

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
- 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**

JW Marriott Desert Springs Resort & Spa
 Room: Springs Ballroom Salons A-C
 74855 Country Club Drive
 Palm Desert, CA 92260

Regular Meeting
 Jan. 28, 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 up until one (1) hour prior to the meeting convening. 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>E-mail: revaee@visitgreaterps.com</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. Voicemail: 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"> • Dr. Martha Garcia, Supt./President, College of the Desert 	
Approval of Minutes (All Vote)	Geoff Kors
<ul style="list-style-type: none"> • JPA - Visit GPS Board of Directors Joint Meeting Minutes – Nov 19, 2021 	

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

Palm Springs Power Baseball

Barb Smith

Eventis Destination Services

Boris Stark

Palm Desert Vacation Properties

Kelly Steward

The Ritz-Carlton Rancho Mirage

Joseph Tormey

CSU San Bernardino Palm Desert Campus

Peggy Trott

Kimpton Rowan Palm Springs

Mike Waddell

Hyatt Regency Indian Wells

Doug Watson

College of the Desert

Consent Calendar (JPA Only Votes) Geoff Kors

- Warrants and Demands Dated November and December 2021

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

- Discussion on Changing JPA Officer Terms in the Bylaws to Two Years
- Updates from the JPA Members and Chair

CEO / President's Report Scott White

- Visit GPS 2022 Goals
- Visit GPS Update

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

- Visit GPS 2022 Goals – Approval
- Nominating Committee Update
Interim Chair: Rolf Hoehn; Interim Vice Chair: Kelly Steward
- Updates from the Chair
- Updates from the Visit GPS Board Members

Tim Ellis

Future Meeting Date | **Friday, March 25, 2022, Location: TBD** Tom Tabler

Adjournment Geoff Kors

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.

Meeting Instructions:

Option to join via Zoom (AUDIO ONLY):

Join Zoom Meeting

<https://us02web.zoom.us/j/89986332130?pwd=ekxRc2l3b0JCbEJ5MHZvNVgyZldldz09>

Meeting ID: 899 8633 2130

Passcode: 078472

Or dial by your location:

- +1 669 900 9128 US (San Jose)
- +1 253 215 8782 US (Tacoma)
- +1 346 248 7799 US (Houston)
- +1 646 558 8656 US (New York)
- +1 301 715 8592 US (Washington DC)
- +1 312 626 6799 US (Chicago)



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

Call to Order

The meeting was called to order at 8:35 a.m. by Geoff Kors, JPA Chair and Council Member, City of Palm Springs, at the Hilton Palm Springs, CA.

Roll Call

The roll call is recorded on the following page.

NOVEMBER 19, 2021

JOINT POWERS AUTHORITY

Geoff Kors, Chair
 City of Palm Springs
 Gary Gardner, Vice Chair
 City of Desert Hot Springs

Location: Hilton Palm Springs
 410 E. Tahquitz Canyon Way
 Palm Springs, CA 92262
 Regular Meeting

Friday, November 19, 2021, 8:30am – 10:00am

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

Celeste Brackley
 Ace Hotel & Swim Club

Tony Bruggemans
 Le Vallauris

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

Amanda Hoffmann
 Vacasa

Todd Hooks
 Agua Caliente Band of
 Cahuilla Indians

		PRESENT	NOT/YTD
	Geoff Kors, Council Member, Chair	X	
CITY OF PALM SPRINGS	Christy Holstege, Mayor		
	Gary Gardner, Coun. Mbr, Vice Chair	X	
CITY OF DESERT HOT SPRINGS	Roger Nunez, Council Member		
	Ernesto Gutierrez, Mayor Pro Tem		
CITY OF CATHEDRAL CITY	Mark Carnevale, Council Member	X	
	Greg Sanders, Council Member	X	
CITY OF INDIAN WELLS	Dana Reed, Mayor Pro Tem		
	Waymond Fermon, Mayor Pro Tem		2
CITY OF INDIO	Elaine Holmes, Mayor		
	Linda Evans, Mayor	X	
CITY OF LA QUINTA	Robert Radi, Council Member		
	Jan Harnik, Mayor Pro Tem	X	1
CITY OF PALM DESERT	Gina Nestande, Council Member		
	Charles Townsend, Mayor Pro Tem		3
CITY OF RANCHO MIRAGE	Iris Smotrich, Council Member		
	V. Manuel Perez, Supervisor, 4th District		2
COUNTY OF RIVERSIDE	Steven Hernandez, Chief of Staff	X	
VISIT GPS BOARD OF DIRECTORS ROLL CALL		PRESENT	EXCUSED
	Tom Tabler, Chair - J.W. Marriott Desert Springs Resort & Spa	E	
	Rolf Hoehn, Vice Chair - Indian Wells Tennis Garden	X	
	Robert Del Mas, Secretary - Empire Polo Club & Events	X	
	Aftab Dada, Treasurer - 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
 Retired Hospitality Executive

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

Joe Tormey
 CSU San Bernardino
 Palm Desert Campus

Peggy Trott
 Kimpton Rowan Palm Springs

Mike Waddell
 Hyatt Regency Indian Wells

Doug Watson
 College of the Desert

Kate Anderson, Agua Caliente Band of Cahuilla Indians		
Lorraine Becker, Cabot's Pueblo Museum	E	
Celeste Brackley, ACE Hotel & Swim Club	X	
Tony Bruggemans, Le Vallauris	X	2
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	E	
Eddy Estrada, Smarter Property Management	E	
David Feltman, VRON Palm Springs	E	
Rob Hampton, Palm Springs Convention Center	X	
Amanda Hoffmann, Vacasa	E	
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	E	
Allen Monroe, The Living Desert	E	
Lee Morcus (Emeritus), Kaiser Restaurant Group	E	1
Michael Murray, Hotel Paseo	E	
Liz Ostoich, FARM and Tac/Quila Palm Springs	E	
Brad Poncher, Homewood Suites by Hilton, La Quinta	X	
Greg Purdy, Palm Springs Aerial Tramway	X	
Tom Scaramellino, Westin Mission Hills Golf Resort & Spa	E	
Bob Schneider, Palm Springs Power Baseball	X	
Barb Smith, Eventis Destination Services	E	
Boris Stark, Palm Desert Vacation Properties	E	
Kelly Steward, The Ritz-Carlton, Rancho Mirage	E	

Joe Tormey, CSU San Bernardino Palm Desert Campus	X
Peggy Trott, Kimpton Rowan Palm Springs	X
Mike Waddell, Hyatt Regency Indian Wells Resort	E
Doug Watson, College of the Desert	X

STAFF/ATTORNEY

Scott White, President and CEO	Davis Meyer, Director of Partnership
Bill Judson, Vice President Finance and Administration	Gary Orfield, Director of Tourism Development
Jeff Miraglia, Chief Brand Officer	Revae Reynolds, Executive Administrative Assistant
Colleen Pace, Chief Marketing Officer	
Andy Cloutier, Director of Human Resources	Lena D. Wade, Legal Counsel
Joyce Kiehl, Director of Communications	

GUESTS

Jeffrey Bernstein, Destination PSP
Sejal Bhakta, Hampton Inn & Suites
Tim Pyne, Renaissance Esmeralda

Charles McClendon, City of Cathedral City
Peter Castro, City of Indian Wells
Bryan Montgomery, City of Indio
Brooke Beare, City of Indio
Thomas Soule, City of Palm Desert
Justin Clifton, City of Palm Springs
Gabe Coddling, City of Rancho Mirage

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. One comment was received by email on November 19, 2021, at 1:50am and is attached to these Minutes as Addendum #1.

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

JPA-Visit GPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED SEPTEMBER 24, 2021 (all vote).

The JPA Executive Committee and Visit GPS Board of Directors Joint Meeting Minutes dated September 24, 2021, were presented for approval. Chair Kors asked for a motion to approve. Linda Evans of La Quinta made a motion to approve the minutes and Rolf Hoehn seconded. There was no additional discussion. The motion passed according to the roll call taken at the beginning of the meeting.

Aye: JPA: Kors, Gardner, Carnevale, Sanders, Evans.
Board: Brackley, Bruggemans, Cardiff, Chesterton, Connolly, Dada, Del Mas, Hampton, Hoehn, Keller, Mainthia, Poncher, Purdy, Schneider, Tormey, Trott, Watson.

