARCR	Desert Arc Recycling	40.00	Auto
056468	1/21/2022	DESTPSP	Destination PSP, Inc.	856.50	Auto
056469	1/21/2022	IMAGE	Image360 - Palm Desert	708.50	Auto
056470	1/21/2022	JNS	JNS Media Specialists	16,259.08	Auto
056471	1/21/2022	JONESAG	The Jones Agency	3,000.00	Auto
056472	1/21/2022	MPI INT	MPI International	505.00	Auto
056473	1/21/2022	NAI	National Association for Interpretation	3,080.00	Auto
056474	1/21/2022	SITEGLO	Site Global	8,800.00	Auto
056475	1/21/2022	SLOVAK	Slovak Baron Empey Murphy &	2,484.90	Auto
056476	1/21/2022	TELEPAC	TPx Communications	3,578.61	Auto
056477	1/21/2022	UNIONSW	Union Bank	2,205.41	Auto
056478	1/21/2022	UPS	United Parcel Service	1,050.77	Auto
056479	1/21/2022	XPRESS	Xpress Graphics & Printing	203.39	Auto
056480	1/28/2022	AMEXBGS	American Express	5,910.81	Auto
056481	1/28/2022	BASIC	BASIC CDA	3,708.29	Auto
056482	1/28/2022	CONDON	Kathleen L Condon	150.00	Auto
056483	1/28/2022	DESADV	Desert Adventures	955.00	Auto
056484	1/28/2022	DESTREP	Destination Reps	1,500.00	Auto
056485	1/28/2022	EMBROI	Desert Promotional	22.84	Auto
056486	1/28/2022	FINDFOO	FIND Food Bank	100.00	Auto
056487	1/28/2022	HARRELL	Crystal Harrell	100.00	Auto
056488	1/28/2022	HYATTGR	Hyatt Regency Indian Wells	59.37	Auto
056489	1/28/2022	JNS	JNS Media Specialists	22,833.71	Auto
056490	1/28/2022	JSPICER	Judd Spicer	300.00	Auto
056491	1/28/2022	MASA	Medical Air Services Association	375.00	Auto
056492	1/28/2022	NEXTGEN	Nextgengolf	1,464.00	Auto
056493	1/28/2022	SITEGLO	Site Global	1,200.00	Auto
056494	1/28/2022	STOHLER	Collette Stohler	3,000.00	Auto
056495	1/28/2022	THOWARD	Tara Howard Petrilla	385.00	Auto
056496	1/28/2022	UNITEDW	United Way of the Desert	128.00	Auto
056497	1/28/2022	UPS	United Parcel Service	840.65	Auto
056498	1/28/2022	XPRESS	Xpress Graphics & Printing	102.85	Auto
A0106A	1/6/2022	CALPERS	CalPERS	63,415.04	Manual
A0110A	1/10/2022	SOCALAR	SoCal Arena Company, LLC	75,000.00	Manual
A11617	1/21/2022	USTA	US Travel Association	12,175.00	Manual

**Check History Report**  
**Sorted By Check Number**  
**Activity From: 1/1/2022 to 1/31/2022**

**Visit Greater Palm Springs (CVA)**

Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
A11619	1/21/2022	CONNTAR	Tarsus Connect. LLC	2,495.00	Manual
A15545	1/28/2022	MSR RHS	Mission Square Retirement RHS Plan	650.00	Manual
A15547	1/28/2022	MSR457B	Mission Square Retirement	7,633.80	Manual
A31038	1/20/2022	IBCCES	Intl Board of Credentialing & Continuing Education	3,975.00	Manual
A3948	1/14/2022	MSR457B	Mission Square Retirement	7,067.30	Manual
A3950	1/14/2022	MSR RHS	Mission Square Retirement RHS Plan	750.00	Manual
A40012	1/7/2022	CONNECT	Connect Worldwide LLC	1,000.00	Manual
A40017	1/7/2022	AILEVON	Ailevon Pacific Aviation	5,417.00	Manual
A7211	1/7/2022	MSR 401	MSR 401(a)	61,000.00	Manual
C22118	1/6/2022	RYAN	Mary Ryan	710.21	Manual
C22119	1/7/2022	FOSTER	Kimberly Foster	864.15	Manual
C22120	1/7/2022	BUCKLIN	Tammy Bucklin	167.96	Manual
C22121	1/7/2022	OSTERBE	Rob Osterberg	823.37	Manual
C22122	1/18/2022	GALLEGO	Robyn Gallegos	247.20	Manual
C22123	1/18/2022	DAY	Angie Day	16.60	Manual
C22124	1/18/2022	BOWIS	Lynne Bowis	789.15	Manual
C22125	1/18/2022	WHITE	Scott L. White	1,985.63	Manual
C22126	1/18/2022	RYAN	Mary Ryan	5,746.74	Manual
C22127	1/20/2022	CLOUTIE	Andy Cloutier	557.80	Manual
C22128	1/25/2022	BUCKLIN	Tammy Bucklin	1,606.03	Manual
C22129	1/25/2022	SINCLAI	Julie Sinclair	385.20	Manual
C22130	1/25/2022	CAUDELL	Miranda Leigh Caudell	317.19	Manual
C22131	1/27/2022	DAY	Angie Day	71.97	Manual
C22132	1/27/2022	BOWIS	Lynne Bowis	851.02	Manual
C22133	1/28/2022	BOWIS	Lynne Bowis	1,095.00	Manual
W1405	1/20/2022	MN' ORG	mN' Organisation	12,742.25	Manual
W2074	1/6/2022	VISUSAI	Visit USA Committee Ireland	790.63	Manual

**Bank 4 Total:** 808,785.58  
**Report Total:** 808,785.58



The following pages reflect the payments issued for the period of February 01, 2022 through February 28, 2022 from Pacific Premier Bank numbered 056499 through W2434.



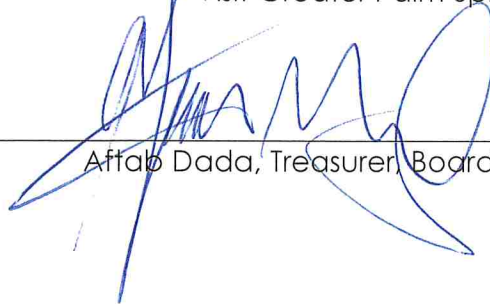
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Scott White, President/CEO  
Visit Greater Palm Springs



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William Judson, Vice President, Finance and Administration  
Visit Greater Palm Springs



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Affab Dada, Treasurer, Board of Directors



