

**JOINT POWERS AUTHORITY**

**Gary Gardner, Chair**  
 City of Desert Hot Springs

**Waymond Fermon, Vice Chair**  
 City of Indio

**Mark Carnevale**  
 City of Cathedral City

**Dr. Frank Figueroa**  
 City of Coachella

**Greg Sanders**  
 City of Indian Wells

**Linda Evans**  
 City of La Quinta

**Jan Harnik**  
 City of Palm Desert

**Jeffrey Bernstein**  
 City of Palm Springs

**Steve Downs**  
 City of Rancho Mirage

**V. Manuel Perez**  
 County of Riverside

**VGPS BOARD OF DIRECTORS**

**Rolf Hoehn, Chair**  
 Indian Wells Tennis Garden

**Peggy Trott, Vice Chair**  
 Kimpton Rowan Palm Springs

**Tom Scaramellino, Secretary**  
 Westin Rancho Mirage Golf Resort & Spa

**Aftab Dada, Treasurer**  
 Hilton Palm Springs Resort

**Kate Anderson**  
 Agua Caliente Band of Cahuilla Indians

**Lorraine Becker**  
 Cabot's Pueblo Museum

**Sejal Bhakta**  
 Hampton Inn & Suites

**John Bolton**  
 Oak View Group

**Celeste Brackley**  
 The Line & Saguaro Hotels

**Gary Cardiff**  
 Cardiff Limousine & Transportation

**Kenny Cassidy**  
 Acme House Company

**Jay Chesterton**  
 Fantasy Springs Resort Casino

**Dermot Connolly**  
 La Quinta Resort and Club

**Tim Ellis (Emeritus)**  
 Ellis Hospitality Services

**Eddy Estrada**  
 Smarter Property Management

**David Feltman**  
 VRON of Palm Springs

**JOINT MEETING  
 JPA EXECUTIVE COMMITTEE &  
 VGPS BOARD OF DIRECTORS**

Location: Palm Springs Convention Center  
 Room: Primrose B  
 277 N. Avenida Caballeros,  
 Palm Springs, CA 92262

**Joint Meeting**  
 December 13, 2024  
 8:30am – 10:00am

**AGENDA**

The JPA Executive Committee and VGPS 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 VGPS 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 VGPS website.

Item	Owner
<b>Call to Order</b>	<b>Gary Gardner</b>
<b>Roll Call</b>	<b>Gary Gardner</b>
<b>Pledge of Allegiance</b>	<b>Gary Gardner</b>
<b>Confirmation of Agenda (no vote required)</b>	<b>Gary Gardner</b>
<b>Public Comment</b>	
<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 (no longer than three (3) minutes in length) from the time the agenda is posted up until one (1) hour prior to the meeting convening. Public comments received by email or voicemail by the deadline set forth above will be made part of the record. Public comments received by email or voicemail (transcribed) will not be read aloud at the meeting. E-mail: <a href="mailto:sarah@visitgreaterps.com">sarah@visitgreaterps.com</a>; <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>	
<b>Presentation</b>	<b>Gary Gardner</b>
1. Update on PSP renovations presented by Jake Ingrassia and Victoria Carpenter, with Palm Springs International Airport	
<b>Approval of Minutes (All Vote)</b>	<b>Gary Gardner</b>
1. JPA - VGPS Board of Directors Joint Meeting Minutes – September 27, 2024	
<b>Consent Calendar (JPA Only Votes)</b>	<b>Gary Gardner</b>
1. Warrants and Demands Dated September 2024	
2. Warrants and Demands Dated October 2024	
3. Warrants and Demands Dated November 2024	

