

**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**  
Cabo's Pueblo Museum
- 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
- Amanda Hoffmann**  
Vacasa

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

Hilton Palm Springs  
 Room: Horizon  
 400 E. Tahquitz Canyon Way  
 Palm Springs, CA 92262

Regular Meeting  
 Nov. 19, 2021  
 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>	
Approval of Minutes (All Vote)	Geoff Kors
<ul style="list-style-type: none"> <li>• JPA - Visit GPS Board of Directors Joint Meeting Minutes – Sept. 24, 2021</li> </ul>	
Consent Calendar (JPA Only Votes)	Geoff Kors
<ul style="list-style-type: none"> <li>• Warrants and Demands Dated September and October 2021</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**

Homewood Suites La Quinta

**Greg Purdy**

Palm Springs Aerial Tramway

**Tom Scaramellino**

Westin Mission Hills 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

**Joseph Torme**

CSU San Bernardino Palm Desert Campus

**Peggy Trott**

Kimpton Rowan Palm Springs

**Mike Waddell**

Hyatt Regency Indian Wells

**Doug Watson**

College of the Desert

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JPA Executive Committee Items (JPA Executive Committee Only Votes)

Geoff Kors

- Discussion and Action Regarding Redistricting
- Resolution No. JPA 2021-007: Appropriating Visit GPS funds to the Greater Palm Springs Tourism Foundation in support of tourism grants, scholarships and educational programs that foster economic development and tourism in the Coachella Valley.
- Election of JPA Officers for 2022  
It was recommended at the September 24, 2021, meeting of the JPA Executive Committee that Geoff Kors (Palm Springs) and Gary Gardner (Desert Hot Springs) be elected as Chair and Vice Chair, respectively.

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

Rolf Hoehn

- Resolution No. BOD 2021-003: Appropriating Visit GPS funds to the Greater Palm Springs Tourism Foundation in support of tourism grants, scholarships and educational programs that foster economic development and tourism in the Coachella Valley.
- Nominating Committee Update:  
Jeffrey Bernstein, President, Destination PSP  
Sejal Bhakta, Owner, Hampton Inn & Suites, Indio and Palm Desert  
Tim Pyne, General Manager, Renaissance Esmeralda Resort & Spa
- Renewing Visit GPS Board of Directors for Another Term:  
Brackley, McLean, Monroe, Purdy.
- Renewing Visit GPS Board of Directors and Waiving Term Limits:  
Cardiff, Dada, Ellis, Hoehn, Poncher.

Brad Poncher

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Study Session

Scott White

- Coraggio Strategy Exercise  
Facilitator: Trever Cartwright, Partner, Coraggio Group

Mr. Cartwright will facilitate a strategy discussion regarding tourism opportunities, challenges, and direction for the future of the destination.

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Future Meeting Date | **Friday, January 28, 2022, Location: JW Marriott**

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).