**Check History Report**  
**Sorted By Check Number**  
**Activity From: 2/1/2022 to 2/28/2022**

**Visit Greater Palm Springs (CVA)**

Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
056499	2/11/2022	AMEXSLW	American Express	230.93	Auto
056500	2/11/2022	AT&T3	AT&T Mobility	1,547.22	Auto
056501	2/11/2022	BLUEVI	Blue Violet Networks LLC	480.00	Auto
056502	2/11/2022	BRANDIN	Angela Weimer	716.40	Auto
056503	2/11/2022	BURRTEC	Burrtec Waste & Recycling Svcs	366.82	Auto
056504	2/11/2022	CALSAE	CA Society of Assoc. Executive	6,000.00	Auto
056505	2/11/2022	CAPLAN	Eric Scott Caplan	120.00	Auto
056506	2/11/2022	CDW GOV	CDW Government	34,528.13	Auto
056507	2/11/2022	CFO	CFO by Design, Inc.	13,500.00	Auto
056508	2/11/2022	CHEIRON	Cheiron, Inc.	24,452.50	Auto
056509	2/11/2022	COLONIA	Colonial Life	3,281.44	Auto
056510	2/11/2022	CONCUR	Concur Technologies, Inc.	1,254.51	Auto
056511	2/11/2022	DELAGE	De Lage Landen Fin Svc. Inc.	1,202.68	Auto
056512	2/11/2022	DESADV	Desert Adventures	1,457.00	Auto
056513	2/11/2022	DESCHAM	Desert Champions LLC	106,550.00	Auto
056514	2/11/2022	EVANS	Linda Evans Bender	50.00	Auto
056515	2/11/2022	FERMON	Waymond Fermon	50.00	Auto
056516	2/11/2022	FIRE DUP	Fired Up Culture	19,702.37	Auto
056517	2/11/2022	FRONTIE	Frontier	176.85	Auto
056518	2/11/2022	GARDNER	Gary R Gardner	50.00	Auto
056519	2/11/2022	GECKO	Gecko Grafix Corporation	787.50	Auto
056520	2/11/2022	GUTIERR	Ernesto Gutierrez	50.00	Auto
056521	2/11/2022	HARNIK	Jan C Harnik	50.00	Auto
056522	2/11/2022	HERNANS	Steven A Hernandez	50.00	Auto
056523	2/11/2022	J AND M	Jose A Hernandez	1,214.45	Auto
056524	2/11/2022	JNS	JNS Media Specialists	75,390.43	Auto
056525	2/11/2022	JWMARRI	JW Marriott Resort & Spa	1,500.00	Auto
056526	2/11/2022	KELLERM	Kellermeyer Bergensons Services, LLC	1,390.00	Auto
056527	2/11/2022	KORS	Geoffrey Kors	50.00	Auto
056528	2/11/2022	LIGHTHO	Lighthouse Services, LLC	249.00	Auto
056529	2/11/2022	LINCOLN	The Lincoln National Life	3,231.86	Auto
056530	2/11/2022	LINLINE	Lin Lines Inc.	2,973.30	Auto
056531	2/11/2022	METLIFE	Metropolitan Life Insurance	5,874.50	Auto
056532	2/11/2022	MMGY	MMGY Global, LLC	4,167.00	Auto
056533	2/11/2022	OFFDEPO	Office Depot, Inc.	1,102.15	Auto
056534	2/11/2022	PARTTIM	Part Time Genius	22,918.00	Auto
056535	2/11/2022	PETTY	Petty Cash	274.42	Auto
056536	2/11/2022	PSAIR	Palm Springs Air Museum, Inc	5,000.00	Auto
056537	2/11/2022	SANDERS	Gregory W Sanders	50.00	Auto
056538	2/11/2022	SCE	Southern California Edison	2,907.38	Auto
056539	2/11/2022	SIMPLE	Simpleview LLC	22,150.00	Auto
056540	2/11/2022	SUMMERL	Summerland Creative, Inc.	800.00	Auto
056541	2/11/2022	THOWARD	Tara Howard Petrilla	280.00	Auto
056542	2/11/2022	TRAKSTA	Trakstar	6,299.00	Auto
056543	2/11/2022	UPS	United Parcel Service	724.95	Auto
056544	2/11/2022	USTA	US Travel Association	20,490.00	Auto
056545	2/11/2022	VALLEY	Valley Office Equipment	313.07	Auto
056546	2/11/2022	VISAUSA	VISA USA, INC.	5,060.00	Auto
056547	2/11/2022	VSP	Vision Service Plan (CA)	685.74	Auto
056548	2/11/2022	WANZEK	Brian P. Wanzek	300.00	Auto
056549	2/11/2022	WESTIN	Westin Mission Hills Resort	5,200.00	Auto
A0207A	2/7/2022	CALPERS	CalPERS	63,415.04	Manual
A43868	2/11/2022	AILEVON	Ailevon Pacific Aviation	5,417.00	Manual
A43870	2/11/2022	DESTANA	Destination Analysts, Inc	1,100.00	Manual

**Check History Report**  
**Sorted By Check Number**  
**Activity From: 2/1/2022 to 2/28/2022**

**Visit Greater Palm Springs (CVA)**

Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
A43872	2/11/2022	TOURISM	Tourism Economics LLC	12,000.00	Manual
A46094	2/15/2022	MSR457B	Mission Square Retirement	33,577.47	Manual
A46096	2/15/2022	MSR RHS	Mission Square Retirement RHS Plan	800.00	Manual
C22134	2/4/2022	BUCKLIN	Tammy Bucklin	387.07	Manual
C22135	2/4/2022	AED	Suzanne Aed	90.56	Manual
C22136	2/4/2022	RYAN	Mary Ryan	1,649.92	Manual
C22137	2/8/2022	REYNOLD	Revae Reynolds	102.19	Manual
C22138	2/8/2022	SMITH	Sean Smith	1,707.79	Manual
C22139	2/8/2022	FURY	Dana Fury	185.20	Manual
C22140	2/8/2022	FOSTER	Kimberly Foster	176.10	Manual
C22141	2/8/2022	BARK	Matt Bark	56.56	Manual
C22142	2/18/2022	BUCKLIN	Tammy Bucklin	9,588.95	Manual
C22143	2/18/2022	BARK	Matt Bark	277.97	Manual
C22144	2/18/2022	DAY	Angie Day	197.19	Manual
C22145	2/18/2022	WHITE	Scott L. White	2,053.76	Manual
C22146	2/22/2022	FOSTER	Kimberly Foster	649.00	Manual
C22147	2/24/2022	MOURHES	Anne Marie Mourhess	298.49	Manual
C22148	2/24/2022	CAUDELL	Miranda Leigh Caudell	985.46	Manual
C22149	2/24/2022	RYAN	Mary Ryan	229.48	Manual
C22150	2/28/2022	BUCKLIN	Tammy Bucklin	1,110.09	Manual
C22151	2/28/2022	MEYERD	Davis Meyer	899.07	Manual
W2398	2/10/2022	BLACKDI	Black Diamond	12,673.43	Manual
W2400	2/10/2022	MSI	Marketing Services Intl GmbH	17,500.00	Manual
W2408	2/10/2022	GATE7	GATE 7	13,525.00	Manual
W2422	2/10/2022	TRAVPRO	Jonathan Cooper	8,450.00	Manual
W2428	2/10/2022	INFORMA	Informa Markets (UK) Limited	2,470.00	Manual
W2430	2/10/2022	MASTER	Master Consulting FL S.r.l.	1,500.00	Manual
W2434	2/10/2022	SARTHA	Sartha Global Marketing LLP	3,000.00	Manual
<b>Bank 4 Total:</b>				<u>603,322.39</u>	
<b>Report Total:</b>				<u>603,322.39</u>	



**Staff Report**

**March 17, 2022**

**To:** Visit GPS Joint Powers Executive Committee  
**From:** Scott White, President & CEO  
Lena D. Wade, General Counsel  
**RE: California Assembly Bill 361**

**RECOMMENDATION:**

Adopt a Resolution entitled, "A RESOLUTION OF THE JOINT POWERS AUTHORITY ("JPA") EXECUTIVE COMMITTEE OF VISIT GREATER PALM SPRINGS PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM'S EXECUTIVE ORDER N-29-20 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF VISIT GREATER PALM SPRINGS FOR THE PERIOD MARCH 25 – APRIL 24, 2022, PURSUANT TO BROWN ACT PROVISIONS"

**BACKGROUND:**

The primary purpose of California Assembly Bill 361 was to allow for California public agencies to continue holding public meetings remotely, using abbreviated teleconferencing procedures, during the COVID-19 state of emergency. At this time, California remains in a COVID-19 state of emergency. CDPH's updated guidance does not directly impact the ability of agencies to hold public meetings via abbreviated teleconferencing procedures pursuant to AB 361. AB 361 allows California agencies to hold meetings under the relaxed teleconference rules when the Governor has declared a State of Emergency, and either:

- a. State or local officials recommend or impose social distancing measures, or
- b. The agency finds that meeting in person would threaten the safety of meeting attendees.

Given the foregoing, public agencies may elect to continue to adopt the monthly resolutions to allow remote teleconference meetings using abbreviated teleconferencing procedures.

**Emerging from the COVID-Related Restrictions**

As the State continues its efforts to "reopen" and we continue to emerge from the throes of the pandemic, many public agencies are navigating their way back to holding traditional/in-person public meetings, while maintaining flexibility in the event there are instances of increased COVID-19 diagnoses. So long as the public agency has adopted the AB 361 Resolution, which is being suggested for this March 25, 2022 meeting, they may continue to hold fully remote meetings; fully in-person public meetings following the current masking policy of the State at a minimum; or meetings that are a hybrid consisting of remote and in-person attendance. AB 361 is effective through January 1, 2024.

**FISCAL IMPACT:**

There is no fiscal impact as a result of adopting the proposed resolution of support.