**Shannon Gilbert**  
 The Ritz-Carlton, Rancho  
 Mirage

**Mark Girton**  
 Goldenvoice

**Rob Hampton**  
 Palm Springs Convention  
 Center

**Dan Johnson**  
 Grand Hyatt Indian Wells  
 Resort & Villas

**Jerry Keller**  
 Lulu California Bistro

**Patrick Klein**  
 The Gardens on El Paseo

**Kelly McLean**  
 MJM Holdings, Inc.,  
 McLean Company and Poppy

**Nusrat Mirza**  
 JW Marriott Desert Springs

**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 by Hilton,  
 La Quinta

**Greg Purdy**  
 Palm Springs Aerial Tramway

**Tim Pyne**  
 Renaissance Esmeralda Resort  
 & Spa

**Saverio Scheri**  
 Agua Caliente Resort Casino  
 Spa

**Bob Schneider**  
 Desert Consulting

**Ankit Sekhri**  
 Two Bunch Palms

**Barb Smith**  
 Eventis Destination Services

**Boris Stark**  
 Palm Desert Vacation  
 Properties

**Joseph Tormey** CSU  
 San Bernardino Palm  
 Desert Campus

**Doug Watson**  
 Strategy | Innovation | Co.

The JPA Executive Committee and VGPS 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 VGPS 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 VGPS website.

Item	Owner
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<b>JPA Executive Committee and Board of Directors Updates</b>	<b>All</b>
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<b>VGPS Board of Directors Items (VGPS Board Only Votes)</b>	<b>Rolf Hoehn</b>
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1. **VGPS Board of Directors Officers Renewals**
  - o 2025-2026 Term (2-year term ends December 31)
    - Rolf Hoehn for Chair
    - Peggy Trott for Vice Chair
    - Tom Scaramellino for Secretary
    - Aftab Dada for Treasurer
2. **VGPS Board of Directors Renewals**
  - o 2025-2027 Term (3-year term ends December 31)
    - Aftab Dada
    - Rolf Hoehn
    - Sejal Bhakta
    - Celeste Brackley
    - Gary Cardiff
    - Jay Chesterton
    - Eddy Estrada
    - David Feltman
    - Allen Monroe
    - Michael Murray
    - Liz Ostoich
    - Brad Poncher
    - Greg Purdy
    - Tim Pyne
    - Boris Stark

<b>JPA Executive Committee Items (JPA Only Votes)</b>	<b>Gary Gardner</b>
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1. **Approve Resolution No. JPA 2024-011** – Intention to Modify TBID to include City of Coachella
2. **JPA Executive Committee Officer Elections for 2025-2026 (2-year term ends December 31)**
  - o Waymond Fermon with City of Indio for Chair
  - o Linda Evans with City of La Quinta for Vice Chair

<b>CEO / President's Report</b>	<b>Scott White</b>
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- **Sales & Marketing Update**

Future Meeting Date: <b>Friday, January 31, 2025</b> Location: <b>Agua Caliente Resort Casino Spa Rancho Mirage</b>	<b>Rolf Hoehn</b>
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Adjournment	<b>Gary Gardner</b>
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### **Public Notices**

- Any documents provided to the JPA Executive Committee and VGPS 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 Sarah Goslin: [sarah@visitgreaterps.com](mailto:sarah@visitgreaterps.com). Any changes to the agenda will be posted prior to the meeting at [www.visitgreaterpalmsprings.com](http://www.visitgreaterpalmsprings.com).

Assistance for those with disabilities:

If you have a disability and need an accommodation to participate in the meeting, please contact the Clerk of the Board at (760) 969-1309 or [sarah@visitgreaterps.com](mailto:sarah@visitgreaterps.com) at least 48 hours prior to the meeting to inform us of your needs and to determine if accommodation is feasible. VGPS will attempt to accommodate you in a reasonable manner.



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

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## **Call to Order**

The meeting was called to order at 8:34 a.m. by Gary Gardner, JPA Chair, at The Westin Rancho Mirage Golf Resort & Spa in Rancho Mirage, CA.

## **Roll Call**

The roll call is recorded on the following page.

