

BOARD AND JPA MEETING

Friday, April 4, 2025



THE RITZ-CARLTON

RANCHO MIRAGE

CALL TO ORDER



ROLL CALL





"I pledge allegiance
to the flag of the
United States of America,
and to the Republic
for which it stands,
one nation under God
indivisible, with liberty
and justice for all."

CONFIRMATION OF AGENDA

(NO VOTE REQUIRED)



PUBLIC COMMENT



APPROVAL OF MINUTES

(ALL VOTE)



1. JPA - VGPS Board of Directors Joint Meeting Minutes –
January 31, 2025

CONSENT CALENDAR

(JPA ONLY VOTES)



1. Warrants and Demands Dated January 2025
2. Warrants and Demands Dated February 2025

PUBLIC HEARING

1. Open Public Hearing – Adding City of Coachella
2. Staff Report - Davis Meyer
3. Questions of Staff/Legal
4. Open Public Testimony Period
5. Close Public Testimony Period
6. Adopt Resolution No. JPA 2025-002 (JPA Only Votes)
7. Close Public Hearing

GUEST SPEAKER



Caroline Beteta
President & CEO
Visit California

Visit Greater Palm Springs Board Meeting

Friday, April 4, 2025

Caroline Beteta

President & CEO
Visit California





- Officially formed in 1996
- Nonprofit 501(c)6
- 16,500+ assessed businesses
- Mission: create desire for the California experience
- 37-member board of directors



Greater Palm Springs Board Representation



Commissioner
Scott White



USA

visit
California

visit  greater
palm springs

INSPIRATION

PLANNING

TRANSACTION

ACCOMMODATIONS
ATTRACTIONS
RESTAURANTS & RETAIL
TRANSPORTATION
RENTAL CARS



State of tourism

2024 economic impact

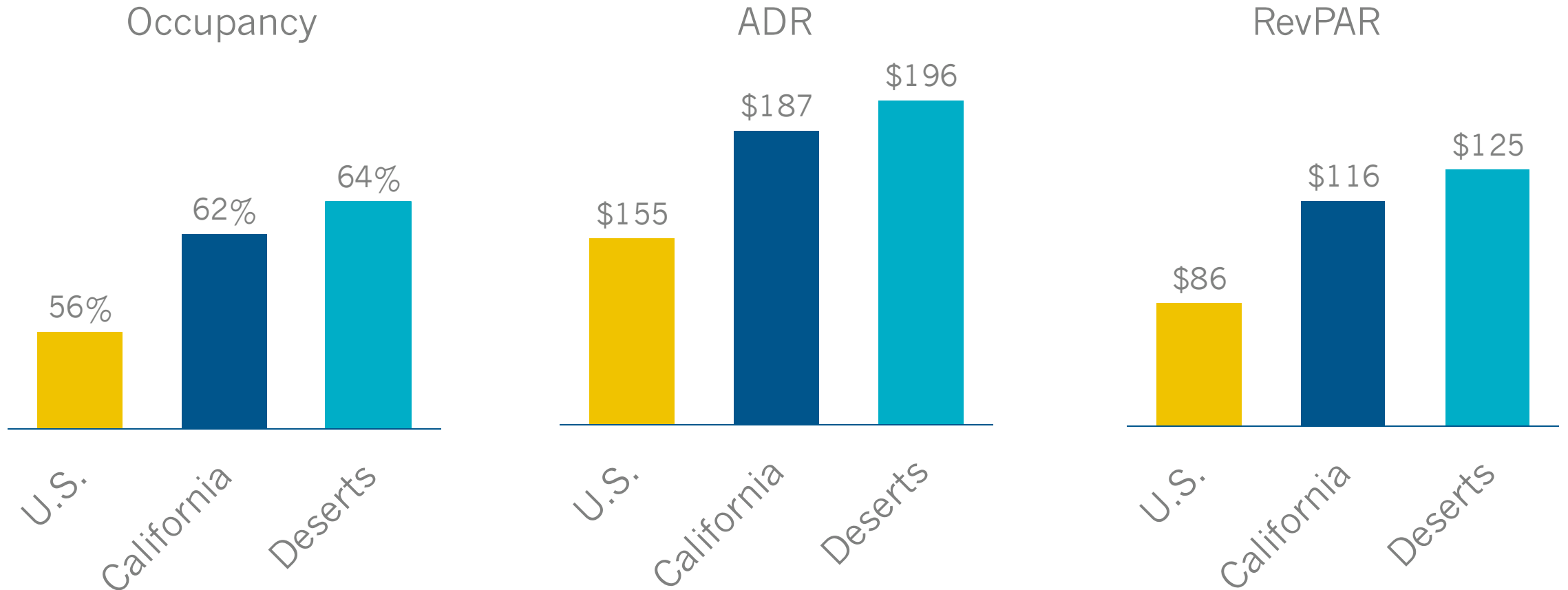
Travel-Related Spending	\$156.4 billion	+2.7% YOY
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Tax Revenue	\$12.6 billion	+3.0% YOY
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Jobs	1,165,000	+2.2% YOY (+24,500 jobs)
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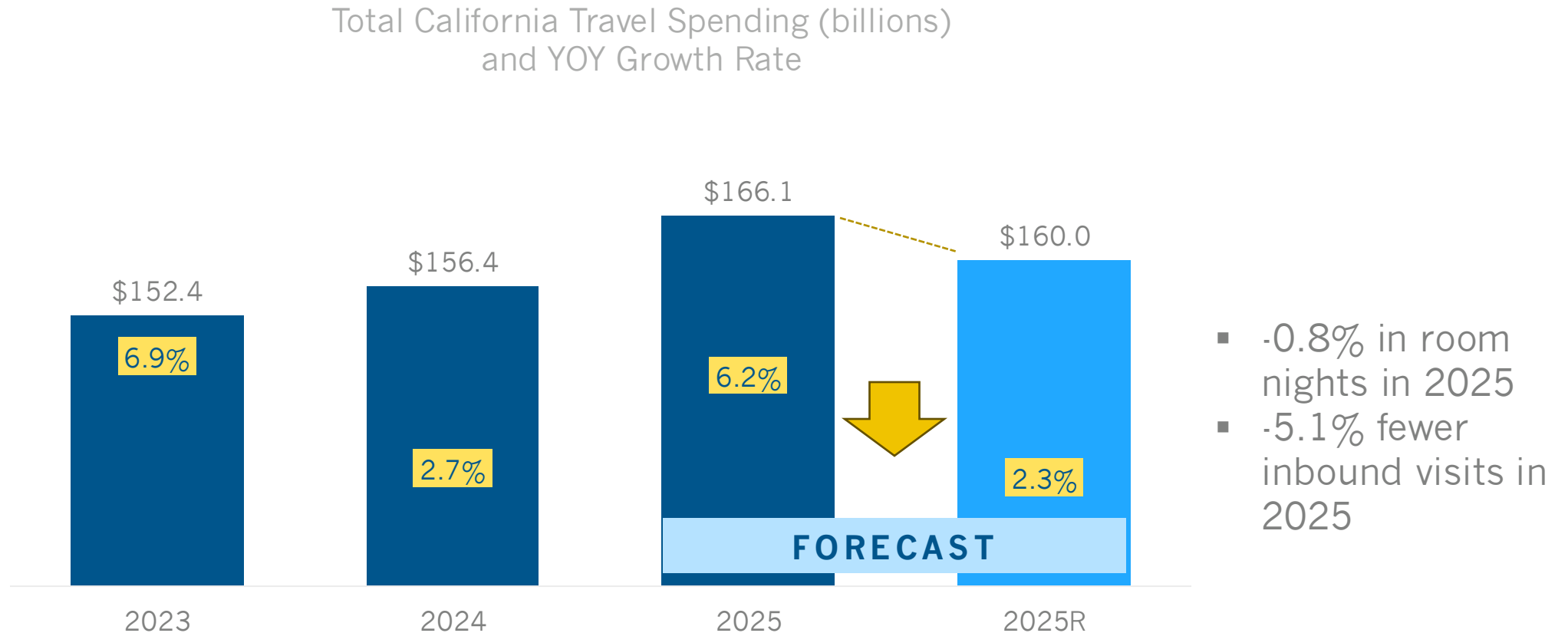
Source: Dean Runyan Associates

California lodging outperformed U.S.



Source: CoStar, February 2025 YTD

California travel spending forecast



Source: Tourism Economics (February 2025 and March revision)

California Tourism Month

- Highlight the economic importance of tourism
- Reaffirm California as a welcoming destination
- Call all Californians to keep travel in-state





Driving global demand for California

Fans in Montreal loudly boo U.S. anthem prior to Americans' 4 Nations game vs. Canada

FEBRUARY 16, 2025 · 1:50 AM ET

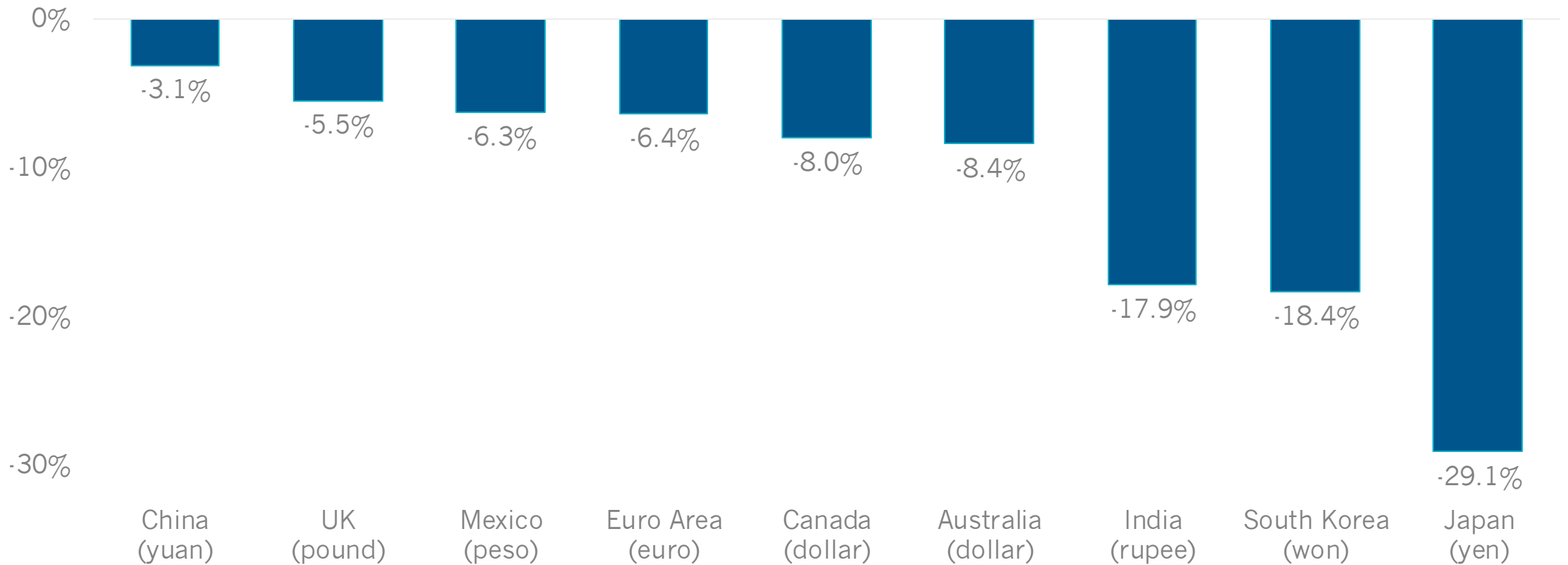
By The Associated Press



Players and fans stand for the U.S. national anthem prior to the first period of 4 Nations Face-Off hockey game between Canada and the United States in Montreal on Saturday, Feb. 15, 2025.