Nay: 0

Absent: JPA: Indio, Rancho Mirage.
Board: Becker, Ellis, Estrada, Feltman, Hooks, McLean, Monroe, Morcus, Murray, Ostoich, Scaramellino, Smith, Stark, Steward, Tabler, Waddell.

Abstain: JPA: Harnik, Hernandez.

CONSENT CALENDAR (only JPA Executive Committee votes)

WARRANTS AND DEMANDS

The Warrants and Demands dated September and October 2021 were presented for approval. Gary Gardner of Desert Hot Springs made a motion to approve. Linda Evans seconded. Chair Kors asked if there were any discussion. There was none. The Warrants and Demands for the months of September and October 2021 were approved according to the roll call vote at the beginning of the meeting.

Aye: Kors, Gardner, Harnik, Carnevale, Sanders, Evans, Hernandez.

Nay: 0

Absent: Indio, Rancho Mirage.

Abstain: 0

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

DISCUSSION AND ACTION REGARDING REDISTRICTING

White noted that the state redistricting commission is proposing potential voting district lines that would end up splitting the Coachella Valley. From a tourism perspective, this is not in our best interest. Visit Greater Palm Springs has done a lot of work to create collaboration between the east and west ends of the valley. Kors noted that no one on the redistricting commission is located in the Coachella Valley. Kors' position is not to take one, but he supports the region to remain in one district. General discussion concluded the same. We need to have one voice and it does not have to be political or partisan. White will develop a letter for the commission sharing this view, citing developments in tourism.

RESOLUTION NO. JPA 2021-007: APPROPRIATING VISIT GPS FUNDS TO THE GREATER PALM SPRINGS TOURISM FOUNDATION

Chair Kors invited White to elaborate about the tourism grant. In following the Destination Development Plan, the tourism grant would allow money to support the TEAM GPS ambassador program, training programs for the hospitality industry, scholarships for these educational programs, workforce development, etc. It would be a pilot program this year and then evaluated.

Linda Evans of La Quinta moved to approve Resolution No. JPA 2021-007. Jan Harnik of Palm Desert seconded. Kors asked if there were additional discussion. There was none. Resolution No. JPA 2021-007 was approved according to the roll call vote taken at the beginning of the meeting.

Aye: Kors, Gardner, Harnik, Carnevale, Sanders, Evans, Hernandez.

Nay: 0

Absent: Indio, Rancho Mirage.

Abstain: 0

ELECTION OF JPA OFFICERS FOR 2022

Chair Kors noted that it was recommended at the September 2021 meeting that Kors (Palm Springs) and Gardner (Desert Hot Springs) continue as Chair and Vice Chair, respectively, for 2022.

Linda Evans of La Quinta made a motion to approve Kors and Gardner as officers for 2022 noting that the pandemic was an unusual year. Jan Harnik of Palm Desert seconded. The vote was unanimous based on the roll call taken at the beginning of the meeting.

Aye: Kors, Gardner, Harnik, Carnevale, Sanders, Evans, Hernandez.

Nay: 0

Absent: Indio, Rancho Mirage.

Abstain: 0

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

RESOLUTION NO. BOD 2021-003: APPROPRIATING VISIT GPS FUNDS TO THE GREATER PALM SPRINGS TOURISM FOUNDATION

Vice Chair Hoehn noted that this Resolution is the same as the Resolution discussed above for the JPA. Bruggemans made a motion to approve Resolution No. BOD 2021-003. Del Mas seconded. There was no additional discussion. The vote was unanimous based on the roll call vote taken at the beginning of the meeting.

Aye: Brackley, Bruggemans, Cardiff, Chesterton, Connolly, Dada, Del Mas, Hampton, Hoehn, Keller, Mainthia, Poncher, Purdy, Schneider, Tormey, Trott, Watson.

Nay: 0

Absent: Becker, Ellis, Estrada, Feltman, Hooks, McLean, Monroe, Morcus, Murray, Ostoich, Scaramellino, Smith, Stark, Steward, Tabler, Waddell.

Abstain: 0

NOMINATING COMMITTEE UPDATE

Brad Poncher, representing the Nominating Committee, acknowledged the long service to the Board by Tony Bruggemans. Bruggemans thanked the Board, noting his involvement since its inception and remarked at the growth of the organization and the destination. He wished everyone all the best for the future. He reported that Le Vallauris Restaurant is being renovated and should be finished maybe in January 2022. The restaurant will have the same chef. He thanked all for their help and dedication. White noted that Bruggemans is welcome to continue attending the meetings.

Poncher reported that the Nominating Committee recommends the following individuals for membership on the Visit Greater Palm Springs Board of Directors: Jeffrey Bernstein, President, Destination PSP; Sejal Bhakta, Owner, Hampton Inn & Suites (Indio and Palm Desert); and Tim Pyne, General Manager, Renaissance Esmeralda Resort & Spa.

Poncher reported that Amanda Hoffman has resigned from the Board. She has taken a position in Dallas, Texas, and is moving there.

Poncher reported that the Committee met and discussed various criteria including the required representation of TBID hotels and the vacation rental industry as listed in the Board Bylaws. Other considerations included balancing representation from the various cities, diversity of industries represented and diversity of the individuals, as well.

Poncher invited the nominees to introduce themselves.

Aftab Dada made a motion to approve the three nominees. Jay Mainthia seconded. There was no further discussion. The vote was unanimous based on the roll call vote at the beginning of the meeting.

Aye: Brackley, Bruggemans, Cardiff, Chesterton, Connolly, Dada, Del Mas, Hampton, Hoehn, Keller, Mainthia, Poncher, Purdy, Schneider, Tormey, Trott, Watson.

Nay: 0

Absent: Becker, Ellis, Estrada, Feltman, Hooks, McLean, Monroe, Morcus, Murray, Ostoich, Scaramellino, Smith, Stark, Steward, Tabler, Waddell.

Abstain: 0

RENEWING VISIT GPS BOARD OF DIRECTORS FOR ANOTHER TERM

Poncher noted the Board members whose term is up for renewal: Brackley, McLean, Monroe and Purdy. Members serve 3-year terms and can serve three consecutive terms, more if the Board votes to extend their service. Rolf Hoehn made a motion to approve the renewal of the board terms. Jay Mainthia seconded. There was no further discussion. The vote was unanimous based on the roll call at the beginning of the meeting.

Aye: Brackley, Bruggemans, Cardiff, Chesterton, Connolly, Dada, Del Mas, Hampton, Hoehn, Keller, Mainthia, Poncher, Purdy, Schneider, Tormey, Trott, Watson.

Nay: 0

Absent: Becker, Ellis, Estrada, Feltman, Hooks, McLean, Monroe, Morcus, Murray, Ostoich, Scaramellino, Smith, Stark, Steward, Tabler, Waddell.

Abstain: 0

RENEWING VISIT GPS BOARD OF DIRECTORS AND WAIVING TERM LIMITS

Poncher read the names of Board members whose terms are up for renewal and term limits must be waived if they are to continue: Cardiff, Dada, Ellis, Hoehn, and Poncher.

Celeste Brackley made a motion to approve the renewal. Jay Chesterton seconded. There was no further discussion. The vote was unanimous based on the roll call at the beginning of the meeting.

Aye: Brackley, Bruggemans, Cardiff, Chesterton, Connolly, Dada, Del Mas, Hampton, Hoehn, Keller, Mainthia, Poncher, Purdy, Schneider, Tormey, Trott, Watson.

Nay: 0

Absent: Becker, Ellis, Estrada, Feltman, Hooks, McLean, Monroe, Morcus, Murray, Ostoich, Scaramellino, Smith, Stark, Steward, Tabler, Waddell.

Abstain: 0

STUDY SESSION

CORAGGIO STRATEGY EXERCISE – TREVER CARTWRIGHT

White noted that the room was set up in a different configuration to help facilitate this strategy session. Crescent tables seated about four people each. He noted that Visit GPS has worked with Coraggio before and White has also seen a similar strategy meeting conducted by Trever Cartwright. The Board members absent today need not worry; this will be a six-month process. White encouraged participants to think of our overall region today, not just this organization. Today's work will help Visit GPS, and our industry as a whole, set our goals and objectives.