**SEPTEMBER 27, 2024**

**Location: The Westin Rancho Mirage Golf Resort & Spa**  
**Room: Oasis 1-4**  
**71333 Dinah Shore Dr,**  
**Rancho Mirage, CA 92270**  
**September 27, 2024**  
**8:30am – 10:00am**

JOINT POWERS AUTHORITY

**Gary Gardner, Chair**  
City of Desert Hot Springs

**Waymond Fermon, Vice Chair**  
City of Indio

**Mark Carnevale**  
City of Cathedral City

**Dr. Frank Figueroa**  
City of Coachella

**Greg Sanders**  
City of Indian Wells

**Linda Evans**  
City of La Quinta

**Jan Harnik**  
City of Palm Desert

**Jeffrey Bernstein**  
City of Palm Springs

**Steve Downs**  
City of Rancho Mirage

**V. Manuel Perez**  
County of Riverside

VGPS BOARD OF DIRECTORS

**Rolf Hoehn, Chair**  
Indian Wells Tennis Garden

**Peggy Trott, Vice Chair**  
Kimpton Rowan Palm Springs

**Tom Scaramellino, Secretary**  
Westin Rancho Mirage Golf Resort & Spa

**Aftab Dada, Treasurer**  
Hilton Palm Springs Resort

**Kate Anderson**  
Agua Caliente Band of Cahuilla Indians

**Lorraine Becker**  
Cabal's Pueblo Museum

**Sejal Bhakta**  
Hampton Inn & Suites

**John Bolton**  
Oak View Group

**Celeste Brackley**  
The Line & Saguaro Hotels

**Gary Cardiff**  
Cardiff Limousine & Transportation

**Kenny Cassidy**  
Acme House Company

**Jay Chesterton**  
Fantasy Springs Resort Casino

**Dermot Connolly**  
La Quinta Resort and Club

**Tim Ellis (Emeritus)**  
Ellis Hospitality Services

**Eddy Estrada**  
Smarter Property Management

**David Fellman**  
VRON of Palm Springs

		PRESENT	NOT/YTD
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council Member, <b>Chair</b>	x	
	Roger Nunez, Council Member		
CITY OF INDIIO	Waymond Fermon, Council Member, <b>Vice Chair</b>	x	
	Elaine Holmes, Council Member		
CITY OF CATHEDRAL CITY	Mark Carnevale, Mayor		x
	Nancy Ross, Mayor Pro Tem		x
CITY OF COACHELLA	Dr. Frank Figueroa	x	
CITY OF INDIAN WELLS	Greg Sanders, Mayor	x	
	Ty Peabody, Council Member		
CITY OF LA QUINTA	Linda Evans, Mayor	x	
	Steve Sanchez, Council Member		
CITY OF PALM SPRINGS	Jeffrey Bernstein, Mayor	x	
	Ron deHarte, Mayor Pro Tem		
CITY OF PALM DESERT	Jan Harnik, Mayor Pro Tem	x	
	Karina Quintanilla, Mayor		
CITY OF RANCHO MIRAGE	Steve Downs, Mayor	x	
	TBD		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District		
	Joaquin Tijerina, Economic Development Manager	x	
<b>VISIT GPS BOARD OF DIRECTORS ROLL CALL</b>		<b>PRESENT</b>	<b>EXCUSED</b>
	Rolf Hoehn, <b>Chair</b> - Indian Wells Tennis Garden	x	
	Peggy Trott, <b>Vice Chair</b> - Kimpton Rowan Palm Springs		E
	Tom Scaramellino, <b>Secretary</b> - Westin Rancho Mirage Golf Resort	x	

VGPS Board of Directors  
(continued)