Christinne Muschi/The Canadian Press via AP

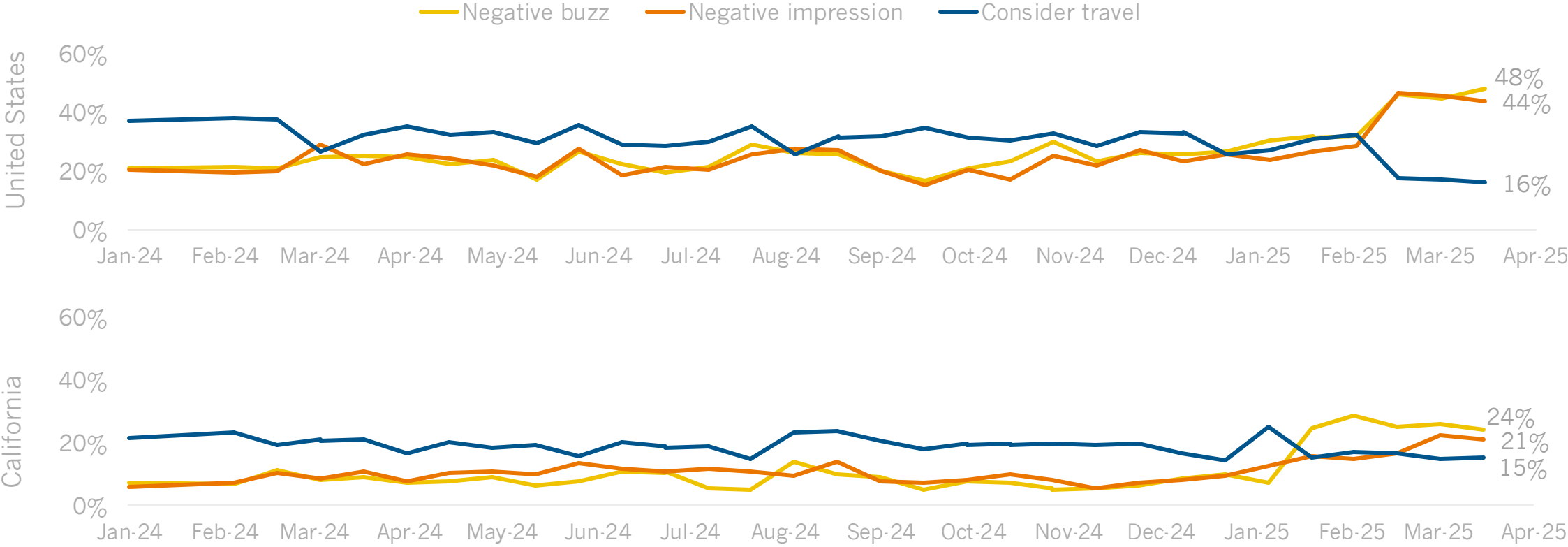
Change in USD exchange rate vs. 2019



Source: Rise, Feb. 18, 2024

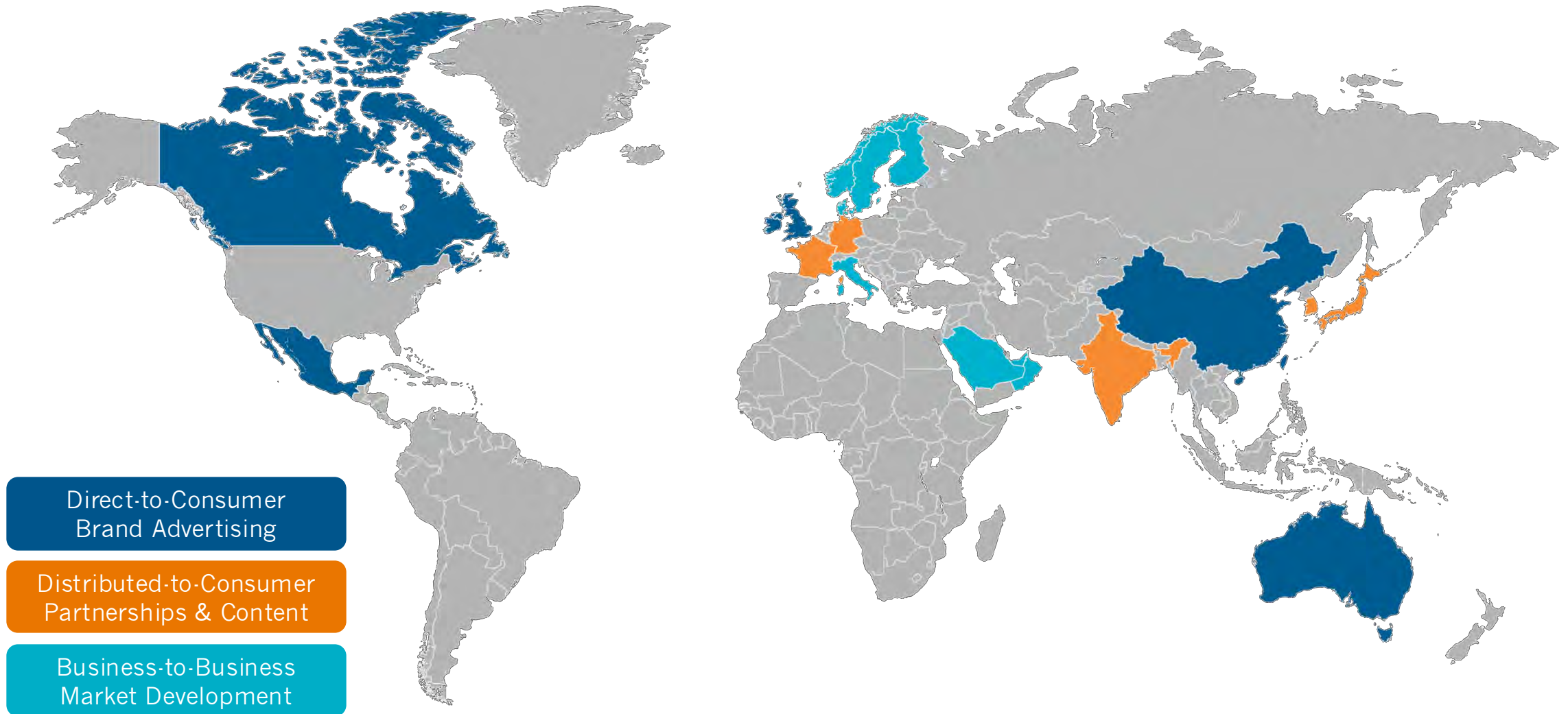
Canada sentiment on U.S. vs. CA

Buzz: Heard negative buzz about destination. **Impression:** Have a negative impression of destination. **Consider:** Considering travel to destination.



Source: YouGov

Priority international markets



FY 24/25 Ultimate Playground framework

BRAND CAMPAIGNS

Global
Leisure
Travel



‘Let’s Play’



‘Childhood Rules’



‘Road Trips’

DYNAMIC FOUNDATIONAL CAMPAIGN



Leveraged Media Base – SEM –
Programmatic Digital – Paid Content Distribution

Global
Business
Travel

PROFESSIONAL MEETING & EVENTS CAMPAIGN



‘Meet What’s Possible’

'Up Around the Bend'

- March 3 launch
- FY 24/25 media plan
 - \$12.6 million media buy
 - 936 million impressions





‘Let’s Play’

- FY 24/25 media plan
 - \$23.9 million media buy
 - 1.38 billion impressions





‘Childhood Rules’

- FY 24/25 media plan
 - \$12.6 million media buy
 - 774.7 million impressions





'Meet What's Possible'

- FY 24/25 media plan
 - \$1 million media buy
 - 53.8 million impressions



CVB INSPIRATION GUIDE



GREATER PALM SPRINGS

@visitgsp @visitgsp

SOUTHERN CALIFORNIA'S MEETING OASIS

In Greater Palm Springs, attendees find themselves immersed in lush, colorful landscapes and mountain vistas that not only rejuvenate but inspire like no other destination on. Beneath swaying palm trees and boundless sunshine, an oasis emerges — a place where creativity and connectivity flourish, transforming every event into an extraordinary moment.

This isn't a mere tagline. It's the reality of meeting in Greater Palm Springs. From a stress-free airport to off-road team-building excursions amid whimsical Joshua trees to a sprawling 20,000-square-foot convention center, everything you need for a successful meeting is here.

meetingsinpalm Springs

300+ days of sunshine each year

Encompasses nine distinct cities, offering a unique blend of accommodations, venues, and attractions.

Palm Springs International Airport (PSPI) recognized as one of the Top 10 Most Stress-Free

WHAT'S NEW

With 20+ nonstop flights and connections to over 200 destinations worldwide, getting to Greater Palm Springs has never been easier — and the addition of a new daily nonstop flight from Washington, D.C., starting Dec. 19 will make the destination even more accessible from the D.C. area and East Coast. Once you've touched down, discover exciting attractions and venues like the new Palm Springs Surf Club, which boasts a swim-she-wet water pool and lounge, plus two restaurants and private event space.

You'll also find the recently opened Thompson Palm Springs, a midcentury modern-inspired hotel with 108 luxury guest rooms and curated amenities including a signature restaurant, a hapa

Special Promotional Section

"THE ADDITION OF A NEW DAILY NONSTOP FLIGHT FROM WASHINGTON, D.C., STARTING DEC. 19 WILL MAKE THE DESTINATION EVEN MORE ACCESSIBLE FROM THE D.C. AREA AND EAST COAST."

Valley tasting room, and immersive views of the San Jacinto Mountains — especially from the two outdoor pools. And a \$64 million property-wide renovation ushered in a new era of luxury at the iconic Hyatt Regency Indian Wells Resort & Spa (now rebranded as Grand Hyatt Indian Wells Resort & Villas), with refreshed meeting and event spaces, two new dining concepts, redesigned guestrooms, and other enhancements.

SUNNY MEETING SPACES

With 300+ days of sunshine each year, Greater Palm Springs offers plenty of outdoor meeting spaces to soak up blue skies and beautiful views, with many properties featuring expansive patios, courtyards, and grassy lawns. Whether you're catching up with colleagues poolside at Omni Rancho Las Palmas, gathering next to a spectacular lake lined with palm trees at JW Marriott Desert Springs Resort & Spa, soaking in mountain views on the 20,000-square-foot Palm Springs Convention Center lawn, or networking amidst 11 acres of olive trees and fragrant citrus groves at Tommy Bahama Misonome Resort & Spa, you'll find inspiring outdoor spaces that elevate everyday events to idyllic experiences.

OUTSIDE-THE-BOX ACTIVITIES

Greater Palm Springs also offers ways for groups to meet outside the box (with special emphasis on the outside element). Unique venues in the open air include:

BMW Performance Center

Give your meeting a shot of adrenaline with high-speed laps around the track before or after meeting in one (or all) of their three luxurious meeting spaces.

Empire Polo Club

Though best known as the home of Coachella and Stagecoach music festivals, this sprawling venue can host a variety of special events. Big and small, and scores make points for fun team-building activities like golf cart polo.