White noted that it is appropriate to re-evaluate the impacts of the pandemic and update the strategic plan and the overall plan for the region.

Exercise:

1. Fast forward 5 years, as an entire destination and imagine: How has it evolved? How is it different? All groups recorded their responses. Some suggestions included: food destination, broad band, an arena will be built, expansion of higher education, extended seasons.
2. List the biggest challenges and biggest opportunities for the destination in the next two years. Challenges: Infrastructure, anything unforeseen, heat, climate change, energy grid. Opportunities: year-round amenities, CV Link, healthy living, Thermal Airport, East Valley increase in housing.
3. In a 5-year timeframe, what are some tangible ways we can improve and grow our tourism economy? Responses included: valley-wide broadband, customs at PSP airport, cannabis tourism, year-round attractions, education theme is strong.
4. What are the most important strategic priorities that VGPS should focus on in the next 2 years? Some responses included: Health and Wellness, family, international marketing, rail transportation, more drive-market marketing, workforce development. Cartwright noted that all of these require regional collaboration.

Cartwright noted there was an additional sheet for each group. It listed different areas of concentration. He asked each group to rank the items. A rank of "a" means to stay the same, "b" means do less of this, and "c" means we should do more of this. Cartwright then wrapped-up the session.

White reported that Mesa, Arizona, is the first Autism Certified city. There is a training program for hospitals, businesses, tourism industries, etc. A hotel can become certified. Intel has done this and is attracting employees and business development as a result. White noted that VGPS is exploring this as an organization, or maybe the destination.

White thanked everyone for their participation today. The information will be aggregated and the process will continue in January with the Chairman's Retreat.

Kors thanked the city guests who participated today.

FUTURE MEETING DATE

Friday, January 28, 2022. Location: JW Marriott Desert Springs Resort & Spa

ADJOURNMENT

The meeting was adjourned by Tony Bruggemans at 9:59 a.m.

Prepared by:

Revae Reynolds
Executive Administrative Assistant

Visit GPS Board of Directors Secretary:

Robert Del Mas

Approval Date:

Addendum #1

Joint Meeting of the JPA Executive Committee and Board of Directors of Visit Greater Palm Springs November 19, 2021: Public Comment (verbatim)

From: Brad Anderson <ba4612442@gmail.com>

Sent: Friday, November 19, 2021 1:50 AM

To: Revae Reynolds <revae@visitgreaterps.com>

Subject: Public Comment (Please Read into the Record) for the "Visit GPS" Public meeting 11/19/2021

November 19, 2021

Greater Palm Springs Convention and Visitors Bureau (GPSCVB)

"Visit GPS"

70100 Hwy 111

Rancho Mirage, CA. 92270

(760) 770-9000

Attn: Clerk of the Board

Re: Written letter to be entered in to the Public record and made available to the general public for the scheduled GPSCVB (Visit GPS) open Public meetings for November 19, 2021 - Non-Agenda Public Comment

(Please Read aloud Into the Record)

Dear "Visit GPS" Directors,

Please consider reviewing how this organization operates with regards to allowing citizens the opportunity to activity participate with verbal testimony during this special districts Public meetings.

As you are aware of the limitations that have been placed on member's of the Public to provide Public testimony on Consent Calendar agenda Items prior to the formal introduction of those Items to the member's and Public.

Please consider allowing citizens the opportunity to listen to and possibly addressing (allowing Public testimony with not less than 3 minutes of speaking time) on each and every agenda Item as the member's of this organization are considering them for review and or adopting them as a matter of record. This added language and or policy will guarantee transparency and allow for clear ethical guidelines for Public participation in this organizations Public meetings.

Please consider these other suggestions for greater transparency and Increased benefits for the Public. Replacing agenda bullet points with numbers and or letters to better Identify each agenda topic and or sub-topic.

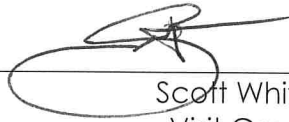
Adding another Non-Agenda Public comment towards the end of the meeting agenda in addition to the current Non-Agenda Public comment towards the beginning of each Public meeting agenda. This would add greater flexibility for Residents that may enter a meeting early or late - to be heard by this board (potential verbal testimony by the Public)

With the current Virus narrative (COVID crisis) Free speech appears to be under attack from within our own governmental agencies. The State of California had mandated restrictions over safe guards (Brown Act) - that had helped limit corruption from elected and appointed officials. With those safeguards being eliminate and having local governmental agencies impediment potentially illegal requirements in regards to limiting "free speech" with unreasonable shortened time limits on Public meeting testimony and other radical elements to potentially limit the public's knowledge of certain agenda Items- Its critical that over zealous politicians and or bureaucrats and their special Interests (legal counsel's) act within the law and are morally sound to avoid acting to potentially cause the civil rights of any Resident to be violated.

Sincerely,

Brad Anderson | 37043 Ferber Dr. Rancho Mirage, CA. 92270

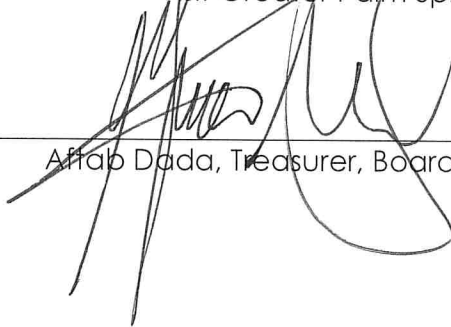
The following pages reflect the payments issued for the period of November 01, 2021 through November 30, 2021 from Pacific Premier Bank numbered 056227 through W815.



Scott White, President/CEO
Visit Greater Palm Springs



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



Afab Dada, Treasurer, Board of Directors



Check History Report
Sorted By Check Number
Activity From: 11/1/2021 to 11/30/2021

Visit Greater Palm Springs (CVA)

Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
056227	11/8/2021	ALLE	Alexandra Pawelski	2,656.95	Auto
056228	11/8/2021	AMEXBGS	American Express	7,156.02	Auto
056229	11/8/2021	BGF	BGF LLC	500.00	Auto
056230	11/8/2021	BRANDIN	Angela Weimer	129.60	Auto
056231	11/8/2021	CAPLAN	Eric Scott Caplan	579.60	Auto
056232	11/8/2021	CARDIFF	Cardiff Limousine	119.60	Auto
056233	11/8/2021	DELAGE	De Lage Landen Fin Svc. Inc.	1,211.84	Auto
056234	11/8/2021	DESTPSP	Destination PSP, Inc.	410.65	Auto
056235	11/8/2021	ENTERP2	EAN Services, LLC	711.02	Auto
056236	11/8/2021	GECKO	Gecko Grafic Corporation	3,525.00	Auto
056237	11/8/2021	HARRELL	Crystal Harrell	100.00	Auto
056238	11/8/2021	HEGGE	Don Hegge	1,925.00	Auto
056239	11/8/2021	HOMEINN	Carlos Lerma Quintana	279.00	Auto
056240	11/8/2021	KELLERM	Kellermeyer Bergensons Service	1,390.00	Auto
056241	11/8/2021	LINCOLN	The Lincoln National Life	3,196.65	Auto
056242	11/8/2021	METLIFE	Metropolitan Life Insurance	5,083.82	Auto
056243	11/8/2021	MIC	Meetings Industry of Colorado	1,300.00	Auto
056244	11/8/2021	MMGY	MMGY Global, LLC	4,167.00	Auto
056245	11/8/2021	OFFDEPO	Office Depot, Inc.	366.99	Auto
056246	11/8/2021	PCMA	Professional Convention Mgmt.	545.00	Auto
056247	11/8/2021	PROFLAN	Professional Landscape Service	7,017.76	Auto
056248	11/8/2021	TOTALPL	TotalPlan Business Interiors,	7,103.32	Auto
056249	11/8/2021	TRULYNO	Truly Nolen Branch 063	77.00	Auto
056250	11/8/2021	UPS	United Parcel Service	1,524.42	Auto
056251	11/8/2021	VSP	Vision Service Plan (CA)	755.55	Auto
056252	11/8/2021	XPRESS	Xpress Graphics & Printing	193.20	Auto
056253	11/16/2021	AMEXSLW	American Express	812.00	Auto
056254	11/16/2021	BIERI	Pamela Jeanne Bierl	250.00	Auto
056255	11/16/2021	CALSAE	CA Society of Assoc. Executive	1,472.00	Auto
056256	11/16/2021	CHEIRON	Cheiron, Inc.	5,830.00	Auto
056257	11/16/2021	CONCUR	Concur Technologies, Inc.	1,254.51	Auto
056258	11/16/2021	DESADV	Desert Adventures	700.00	Auto
056259	11/16/2021	FIRE DUP	Fired Up Culture	4,016.67	Auto
056260	11/16/2021	HOMEINN	Carlos Lerma Quintana	966.00	Auto
056261	11/16/2021	JNS	JNS Media Specialists	359,867.07	Auto
056262	11/16/2021	LAQRESO	La Quinta Resort & Club	1,495.00	Auto
056263	11/16/2021	PENA	Xochitl Pena	100.00	Auto
056264	11/16/2021	PETTY	Petty Cash	398.06	Auto
056265	11/16/2021	SCE	Southern California Edison	2,725.13	Auto
056266	11/22/2021	ADT	ADT Commercial	1,036.34	Auto
056267	11/22/2021	ARCHER	Greg Archer	150.00	Auto
056268	11/22/2021	BASIC2	BASIC Benefits	37.00	Auto
056269	11/22/2021	BESTSIG	Best Signs Inc	10,401.67	Auto
056270	11/22/2021	BRANDIN	Angela Weimer	374.40	Auto
056271	11/22/2021	BURRTEC	Burrtec Waste & Recycling Svcs	183.41	Auto
056272	11/22/2021	CAPLAN	Eric Scott Caplan	90.00	Auto
056273	11/22/2021	CVENT	CVENT, Inc.	300.00	Auto
056274	11/22/2021	DESTPSP	Destination PSP, Inc.	213.53	Auto
056275	11/22/2021	ENTERP2	EAN Services, LLC	107.38	Auto
056276	11/22/2021	FERNAND	Paola Fernandez	150.00	Auto
056277	11/22/2021	FRONTIE	Frontier	178.26	Auto
056278	11/22/2021	GARCIAP	Jose C Garcia	730.00	Auto
056279	11/22/2021	IRCINC	IRC Corporation	21.85	Auto
056280	11/22/2021	JNS	JNS Media Specialists	16,955.84	Auto