###

# JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

## RESOLUTION NO. JPA 2022-001

**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

**A RESOLUTION OF THE JOINT POWERS AUTHORITY (“JPA”) EXECUTIVE COMMITTEE OF VISIT GREATER PALM SPRINGS PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM’S EXECUTIVE ORDER N-29-20 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF VISIT GREATER PALM SPRINGS FOR THE PERIOD MARCH 25 - APRIL 24, 2022 PURSUANT TO BROWN ACT PROVISIONS.**

**WHEREAS**, Visit Greater Palm Springs (Visit GPS) is committed to preserving and nurturing public access and participation in meetings of the Joint Powers Authority; and

**WHEREAS**, all meetings of the JPA’s legislative bodies are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code 54950 – 54963), so that any member of the public may attend, participate, and watch the JPA’s legislative body conduct its business; and

**WHEREAS**, the Brown Act, Government Code section 54953(e), makes provisions for remote teleconferencing participation in meetings by members of a legislative body, without compliance with the requirements of Government Code section 54953(b)(3), subject to the existence of certain conditions; and

**WHEREAS**, a required condition is that a state of emergency is declared by the Governor pursuant to Government Code section 8625, proclaiming the existence of conditions of disaster or of extreme peril to the safety of persons and property within the state caused by conditions as described in Government Code section 8558; and

**WHEREAS**, a proclamation is made when there is an actual incident, threat of disaster, or extreme peril to the safety of persons and property within the jurisdictions that are within the JPA’s boundaries, caused by natural, technological, or human-caused disasters; and

**WHEREAS**, it is further required that state or local officials have imposed or recommended measures to promote social distancing, or, the legislative body meeting in person would present imminent risks to the health and safety of attendees; and

**WHEREAS**, such conditions now exist in the Coachella Valley, specifically, on March 4, 2020, the Governor of the State of California proclaimed a State of Emergency to exist in California as a result of the threat of COVID-19; despite sustained efforts the virus continues to spread and is impacting nearly all sectors of California; and

**WHEREAS**, on February 28, 2022, the California Department of Public Health website was updated and strongly recommends that all persons, regardless of vaccine status, continue indoor masking in public settings; and

**WHEREAS**, given the continued heightened risks of the predominant variant of COVID-19 in the community and the fluctuations in the incidence of the virus, holding meetings with all members of the legislative body, staff, and the public in attendance in person in a shared indoor meeting space would pose an unnecessary and immediate risk to the attendees; and

**WHEREAS**, the JPA Executive Committee does hereby find that the ongoing risk posed by the highly transmissible COVID-19 virus will continue to cause conditions of peril to the safety of persons within the Coachella Valley which are likely to be beyond the control of services, personnel, equipment, and facilities of Visit GPS, and the JPA Executive Committee desires to proclaim a local emergency and ratify the proclamation of a state of emergency by the Governor of the State of California; and

**WHEREAS**, as a consequence of the local emergency persisting, the JPA Executive Committee does hereby find that the legislative bodies of Visit GPS may conduct their meetings without compliance with Government Code section 54953(b)(3), as authorized by Government Code section 54953(e), and that such legislative bodies shall comply with the requirements to provide the public with access to the meetings as prescribed in Government Code section 54953(e)(2); and

**WHEREAS**, all meeting agendas stating meeting dates, times, and the manner in which the public may attend and offer public comment by call-in option or internet-based service option shall be posted, at a minimum, on Visit GPS' website, and at Visit GPS' main office.

**NOW, THEREFORE, BE IT RESOLVED** by the JPA Executive Committee, the governing body of Visit Greater Palm Springs, as follows:

**Section 1.** Recitals. The Recitals set forth above are true and correct and are incorporated into this Resolution by this reference.

**Section 2.** Proclamation of Local Emergency. The JPA Executive Committee hereby proclaims that a local emergency now exists throughout the Coachella Valley, and the ongoing risk posed by the highly transmissible COVID-19 virus has caused, and will continue to cause, conditions of peril to the safety of persons within the Coachella Valley; furthermore, the guidance of Riverside County Public Health recommends physical distancing and face coverings.

**Section 3.** Ratification of Governor's Proclamation of a State of Emergency. The JPA Executive Committee hereby ratifies the Governor of the State of California's Proclamation of State of Emergency, effective as of its issuance date of March 4, 2020.

**Section 4.** Remote Teleconference Meetings. The President and CEO and legislative bodies of Visit Greater Palm Springs are hereby authorized and directed to take all actions necessary to carry out the intent and purpose of this Resolution including, conducting open and public meetings in accordance with Government Code section 54953(e) and other applicable provisions of the Brown Act.

**Section 5.** Effective Date of Resolution. This Resolution shall take effect immediately upon its adoption and shall be effective until the earlier of (i) April 24, 2022, or such time the JPA Executive Committee adopts a subsequent resolution in accordance with Government Code section 54953(e)(3) to extend the time during which the legislative bodies of the JPA may continue to teleconference without compliance with paragraph (3) of subdivision (b) of section 54953.

**PASSED, APPROVED AND ADOPTED** at a regular meeting of the JPA Executive Committee of Visit Greater Palm Springs held on March 25, 2022, by the following vote:

**AYES:**

**NAYES:**

**ABSENT:**

**ABSTAIN:**

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Geoff Kors, Chair  
JPA Executive Committee

**ATTEST:**

---

Revae Reynolds, Clerk

**APPROVED AS TO FORM:**

---

Lena D. Wade, General Counsel

# JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

## RESOLUTION NO. JPA 2022-002

**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

### **A RESOLUTION OF THE JOINT POWERS AUTHORITY ("JPA") EXECUTIVE COMMITTEE OF VISIT GREATER PALM SPRINGS AMENDING AND RESTATING THE BYLAWS**

**WHEREAS**, on June 25, 2021, the Joint Powers Authority ("JPA") Executive Committee of the Greater Palm Springs Convention & Visitors Bureau ("CVB") adopted Resolution No. JPA-2021-005 whereby the name of the CVB was changed to Visit Greater Palm Springs ("Visit GPS"); and

**WHEREAS**, the JPA Executive Committee deems it to be in the best interest of Visit GPS that the Bylaws of the JPA Executive Committee, last adopted May 21, 2021, by Resolution No. JPA 2021-003, be amended as set forth in the amended and restated Bylaws attached hereto as Exhibit "A" which shall (1) include the JPA's name, "Visit Greater Palm Springs", throughout the bylaws, (2) define the "Greater Palm Springs Convention & Visitors Bureau Tourism Business Improvement District Assessment" as "District" therein, and (3) amend the terms of the Executive Committee Officers as follows:

#### **Section 13. Officers Terms.**

- (a) The term of each JPA Executive Committee officer shall be two (2) years and no officer shall serve more than two (2) consecutive terms in the office to which elected, unless waived by a majority of the JPA Executive Committee.
- (b) In case of the death, resignation, disability, removal, or disqualification of the Chair, the Vice Chair shall assume and perform the duties of the Chair through the end of his/her predecessor's term.
- (c) In case of the death, resignation, disability, removal, or disqualification of the Vice Chair, the JPA Executive Committee shall elect a successor Vice Chair to complete his/her predecessor's term as soon as practicable.
- (d) Partial terms shall not be considered in determination of consecutive terms.

**NOW, THEREFORE, BE IT RESOLVED** by the JPA Executive Committee, the governing body of Visit Greater Palm Springs, that:

1. The recitals set forth herein are adopted by the JPA Executive Committee as findings and they are true and correct.
2. That the JPA Executive Committee hereby consents to, approves, and adopts the Amended and restated Bylaws of the Joint Powers Authority Executive Committee of Visit Greater Palm Springs attached hereto as Exhibit "A" and incorporated herein by this reference.



3. This Resolution shall take effect immediately upon its adoption by the JPA Executive Committee.

4. The JPA 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 legislations, the remaining provisions, sections, paragraphs, sentences or words of the Resolution as hereby adopted shall remain in full force and effect.

5. The Clerk of the JPA Executive Committee shall certify the roll call vote adopting this Resolution.

**I HEREBY CERTIFY** that the foregoing Resolution was introduced and adopted at a regular meeting of the JPA Executive Committee on the 25<sup>th</sup> day of March 2022 by the following vote:

**AYES:**

**NAYES:**

**ABSENT:**

**ABSTAIN:**

---

Geoff Kors Chair  
Executive Committee

**ATTEST:**

---

Revae Reynolds  
Clerk for the JPA Executive Committee

**APPROVED AS TO FORM:**

---

Lena D. Wade, General Counsel

**Exhibit "A" to**

**RESOLUTION NO. JPA 2022-002  
A RESOLUTION OF THE JOINT POWERS AUTHORITY EXECUTIVE  
COMMITTEE OF  
VISIT GREATER PALM SPRINGS  
AMENDING AND RESTATING THE BYLAWS**

**AMENDED AND RESTATED BYLAWS OF  
THE JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE OF  
VISIT GREATER PALM SPRINGS**

VISIT GREATER PALM SPRINGS

AND

GREATER PALM SPRINGS  
TOURISM BUSINESS IMPROVEMENT DISTRICT

**JPA EXECUTIVE COMMITTEE**

**AMENDED AND RESTATED BYLAWS**

Adopted March 25, 2022  
Resolution No. JPA 2022-002  
(Supersedes all prior Bylaws)

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**Section 1. Purposes.**

(a) Visit Greater Palm Springs

(1) The JPA Executive Committee shall serve as the governing body of Visit Greater Palm Springs (“Visit GPS”), formerly known as the Greater Palm Springs Convention & Visitors Bureau, which is a Joint Powers Authority (“JPA”) established by the Joint Powers Agreement, created pursuant to the Joint Exercise of Powers Act, as set forth in Section 6500, et seq. of the California Government Code, by and between cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs and Rancho Mirage, each an independent municipal corporation located in the County of Riverside, State of California, and the County of Riverside, a political subdivision of the State of California.