The Living Desert Zoo & Gardens

Group animal encounters are a must at this wonderfully "wild" attraction, where a grand event space overlooking a new lion habitat is in the works.



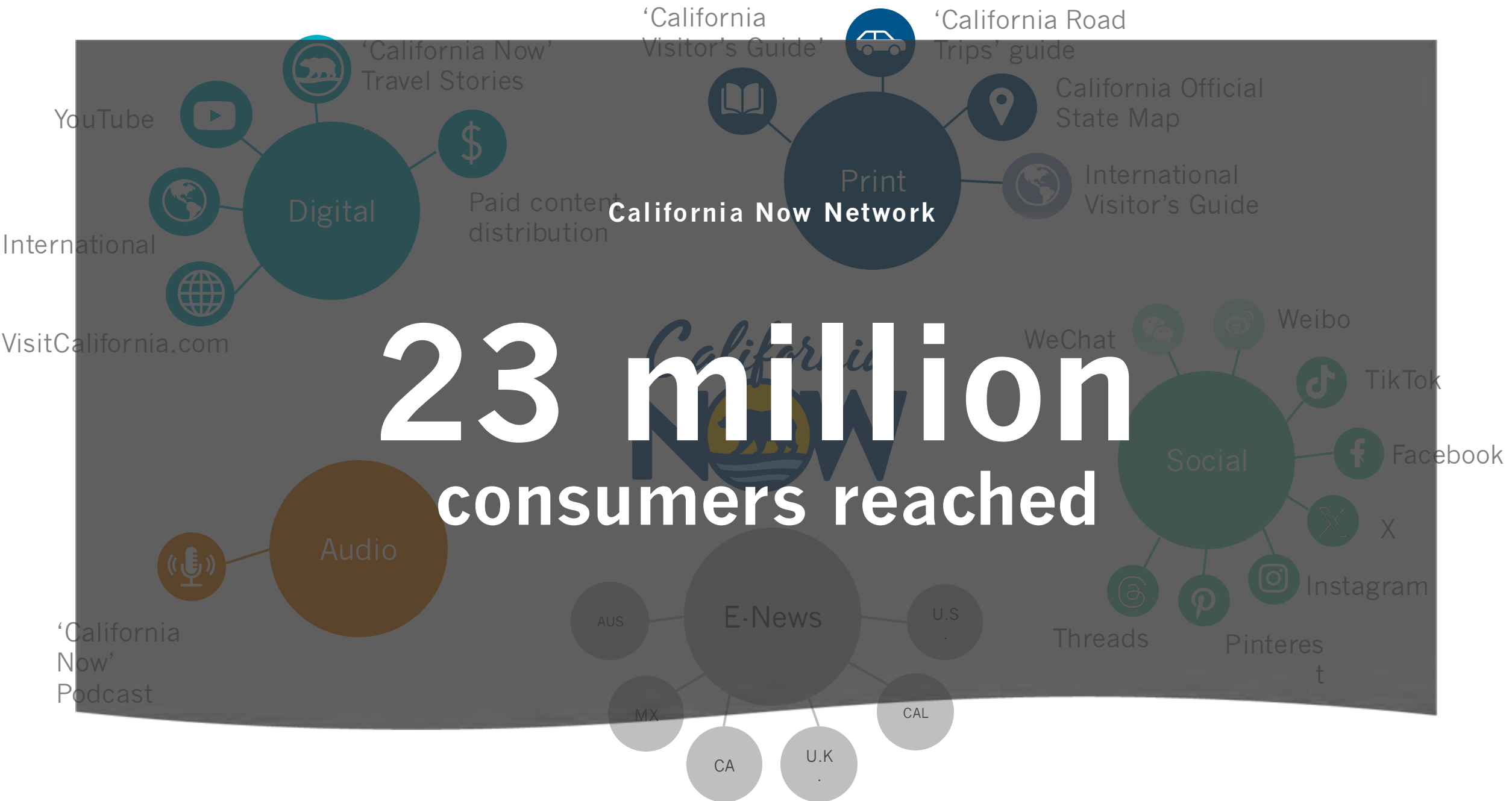
Smart meetings

Global media co-op amplification

- \$213,500 incremental match
- \$763,500 total media investment
- 57.8 million impressions



23 million
consumers reached



EXPERIENCES / HOW TO SPEND A PERFECT DAY IN PALM SPRINGS

How to Spend a Perfect Day in Palm Springs

Explore new heights, plunge into a glittering pool, and wrap yourself in Native American culture in this SoCal city



Luxury

- California Luxury Forum
- Media trips
- Trade familiarization tours





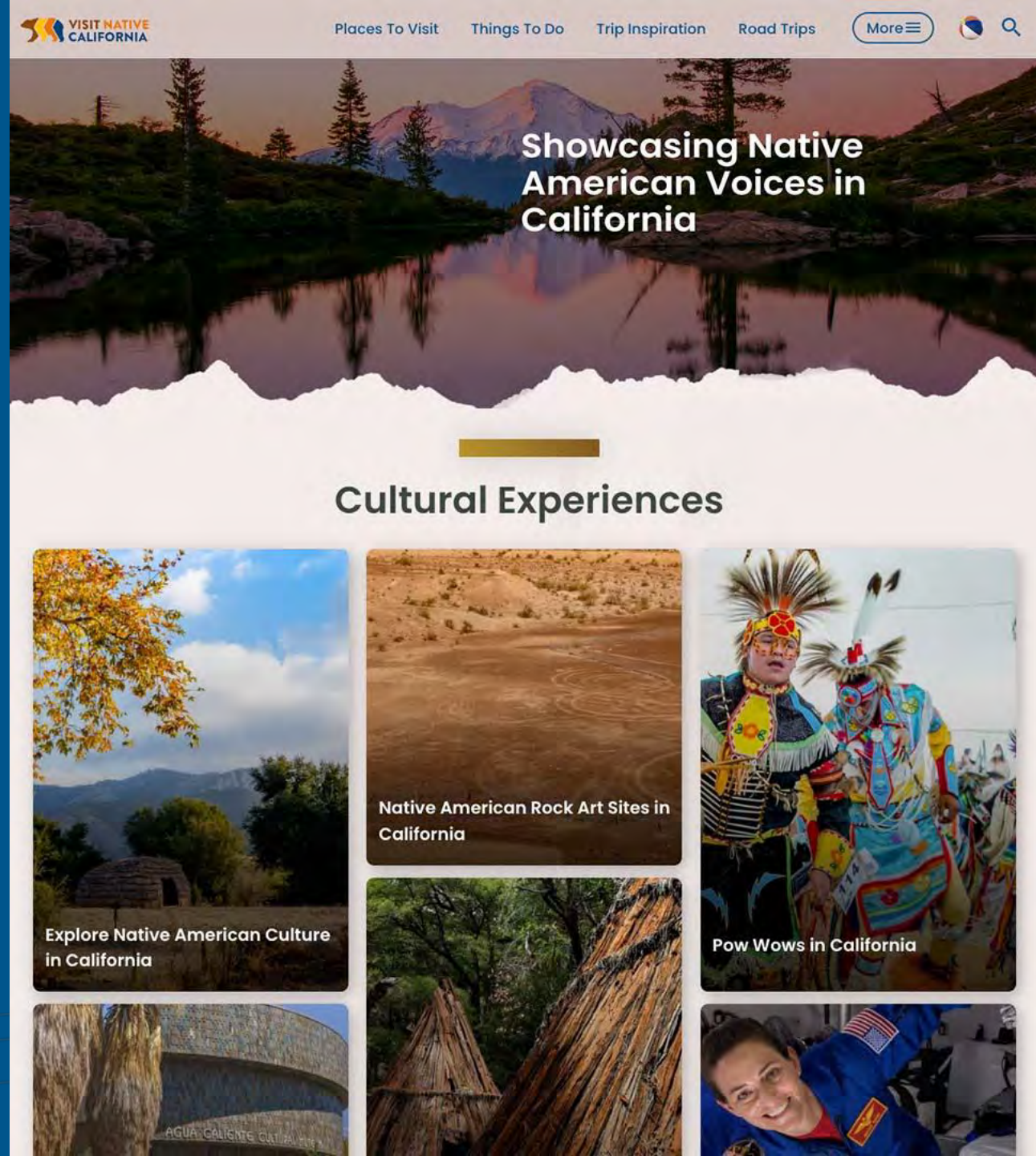
Visit Native California





Tribal Tourism Partnership

- Content hub launched in March 2023
 - Native influencers & content
 - Blogs
 - Podcasts
 - Itineraries





of the Agua Caliente Band of Cahuilla Indians.



On the horizon

Regional Tourism Plans

- Phase 1: Draft comment period
March 3-March 31
- Phase 2: Draft comment period
May 1-May 31
- June Board Meeting update



TravelMattersCA.com



2025 Marketing Renewal Referendum



visit★
California

Forward Together



Resources available to you

industry.VisitCalifornia.com



Questions?

GUEST SPEAKER



Craig Compagnone
President, Americas
MMGY



ADAPTING TO CHANGE. EMBRACING OPPORTUNITY.