**Shannon Gilbert**  
The Ritz-Carlton, Rancho Mirage

**Mark Girton**  
Goldenvoice & Empire Polo

**Rob Hampton**  
Palm Springs Convention  
Center

**Dan Johnson**  
Grand Hyatt Indian Wells  
Resort & Villas

**Jerry Keller**  
LULU California Bistro

**Patrick Klein**  
The Gardens on El Paseo

**Kelly McLean**  
MJM Holdings, Inc.,  
McLean Company and Poppy

**Nusrat Mirza**  
JW Marriott Desert Springs

**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 by Hilton, La  
Quinta

**Greg Purdy**  
Palm Springs Aerial Tramway

**Tim Pyne**  
Renaissance Esmeralda Resort  
& Spa

**Saverio Scheri**  
Agua Caliente Casinos

**Bob Schneider**  
Desert Consulting

**Ankit Sekhri**  
Two Bunch Palms

**Barb Smith**  
Eventis Destination Services

**Boris Stark**  
Palm Desert Vacation  
Properties

**Joseph Tormey** CSU  
San Bernardino Palm  
Desert Campus

**Doug Watson**  
Strategy | Innovation | Co.

Aftab Dada, **Treasurer** - Hilton Palm Springs Resort

**E**

	PRESENT	EXCUSED
Kate Anderson, Agua Caliente Band of Cahuilla Indians	X	
Lorraine Becker, Cabot's Pueblo Museum	X	
Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio	X	
John Bolton, Oak View Group	X	
Celeste Brackley, The Line & Saguaro Hotels	X	
Gary Cardiff, Cardiff Limousine & Transportation	X	
Kenny Cassady, Acme House Company	X	
Jay Chesterton, Fantasy Springs Resort Casino	X	
Dermot Connolly, La Quinta Resort & Club	X	
Tim Ellis (Emeritus), Ellis Hospitality Services	X	
Eddy Estrada, Smarter Property Management	X	
David Feltman, VRON Palm Springs		<b>E</b>
Shannon Gilbert, The Ritz-Carlton, Rancho Mirage	X	
Mark Girton, Goldenvoice & Empire Polo	X	
Rob Hampton, Palm Springs Convention Center	X	
Dan Johnson, Grand Hyatt Indian Wells Resort & Villas	X	
Jerry Keller, LULU California Bistro	X	
Patrick Klein, The Shops on El Paseo	X	
Kelly McLean, Poppy	X	
Nusrat Mirza, JW Marriott Desert Springs Resort & Spa	X	
Allen Monroe, The Living Desert		<b>E</b>
Lee Morcus (Emeritus), Kaiser Restaurant Group	<b>A</b>	
Michael Murray, Hotel Paseo		<b>E</b>
Liz Ostoich, FARM and Tac/Quila Palm Springs	X	
Brad Poncher, Homewood Suites by Hilton La Quinta	X	
Greg Purdy, Palm Springs Aerial Tramway	X	
Tim Pyne, Renaissance Esmeralda Resort & Spa	X	
Saverio Scheri, Agua Caliente Casinos		<b>E</b>

Bob Schneider, Desert Consulting	x
Ankit Sekhri, Two Bunch Palms	E
Barb Smith, Eventis Destination Services	E
Boris Stark, Palm Desert Vacation Properties	x
Joe Tormey, CSU San Bernardino Palm Desert Campus	E
Doug Watson, Strategy   Innovation   Co.	x

**A quorum was reached. 28 BOD and 9 JPA.**

#### STAFF/ATTORNEY

Scott White, President and CEO  
 Bill Judson, VP, Finance and Administration  
 Brian Kelty, Director of Finance  
 Colleen Pace, Chief Sales and Marketing Officer  
 Davis Meyer, Senior Director of Community Affairs  
 Julie Sinclair, Director of Brand Communications  
 Lauren Bruggemans, Dir. of Sustainability & Community Engagement  
 Samuel Thompson, Director of Indian Wells Tourism  
 Sean Smith, Director of Economic Development

Stefanie Kilcoyne, Director of Operations  
 Tammy Bucklin, Director of Sales  
 Sarah Goslin, Executive Assistant & Board Administrator  
 Kimber Foster, Director of Palm Springs Tourism  
 Andy Cloutier, Director of Human Resources  
 Bruce T. Bauer, Legal Counsel  
 Todd Burke, VP of Communications  
 Joyce Kiehl, Director of Communications  
 Emily Alvarez-Zurita, Convention Sales Coordinator  
 Bob Wilson, Brand Communications Specialist

#### PLEDGE OF ALLEGIANCE

JPA Chair, Gary Gardner, led the Pledge of Allegiance.