(2) The purpose of Visit GPS is to encourage, promote, and to do such other things as might be necessary to enhance, to the greatest extent possible, all aspects of the hospitality, convention and tourism industry in the Coachella Valley and to attract visitors from national and international markets, all to the benefit of Visit GPS Members and their constituents while improving the quality of life for local residents.

(b) Greater Palm Springs Tourism Business Improvement District

(1) The JPA Executive Committee also serves as the governing body of the Greater Palm Springs Tourism Business Improvement District Assessment (“District”) which was formed pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code Sections 36600 et seq. which covers all of the lands located within the jurisdictional boundaries of the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Springs, Palm Desert and Rancho Mirage and the unincorporated area of Riverside County, situated within the jurisdictional boundaries of Visit GPS. Commencing

on July 1, 2021, the District shall provide for an annual assessment of three-percent (3%) of hotels' gross short-term room rental revenue and one-percent (1%) of vacation rentals' gross short-term rental revenue.

(2) The purpose of the District is to administer marketing and visitor programs to promote the assessed businesses as tourism visitor destinations and to fund projects, programs and activities which provide special and specific benefits to the assessed businesses, such as but not limited to the generation of increased room night sales, which will not be provided to those non-assessed businesses located within the jurisdictional boundaries of the District.

## **Section 2. Membership.**

The membership of the JPA Executive Committee shall consist of: (i) a duly elected or appointed council member of each city; and (ii) a member of the Riverside County Board of Supervisors.

## **Section 3. Primary and Alternate JPA Executive Committee Member.**

The legislative bodies of each Visit GPS member shall appoint a primary JPA Executive Committee member and an alternate who shall serve on the JPA Executive Committee in the absence of the designated primary JPA Executive Committee member. The County of Riverside shall appoint one elected official as the designated delegate of the JPA Executive Committee and either a second elected official or a senior staff member as the alternate voting delegate. Each city member should notify Visit GPS in writing of the name of the voting alternate delegate.

## **Section 4. Terms.**

The terms of each primary JPA Executive Committee member and alternate shall be determined by their respective legislative bodies at the time of their appointment.

## **Section 5. Removal.**

A JPA Executive Committee member may be removed at any time by his or her legislative body.

## **Section 6. Oath or Affirmation.**

Any person appointed to serve as a JPA member shall take the oath or affirmation of office as required by the Constitution of the State of California prior to formally and officially assuming his or her position as a member of the JPA Executive Committee.

**Section 7. Authorized Voters.**

Only those members of the JPA Executive Committee whose agencies pay their Visit GPS Member Contributions, as set forth in the most current version of the JPA Agreement, shall be entitled to vote.

**Section 8. Voting.**

Each JPA Executive Committee member shall have one vote, unless otherwise disqualified from voting.

**Section 9. Roll Call Votes.**

The minutes of each JPA Executive Committee meeting shall reflect how each member of the JPA Executive Committee voted on each item on the agenda.

**Section 10. Officers.**

The officers of the JPA Executive Committee shall consist of a Chair and Vice Chair.

**Section 11. Duties of Officers.**

The duties of the officers of the JPA Executive Committee shall be as follows:

(a) Chair

(1) The Chair shall serve as the presiding officer at all JPA Executive Committee meetings.

(2) The Chair shall sign all JPA Executive Committee resolutions, ordinances and other appropriate documents as determined by the JPA Executive Committee, the President/CEO and/or General Legal Counsel.

(b) Vice Chair

(1) The Vice Chair shall assume the duties of the Chair in the Chair's absence.

**Section 12. Election of Officers.**

JPA Executive Committee officers shall be elected biennially by the JPA Executive Committee, with the election taking place on or before December 31<sup>st</sup> of each election year before the first JPA Executive Committee meeting in January, with the terms of office commencing January 1<sup>st</sup>.

**Section 13. Officers Terms.**

- (a) The term of each JPA Executive Committee officer shall be two (2) years and no officer shall serve more than two (2) consecutive terms in the office to which elected, unless waived by a majority of the JPA Executive Committee.
- (b) In case of the death, resignation, disability, removal, or disqualification of the Chair, the Vice Chair shall assume and perform the duties of the Chair through the end of his/her predecessor's term.
- (c) In case of the death, resignation, disability, removal, or disqualification of the Vice Chair, the JPA Executive Committee shall elect a successor Vice Chair to complete his/her predecessor's term as soon as practicable.
- (d) Partial terms shall not be considered in determination of consecutive terms.

**Section 14. Removal of Officers.**

JPA Executive Committee officers serve at will and may be removed by a majority vote of the JPA Executive Committee at any time with or without cause.

**Section 15. Meetings -- Applicable Laws and Regulations.**

All JPA Executive Committee meetings shall be conducted, as applicable, in accordance with the applicable provisions of Section 36500, et seq. of the Streets and Highways Code (the "Parking and Business Improvement Area Law of 1994") and Sections 54950, et seq. of the Government Code (the "Brown Act") and any and all laws governing public meetings.

**Section 16. Types of Meetings.**

The JPA Executive Committee may hold and conduct the following meetings:

- (a) Regular Meetings

Regular meetings will be held at least five (5) times per year, on the third or fourth Friday of the month, unless cancelled in advance, commencing at 8:30 a.m. at the Visit GPS Boardroom located at 70-100 Highway 111, Rancho Mirage, California, or any other location officially noticed by Visit GPS, or as may otherwise be duly established by the JPA Executive Committee in accordance with applicable law.

- (b) Special Meetings

Special meetings which may be called by the Chair or any two JPA Executive Committee members subject to the applicable provisions of the Brown Act.

(c) Emergency Meetings

Emergency Meetings may be called and held from time to time pursuant to the procedures set forth in the Brown Act.

(d) Adjourned Meetings

Any JPA Executive Committee regular meeting may be adjourned to a time and place specified in the order of adjournment pursuant to the procedures set forth in the Brown Act, and be treated as a regular meeting for all purposes.

**Section 17. Cancellation of Meetings.**

Any meeting of the JPA Executive Committee may be canceled in advance by a majority vote of the JPA Executive Committee or the anticipated lack of a quorum with a Notice of Cancellation being provided in the same manner as the notice of the meeting being cancelled, if time permits.

**Section 18. Location of Meetings.**

The JPA Executive Committee may, from time to time, meet at other locations within the territory of Visit GPS or the District, or any other location permitted by law, subject to providing public notice of the meeting location in accordance with the Brown Act.

**Section 19. Quorum.**

A majority of the JPA Executive Committee shall constitute a quorum, but a lesser number may adjourn a meeting.

**Section 20. Order of Business.**

The business of the JPA Executive Committee at its meeting shall generally be conducted in accordance with the order of business as listed on the agenda, and the Chair may, with the concurrence of a majority of the JPA Executive Committee present, reorder items on the agenda to accommodate the public or to address other concerns.

**Section 21. Robert's Rules of Order.**

Except as provided herein, other rules adopted by the JPA Executive Committee and applicable provisions of state law, the meeting procedures of the JPA Executive Committee will be governed by the latest revised edition of *Robert's Rules of Order*.

**Section 22. Minutes.**

Visit GPS President/CEO's Executive Administrative Assistant or designee shall prepare the minutes which shall be signed by the Secretary and recorded in the JPA Executive Committee's Minutes Book.

**Section 23. Closed Sessions.**

Members of the JPA Executive Committee may not reveal the nature of any discussions or decisions from a closed session unless required by law or unless a majority of the JPA Executive Committee authorizes the disclosure of the subject confidential closed session information.

**Section 24. Absences.**

The Executive Committee reserves the right to determine whether a JPA Executive Committee member's absence under the circumstances at a particular JPA Executive Committee meeting is excused.

**Section 25. Subcommittees.**

The Chair may appoint from time to time on as-needed basis subcommittees consisting solely of less than a quorum of the JPA Executive Committee with temporary subject matter jurisdiction over a particular matter, which shall be permitted to meet outside the context of a noticed public meeting as permitted by the Brown Act.

**Section 26. Annual Budget.**

The JPA Executive Committee shall review and consider the proposed Annual Visit GPS Budget and/or any mid-budget year adjustments presented and recommended by the Visit GPS Board of Directors and take final action on any such recommendations presented by the Visit GPS Board of Directors in a timely manner.

**Section 27. Waiver of Rules.**

Any of the foregoing rules may be waived by majority vote of JPA Executive Committee members present at a JPA Executive Committee meeting when it is deemed that there is good cause to do so based upon the particular facts and circumstances involved.



**Section 28. Amendment of Bylaws.**

These Bylaws may be amended by a simple majority vote of the authorized voters of the JPA Executive Committee.