**Visit Greater Palm Springs
April 2025**







Shift to Canadian Domestic Travel Intent Over U.S. International

+27%

YOY increase in domestic
destination demand among
Canadian travelers

-30%

YOY decrease in travel
demand to the U.S. among
Canadian travelers

SOURCE: Tripadvisor Travel Demand Data Through February 2025



Canadian Drive Market Impact

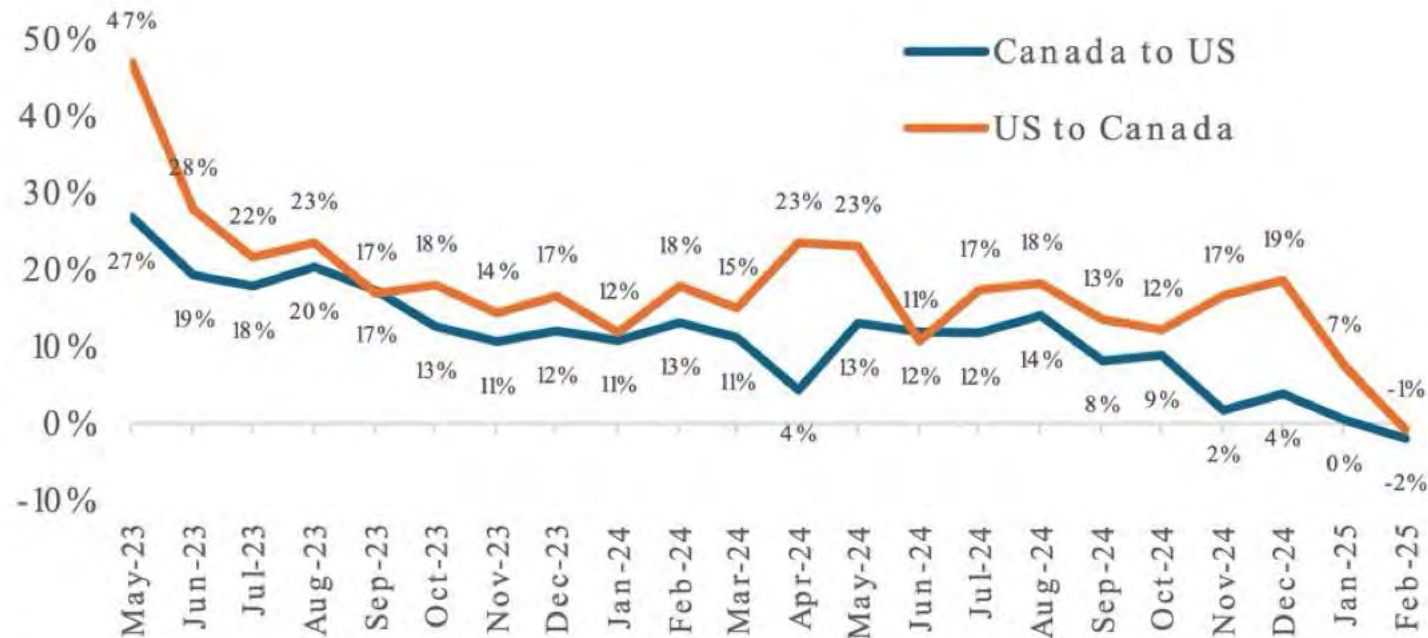
BASED ON CANADIAN RESIDENT US RETURN TRIPS BY LAND



SOURCE: Statcan via Tourism Economics

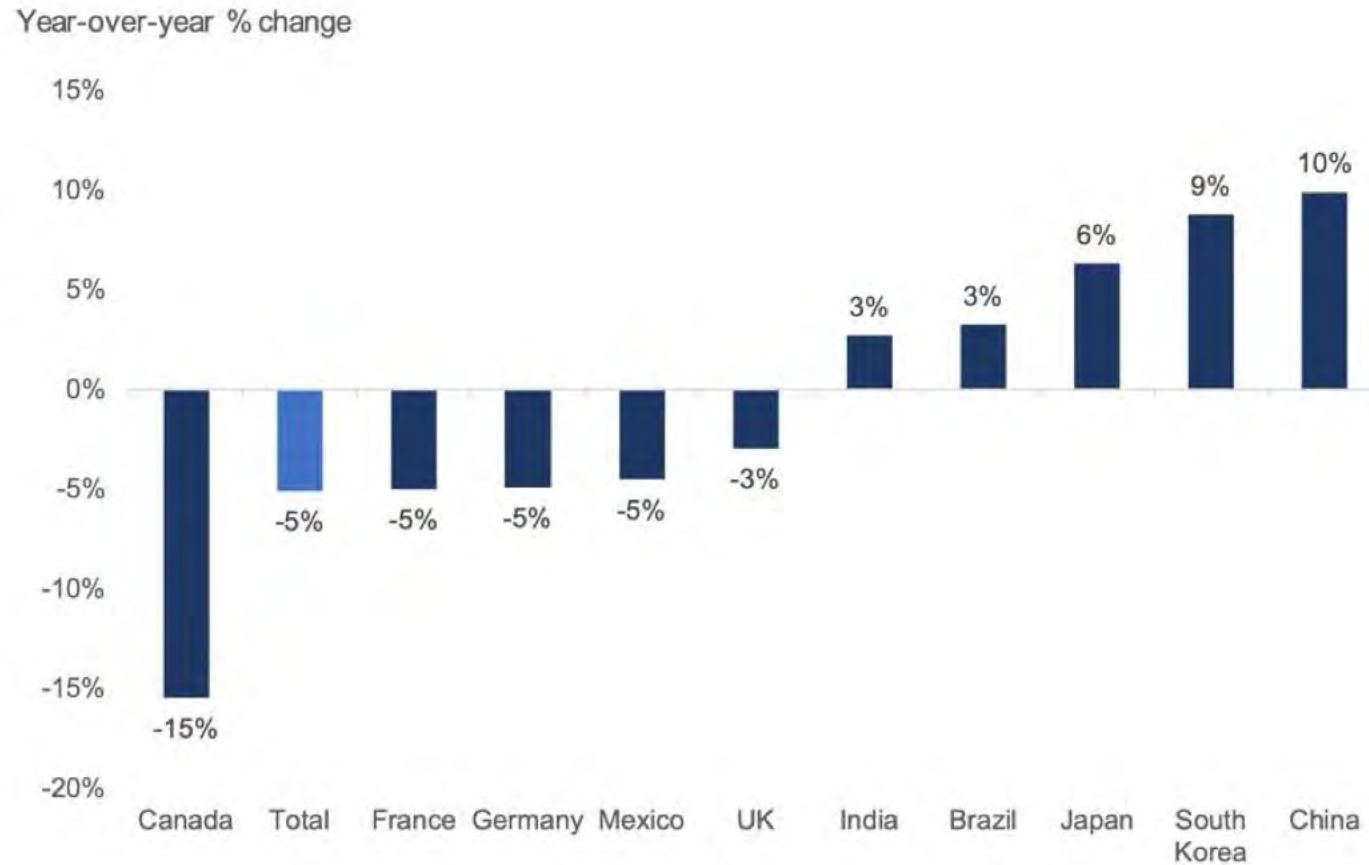
Canadian Air Travel Muted... So Far

Year-over-year % change



Source: APIS, I-92

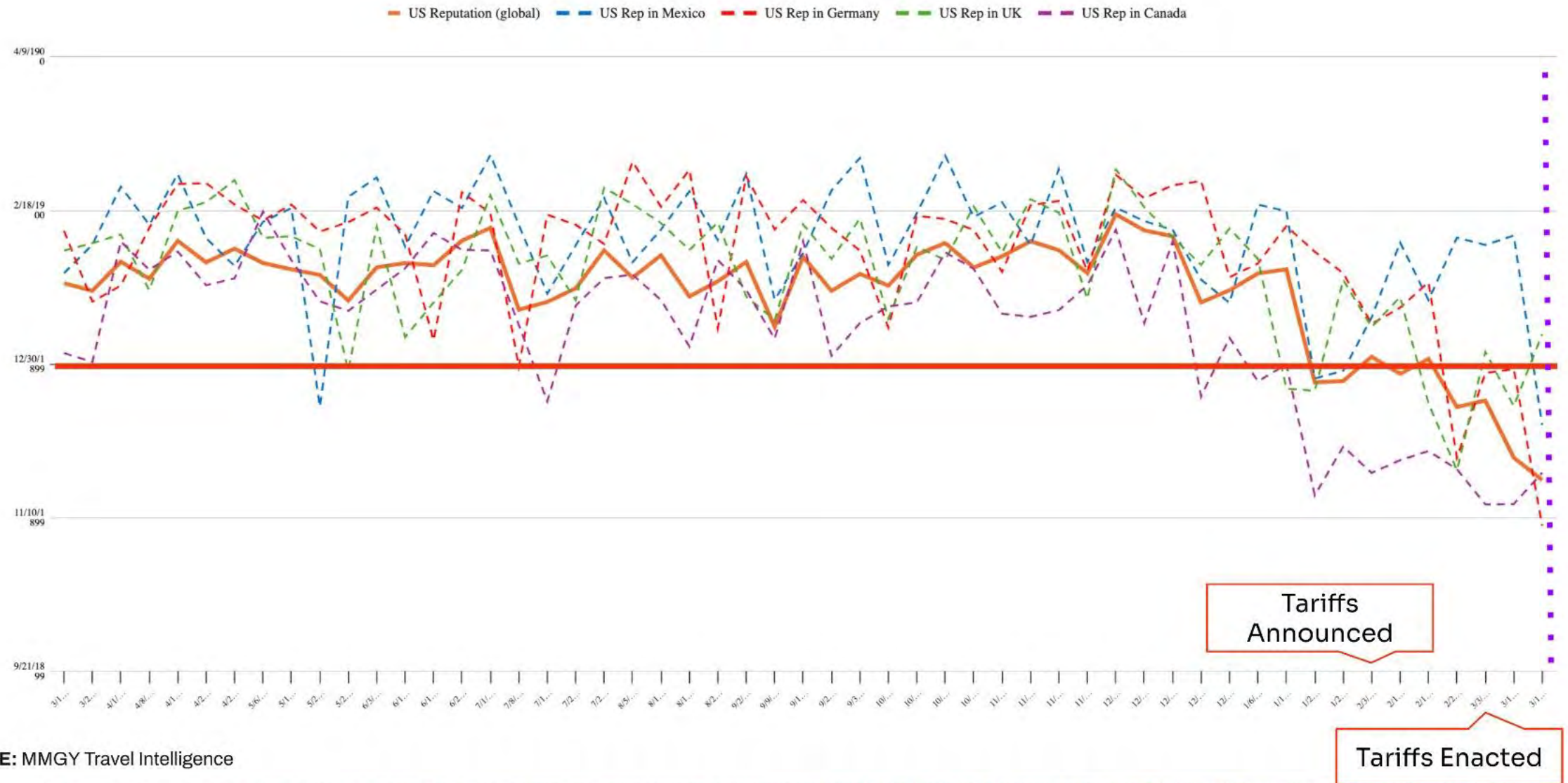
Projected 2025 International Arrivals



SOURCE: Tourism Economics

DECLINE IN INTERNATIONAL SENTIMENT

TRAVELSAT Net Sentiment Score - US Social Reputation





DOMESTIC TRAVEL OUTLOOK

U.S. Consumer Sentiment Drops as The Country Braces for Economic Uncertainty

Consumer concerns focus around fear of high prices, impacts of personal finances and unemployment. Because of this, we can expect consumers to be modifying their spending in the short term. However, historical behaviors show that travel will remain a priority.

What's Going On:

- The University of Michigan consumer sentiment for the U.S. was revised to 64.7 in February 2025 from a preliminary of 67.8, reaching the lowest level since November 2023.
- The decrease in sentiment is unanimous across groups by age, income and wealth.
- U.S. consumers are expressing unease in personal finances, fear of high prices and concern about rising unemployment.

Why It Matters:

- Dips in consumer confidence have historically changed consumer spending patterns, which we may start to see impacting our clients.
- However, in looking back to previous periods of stark decline seen in the summer of 2022 and winter of 2023, traveling did not stop. It's how they traveled that changed.
- Because of this, we should be prepared to see some behaviors change as it relates to shorter booking windows and/or changes in travel activities.
- Some travel themes we may see start to rise again are road trips and multigenerational trips.