#### CONFIRMATION OF AGENDA

JPA Chair, Gary Gardner, asked whether there were any changes to the agenda. Hearing none, the agenda was confirmed.

#### PUBLIC COMMENT

This Public Comment period is for items that appear within the Consent Calendar or matters that are not listed on the agenda.

JPA Chair Gardner called for public comments. There were no public comments on record.

#### Presentation

Chad Mayes from Capitol Advocacy provided an overview of the 2023/2024 legislation and the priority legislation for 2025/2026.

There were 4,821 bills introduced during this last legislative session, which ended at midnight on August 31<sup>st</sup>.

The priority legislation for 25/26 includes ensuring SB584, the short-term rental tax law, stays dead.

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AB2757 was vetoed by Governor Newsom but we hope to see it back next session. This bill would establish the Southeast California Economic Region (SECER) to promote regional economic development in those communities most impacted by the extraction and processing of lithium and other minerals from the Salton Sea and align state and federal programs, including the California Jobs First Regional Investment Initiative (RII).

AB2002, the blue envelope program bill, is dead. This would have allowed those with special needs to give law enforcement a blue envelope which holds a copy of the person's operator license, vehicle registration, and insurance card, along with specified information on the person with a condition or disability. We think this bill will be reintroduced next year.

AB3198, which would allow for cities and the county to join in a Joint Powers Authority (JPA) to create another entity to provide power in the Coachella Valley region without using the existing agency, passed.

Proposition 4, the climate bond, is a ten-billion-dollar bond. There are one hundred and seventy million earmarked for the Salton Sea, eleven million earmarked for the Coachella Valley Conservancy, and four hundred and fifty million for extreme heat mitigation. There are also hundreds of millions left for parks, water, and flood control. The vote has not yet been taken, however, if passed, that is significant dollars for the Coachella Valley.

There are 21 legislators within the Inland Empire, with only four in our region. It is important for the agencies within San Bernardino and Riverside County to put together a legislative summit to get all the legislators together to create an agenda that can have a real impact on the region. Capitol Advocacy will continue working on that goal.

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#### APPROVAL OF MINUTES (All Vote)

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##### **JPA – VGPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED June 14, 2024** (all vote)

The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated June 14, 2024, were presented for approval. JPA Chair Gardner asked for a motion. Mayor Linda Evans with City of La Quinta made a motion to approve, Rolf Hoehn seconded. No abstentions. There was no further discussion, and the minutes were approved based on the roll call at the beginning of the meeting.

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

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- **WARRANTS AND DEMANDS DATED JUNE 2024**
- **WARRANTS AND DEMANDS DATED JULY 2024**
- **WARRANTS AND DEMANDS DATED AUGUST 2024**

The Warrants and Demands dated June, July, and August 2024 for Pacific Premier Bank were presented for approval. JPA Chair Gardner asked for changes or abstentions. No changes or abstentions. Waymond Fermon with the City of Indio made a motion to approve. Jeffrey Bernstein with the City of Palm Springs seconded. Mark Carnevale from the City of Cathedral City was not present to vote. The Warrants and Demands were approved based on the roll call vote at the beginning of the meeting.

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#### VGPS BOARD (BOD Vote Only)

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- **Approve Resolution No. BOD 2024-003 – Legislative Platform for 2024-2025 Legislative Session**

The legislative platform was presented for Board approval. Celeste Brackley made a motion, and Liz Gardner seconded. No abstentions. All approved based on the roll call at the beginning of the meeting.



- **Approve Resolution No. JPA 2024-010 – Legislative Platform for 2024-2025 Legislative Session**

The legislative platform was presented for approval. Waymond Fermon with the City of Indio made a motion, and Linda Evans with the City of La Quinta seconded. No abstentions. Mark Carnevale from the City of Cathedral City was not present to vote. All approved based on the roll call at the beginning of the meeting.