\_\_\_\_\_  
Geoff Kors, Chair

ATTEST:

\_\_\_\_\_  
Revae Reynolds, Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
Lena D. Wade, General Counsel

~~VISIT GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU~~

AND

GREATER PALM SPRINGS ~~CONVENTION & VISITORS BUREAU~~  
TOURISM BUSINESS IMPROVEMENT DISTRICT

**JPA EXECUTIVE COMMITTEE**

**AMENDED AND RESTATED BYLAWS**

Adopted ~~December 14, 2018~~ March 25, 2022  
Resolution No. JPA ~~2018-007~~ 2022-002  
(Supersedes all prior Bylaws)

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**Section 1. Purposes.**

(a) Visit Greater Palm Springs ~~Convention & Visitors Bureau~~

(1) The JPA Executive Committee shall serve as the governing body of Visit Greater Palm Springs (“Visit GPS”), ~~formerly known as~~ the Greater Palm Springs Convention & Visitors Bureau ~~(“CVB”)~~,<sup>2</sup> which is a Joint Powers Authority (“JPA”) established by the Joint Powers Agreement, created pursuant to the Joint Exercise of Powers Act, as set forth in Section 6500, et seq. of the California Government Code, by and between cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs and Rancho Mirage, each an independent municipal corporation located in the County of Riverside, State of California, and the County of Riverside, a political subdivision of the State of California.

(2) The purpose of ~~the CVB~~ Visit GPS is to encourage, promote, and to do such other things as might be necessary to enhance, to the greatest extent possible, all aspects of the hospitality, convention and tourism industry in the Coachella Valley and to attract visitors from national and international markets, all to the benefit of ~~the CVB~~ Visit GPS Members and their constituents while improving the quality of life for local residents.

(b) Greater Palm Springs ~~Convention & Visitors Bureau~~ Tourism Business Improvement District

(1) The JPA Executive Committee also serves as the governing body of the Greater Palm Springs ~~Convention & Visitors Bureau~~ Tourism ~~three percent (3%)~~ Business Improvement District Assessment ~~(“TBID”)~~ District ~~which was~~ formed pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code Sections 36600 et seq. which covers all of the lands located within the jurisdictional

boundaries of the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Springs, Palm Desert and Rancho Mirage and the unincorporated area of Riverside County, situated within the jurisdictional boundaries of ~~the CVB Visit GPS~~. Commencing on July 1, 2021, the District shall provide for an annual assessment of three-percent (3%) of hotels' gross short-term room rental revenue and one-percent (1%) of vacation rentals' gross short-term rental revenue.

(2) The purpose of the ~~CVB TBID District~~ is to administer marketing and visitor programs to promote the assessed businesses as tourism visitor destinations and to fund projects, programs and activities which provide special and specific benefits to the assessed businesses, such as but not limited to the generation of increased room night sales, which will not be provided to those non-assessed businesses located within the jurisdictional boundaries of the ~~CVB TBID District~~.

## **Section 2. Membership.**

The membership of the JPA Executive Committee shall consist of: (i) a duly elected or appointed council member of each city ~~CVB Member~~; and (ii) a member of the Riverside County Board of Supervisors.

## **Section 3. Primary and Alternate JPA Executive Committee Member.**

The legislative bodies of each ~~CVB Member~~ Visit GPS member shall appoint a primary JPA Executive Committee member and an alternate who shall serve on the JPA Executive Committee in the absence of the designated primary JPA Executive Committee member. The County of Riverside shall appoint one elected official as the designated delegate of the JPA Executive Committee and either a second elected official or a senior staff member as the alternate voting delegate. Each city member should notify ~~the CVB Visit GPS~~ in writing of the name of the voting alternate delegate.

## **Section 4. Terms.**

The terms of each primary JPA Executive Committee member and alternate shall be determined by their respective legislative bodies at the time of their appointment.

## **Section 5. Removal.**

A JPA Executive Committee member may be removed at any time by his or her legislative body.

## **Section 6. Oath or Affirmation.**

Any person appointed to serve as a JPA member shall take the oath or affirmation of office as required by the Constitution of the State of California prior to formally and officially assuming his or her position a member of the JPA Executive Committee.

**Section 7. Authorized Voters.**

Only those members of the JPA Executive Committee whose agencies pay their ~~CVB~~Visit GPS Member Contributions, as set forth in the most current version of the JPA Agreement, shall be entitled to vote.

**Section 8. Voting.**

Each JPA Executive Committee member shall have one vote, unless otherwise disqualified from voting.

**Section 9. Roll Call Votes.**

The minutes of each JPA Executive Committee meeting shall reflect how each member of the JPA Executive Committee voted on each item on the agenda.

**Section 10. Officers.**

The officers of the JPA Executive Committee shall consist of a Chair and Vice Chair.

**Section 11. Duties of Officers.**

The duties of the officers of the JPA Executive Committee shall be as follows:

~~\_\_\_\_\_~~(a) Chair

~~\_\_\_\_\_~~(1) The Chair shall serve as the presiding officer at all JPA Executive Committee meetings.

~~\_\_\_\_\_~~(2) The Chair shall sign all JPA Executive Committee resolutions, ordinances and other appropriate documents as determined by the JPA Executive Committee, the President/CEO and/or General Legal Counsel.

~~\_\_\_\_\_~~(b) Vice Chair

~~\_\_\_\_\_~~ (1) The Vice Chair shall assume the duties of the Chair in the Chair's absence.

**Section 12. Election of Officers.**

JPA Executive Committee officers shall be elected ~~biennially~~annually by the JPA Executive Committee, with the election taking place on or before December 31<sup>st</sup> of each election year before the first JPA Executive Committee meeting in January, with the terms of office commencing January 1<sup>st</sup>.

### **Section 13. Officers Terms.**

(a) The term of each JPA Executive Committee ~~officers' terms~~ officer shall be ~~one year terms, but the officers may be elected to two (2) years and no officer shall serve an additional one year more than two (2) consecutive term~~ terms in the office to which elected, unless waived by a majority ~~vote~~ of the JPA Executive Committee.

(b) In case of the death, resignation, disability, removal, or disqualification of the Chair, the Vice Chair shall assume and perform the duties of the Chair through the end of his/her predecessor's term.

(c) In case of the death, resignation, disability, removal, or disqualification of the Vice Chair, the JPA Executive Committee shall elect a successor Vice Chair to complete his/her predecessor's term as soon as practicable.

(d) Partial terms shall not be considered in determination of consecutive terms.

### **Section 14. Removal of Officers.**

JPA Executive Committee officers serve at will and may be removed by a majority vote of the JPA Executive Committee at any time with or without cause.

### **Section 15. Meetings -- Applicable Laws and Regulations.**

All JPA Executive Committee meetings shall be conducted, as applicable, in accordance with the applicable provisions of Section 36500, et seq. of the Streets and Highways Code (the "Parking and Business Improvement Area Law of 1994") and Sections 54950, et seq. of the Government Code (the "Brown Act") and any and all laws governing public meetings.

### **Section 16. Types of Meetings.**

The JPA Executive Committee may hold and conduct the following meetings:

(a) Regular Meetings

Regular meetings will be held at least five (5) times per year, on the third or fourth Friday of the month, unless cancelled in advance, commencing at 8:~~00~~30 a.m. at ~~the~~ CVB Visit GPS Boardroom located at 70-100 Highway 111, Rancho Mirage, California,

or any other location officially noticed by ~~the CVB~~ Visit GPS, or as may otherwise be duly established by the JPA Executive Committee in accordance with applicable law.

(b) Special Meetings

Special meetings which may be called by the Chair or any two JPA Executive Committee members subject to the applicable provisions of the Brown Act.

(c) Emergency Meetings

Emergency Meetings may be called and held from time to time pursuant to the procedures set forth in the Brown Act.

(d) Adjourned Meetings

Any JPA Executive Committee regular meeting may be adjourned to a time and place specified in the order of adjournment pursuant to the procedures set forth in the Brown Act, and be treated as a regular meeting for all purposes.

**Section 17. Cancellation of Meetings.**

Any meeting of the JPA Executive Committee may be canceled in advance by a majority vote of the JPA Executive Committee or the anticipated lack of a quorum with a Notice of Cancellation being provided in the same manner as the notice of the meeting being cancelled, if time permits.

**Section 18. Location of Meetings.**

The JPA Executive Committee may, from time to time, meet at other locations within the territory of Visit GPS or the ~~CVB or CVB TBID~~ District, or any other location permitted by law, subject to providing public notice of the meeting location in accordance with the Brown Act.

**Section 19. Quorum.**

A majority of the JPA Executive Committee shall constitute a quorum, but a lesser number may adjourn a meeting.

**Section 20. Order of Business.**

The business of the JPA Executive Committee at its meeting shall generally be conducted in accordance with the order of business as listed on the agenda, and the Chair may, with the concurrence of a majority of the JPA Executive Committee present, reorder items on the agenda to accommodate the public or to address other concerns.