TRAVEL PRICE INDEX | January 2025

TPI Component	Index (seasonally adjusted)				Year-over-year % change	% change compared to 2019	Seasonally adjusted change from preceding month
	Jan 2019	Jan 2024	Dec 2024	Jan 2025	Jan 2025/2024	Jan 2025/2019	Jan 2025
TPI	284.8	350.9	357.0	360.5	2.7%	26.6%	1.0%
Transportation	230.9	281.2	283.7	288.0	2.4%	24.7%	1.5%
Airline Fares	261.9	259.7	274.9	278.3	7.1%	6.3%	1.2%
Motor Fuel	210.2	300.2	293.5	298.9	-0.4%	42.2%	1.8%
Intracity Public Transportation	320.2	342.5	344.4	347.5	1.5%	8.5%	0.9%
Intercity Transportation	158.0	159.1	163.0	157.9	-0.8%	-0.1%	-3.1%
Lodging (Specifically Hotels/Motels)	333.6	390.3	391.1	397.7	1.9%	19.2%	1.7%
Recreation	315.2	368.0	376.7	382.7	4.0%	21.4%	1.6%
Food and Beverage	283.7	366.1	377.3	378.2	3.3%	33.3%	0.2%
Alcohol Away From Home	354.2	426.4	434.3	435.5	2.1%	23.0%	0.3%
Food Away From Home	280.4	363.2	374.6	375.5	3.4%	33.9%	0.2%
CPI-U	252.6	309.8	317.6	319.1	3.0%	26.3%	0.5%

SOURCE: U.S. Bureau Of Labor Statistics, U.S. Travel Association

EXPECTATIONS OF RISING COST

Factors That Have Contributed to Increase in Travel Budget	Q4 '23	Q4 '24	
I expect to spend more because I expect the attractions, food and beverages in vacation destinations to cost more now than they did a few years ago.	56%	57%	
I expect to spend more because vacation lodging/accommodations seem to cost more now than they did a few years ago.	52%	52%	
I expect to spend more because the price of gas is higher now than it was the past few years.	44%	38%	
I expect to spend more because airline travel seems to cost more now than it did a few years ago.	38%	43%	+5%
I expect to spend more because I have more reasons I need to travel (e.g., special events, family visits, etc.) in the next 12 months than I have in recent years.	30%	31%	
I expect to spend more because I simply have more money available in my budget and this is how I choose to spend it.	25%	30%	+5%

SOURCE: MMGY Travel Intelligence





Source: MMGY Pulse Survey, April 3-5, 2025

83%

OF U.S. CONSUMERS

still intend to travel over the next 12 months despite the recent news regarding tariffs and declines in the market.

That's down just 4% from MMGY's last *Portrait of American Travelers*® study, which was fielded in mid-February.



Source: MMGY Pulse Survey, April 3–5, 2025

74%

OF U.S. CONSUMERS

feel somewhat to extremely confident in their household's financial situation for the next six months.

This likely contributes to the fact that 70% of U.S. consumers intend to travel over that same period.

INTENT TO TRAVEL

CONTINUES TO DEFY BROADER CONSUMER SENTIMENT



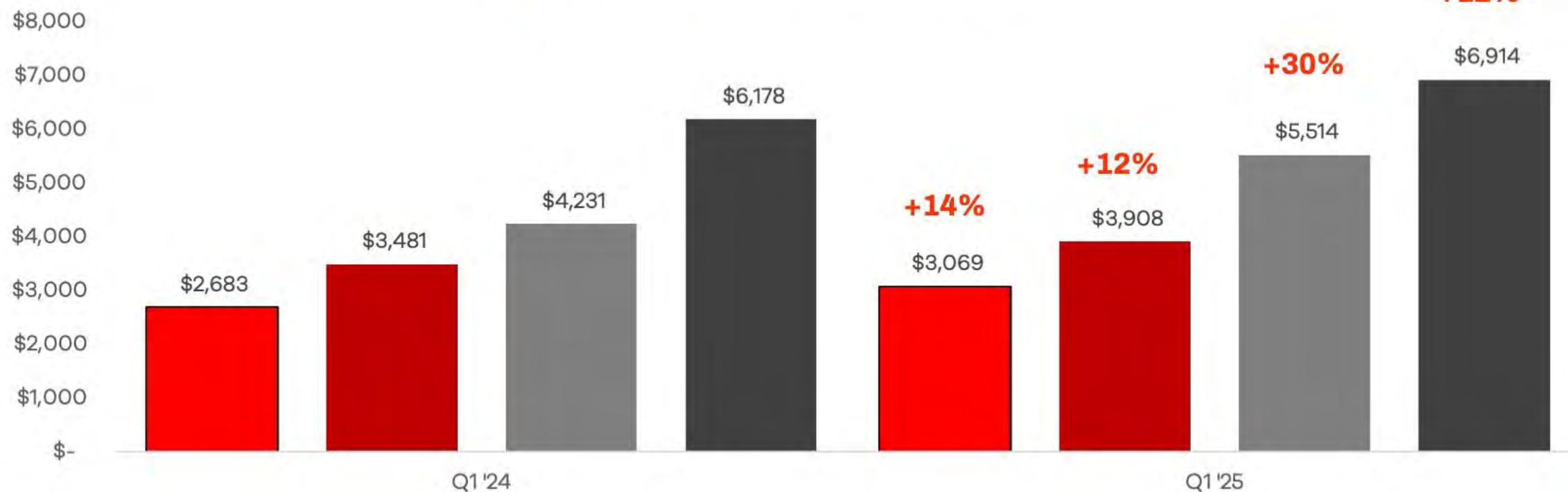
SOURCE: MMGY Travel Intelligence



TRAVELERS EXPECT TO SPEND MORE IN 2025

Leisure Travel and Spending During the Next 12 Months

■ Gen Zers ■ Millennials ■ Gen Xers ■ Boomers

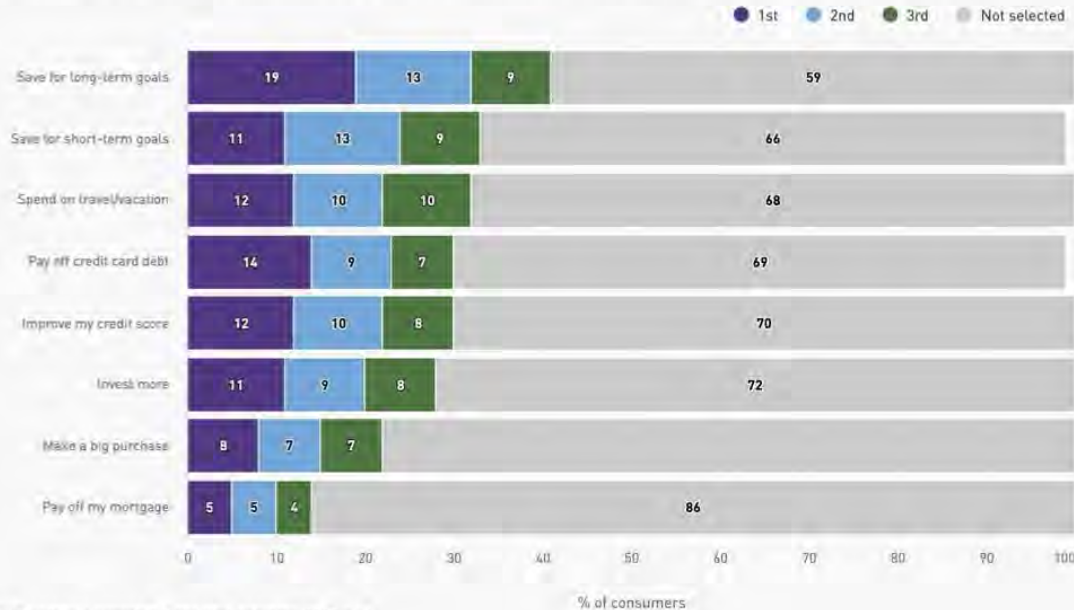


SOURCE: MMGY Travel Intelligence



Travel Is Among the Top Spending Goals Among U.S. Consumers

According to Mintel's 2025 Vacation Plans and Priorities report, travel is the third-highest priority when it comes to survey respondents' spending and saving goals.



SOURCE: Mintel's Vacation Plans and Priorities: 2025 - US

- Not only do U.S. consumers have travel near top of mind but they also intend to spend more on travel in 2025 compared to 2024.
- They're also okay with spending more than they have, with 50% of travelers reporting they intend to fund their "main" excursions with credit cards and 28% planning to do so through "buy now, pay later" (BNPL) programs.





80%

OF U.S. CONSUMERS

say their travel behavior will change as a result of the recent financial news.

MOST NOTABLY:

33%

say they will travel closer to home.

29%

say they will change from an international destination to a domestic destination.

22%

say they will change their length of stay.

24%

say they will change to a less expensive mode of transportation.

Source: MMGY Pulse Survey, April 3–5, 2025

A group of four people are posing in a modern urban plaza. In the foreground, large, three-dimensional red letters spell out the word 'LOVE'. A woman on the left is jumping joyfully, wearing a light green top and jeans. Behind the letters, three other people are standing, some with their arms raised. The background features a modern building with large windows and palm trees. The scene is bright and sunny.

IMPACT ON TRAVEL BEHAVIOR



Group Travel Surges Beyond Prepandemic Levels

61%

of Americans are interested in traveling with extended families or a small group of friends in 2025

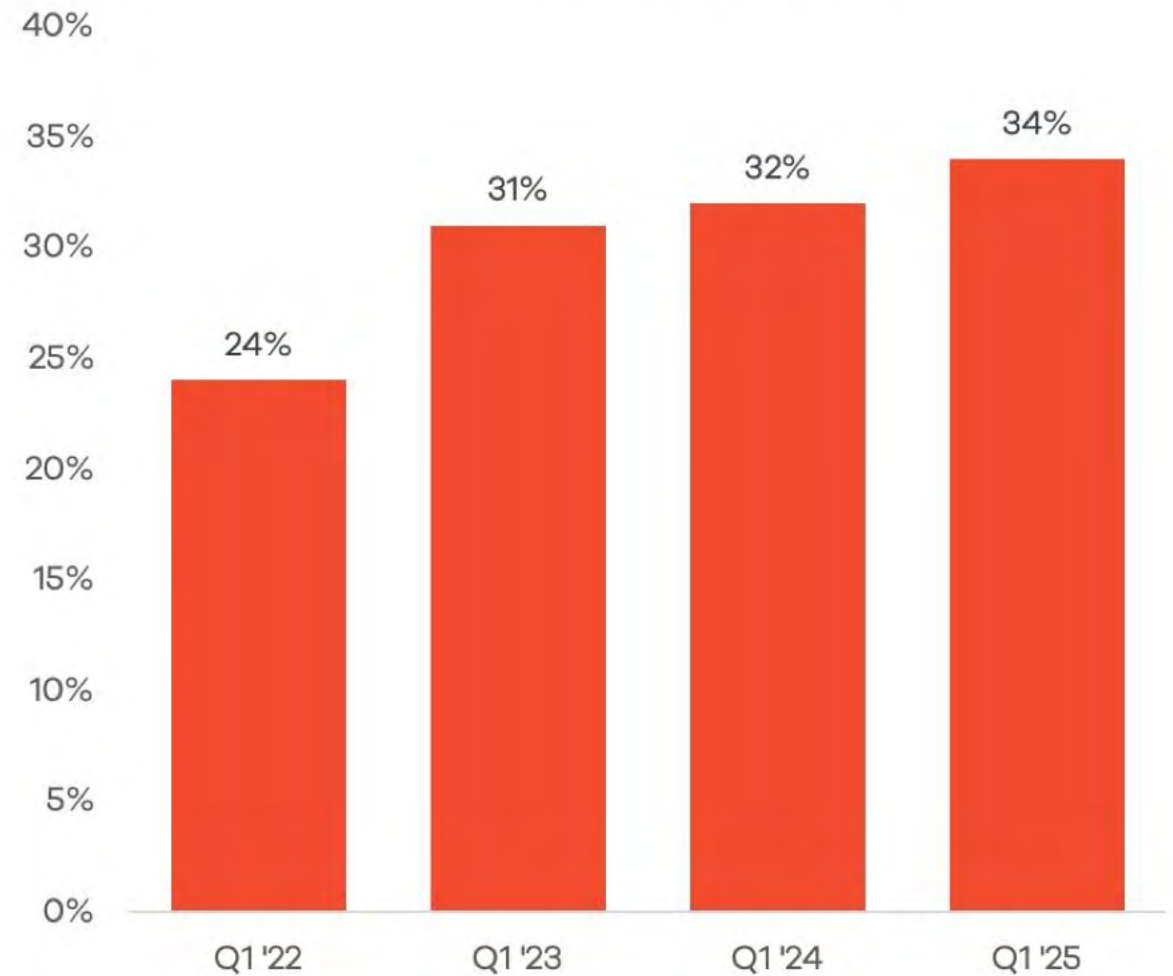
SOURCE: Forbes



LIKELIHOOD TO CRUISE CONTINUES TO RISE

SOURCE: MMGY Travel Intelligence

Likely to take an Ocean or River Cruise
in the next six months



A wide-angle photograph of a golf course at dusk or dawn. A golfer in a white shirt and light-colored pants is in the middle of a golf swing on a green. The green is surrounded by a body of water, likely a pond or lake, which reflects the sky and the surrounding trees. Numerous palm trees are scattered throughout the landscape, some in the foreground and others in the background. The sky is a mix of dark blue and light grey, with some clouds. The overall scene is serene and professional.