Check History Report
Sorted By Check Number
Activity From: 11/1/2021 to 11/30/2021

Visit Greater Palm Springs (CVA)

Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
056281	11/22/2021	LAWRENC	Erin Lawrence	100.00	Auto
056282	11/22/2021	MCCOY	Dawn R McCoy	3,000.00	Auto
056283	11/22/2021	NATIBA	National Industrial Belting Association	2,402.00	Auto
056284	11/22/2021	OFFDEPO	Office Depot, Inc.	1,130.36	Auto
056285	11/22/2021	PRINTIN	Austle Corporation	2,567.68	Auto
056286	11/22/2021	PSHOSP	Palm Springs Hospitality Assn	1,700.00	Auto
056287	11/22/2021	SUMMERL	Summerland Creative, Inc.	12,005.00	Auto
056288	11/22/2021	TELEPAC	TPx Communications	3,577.12	Auto
056289	11/22/2021	UNIONSW	Union Bank	6,259.51	Auto
056290	11/22/2021	UPS	United Parcel Service	175.41	Auto
056291	11/22/2021	VALLEY	Valley Office Equipment	994.64	Auto
056292	11/22/2021	VSP	Vision Service Plan (CA)	14.67	Auto
056293	11/22/2021	XPRESS	Xpress Graphics & Printing	225.03	Auto
A03733	11/26/2021	MSR RHS	Mission Square Retirement RHS Plan	750.00	Manual
A03735	11/26/2021	MSR457B	Mission Square Retirement	5,537.79	Manual
A1108A	11/8/2021	CALPERS	CalPERS	61,000.81	Manual
A17551	11/24/2021	SOCALAR	SoCal Arena Company, LLC	10,000.00	Manual
A33544	11/16/2021	TOURISM	Tourism Economics LLC	10,000.00	Manual
A42176	11/9/2021	AILEVON	Ailevon Pacific Aviation	5,417.00	Manual
A42178	11/9/2021	DESTANA	Destination Analysts, Inc	1,100.00	Manual
A45329	11/12/2021	MSR457B	Mission Square Retirement	6,302.60	Manual
A45331	11/12/2021	MSR RHS	Mission Square Retirement RHS Plan	750.00	Manual
C22074	11/3/2021	KIEHL	Joyce Kiehl	537.92	Manual
C22075	11/3/2021	SMITH	Sean Smith	388.31	Manual
C22076	11/5/2021	DAY	Angie Day	778.79	Manual
C22077	11/8/2021	ESTERLI	Susan Esterling	329.68	Manual
C22078	11/15/2021	MEYERD	Davis Meyer	1,088.84	Manual
C22079	11/15/2021	BUCKLIN	Tammy Bucklin	1,215.62	Manual
C22080	11/15/2021	DAY	Angie Day	567.81	Manual
C22081	11/15/2021	MOURHES	Anne Marie Mourhess	557.91	Manual
C22082	11/15/2021	ORFIELD	Gary Orfield	184.55	Manual
C22083	11/18/2021	BOWIS	Lynne Bowis	300.46	Manual
C22084	11/18/2021	MORGAN	Michelle Morgan	74.09	Manual
C22085	11/19/2021	WHITE	Scott L. White	4,040.74	Manual
C22086	11/19/2021	MIRAGLI	Jeff Miraglia	688.99	Manual
C22087	11/19/2021	MEYERD	Davis Meyer	36.80	Manual
C22088	11/22/2021	RYAN	Mary Ryan	95.52	Manual
C22089	11/22/2021	ORFIELD	Gary Orfield	157.54	Manual
C22090	11/22/2021	GOSLIN	Sarah Goslin	40.42	Manual
C22091	11/24/2021	OHANES	Joanne Ohanesian	10.08	Manual
C22092	11/26/2021	OHANES	Joanne Ohanesian	37.32	Manual
C22093	11/26/2021	BUCKLIN	Tammy Bucklin	4,395.92	Manual
C22094	11/29/2021	RYAN	Mary Ryan	972.72	Manual
C22095	11/29/2021	MORGAN	Michelle Morgan	371.39	Manual
C22096	11/29/2021	DAY	Angie Day	1,111.55	Manual
C22097	11/29/2021	GALLEGO	Robyn Gallegos	882.58	Manual
W1451	11/1/2021	ACTA	Association of Canadian Travel	1,000.00	Manual
W1927	11/15/2021	MSI	Marketing Services Intl GmbH	7,500.00	Manual
W815	11/8/2021	BLACKDI	Black Diamond	3,750.00	Manual
Bank 4 Total:				<u>628,966.28</u>	
Report Total:				<u>628,966.28</u>	

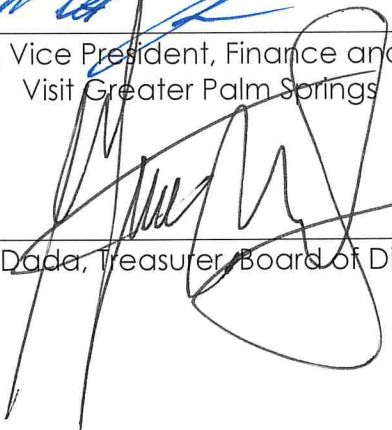
The following pages reflect the payments issued for the period of December 01, 2021 through December 31, 2021 from Pacific Premier Bank numbered 056294 through W71785.