**Section 21. Robert's Rules of Order.**

Except as provided herein, other rules adopted by the JPA Executive Committee and applicable provisions of state law, the meeting procedures of the JPA Executive Committee will be governed by the latest revised edition of *Robert's Rules of Order*.

## **Section 22. Minutes.**

~~The CVB Visit GPS~~ President/CEO's Executive Administrative Assistant or designee shall prepare the minutes which shall be signed by the Secretary and recorded in the JPA Executive Committee's Minutes Book.

## **Section 23. Closed Sessions.**

Members of the JPA Executive Committee may not reveal the nature of any discussions or decisions from a closed session unless required by law or unless a majority of the JPA Executive Committee authorizes the disclosure of the subject confidential closed session information.

## **Section 24. Absences.**

The Executive Committee reserves the right to determine whether a JPA Executive Committee member's absence under the circumstances at a particular JPA Executive Committee meeting is excused.

## **Section 25. Subcommittees.**

The Chair may appoint from time to time on as-needed basis subcommittees consisting solely of less than a quorum of the JPA Executive Committee with temporary subject matter jurisdiction over a particular matter, which shall be permitted to meet outside the context of a noticed public meeting as permitted by the Brown Act.

## **Section 26. Annual Budget.**

The JPA Executive Committee shall review and consider the proposed Annual ~~CVB Visit GPS~~ Budget and/or any mid-budget year adjustments presented and recommended by ~~the the~~ ~~CVB Visit GPS~~ Board of Directors and take final action on any such recommendations presented by ~~the the~~ ~~CVB Visit GPS~~ Board of Directors in a timely manner.

## **Section 27. Waiver of Rules.**

Any of the foregoing rules may be waived by majority vote of JPA Executive Committee members present at a JPA Executive Committee meeting when it is deemed that there is good cause to do so based upon the particular facts and circumstances involved.



**Section 28. Amendment of Bylaws.**

These Bylaws may be amended by a simple majority vote of the authorized voters of the JPA Executive Committee.

\_\_\_\_\_  
~~Linda Evans~~ Geoff Kors, Chair

ATTEST:

\_\_\_\_\_  
Revae Reynolds, Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
~~Steven B. Quintanilla~~ Lena D. Wade, General Counsel



## Visit Greater Palm Springs Board Liaison Guidelines

A Board Liaison is a member of the Visit Greater Palm Springs Board of Directors who maintains a critical connection between the Board and a specified department of Visit Greater Palm Springs (VGPS). Board Liaisons are volunteers and serve a one-year term from January to December.

### Board Liaison Responsibilities

- Offers input and facilitates communication between the Board and the department leadership, advocating on behalf of VGPS as appropriate
- Ensures that the work of the department is aligned with the overall strategic plan, allowing for fluidity based on market conditions and changes to the economic environment
- Fosters collaborative working relationships between VGPS leadership and the Board of Directors
- Supports VGPS's sales initiatives by communicating at Board Meetings with the members, offering data and pertinent information as needed
- Reviews the department's marketing plan, sales initiatives, budget, etc., and offers input as requested
- Serves in a consultative role, brainstorming ideas and/or possible solutions with the department leadership
- Provides information and resources as needed to support VGPS leadership
- Agrees to meet or communicate a minimum of six times per year with VGPS leadership
- Liaisons should not expect any special consideration or access to VGPS proprietary information

### Terms

The term is one year, Jan.-Dec., maximum three terms. **(Leadership proposed 2/11/22):**

Marketing/Brand	Bob Schneider and Celeste Brackley (Colleen Pace)
Convention Sales	Tom Scaramellino and Rob Hampton (new VP Sales)
Public Relations	Greg Purdy (Joyce Kiehl)
Destination Experiences	Barb Smith (Rob Osterberg)
Tourism Development	Peggy Trott (Gary Orfield)
Palm Springs Marketing	Rob Hampton (Kimber Foster)
Indian Wells Marketing	Tim Pyne (Sean Smith)
Finance	Aftab Dada (Bill Judson)
Partnership	Tim Ellis, Jeffrey Bernstein? Others? (Davis Meyer)

**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**  
Cabo's Pueblo Museum

**Jeffrey Bernstein**  
Destination PSP

**Sejal Bhakta**  
Hampton Inn & Suites

**Celeste Brackley**  
Ace Hotel & Swim Club

**Gary Cardiff**  
Cardiff Limousine & Transportation

**Jay Chesterton**  
Fantasy Springs Resort Casino

**Dermot Connolly**  
La Quinta Resort & Spa

**Tim Ellis**  
Ellis Hospitality Services

**Eddy Estrada**  
Smarter Property Management

**David Feltman**  
VRON of Pam Springs

**Rob Hampton**  
Palm Springs Convention Center

**Todd Hooks**  
Agua Caliente Band of Cahuilla Indians

**Jerry Keller**  
Lulu and Acqua California Bistros

**Jay Mainthia**  
Indio Super 8 & Suites

**Michael McLean**  
McLean Company Rentals

**Allen Monroe**  
The Living Desert

**Lee Morcus - Emeritus**  
Kaiser Restaurant Group

**Michael Murray**  
Hotel Paseo

**Liz Ostoich**  
FARM and Tac/Quila Restaurants

**Brad Poncher**  
Homewood Suites by Hilton, La Quinta

**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**  
CSUSB Palm Desert Campus

**Peggy Trott**  
Kimpton Rowan Palm Springs

**Doug Watson**  
Hospitality Executive

# VISIT GPS BOARD OF DIRECTORS

## Resolution No. BOD 2022-001

### **A RESOLUTION OF THE BOARD OF DIRECTORS OF VISIT GREATER PALM SPRINGS AMENDING AND RESTATING THE BYLAWS OF THE BOARD OF DIRECTORS**

**WHEREAS**, on June 25, 2021, the Joint Powers Authority ("JPA") Executive Committee of the Greater Palm Springs Convention & Visitors Bureau ("CVB") adopted Resolution No. JPA-2021-005 whereby the name of the CVB was changed to Visit Greater Palm Springs ("Visit GPS"); and

**WHEREAS**, the Board of Directors of Visit GPS, formerly known as the CVB, deems it to be in the best interest of Visit GPS that the Bylaws of the Board of Directors, last adopted May 21, 2021, by Resolution No. BOD 2021-001, be amended as set forth in the amended and restated Bylaws attached hereto as Exhibit "A" which shall (1) include the JPA's name, "Visit Greater Palm Springs", throughout the bylaws, and (2) define the "Greater Palm Springs Convention & Visitors Bureau Tourism Business Improvement District Assessment" as "District" therein.

**NOW, THEREFORE, BE IT RESOLVED** by the Visit GPS Board of Directors that:

1. The recitals set forth herein are adopted by the Visit GPS Board of Directors as findings and they are true and correct.
2. That the Visit GPS Board of Directors hereby consents to, approves, and adopts the Amended and Restated Bylaws of the Visit Greater Palm Springs Board of Directors attached hereto as Exhibit "A" and incorporated herein by this reference.
3. This Resolution shall take effect immediately upon its adoption by the Visit GPS Board of Directors.
4. The Visit GPS Board of Directors 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 legislations, the remaining provisions, sections, paragraphs, sentences or words of the Resolution as hereby adopted shall remain in full force and effect.
5. The Clerk of the Visit GPS Board of Directors shall certify the roll call vote adopting this Resolution.

**I HEREBY CERTIFY** that that the foregoing Resolution was introduced and adopted at a regular meeting of the Visit GPS Board of Directors on the 25<sup>th</sup> day of March 2022 by the following vote:

**AYES:**

**NAYES:**

**ABSENT:**

**ABSTAIN:**

---

Rolf Hoehn, Interim Chair  
CVB Board of Directors

**ATTEST:**

---

Robert Del Mas  
Board Secretary

**APPROVED AS TO FORM:**

---

Lena D. Wade, General Counsel

**Exhibit "A" to**

**RESOLUTION NO. 2022-001  
A RESOLUTION OF THE BOARD OF DIRECTORS OF  
Visit Greater Palm Springs  
AMENDING AND RESTATING THE BYLAWS OF  
THE BOARD OF DIRECTORS**

**AMENDED AND RESTATED BYLAWS OF  
THE BOARD OF DIRECTORS OF  
Visit Greater Palm Springs**

**VISIT GREATER PALM SPRINGS**  
**BOARD OF DIRECTORS**  
**AMENDED AND RESTATED BYLAWS**

ADOPTED MARCH 25, 2022

RESOLUTION NO. BOD 2022-001

(Supersedes all prior Bylaws)

---

**Section 1. Purposes**

a. Visit Greater Palm Springs (“Visit GPS”)

The Board of Directors’ purpose is to advise the JPA Executive Committee on issues pertaining to Visit GPS in order to jointly encourage, promote and to do such other things as might be necessary to enhance, to the greatest extent possible, all aspects of the hospitality, convention and tourism industries in the Coachella Valley and to attract visitors to the area from a world-wide market, all to the benefit of the member organizations and their constituents while improving the quality of life for local residents.

b. The Greater Palm Springs Tourism Business Improvement District (“District”) was formed pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code Sections 36600 et seq. Commencing on July 1, 2021, the District shall provide for an annual assessment of three-percent (3%) of hotels’ gross short-term room rental revenue and one-percent (1%) of vacation rentals’ gross short-term rental revenue.