- **Approve Resolution No. JPA 2024-009 – Amended Conflict of Interest Code**

The amended conflict of interest was presented for approval. Steve Downs made a motion, and Greg Sanders seconded. All approved. No abstentions. Mark Carnevale from the City of Cathedral City was not present to vote. All approved based on the roll call at the beginning of the meeting.

JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES

Jeffrey Bernstein with the City of Palm Springs:

1. The Thompson Palm Springs hotel's ribbon cutting ceremony is this afternoon.
2. The City of Palm Springs is hosting a ribbon cutting on Monday, September 30<sup>th</sup> for the Palm Springs Navigation Center to mark the completion of the second phase of the large-scale facility for unhoused people in Palm Springs.
3. College of the Desert's groundbreaking ceremony for the West Valley Campus is scheduled to be held on November 14<sup>th</sup>. The campus is scheduled to open in fall 2027.
4. The 2024 Palm Springs Pride takes place on the weekend of November 2<sup>nd</sup> and is going to be the biggest pride event since its inception.
5. The Palm Springs State of the City is being held on October 30<sup>th</sup>.

Jan Harnik with the City of Palm Desert:

1. CSU campus groundbreaking scheduled for Q2 of 2025.
2. The City Council approved thirty thousand dollars for Palm Desert business to become autism certified.
3. Measure G is going onto the November 5<sup>th</sup> ballot, which is a one-cent sales tax increase ( a 1% tax on items bought and sold in the City).
4. The Blue Envelope Program is in place in Riverside County. The program is designed to promote inclusivity and serve as an enhanced communication awareness tool between law enforcement and community members.
5. A Shake Shack is opening later this year on El Paseo.

Kate Anderson with Agua Caliente Tribe of Cahuilla Indians:

1. Spa Séc-he and the Agua Cultural Museum were named one of Time magazine's 2024 world's greatest places.
2. The Junior Ranger Expo is coming up October 19<sup>th</sup> and is free for families.
3. The annual Native American Learning Day & Market will be on November 16<sup>th</sup> and is free for families.
4. The annual Singing the Birds (Bird Song & Dance Festival) will be held on January 25<sup>th</sup>.
5. The Regional College Fair will be held on October 9<sup>th</sup>. This supports/educates students and future employees on options available to them after college and draws about 6,000 people.

Patrick Klein with The Gardens on El Paseo:

1. December or early next year Shake Shack is going to be opening.
2. Restoration Hardware under construction opening before next year,
3. Alo hopes to be open before Black Friday, and Carolina Herrera is under construction.

Linda Evans with the City of La Quinta:

1. November 14-17<sup>th</sup> is the La Quinta Arts Celebration.
2. December 8<sup>th</sup> is the Joint-Ironman event.
3. The Talus project is moving through the courts, and the Montage is still very engaged.

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Waymond Fermon with the City of Indio:

1. The Indio International Tamale Festival is being held December 7-8, 2024.
2. In June of 2023, Indio passed a resolution that allowed the creation of a Joint Powers Authority (the "Indio Electric Financing Authority") comprised of the City of Indio and the Imperial Irrigation District ("IID") for the provision of electric service in the City of Indio. This per kilowatt charge was implemented at the beginning of the year and has already generated about sixty million dollars in funds for the city.

Dr. Frank Figueroa with the City of Coachella:

1. Tacos, Tequila & Chavelas Festival taking place on October 21<sup>st</sup>.
2. The Run with Los Muertos takes place on November 2<sup>nd</sup>.
3. The Coachella State of the City is being held on October 23<sup>rd</sup>.

Steve Downs with the City of Rancho Mirage:

1. At the September 19<sup>th</sup> Rancho Mirage City Council Meeting, we passed a measure on gift cards, the Shop Local Rewards and E-gift card Program, which is designed to incentive locals to spend local.
2. The Gallery Classic Golf Tournament is taking place at the end of March.