LEADING WITH EXPERIENCE



Authenticity Continues to Drive Cultural Immersion as a Top Travel Priority

SOURCE: Euromonitor International

65%

of travelers prioritize
experiences that allow for
immersion in local cultures

46%

of travelers prioritize experiences
that include some type of arts and
heritage-based activities





75%

of affluent travelers *below the age of 45*
choose travel based on the experience first,
not the destination.

Arival, The Affluent Experiences Traveler



Southwest's Lounge Access Experiment

by [Sky Skylar](#) | February 21, 2025 | 0 Comments

Over the years, I've found it fascinating how [Southwest Airlines](#) stands out from competitors like United, Delta, American, and its own exclusive lounges. The airline's philosophy has always been about low fares and a friendly flying experience. But here it is, testing lounge access via [Priority Pass](#) is certainly catching my attention.

In fact, the carrier is now running a Priority Pass membership trial that lets some of its top-tier [Rapid Rewards](#) members check out Pass lounges across 32 of the airline's destinations. I see this as a clear signal that even budget-minded airlines are considering happy. After all, a few quiet moments in a comfortable lounge can make a world of difference on a busy travel day.

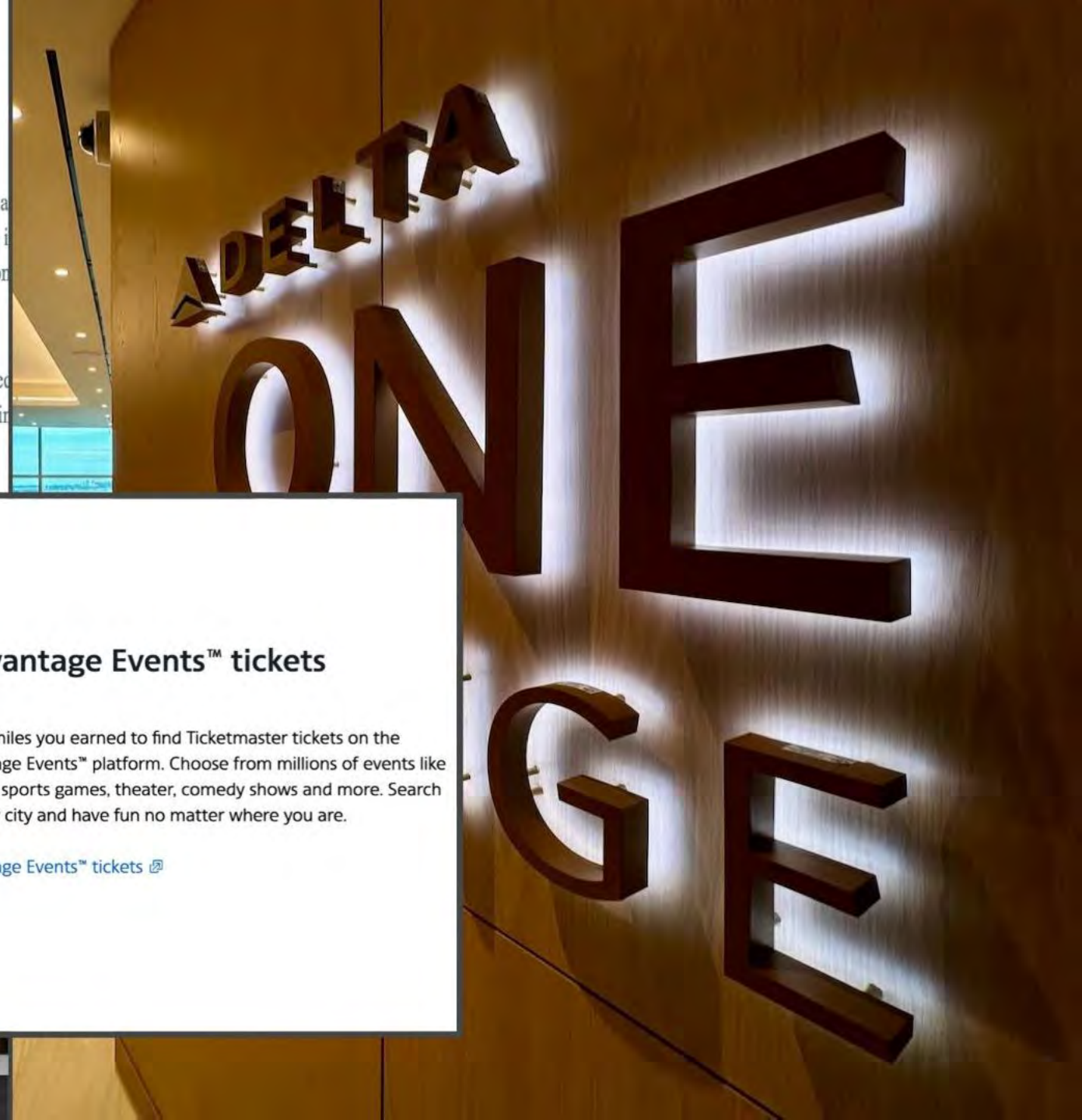
The Southwest



AAdvantage Events™ tickets

Use the miles you earned to find Ticketmaster tickets on the AAdvantage Events™ platform. Choose from millions of events like concerts, sports games, theater, comedy shows and more. Search events by city and have fun no matter where you are.

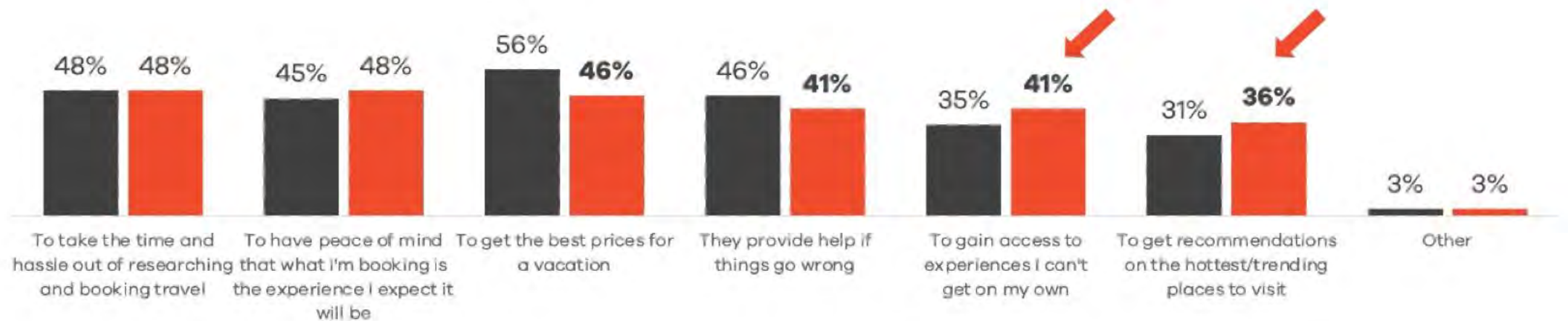
[AAdvantage Events™ tickets](#) 



UNIQUE EXPERIENCE DRIVING RENEWED INTEREST IN TRAVEL AGENTS

Reasons for Working With a Traditional Travel Agent

■ Q2 '23 ■ Q2 '24





47%

“The destinations I visit say a lot about who I am as a person.”