The Board of Directors’ other purpose is to administer marketing and visitor programs to promote the assessed businesses as tourism visitor destinations and to fund projects, programs and activities which provide special and specific benefits to the assessed businesses, such as but not limited to the generation of increased room night sales, which will not be provided to those non-assessed businesses located within the jurisdictional boundaries of the District.

**Section 2. Membership**

a. Number

The Board of Directors shall consist of a maximum of thirty-eight (38) members, which shall include two members of the JPA Executive Committee selected by the JPA Executive Committee, both of whom shall serve as “non-voting” ex-officio members of the Board of Directors. A minimum of 14 (members) will represent the District Hotels and a minimum

of five (5) members shall represent the vacation rental industry on the Board of Directors. The number of directors may be adjusted by a majority vote of the Board of Directors.

b. Eligibility

Directors shall either: (i) own a business that is associated with the widespread hospitality, tourism or general business community within the jurisdictional territory of the District and Visit GPS, or (ii) serve in an executive position in such a business or any related private or public organization.

c. Appointment

Directors shall be nominated by an ad hoc nominating subcommittee appointed by the Chair of the Board of Directors, subject to the approval of the Board of Directors.

d. Term

Each Director shall serve without compensation and be appointed for a term of three (3) years, subject to a three (3) term maximum, unless waived by a majority vote of the Board of Directors.

e. Voting

Each Director shall have one vote.

f. Suspension or Removal

A Director may be suspended or removed by a majority of the Board of Directors for any of the following reasons:

- (1) Failure to fulfill an obligation or duty as a Director;
- (2) Failure to attend 50 percent of the scheduled regular meetings of the Board of Directors in one (1) calendar year, unless excused by a majority of the directors; or
- (3) Conviction of a felony or a crime of moral turpitude.

g. Duties

The duties of the Board of Directors shall include the following:

- (1) Develop an annual budget for Visit GPS for submission to the JPA Executive Committee for its consideration and approval.
- (2) Develop measurable performance criteria to evaluate Visit GPS performance (to include room nights booked, lead generation, cooperative advertising, membership involvement and other appropriate indicators).

- (3) Meet periodically with the President/CEO and staff of Visit GPS and assist the President/CEO with the administration of Visit GPS as may be requested by the President/CEO.
- (4) Review and submit financial reports of Visit GPS for distribution to the JPA Executive Committee.
- (5) Authorize adjustments to expenditures within budget activities (i.e., marketing program, sales program, advertising program).
- (6) Advise the JPA Executive Committee on critical policy and budgetary matters.
- (7) Conduct Board of Directors meetings in accordance with the Brown Act and all other applicable laws and procedures.
- (8) Comply with all applicable provisions of the Political Reform Act and applicable regulations of the Fair Political Practices Commission.
- (9) Four (4) members of the Board of Directors, appointed by Chair of the Board of Directors, shall attend all JPA Executive Committee meetings, including closed sessions.
- (10) Certain Directors, as may be designated by the Chair of the Board of Directors, shall conduct the performance evaluation of the Visit GPS President/CEO, as may be required from time to time, and make any recommendations it may have to the Board of Directors, including without limitation any recommended amendments to the Visit GPS President/CEO's employment agreement.

### **Section 3. Officers**

a. Designated Elected Officers

The elected officers of the Board of Directors shall consist of a Chair, Vice Chair, Secretary and Treasurer.

b. Duties of Officers

(1) Chair

- (i) The Chair shall serve as the presiding officer at all Board of Directors meetings.
- (ii) The Chair or Vice Chair shall sign all Board of Directors resolutions and other appropriate documents as determined by the President/CEO and/or General Legal Counsel.



(iii) When necessary, the Chair shall be the official representative of the Board of Directors.

(2) Vice Chair

The Vice Chair shall assume the duties of the Chair in the Chair's absence.

(3) Secretary

(i) The Secretary shall assist the Chair as necessary and in the absence of the Chair and Vice Chair, the Secretary shall assume the duties of the Chair.

(ii) It shall be the duty of the Secretary to authenticate, by his/her signature when necessary, all the acts, orders and proceedings of the Board of Directors.

(4) Treasurer

(i) In the absence of the Chair, Vice Chair and Secretary, the Treasurer shall assume the duties of the Chair.

(ii) It shall be the duty of the Treasurer to serve as the Chair of any Finance Subcommittee that may be established by the Chair at any time and to perform any other such duties assigned by the Board of Directors.

(c) Terms of Office

(1) The term of each officer shall be two (2) years and no officer shall serve more than three consecutive terms in the office to which elected, unless waived by a majority of the Board of Directors.

(2) Partial terms shall not be considered in determination of consecutive terms.

(d) Election of Officers

Officers shall be nominated by an ad hoc nominating subcommittee of the Board of Directors, and elected annually or as may be needed to fill a vacancy, with the election held on or before December 31<sup>st</sup> of each year, with the terms of office commencing on January 1<sup>st</sup>.

## **Section 4. Meetings**

### **a. Applicable Laws and Regulations**

All Board of Directors meetings shall be conducted in accordance with the applicable provisions of Streets and Highways Code sections 36600, et seq. (the “Parking and Business Improvement Area Law of 1994) and Government Code sections 54950, et seq. (the “Brown Act”) and any and all laws governing public meetings.

### **b. Types of Meetings**

#### **1. Regular Meetings**

Regular meetings will be held at least five (5) times a year on the third or fourth Friday of the month, commencing at 8:30 a.m. at the Visit GPS Boardroom located at 70-100 Highway 111, Rancho Mirage, California, or as may otherwise be duly established by the JPA Executive Committee in accordance with applicable law.

#### **2. Special Meetings**

Special meetings may be called by the Chair or any two officers.

### **c. Cancellation of Meetings**

Any meeting of the Board of Directors may be canceled in advance by a majority vote of Board of Directors.

### **d. Location of Meetings**

The Board of Directors may, from time to time, elect to meet at other locations within the territory of the District, subject to providing public notice of the change of location in accordance with the Brown Act.

### **e. Quorum**

A majority of the Board of Directors shall constitute a quorum, but a lesser number may adjourn a meeting.

### **f. Presiding Officer**

The Chair or substitute in the Chair’s absence shall preside over all Board of Directors meetings.

g. Minutes

The Visit GPS President/CEO's Executive Administrative Assistant or designee shall prepare the minutes which shall be signed by the Secretary and recorded in the Board of Directors Minutes Book.

h. Order of Business

- (1) The business of the Board of Directors at its meeting shall generally be conducted in accordance with the order of business as listed on the agenda.
- (2) The Chair may, with the concurrence of a majority of the Board of Directors present, reorder items on the agenda to accommodate the public or to address other concerns.

i. Rules of Order

Except as provided herein, other rules adopted by the Board of Directors and applicable provisions of state law, the meeting procedures of the Board of Directors will be governed by the latest revised edition of *Robert's Rules of Order*.

j. Absences

The Board of Directors reserves the right to determine whether a Director's absence under the circumstances at a particular Board of Directors meeting is excused.

## **Section 5. Subcommittees**

The Chair of the Board of Directors may appoint from time to time any ad hoc subcommittees consisting solely of less than a quorum of the Board of Directors with temporary subject matter jurisdiction over a particular matter, such as, but not limited to sales, marketing, partnership, and board development.

## **Section 6. Waiver of Rules**

Any of the foregoing rules may be waived by majority vote of Directors present at a Board of Directors meeting when it is deemed that there is good cause to do so based upon the particular facts and circumstances involved.

**Section 7. Amendment of Bylaws**

The Bylaws may be amended by a simple majority vote of the entire Board of Directors.