Scott White, President/CEO
Visit Greater Palm Springs



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



Aftab Dada, Treasurer, Board of Directors



Check History Report
Sorted By Check Number
Activity From: 12/1/2021 to 12/31/2021

Visit Greater Palm Springs (CVA)

Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
056294	12/3/2021	AMEXBGS	American Express	8,685.27	Auto
056295	12/3/2021	BASIC	BASIC CDA	3,994.98	Auto
056296	12/3/2021	BASIC2	BASIC Benefits	135.96	Auto
056297	12/3/2021	CAPLAN	Eric Scott Caplan	115.80	Auto
056298	12/3/2021	CIVITAS	Civitas Advisors Inc	720.72	Auto
056299	12/3/2021	CVWATER	Coachella Valley Water Dist.	246.65	Auto
056300	12/3/2021	DELAGE	De Lage Landen Fin Svc. Inc.	1,048.09	Auto
056301	12/3/2021	DEMSEY	DFA-actuaries, LLC	500.00	Auto
056302	12/3/2021	DESTPSP	Destination PSP, Inc.	832.20	Auto
056303	12/3/2021	EVANS	Linda Evans Bender	50.00	Auto
056304	12/3/2021	FINDFOO	FIND Food Bank	120.00	Auto
056305	12/3/2021	FRESHED	Fresh Eddie Productions, LLC	2,000.00	Auto
056306	12/3/2021	GARDNER	Gary R Gardner	50.00	Auto
056307	12/3/2021	HARNIK	Jan C Harnik	50.00	Auto
056308	12/3/2021	HILTONP	Walter Family Partnership	147.33	Auto
056309	12/3/2021	JNS	JNS Media Specialists	57,854.01	Auto
056310	12/3/2021	KELLERM	Kellermeyer Bergensons Service	1,390.00	Auto
056311	12/3/2021	LINCOLN	The Lincoln National Life	3,194.52	Auto
056312	12/3/2021	MARTINH	Hunter W. Martin	312.50	Auto
056313	12/3/2021	MELBELL	Melissa Bandli	1,500.00	Auto
056314	12/3/2021	METLIFE	Metropolitan Life Insurance	5,748.00	Auto
056315	12/3/2021	OFFDEPO	Office Depot, Inc.	219.15	Auto
056316	12/3/2021	PENA	Xochitl Pena	100.00	Auto
056317	12/3/2021	PSARCHI	David Trevor O'Donnell	250.00	Auto
056318	12/3/2021	QUADFIN	Quadient Finance USA, Inc.	300.00	Auto
056319	12/3/2021	SANDERS	Gregory W Sanders	50.00	Auto
056320	12/3/2021	SIMPLE	Simpleview LLC	187,900.00	Auto
056321	12/3/2021	SLOVAK	Slovak Baron Empey Murphy &	4,394.23	Auto
056322	12/3/2021	TALLGRA	Nancy J Cohee	400.00	Auto
056323	12/3/2021	THOWARD	Tara Howard Petrilla	1,750.00	Auto
056324	12/3/2021	UNITEDW	United Way of the Desert	138.00	Auto
056325	12/3/2021	UPS	United Parcel Service	423.44	Auto
056326	12/3/2021	UPS2	UPS Supply Chain Solutions Inc	37.41	Auto
056327	12/3/2021	VALLEY	Valley Office Equipment	54.45	Auto
056328	12/3/2021	VSP	Vision Service Plan (CA)	14.67	Auto
056329	12/3/2021	VSP	Vision Service Plan (CA)	730.44	Auto
056330	12/3/2021	XPRESS	Xpress Graphics & Printing	1,066.87	Auto
056331	12/9/2021	AT&T3	AT&T Mobility	3,141.34	Auto
056332	12/9/2021	CAPLAN	Eric Scott Caplan	220.80	Auto
056333	12/9/2021	COLONIA	Colonial Life	2,339.72	Auto
056334	12/9/2021	CORAGGI	Coraggio Group LLC	5,421.11	Auto
056335	12/9/2021	CSUSB	CSUSB Philanthropic Foundation	7,500.00	Auto
056336	12/9/2021	DELAGE	De Lage Landen Fin Svc. Inc.	206.90	Auto
056337	12/9/2021	DESADV	Desert Adventures	475.00	Auto
056338	12/9/2021	EMBASLQ	Embassy Suites La Quinta	1,785.00	Auto
056339	12/9/2021	GECKO	Gecko Grafix Corporation	1,725.00	Auto
056340	12/9/2021	JNS	JNS Media Specialists	51,639.74	Auto
056341	12/9/2021	OFFDEPO	Office Depot, Inc.	195.92	Auto
056342	12/9/2021	PETTY	Petty Cash	54.16	Auto
056343	12/9/2021	SCE	Southern California Edison	2,256.60	Auto
056344	12/9/2021	SIMPLE	Simpleview LLC	1,520.00	Auto
056345	12/9/2021	TRULYNO	Truly Nolen Branch 063	77.00	Auto
056346	12/9/2021	XPRESS	Xpress Graphics & Printing	680.38	Auto
056347	12/22/2021	ADT	ADT Commercial	162.42	Auto

Check History Report
Sorted By Check Number
Activity From: 12/1/2021 to 12/31/2021

Visit Greater Palm Springs (CVA)

Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
056348	12/22/2021	ALLE	Alexandra Pawelski	9,261.65	Auto
056349	12/22/2021	AMEXSLW	American Express	8,620.93	Auto
056350	12/22/2021	BASIC2	BASIC Benefits	172.96	Auto
056351	12/22/2021	BRANDIN	Angela Weimer	633.60	Auto
056352	12/22/2021	CAPLAN	Eric Scott Caplan	64.80	Auto
056353	12/22/2021	CARDIFF	Cardiff Limousine	155.10	Auto
056354	12/22/2021	CHILD	Children's Discovery Museum of	5,000.00	Auto
056355	12/22/2021	CSUSB	CSUSB Philanthropic Foundation	7,500.00	Auto
056356	12/22/2021	CTTC	CTTC	2,400.00	Auto
056357	12/22/2021	CVWATER	Coachella Valley Water Dist.	290.21	Auto
056358	12/22/2021	DELAGE	De Lage Landen Fin Svc. Inc.	1,149.95	Auto
056359	12/22/2021	DESADV	Desert Adventures	2,525.00	Auto
056360	12/22/2021	DESARCR	Desert Arc Recycling	40.00	Auto
056361	12/22/2021	DESTPSP	Destination PSP, Inc.	5,899.53	Auto
056362	12/22/2021	DMAI	Destinations International	15,090.00	Auto
056363	12/22/2021	ENTERP2	EAN Services, LLC	1,795.00	Auto
056364	12/22/2021	FRONTIE	Frontier	178.26	Auto
056365	12/22/2021	HARTFOR	The Hartford	11,041.40	Auto
056366	12/22/2021	HERNANS	Steven A Hernandez	50.00	Auto
056367	12/22/2021	HOMEINN	Carlos Lerma Quintana	140.00	Auto
056368	12/22/2021	IMAGE	Image360 - Palm Desert	989.71	Auto
056369	12/22/2021	IRSCARE	United States Treasury	7,462.44	Auto
056370	12/22/2021	IRSCARE	United States Treasury	16,456.70	Auto
056371	12/22/2021	IRSCARE	United States Treasury	17,052.01	Auto
056372	12/22/2021	JNS	JNS Media Specialists	22,175.16	Auto
056373	12/22/2021	KORS	Geoffrey Kors	100.00	Auto
056374	12/22/2021	MCCOY	Dawn R McCoy	3,000.00	Auto
056375	12/22/2021	MMGY	MMGY Global, LLC	4,930.87	Auto
056376	12/22/2021	OFFDEPO	Office Depot, Inc.	556.51	Auto
056377	12/22/2021	ONEFUTU	OneFuture Coachella Valley	2,500.00	Auto
056378	12/22/2021	PICPARF	Robert Kaufman	600.00	Auto
056379	12/22/2021	PRINTIN	Austie Corporation	1,316.71	Auto
056380	12/22/2021	PROFLAN	Professional Landscape Service	1,025.00	Auto
056381	12/22/2021	PSHOSP	Palm Springs Hospitality Assn	3,300.00	Auto
056382	12/22/2021	QUADIEN	Quadient Leasing USA, Inc	2,849.81	Auto
056383	12/22/2021	RANCHO	Omni Rancho Las Palmas, LLC	6,762.45	Auto
056384	12/22/2021	SAGE	Sage Checks & Forms	260.32	Auto
056385	12/22/2021	SHIELDS	Shields Date Garden	500.00	Auto
056386	12/22/2021	SLOVAK	Slovak Baron Empey Murphy &	8,168.45	Auto
056387	12/22/2021	SOUTHCO	South Coast Winery, Inc.	1,215.50	Auto
056388	12/22/2021	SUMMERL	Summerland Creative, Inc.	7,981.78	Auto
056389	12/22/2021	TELEPAC	TPx Communications	3,575.99	Auto
056390	12/22/2021	UNIONSW	Union Bank	10,488.17	Auto
056391	12/22/2021	UPS	United Parcel Service	312.54	Auto
056392	12/22/2021	VALLEY	Valley Office Equipment	377.03	Auto
056393	12/22/2021	XPRESS	Xpress Graphics & Printing	890.05	Auto
A12025	12/14/2021	MSR457B	Mission Square Retirement	5,542.42	Manual
A12027	12/14/2021	MSR RHS	Mission Square Retirement RHS Plan	750.00	Manual
A1207A	12/7/2021	CALPERS	CalPERS	61,922.99	Manual
A2434	12/3/2021	AMERUN	America Unlimited GmbH	1,250.00	Manual
A2435	12/24/2021	NEARNOR	Near North America, Inc.	2,900.00	Manual
A26304	12/10/2021	TOURISM	Tourism Economics LLC	12,000.00	Manual
A26306	12/10/2021	NEARNOR	Near North America, Inc.	38,000.00	Manual
A26308	12/10/2021	DESTANA	Destination Analysts, Inc	1,100.00	Manual