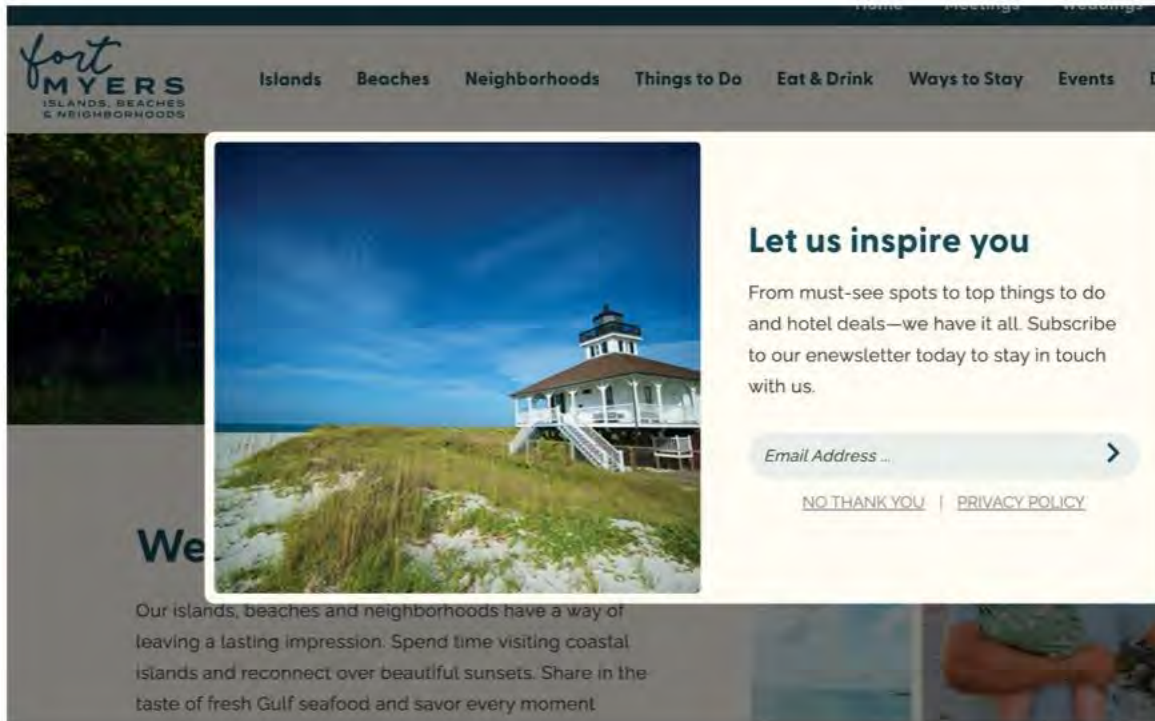
SOURCE: MMGY Travel Intelligence



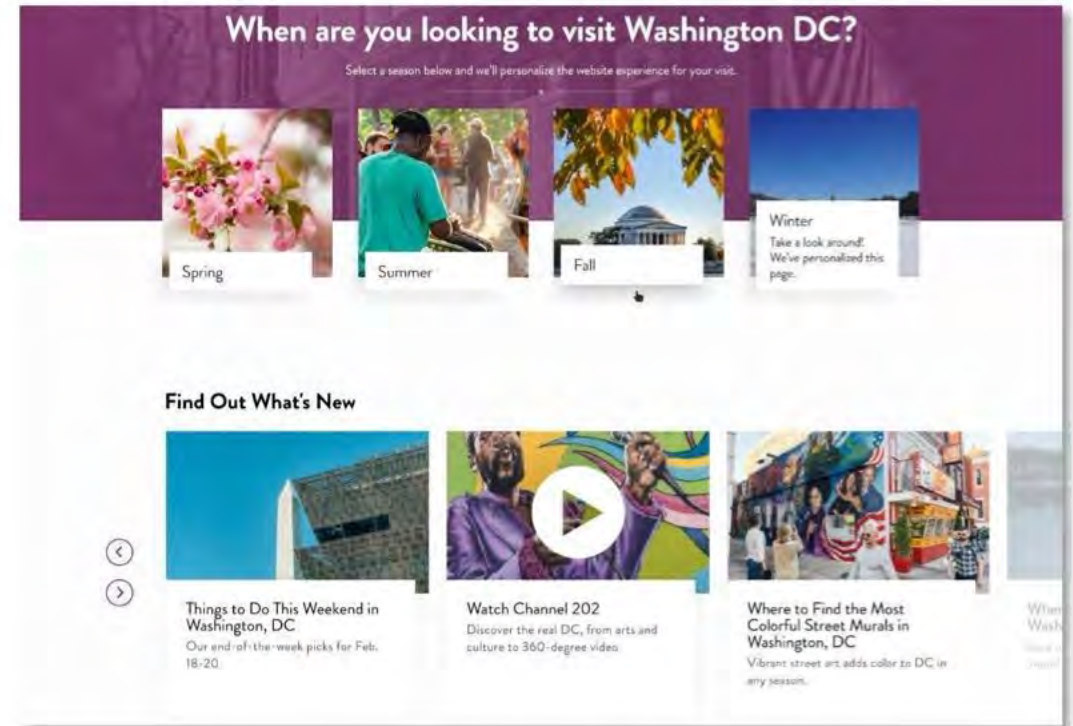
A person wearing a straw hat and a dark, backless dress is riding a bicycle down a palm-lined street. The scene is captured from behind, showing the person's back and the path ahead. The street is paved and lined with palm trees, with a building visible on the left. The overall atmosphere is warm and sunny.

DRIVING PERSONALIZATION

Personalization is Key to Digital Performance



438% increase in email
sign-up conversion



400% increase in partner
referral conversions

pura vida

bienvenido a costa rica

Costa Rica is the land of pura vida, inspired by natural beauty, joyful connections and gratitude for daily pleasures.

How can we help plan your trip?



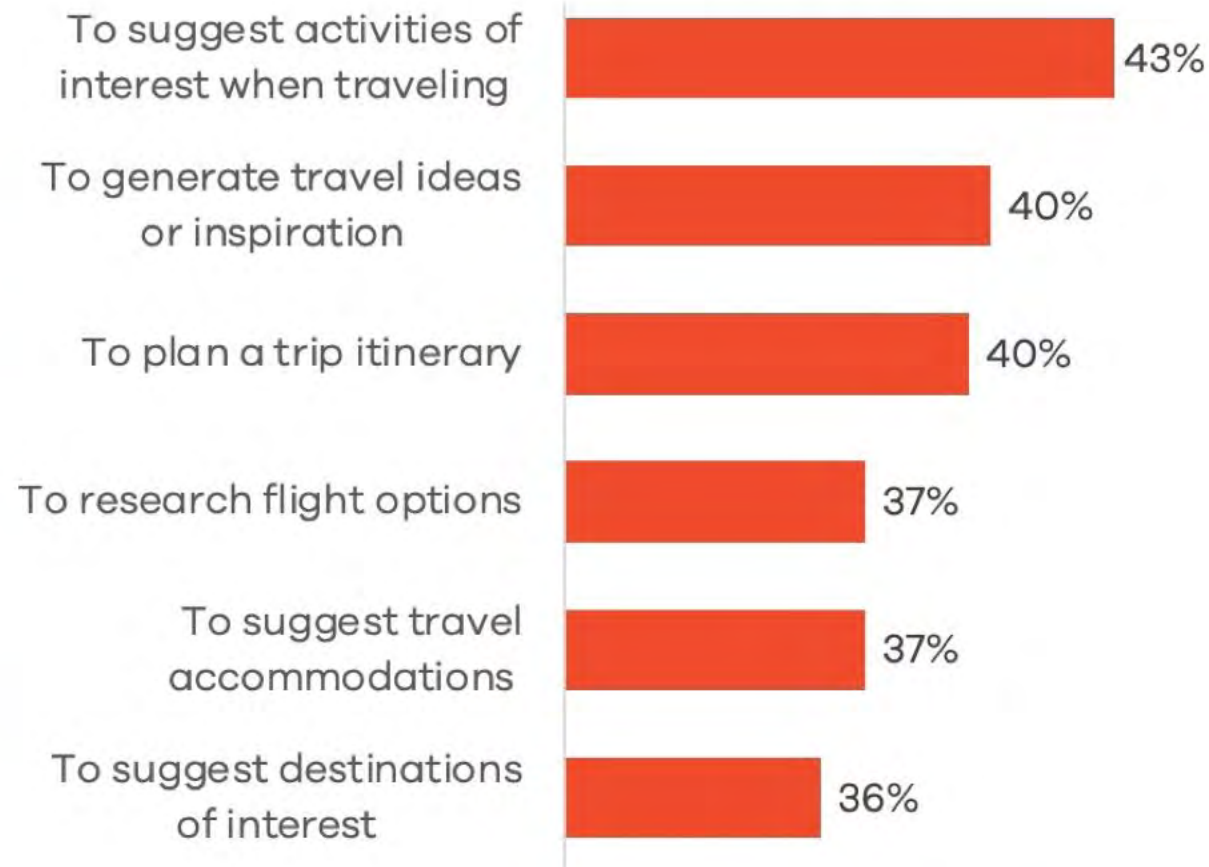
A couple is shown in a dimly lit room, looking at a laptop screen. The man is on the left, and the woman is on the right. They are both smiling and appear to be engaged in a conversation. The background is dark and out of focus.

34%



of active leisure travelers have used ChatGPT or another AI tool for travel planning

SOURCE: MMGY Travel Intelligence

Use of AI in Travel Planning among those who have used it



The Shift in Search Behavior

 Traditional Search	 AI-Driven Search
Fragmented queries	Contextual questions
Multiple tabs and sites	Curated, actionable answers
Limited personalization	Deeply personalized
Static, link-based results	Conversational responses
User-driven discovery	Proactive suggestions
Heavy lifting to execute	AI as a concierge