---

Rolf Hoehn, Interim Chair

ATTEST:

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Robert Del Mas, Secretary

APPROVED AS TO FORM:

---

Lena D. Wade, General Counsel

**VISIT GREATER PALM SPRINGS ~~CONVENTION & VISITORS BUREAU~~**

**BOARD OF DIRECTORS**

**AMENDED AND RESTATED BYLAWS**

ADOPTED ~~MAY 21, 2021~~MARCH 25, 2022

RESOLUTION NO. BOD ~~2021~~2022-001

(Supersedes all prior Bylaws)

---

**Section 1. Purposes**

- a. Visit Greater Palm Springs ~~Convention & Visitors Bureau~~ (“CVB” (“Visit GPS”))

The Board of Directors’ purpose is to advise the JPA Executive Committee on issues pertaining to ~~the CVB~~Visit GPS in order to jointly encourage, promote and to do such other things as might be necessary to enhance, to the greatest extent possible, all aspects of the hospitality, convention and tourism industries in the Coachella Valley and to attract visitors to the area from a world-wide market, all to the benefit of the member organizations and their constituents while improving the quality of life for local residents.

- b. The Greater Palm Springs ~~Convention & Visitors Bureau~~ Tourism Business Improvement District (“~~CVB-TBID~~District”) was formed pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code Sections 36600 et seq. Commencing on July 1, 2021, the ~~the CVB-TBID~~District shall provide for an annual assessment of three-percent (3%) of hotels’ gross short-term room rental revenue and one-percent (1%) of vacation rentals’ gross short-term rental revenue.

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**Section 2. Membership**

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Directors. A minimum of 14 (members) will represent ~~the~~ the CVB-TBID District Hotels and a minimum of ~~five (5) members~~ shall represent the vacation rental industry on the Board of Directors. The number of directors may be adjusted by a majority vote of the Board of Directors.

b. Eligibility

Directors shall either: (i) own a business that is associated with the widespread hospitality, tourism or general business community within the jurisdictional territory of ~~the~~ the CVB-TBID District and CVB Visit GPS, or (ii) serve in an executive position in such a business or any related private or public organization.

c. Appointment

Directors shall be nominated by an ad hoc nominating subcommittee appointed by the Chair of the Board of Directors, subject to the approval of the Board of Directors.

d. Term

Each Director shall serve without compensation and be appointed for a term of three (3) years, subject to a three (3) term maximum, unless waived by a majority vote of the Board of Directors.

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- (2) Develop measurable performance criteria to evaluate ~~CVB~~Visit GPS performance (to include room nights booked, lead generation, cooperative advertising, membership involvement and other appropriate indicators).
- (3) Meet periodically with the President/CEO and staff of ~~the CVB~~Visit GPS and assist the President/CEO with the administration of ~~the CVB~~Visit GPS as may be requested by the President/CEO.
- (4) Review and submit financial reports of ~~the CVB~~Visit GPS for distribution to the JPA Executive Committee.
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- (7) Conduct Board of Directors meetings in accordance with the Brown Act and all other applicable laws and procedures.
- (8) Comply with all applicable provisions of the Political Reform Act and applicable regulations of the Fair Political Practices Commission.
- (9) Four (4) members of the Board of Directors, appointed by Chair of the Board of Directors, shall attend all JPA Executive Committee meetings, including closed sessions.
- (10) Certain Directors, as may be designated by the Chair of the Board of Directors, shall conduct the performance evaluation of ~~the CVB~~Visit GPS President/CEO, as may be required from time to time, and make any recommendations it may have to the Board of Directors, including without limitation any recommended amendments to ~~the CVB~~Visit GPS President/CEO's employment agreement.

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- (iii) When necessary, the Chair shall be the official representative of the Board of Directors.

(2) Vice Chair

The Vice Chair shall assume the duties of the Chair in the Chair's absence.

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**Section 7. Amendment of Bylaws**

The Bylaws may be amended by a simple majority vote of the entire Board of Directors.

Rolf Hoehn, Interim ~~Tom Tabler~~, Chair

ATTEST:

Robert Del Mas, Secretary

APPROVED AS TO FORM:

Lena D. Wade, General Counsel





Monthly Summary Financial Report for December 2021

Description	Current Month			Year-to-Date			Current YTD vs. Prior YTD			Annual Forecast vs. Budget		
	Actual December-21	Budget December-21	Variance	Actual December-21	Budget December-21	Variance	Current Year December-21	Prior Year December-20	Variance	Annual Forecast	Annual Budget	Variance
<b>Funding</b>												
Tourism Business Improvement District	1,860,714	860,907	999,807	8,839,323	5,370,116	3,469,207	8,839,323	3,550,509	5,288,814	15,715,761	15,715,761	-
Cities/County Public Funding	25,552	29,998	(4,446)	936,588	992,223	(55,635)	936,588	554,346	382,242	1,996,946	1,996,946	-
Tribal Voluntary	46,205	29,052	17,153	80,313	51,540	28,773	80,313	75,518	4,795	146,201	146,201	-
Partnership	16,423	33,979	(17,556)	132,366	72,782	59,584	132,366	30,359	102,007	205,000	205,000	-
Advertising & Website Revenues	5,500	55,714	(50,214)	110,499	123,143	(12,644)	110,499	153,797	(43,298)	306,000	306,000	-
Joint Share Partnership - Tradeshows	16,377	28,978	(12,601)	74,732	78,855	(4,123)	74,732	9,600	65,132	206,860	206,860	-
FAM/Event Host/Convention Assistance		20,500	(20,500)		43,000	(43,000)	-		-	31,500	31,500	-
Riverside County Grant		-	-			-		750,000	(750,000)	-	-	-
Other: Investment Income	(946)	1,617	(2,563)	(7,409)	9,737	(17,146)	(7,409)	58,617	(66,026)	19,394	19,394	-
Reserves & Other Prior Year Funds			-			-			-	200,000	200,000	-
<b>TOTAL</b>	<b>1,969,824</b>	<b>1,060,745</b>	<b>909,079</b>	<b>10,166,413</b>	<b>6,741,396</b>	<b>3,425,017</b>	<b>10,166,413</b>	<b>5,182,747</b>	<b>4,983,666</b>	<b>18,827,662</b>	<b>18,827,662</b>	<b>-</b>
<b>Expenses</b>												
Labor - Wages	374,809	392,197	(17,388)	2,068,081	2,593,343	(525,262)	2,068,081	1,476,383	591,699	5,100,090	5,100,090	-
Labor - Taxes & Benefits	81,342	151,505	(70,163)	751,676	923,019	(171,343)	751,676	594,822	156,854	1,846,033	1,846,033	-
Marketing Production	28,773	112,966	(84,193)	113,439	452,889	(339,450)	113,439	65,465	47,974	822,939	822,939	-
Media Placement & Digital Marketing	325,130	498,437	(173,307)	1,862,631	3,296,587	(1,433,956)	1,862,631	1,848,350	14,281	5,683,376	5,683,376	-
Collateral Material	12,714	4,375	8,339	26,705	52,650	(25,945)	26,705	2,895	23,809	76,400	76,400	-
Familiarization Trips	26,670	15,285	11,385	86,961	90,520	(3,559)	86,961	11,082	75,879	291,800	291,800	-
Tradeshows / Sales Missions	44,995	36,500	8,495	366,557	473,500	(106,943)	366,557	14,169	352,388	737,800	737,800	-
Travel & Lodging	557	2,667	(2,110)	17,276	20,000	(2,724)	17,276	2,191	15,085	36,000	36,000	-
Special Promotions & Representation	27,526	155,406	(127,880)	200,234	588,515	(388,281)	200,234	88,927	111,307	1,393,350	1,393,350	-
Collection Fees	10,702	3,013	7,689	38,252	18,794	19,458	38,252	-	38,252	55,000	55,000	-
Event Hosting	13,156	218,650	(205,494)	134,175	345,802	(211,627)	134,175	(3,950)	138,125	713,700	713,700	-
Research	16,165	10,533	5,632	193,431	167,010	26,421	193,431	57,448	135,984	390,910	390,910	-
IT-Information Technology	-	83	(83)	19,009	17,500	1,509	19,009	19,009	-	100,200	100,200	-
Professional Fees	10,668	25,817	(15,149)	54,153	102,199	(48,046)	54,153	120,131	(65,978)	211,750	211,750	-
Overhead-Supplies-Utilities-Fees	83,640	91,948	(8,308)	472,736	603,778	(131,042)	472,736	244,540	228,196	1,109,532	1,109,532	-
Capital Outlay	-	5,878	(5,878)	7,103	223,513	(216,410)	-	-	-	200,000	200,000	-
Loan Repayment	-	-	-	-	-	-	-	-	-	58,782	58,782	-
<b>TOTAL</b>	<b>1,056,847</b>	<b>1,725,260</b>	<b>(668,413)</b>	<b>6,412,419</b>	<b>9,969,619</b>	<b>(3,557,200)</b>	<b>6,405,315</b>	<b>4,541,460</b>	<b>1,863,855</b>	<b>18,827,662</b>	<b>18,827,662</b>	<b>-</b>
Funding less Expenses	912,977	(664,515)	1,577,492	3,753,995	(3,228,223)	6,982,218	3,761,098	641,287	3,119,811	-	-	-