Check History Report
Sorted By Check Number
Activity From: 12/1/2021 to 12/31/2021

Visit Greater Palm Springs (CVA)

Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
A26310	12/10/2021	VOROBYO	Veronika Vorobyov	3,621.54	Manual
A27182	12/22/2021	MSR457B	Mission Square Retirement	5,543.62	Manual
A27184	12/22/2021	MSR RHS	Mission Square Retirement RHS Plan	750.00	Manual
A66366	12/6/2021	AILEVON	Ailevon Pacific Aviation	5,417.00	Manual
A66368	12/6/2021	TOURISM	Tourism Economics LLC	33,750.00	Manual
C22098	12/6/2021	BATTLE	Marta Battle	107.81	Manual
C22099	12/6/2021	RYAN	Mary Ryan	815.17	Manual
C22100	12/6/2021	DAY	Angie Day	2,281.84	Manual
C22101	12/6/2021	BUCKLIN	Tammy Bucklin	203.96	Manual
C22102	12/14/2021	DAY	Angie Day	1,919.97	Manual
C22103	12/14/2021	SINCLAIR	Julie Sinclair	328.40	Manual
C22104	12/14/2021	MOURHES	Anne Marie Mourhess	89.26	Manual
C22105	12/14/2021	MORGAN	Michelle Morgan	1,165.16	Manual
C22106	12/14/2021	BUCKLIN	Tammy Bucklin	3,606.62	Manual
C22107	12/17/2021	BOWIS	Lynne Bowis	1,204.00	Manual
C22108	12/17/2021	MIRAGLI	Jeff Miraglia	1,111.32	Manual
C22109	12/24/2021	WHITE	Scott L. White	2,839.29	Manual
C22110	12/24/2021	FURY	Dana Fury	302.90	Manual
C22111	12/27/2021	DAY	Angie Day	1,121.05	Manual
C22112	12/27/2021	MOURHES	Anne Marie Mourhess	69.00	Manual
C22113	12/27/2021	ABARCA	Erica Abarca	11.20	Manual
C22114	12/27/2021	BARK	Matt Bark	550.09	Manual
C22115	12/27/2021	SMITH	Sean Smith	1,605.37	Manual
C22116	12/27/2021	AED	Suzanne Aed	581.64	Manual
C22117	12/27/2021	BUCKLIN	Tammy Bucklin	528.33	Manual
W1207A	12/7/2021	CALTRUS	CalTRUST	2,000,000.00	Manual
W1402	12/23/2021	MN' ORG	mN' Organisation	7,967.00	Manual
W681	12/23/2021	BLACKDI	Black Diamond	5,625.00	Manual
W683	12/23/2021	VISITUS	Visit USA Committee / France	1,117.00	Manual
W71782	12/9/2021	VISITUS	Visit USA Committee / France	677.24	Manual
W71783	12/9/2021	BMI	BMI Publishing Ltd	825.00	Manual
W71784	12/9/2021	GATE7	GATE 7	5,000.00	Manual
W71785	12/9/2021	MSI	Marketing Services Intl GmbH	289.62	Manual
Bank 4 Total:				<u>2,777,272.18</u>	
Report Total:				<u><u>2,777,272.18</u></u>	

2022 GOALS
VISIT GREATER PALM SPRINGS



2022 CONVENTION SALES GOALS

	2019 GOAL	2019 ACTUAL	2021 GOAL	2021 ACTUAL	2022 GOAL	2022 STRETCH GOAL
ROOM NIGHTS	222,500	217,337	69,500	96,511	155,000	170,000
# GROUPS BOOKED	375	350	150	189	260	280
LEAD DISTRIBUTION	1,148	1,155	450	1,012	1,150	1,175
NEW LEAD DISTRIBUTION	668	648	200	530	600	650

- **2022 goals** recommended at **71%** of 2019 actual annual bookings (217,337 RNS). Stretch goal is **78%** of 2019 actual annual bookings.
- Local Directors of Sales & Marketing are experiencing **group cancellations** and **postponements** for **Q1 2022** due to recent **Omicron surge**. It is difficult to predict how long this will impact our ability to attract and retain group business.
- Additionally, the destination is reporting **compression in 2022** with limited availability in the first 6 months of the year. This is due to the **continued relocation** of groups from **2020 and 2021 (and now 2022)** as well as short-term corporate demand. This is reflected in our **Future Pace**, as we are currently up **26,601 RNS** OTB for **2022** for VGPS bookings.
- Recommending **quarterly review** of sales goals based on current **pandemic situation** with ability to **evaluate and adjust** goals accordingly.

Future Pace indicates we are ahead of pace for **2022** and **2024**. Focus and opportunity in 2025 and beyond for association business is a priority for the team. Our new strategic partnership with ASAE will be used to add focus to this market.

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives
2022	193,705	167,104	26,601	16%	3,430	83,881
2023	102,732	103,427	-695	-1%	94,403	78,622
2024	74,230	65,111	9,119	14%	122,905	41,291
2025	27,053	40,610	-13,557	-33%	170,082	28,413
2026	9,158	22,295	-13,137	-59%	187,977	16,116
2027	675	9,877	-9,201.6	-93%	196,460	9,211
2028	675	5,538	-4,863	-88%	196,460	10,091

as of 1/4/22

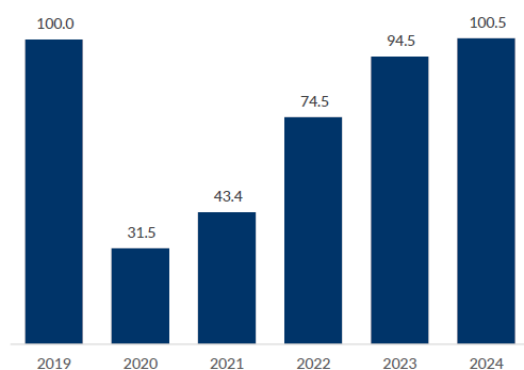
Tourism Economics has provided quarterly updates throughout 2021 on National Group Demand. There continues to be a high level of uncertainty around the various variants and how it will impact group business.

Based on current projections, full group recovery will not be realized until 2024, assuming public health conditions continue to stabilize and improve. Below graph is from most recent group forecast from January 2022.

KEY RESULTS

Group demand benchmark

Group demand benchmark: US aggregate
Index (2019=100)



Source: 25synergize FuturePace, Tourism Economics

- The analysis assumes Omicron delays the recovery in group demand, but that by 2022 Q2, group demand improves strongly.
- Public health conditions are assumed to stabilize during 2022 Q1 and then steadily improve.
- Relative to a base index of 100 in 2019, the group demand benchmark average is estimated to reach 74.5 in 2022. This reflects a slightly weaker outlook than the prior forecast (79.9).

CBRE has forecasted 14.4% total occupancy growth for 2022 in Greater Palm Springs compared to 2021. However, it is not expecting to reach 2019 levels until 2025 or beyond.