Perception ⓘ



Filter(s) +

Group(s) Brand Market Property **AI Platform (4)** Customer Type

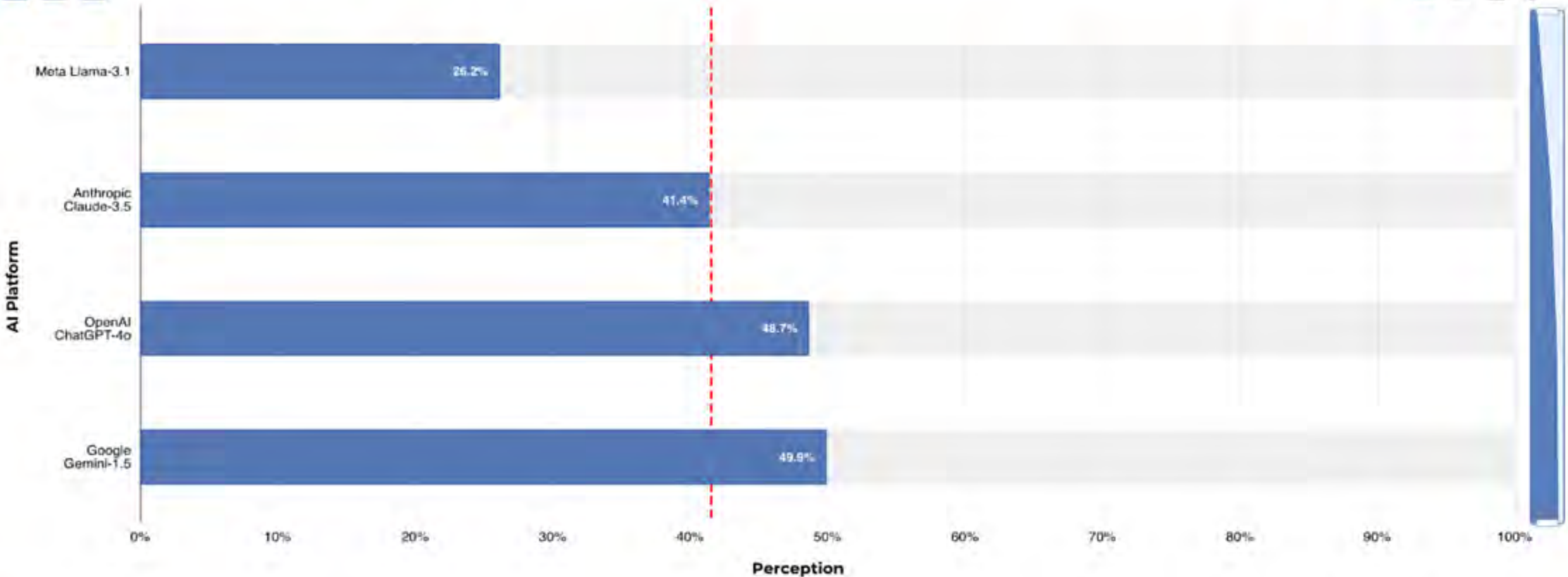
Perception Type: 5 Selected ▾

0 - 9

9 - 0

A - Z

Z - A



Balancing Search Priorities



CONTENT

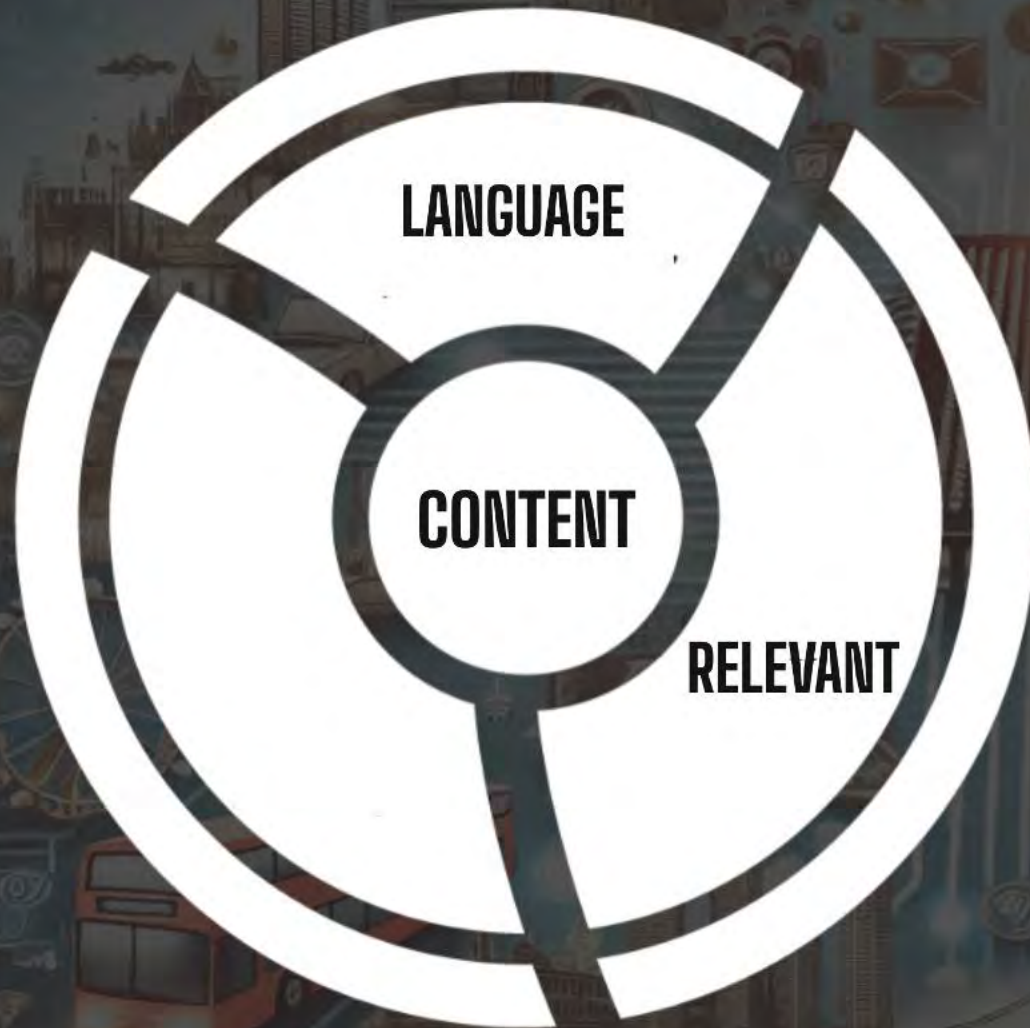
LANGUAGE

CONTENT

Narrative instead of keywords.



Balancing Search Priorities



Recency is prioritized over evergreen content.

Content must be useable and contextual.

Images, video and audio are as important as text.

Balancing Search Priorities

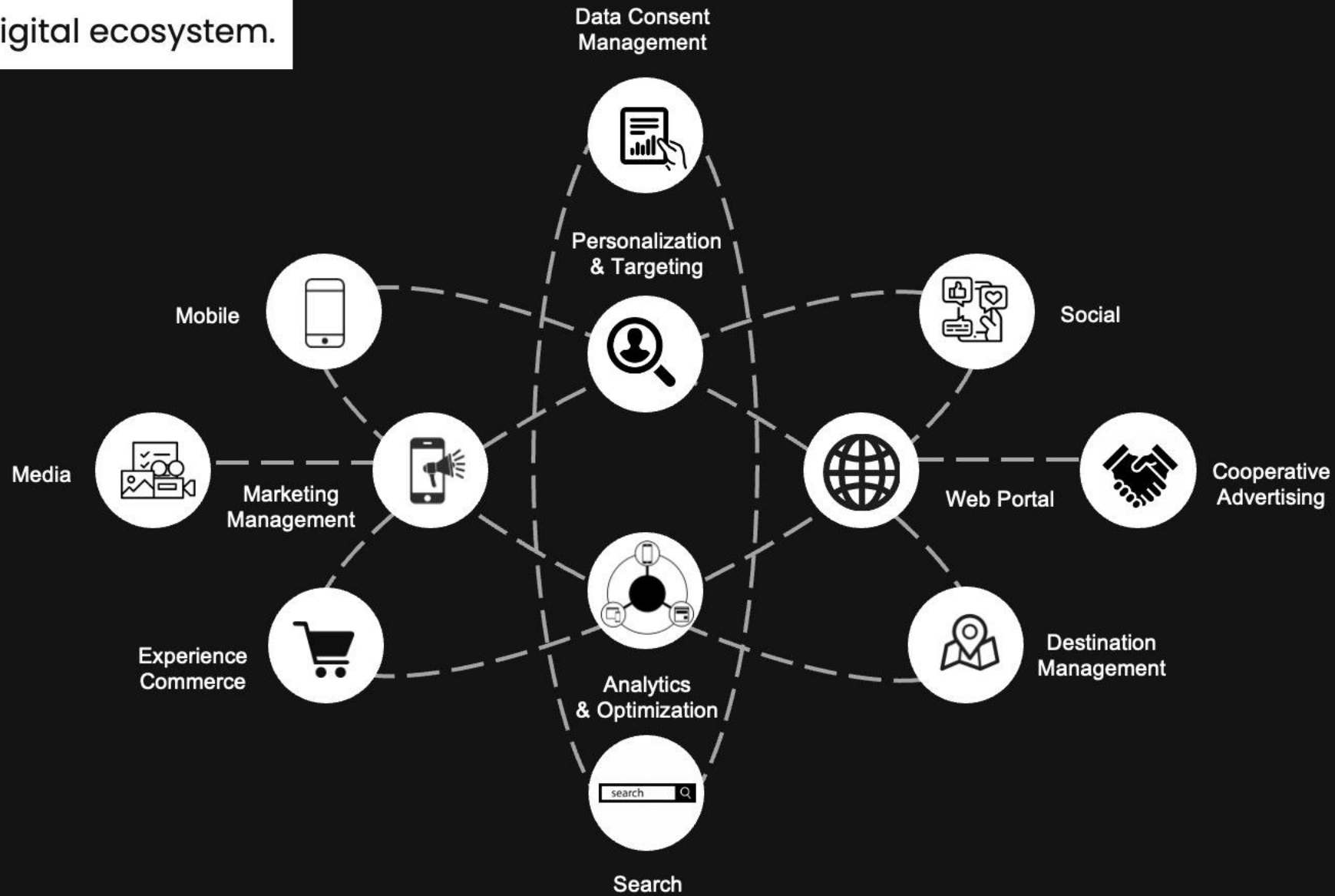


Blogs, reviews and third party confirmations are important.

Cite sources when possible.

Focus on your digital footprint, not just your website.

Creating a unified digital ecosystem.



THANK YOU.

Craig Compagnone

ccompagnone@mmgyglobal.com





Congratulations!

TO

BILL

ON HIS RETIREMENT

May this next chapter be
filled with new adventures!



INDEPENDENT AUDITOR'S
2024 ANNUAL
FINANCIAL REPORT

BOARD OF DIRECTORS ITEMS

(BOARD ONLY VOTES)

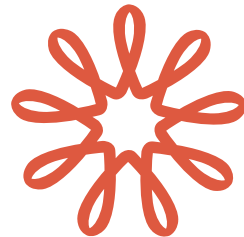
1. Receive and Accept the Independent Auditor's 2024 Annual Financial Report (and Communication Letter from Davis Farr dated March 6, 2025)

JPA EXECUTIVE COMMITTEE ITEMS

(JPA ONLY VOTES)

1. Receive and Accept the Independent Auditor's 2024 Annual Financial Report (and Communication Letter from Davis Farr dated March 6, 2025)
2. Resolution No. JPA 2025-003 – Appointing New JPA Treasurer & Auditor
3. Resolution No. JPA 2025-004 – Authorizing Change in Bank Signers

CEO / PRESIDENT'S REPORT



FIND FOOD BANK DONATION



DATE April 4, 2025

PAY TO THE
ORDER OF FIND Food Bank

\$19,979

MEMO Donation

Visit Greater Palm Springs

GROUPS/MEETINGS SALES

SALES PRODUCTION – YTD

	LEADS	NEW LEADS	NEW BOOKINGS	ROOM NIGHTS
YTD ACTUAL*	437	248	70	57,183
YTD GOAL	388	201	69	57,125
% of GOAL	113%	123%	102%	100%

*Numbers represent bookings though Visit Greater Palm Springs as of 3/31/25

FUTURE PACE 2025–2027

Year	OTB	Pace Targets	Variance	Variance %	Tentatives
2025	238,208	196,953	41,255	21%	74,621
2026	113,367	108,442	4,925	5%	148,362
2027	58,448	63,840	-5,392	-8%	135,967
2028	21,644	38,448	-16,784	-44%	85,794

* Numbers represent bookings though Visit Greater Palm Springs as of 3/31/25

DESTINATION MARKETING

2024 ADDY AWARDS

Mosaic Award: Living Desert Summer Co-Op

Best Integrated Advertising Campaign – Escape Your Ordinary Brand Campaign

-

Best Regional/National Television Advertising:

- Omni Rancho Las Palmas Summer Co-op
- JW Marriott Summer Co-op
- Palm Springs Preferred Small Hotel Co-op
- The Ritz Carlton Rancho Mirage Co-op
- Agua Caliente Cultural Plaza Co-op
- Desert Hot Springs Summer Co-op
- Living Desert Summer Co-op
- City of Indian Wells Summer Co-op
- Tommy Bahama Miramonte Summer Co-op
- Agua Caliente Casinos Summer Co-op

Best Webisode Series – Art & Sol Season 2

Best Social Media – Vacation with Your Bestie in GPS

Best Magazine Advertising – Greater Palm Springs Pride Program

Best Industry Self-Promotion Brand Elements – Branded Meetings Paper Coffee Cups

Best Art Direction – Canada Travel Flight Ad

Best Magazine Advertising – Canada Travel Flight Ad

Best Mobile App – Visit Greater Palm Springs App



SUMMER
2025
CO-OP
TELEVISION



2025 SUMMER CAMPAIGN

**FOR THOSE
BORN TO
CHILL**

visit  greater
palm springs
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2025 SUMMER CAMPAIGN



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ECONOMIC DEVELOPMENT

VGPS ECONOMIC DEVELOPMENT LOGO



**GREATER
PALM SPRINGS**
ECONOMIC DEVELOPMENT

Thrive and Shine

NEXT STEPS

Brand Creative

- **Final review by Creative Committee** of brand logo, strapline, and color palette used on a variety of deliverables (trade show booth, site selector packets, workforce recruitment tools, etc.) will be in mid-April

Media & Marketing Plan

- North Star is completing the economic development media & marketing plan to be reviewed immediately following the final brand creative meeting

Website

- VGPS staff is developing a new economic development dedicated website to include new logo and color palette



**GREATER
PALM SPRINGS**
ECONOMIC DEVELOPMENT
Thrive and Shine

VGPS EVENTS

STUDENT HOSPITALITY DAY



Thank you to our host,
**JW Marriott Desert
Springs Resort & Spa!**

SAVE THE DATES

April 21



**Certified Autism
Destination
Celebration**

April 30



**Greater Palm Springs
Tourism Foundation
Golf Tournament**

May 28



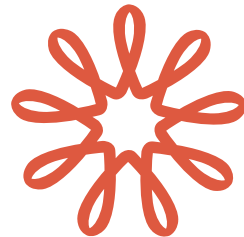
**Greater Palm Springs
Restaurant Week
Kickoff Event**

September



**Greater Palm Springs
Spa Month**

JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES



HAPPY BIRTHDAY !!!



AFTAB DADA

April 7



PEGGY TROTT

April 21



TIM ELLIS

April 23



LIZ OSTOICH

May 2



JOHN BOLTON

May 8



JAY CHESTERTON

May 9



ROLF HOEHN

May 11



BRAD PONCHER

May 15



JERRY KELLER

May 23



KATE ANDERSON

May 24



ROB HAMPTON

May 31

NEXT BOARD MEETING

Friday, June 27, 2025

Location:
Grand Hyatt Indian Wells Resort & Villas