Annual Performance - Five Year History and Forecast

Year	Occ	Δ Occ	ADR	Δ ADR	RevPAR	Δ RevPAR
2016	64.0%	4.0%	\$156.51	5.5%	\$100.11	9.7%
2017	64.7%	1.2%	\$152.29	-2.7%	\$98.57	-1.5%
2018	64.0%	-1.2%	\$158.61	4.1%	\$101.44	2.9%
2019	64.6%	1.0%	\$166.89	5.2%	\$107.84	6.3%
2020	36.5%	-43.6%	\$149.15	-10.6%	\$54.38	-49.6%
2021F	50.2%	37.6%	\$152.77	2.4%	\$76.66	41.0%
2022F	57.4%	14.4%	\$153.17	0.3%	\$87.96	14.7%
2023F	60.6%	5.6%	\$166.23	8.5%	\$100.80	14.6%
2024F	61.6%	1.7%	\$174.81	5.2%	\$107.76	6.9%
2025F	62.4%	1.3%	\$181.26	3.7%	\$113.18	5.0%

2022 WEBSITE GOALS

	2019 ACTUAL	2020 ACTUAL	2021 GOAL	2021 ACTUAL*	2022 GOAL
Sessions	3,253,951	1,776,588	2,288,096	2,734,915	3,095,000
Bounce Rate	42.22%	50.39%	48.64%	48.34%	47.88%
Engaged Sessions	34.16%	27.80%	33.66%	34.63%	34.93%
Qualified Session Rate	5.50%	6.52%	10%	7.76%	8%

**Actual numbers for 2021 are estimated, as all numbers have not been finalized.*

- 2022 sessions goal is set at 95% of 2019 actual sessions.
- The increase in paid media (cost per click) will continue to impact our paid traffic into 2022.
- Real-time information on events and activities in the destination has been important in driving organic traffic to assist us in being recognized by Google ranking.
- Continued focus on blog content, as it contributes to 22% of website traffic.
- Adding coupons to the qualified session measurement will assist us in improving this metric.
- DMO average bounce rate is 55.1%.

WEBSITE DEFINITIONS:

Sessions: Key website KPI that is influenced by SEO, content, and paid media.

Bounce Rate: An important metric to qualify what percent of website visitors complete a desired action on your website.

Engaged Visitors: Defined as below.

- A website visitor that spends more than 1:35 minutes on website AND
- A website visitor that clicks on more than 2 pages OR
- A website visitor that does one of the following:
 - Signs up for eNewsletter
 - Requests a Visitors Guide
 - Visits a partner website

Engaged Visitors Rate: The rate at which visitors complete a desired action within the engaged visitors category as a percentage.

Qualified Sessions: Conversions are define as a website visitor that does one of the following:

- Signs up for an eNewsletter
- Requests a Visitors Guide
- Visits a partner website
- Includes offers/coupons from website

2022 SOCIAL MEDIA GOALS

@VISITGREATERPS	2019 ACTUAL	2020 ACTUAL	2021 GOAL	2021 ACTUAL*	2022 GOAL
Impressions	26,864,635	13,523,178	16.2M	20,240,257	23,500,000
Video Views	3,897,914	2,103,305	2M	5,007,148	5,100,000
Website Clicks	107,107	70,998	75K	123,636	130,000
@DINEGPS					
Impressions	4,419,707	4,033,739	4.4M	5,093,835	5,500,000
Video Views	482,663	219,808	200K	432,182	500,000
Website Clicks	20,739	13,729	17K	22,988	24,000

**Actual numbers for 2021 are estimated, as all numbers have not been finalized.*

In 2022, we will drive engagement through all VGPS channels optimizing relevant real-time content as well as use influencers to increase reach and awareness. Focus will be on pillars and showcasing experiences within all nine cities. Diversity will be authentically represented across messaging and imagery.

VGPS Channels include:



2022 MEDIA GOALS

Earned Media	2019 ACTUAL	2021 GOAL	2021 ACTUAL*	2022 GOAL
PR Quality Score	4,452	4,250	6,389	6,500
Media Outreach/Assists	1,786	2,000	1,275	2,000
Media Value	\$18,859,220	Tracking	\$25,397,129	Tracking
CS Earned Media				
Earned Media Placements	33	35	46	60

**Actual numbers for 2021 are estimated, as all numbers have not been finalized.*

- In 2021, 121 articles and 701 PR Quality Score points were COVID-19 related.
- In 2021, Media Outreach/Assists number was impacted by reduced amount of media missions and media visits.
- PR Quality Score is a point-based system of evaluating the quality of media. Media is rated on a scale of 1-12 based on story type, media tier, visuals, URL, DMO mention, and reader response.

2022 MARKETING FOCUS

Airline Support

In 2022, we will continue to support both new and existing nonstop flight destinations via co-op marketing and airline-specific advertising. In partnership with our airline consultant Ailevon Pacific Aviation Consulting, we continue to pursue new opportunities to partner with airlines to promote nonstop flights to Palm Springs International Airport (PSP). Custom campaigns, such as the ones executed in 2021 with Southwest Airlines and Flair Airlines, will continue to deploy based on airline and route additions to PSP.

Pillar-Based Marketing

Supporting our brand pillars (Health & Wellness, Outdoor Adventure, Arts & Culture and Dining) is a key part of our goals for 2022. This will be achieved by incorporating specific programs that highlight these pillars. Existing programs like SpaFinder, Trailicious, and Summer Eats passes will continue. We will focus on building pillar-based content including native campaigns and VGPS blogs. We will also create dynamic personas on our website including customized itineraries and other personalized experiences. New programs are currently being evaluated with media partners like Lonely Planet, Weekend Sherpa, and Afar, which allow for programs that reach travelers across a range of demographics with content specifically targeting audiences looking for specific experiences like wellness, outdoor adventure, arts & culture, dining, family trips, and more.

Video Content Distribution

With several existing and planned video series, such as the Art & Sol video series featuring local artists in the Coachella Valley, we plan to focus on specific ways to distribute video content in 2022 including new efforts with Instagram Reels, TikTok video, and optimization of our YouTube channel. Other new distribution includes a media platform for social display ads which allows social media video content to be repurposed as digital video advertising in order to reach a wider audience. This has been cited as 5 times more effective for brand lift and consumer consideration.

New Partner Co-op Programs

New co-op programs include several options that were introduced in 2020 but were unable to be fulfilled due to pandemic-related travel restrictions. These new launches for 2022 include native advertising via Centro, streaming audio via Pandora, and a social media campaign. We will also continue to offer digital co-ops programs (which began in late 2020) via Adara and Centro, as well as legacy programs such as television and digital outdoor billboards. The goal of these programs is to provide partners with a number of options — both higher and lower funnel programs along the customer journey based on the partner's objectives, a wide range of price points to fit varying budget levels, and summer-specific programs to continue supporting visitation during this key seasonal timeframe.

Event Support

With the return of events to our destination, Signature Event content has been among our top search terms. Our goal is to continue to support interest and excitement around these events by promoting them across the Visit Greater Palm Springs website via website and blog content, as well as new marketing initiatives. This includes a new dedicated landing page and customized Signature Events pages for annual events such as the BNP Paribas Open and the Coachella Valley Music & Arts Festival. These pages are distributed organically and via paid content on social media, as well as through consumer e-newsletter content.

Convention Sales

With recovery for group business as a key focus for the organization as a whole, convention sales advertising is an important part of the overall marketing media plan and budget. Strategic partnerships to leverage VGPS as a premier meeting destination and stimulate leads and bookings are being established with organizations such as ASAE, PCMA, Maritz, Prestige, Conference Direct, and HelmsBriscoe — all of which offer a variety of opportunities for industry events, advertising and communication programs throughout the year. Additional marketing programs with publishers like Connect, Northstar and Smart Meetings will focus on evolving the “Meetings Mean More” campaign that launched in early 2021. Focuses will include lead generation, email drip campaigns, social media, video, and growing subscribers to our monthly convention sales e-newsletter. These programs will allow us to continue to gain exposure to the meeting planner audiences and inspire leads and bookings to the destination. Sales and marketing efforts focused on need periods will continue in 2022 with value opportunities for mid-week and seasonal business.

PARTNERSHIP AND FOUNDATION

2022 REVENUE GOALS	2021 Goal	2021 actual	2022 Goal	Stretch goal
Partnership Renewal	\$100,000	\$127,366	\$200,000	\$250,000
Hotel Partnership renewal	\$75,000	\$67,490		
New Partners		\$12,014	\$10,000	\$15,000
DTN-Website	\$40,000	\$52,398.30	\$40,000	\$65,000
Restaurant Week			\$50,000	
TEAMgps Sponsor	\$5,000			
Total	\$220,000	\$259,268.30	\$300,000	\$380,000
Fundraising				
Oasis Awards Gala	\$20,000		\$50,000	
Golf Tournament		\$33,727	\$25,000	
Other (auctions, sponsors)			\$25,000	
Total	-		\$100,000	
TEAM GPS				
Registrations	100	42	300	500

TEAM GPS

- Finalize agreement with COD PACE program to deliver self-paced TEAM GPS ambassador training and hospitality classes.
- Workforce Development - Work with school districts to promote careers in hospitality.
 - Deliver content and webinars through Nepris (Career Video Program).
 - Incorporate TEAM GPS training in academies and other high school programs.
- Develop a Bandwango pass that offers special access and discounts to TEAMgps members.
- Incorporate cannabis tourism training.
- Develop DEI training (either with COD or other organization).
- Hold quarterly networking/education events for TEAM GPS.

AIR SERVICE DEVELOPMENT

Palm Springs International Airport has seen record growth with new airlines, routes, and passenger numbers over the past two years. To sustain the added capacity, Tourism Development will continue working closely with the airport and our contracted air service consultant, Ailevon Pacific, to **focus on summer and fall growth** and maintaining our current levels of service.

We will engage airline network planners with a minimum of **two airline headquarters visits**; attendance at **Jump Start, Routes America**; hosting **Airport Roundtable** in January 2022; and regular communication. Tourism Development will also work closely with our marketing team to develop **two marketing campaigns** for consideration. All **airline-specific presentations** will be updated to include the latest research and destination news. We will **create a blueprint** for the long-range goal of building an FIS and share with relevant stakeholders. The **network planner landing page**, started in 2021, will be finalized by end of Q1 in 2022.

INTERNATIONAL & TRAVEL TRADE

Supporting tourism recovery internationally by increasing awareness and growing market share is a high priority for 2022. We are partnering with Brand USA on their award-winning United Stories campaign, which showcases the stories of unity and diversity in the US via authentic storytelling to inspire travel. This program will include production and focuses on our key pillars of Outdoor Adventure, Health & Wellness and Arts & Culture. Additionally, international co-op programs with Visit CA are being planned for Australia, Germany, and the UK.

We begin 2022 with three international offices reopened — UK, France, and Germany — with plans for Australia to begin in Q1 2022 while the reopening of our China office continues to be assessed. Project work with Visit California in the “Build” markets are also in the planning stages.

For our key target trade accounts:

- Provide **updated collateral** & local COVID info / policies.
- Develop a new Tourism Development Website and promote as a communication tool.
- Conduct **booking channel analysis**.
- Conduct product **portfolio analysis** and provide recommendations, if needed.

- Conduct a minimum of one in-person **training** and / or product **executive meeting**. If unable to conduct in-person, provide virtual training / executive meeting option(s).
- Host 10 client **FAMs** / site visits.
- Update market **blueprints**.
- Design **Program of Work** for maximum client engagement of target accounts.
- Engage a minimum of (20) B2B **marketing campaigns** to include at least (1) in each of the “Build” markets.
- Create a dedicated website for our **So Cal Triangle partnership** with Santa Monica and San Diego.
- Promote **private home rental agencies** / opportunities in all trainings.



Monthly Summary Financial Report for October 2021

Description	Current Month			Year-to-Date			Current YTD vs. Prior YTD			Annual Forecast vs. Budget		
	Actual October-21	Budget October-21	Variance	Actual October-21	Budget October-21	Variance	Current Year October-21	Prior Year October-20	Variance	Annual Forecast	Annual Budget	Variance
Funding												
Tourism Business Improvement District	1,859,960	1,082,092	777,868	5,046,672	3,388,473	1,658,199	5,046,672	2,324,683	2,721,990	15,715,761	15,715,761	-
Cities/County Public Funding	433,544	436,116	(2,572)	882,453	932,228	(49,775)	882,453	530,773	351,680	1,996,946	1,996,946	-
Tribal Voluntary		-	-	34,109	22,488	11,621	34,109	41,005	(6,896)	146,201	146,201	-
Partnership	42,264	10,705	31,559	83,079	30,203	52,876	83,079	18,369	64,710	205,000	205,000	-
Advertising & Website Revenues	2,048	11,714	(9,666)	72,542	61,714	10,828	72,542	75,500	(2,958)	306,000	306,000	-
Joint Share Partnership - Tradeshows		5,083	(5,083)	3,400	12,332	(8,932)	3,400	7,500	(4,100)	206,860	206,860	-
FAM/Event Host/Convention Assistance		500	(500)		2,000	(2,000)	-	-	-	31,500	31,500	-
Other: Investment Income	(12,940)	1,622	(14,562)	(4,712)	6,501	(11,213)	(4,712)	(20,416)	15,703	19,394	19,394	-
Reserves & Other Prior Year Funds			-			-	-	-	-	200,000	200,000	-
TOTAL	2,324,877	1,547,832	777,045	6,117,544	4,455,939	1,661,605	6,117,544	2,977,414	3,140,129	18,827,662	18,827,662	-
Expenses												
Labor - Wages	333,110	392,197	(59,087)	1,212,796	1,667,220	(454,424)	1,212,796	867,792	345,004	5,100,090	5,100,090	-
Labor - Taxes & Benefits	136,473	151,505	(15,032)	527,322	613,014	(85,692)	527,322	363,494	163,827	1,846,033	1,846,033	-
Marketing Production	28,196	181,519	(153,323)	61,808	258,080	(196,272)	61,808	38,014	23,794	822,939	822,939	-
Media Placement & Digital Marketing	435,488	413,677	21,811	1,359,435	2,132,082	(772,647)	1,359,435	865,829	493,606	5,683,376	5,683,376	-
Collateral Material	822	9,875	(9,053)	9,410	43,650	(34,240)	9,410	818	8,592	76,400	76,400	-
Familiarization Trips	21,998	16,350	5,648	42,434	47,700	(5,266)	42,434	4,309	38,124	291,800	291,800	-
Tradeshows / Sales Missions	27,103	38,750	(11,647)	133,570	174,000	(40,430)	133,570	93	133,477	737,800	737,800	-
Travel & Lodging	904	2,667	(1,763)	14,586	14,668	(82)	14,586	2,191	12,395	36,000	36,000	-
Special Promotions & Representation	28,554	78,193	(49,639)	135,841	291,041	(155,200)	135,841	68,410	67,432	1,393,350	1,393,350	-
Collection Fees	8,388	3,787	4,601	23,388	11,859	11,529	23,388	-	23,388	55,000	55,000	-
Event Hosting	55,331	70,650	(15,319)	78,622	105,400	(26,778)	78,622	55,000	23,622	713,700	713,700	-
Research	52,707	48,283	4,424	129,895	153,292	(23,397)	129,895	24,413	105,482	390,910	390,910	-
IT-Information Technology	-	83	(83)	19,009	17,332	1,677	19,009	19,009	-	100,200	100,200	-
Professional Fees	5,533	12,416	(6,883)	27,399	50,114	(22,715)	27,399	93,204	(65,805)	211,750	211,750	-
Overhead-Supplies-Utilities-Fees	85,234	141,564	(56,330)	278,508	435,022	(156,514)	278,508	169,633	108,874	1,109,532	1,109,532	-
Capital Outlay	7,103	50,000	(42,897)	7,103	200,000	(192,897)	7,103	-	7,103	200,000	200,000	-
Loan Repayment	-	5,878	(5,878)	-	11,756	(11,756)	-	-	-	58,782	58,782	-
TOTAL	1,226,943	1,617,394	(390,451)	4,061,127	6,226,230	(2,165,103)	4,061,127	2,572,209	1,488,917	18,827,662	18,827,662	-
Funding less Expenses	1,097,933	(69,562)	1,167,495	2,056,417	(1,770,291)	3,826,708	2,056,417	405,205	1,651,212	-	-	-