Greg Sanders with the City of Indian Wells:

1. The Hyatt Regency Indian Wells Resort & Spa has been elevated to a Grand Hyatt Indian Wells Resort & Villas.
2. The Epon Tour (qualifying LPGA golf tournament) taking place October 3-6 at the Indian Wells Golf Resort.

Gary Gardner with the City of Desert Hot Springs:

1. Signed the contract with KD Homes for approximately 280 more new homes, bringing the total to just shy of 400 new homes being built in Desert Hot Springs.
2. An article ran in the Desert Sun on our successful revitalization project.
3. Desert Hot Springs State of the City luncheon being held on October 3<sup>rd</sup>.

Kelly McClean with Poppy:

1. The Palm Springs Hospitality Association is having its first pickleball tournament on Saturday, November 16<sup>th</sup>, benefiting the Boys & Girls Club and Scholarship Fund.
2. Splashhouse has a new event taking place November 15-16 called Desert Air, at the Palm Springs Air Museum.

Nusrat Mirza with JW Marriot Desert Springs Resort:

1. The Annual Children's Miracle Network Walk/Run takes place at Desert Springs Villas tomorrow morning – goal is 40k dollars.

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## CEO / PRESIDENT'S REPORT

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

**Scott White:**

1. The American Travel Sentiment Study's national results show that a desire for experiences play an important role when selecting a destination, and for the most part, travelers are not changing their plans due to politics. For Greater Palm Springs, indigenous experiences are critical for our destination to stay relevant.
  2. Palm Springs International Airport now has twenty-eight non-stop flights across thirteen airlines through the end of the year. This includes the new flight to Dulles in Washington, D.C.
  3. VGPS is promoting our destination to the Olympic international teams to train prior to the 2028 Olympics being held in Los Angeles. We are working with Rod Davis, Davis Sports + Entertainment Consultant, on initiatives to host delegations fitting for VGPS based on venue and summer climate. The priority being sports that require minimal specialized equipment or set up.
  4. The TED Conference, one of TED's flagship events, changes locations every ten years. The 2027-2037 Sponsorship was sent out for bid, and Greater Palm Springs is one of three destinations they
-

- 
- are considering. We have solidified a sponsorship for their 2025 TED Conference taking place in Vancouver, Canada, and may also sponsor their Design Summit in 2027.
5. VGPS has hired the consultation group, Coraggio, to facilitate our Board Strategy Sessions to set our 2025-2027 Board Priorities, with results presented at our January 31, 2025, Board Meeting.
  6. Board Member and Board Officers' election and renewals will take place at our December Board Meeting. The recommendation is to keep the same slate of officers for the 2025/2026 term.

### **Colleen Pace provided updates on Marketing, Sales, and Travel Trade:**

#### Marketing:

Some highlights of VGPS's summer marketing.

This was our most successful co-op program to date, with 15 partners this year. Many adjusted their timing to include September.

VGPS also implemented high-impact advertising that increased our impressions by almost twenty million across all digital campaigns.

For the first time, VGPS participated in the Expedia National Brand campaign. - Next phase of that is VGPS aligning with their 2025 Trend Report, which will be aligned with "Detour Destinations" included in their 2025 trends in November.

The VRBO Summer Vacation Rental Campaign garnered 6.1 million impressions, and twenty-three thousand vacation rental nights which resulted in thirteen million dollars in revenue.

Summer Social Media Campaign reached 1.6 million people, gaining three thousand one hundred and seventy-eight new followers.

The New Brand Campaign has been a year-long process. We went out for competitive bids and selected Starfish as our production company. We chose 'Escape Your Ordinary' as the new brand campaign, which was launched this week with the start of fall.

#### Sales Report Out:

Our bookings and room nights are at 110% of our YTD Goal. Leads have stabilized compared to the last couple of years, but we're encouraged to see the next three years show as ahead of pace.

We had four partners join us for the ASAE Annual Meeting – where we hosted different events and activations. One event was a joint breakfast with Palm Beaches, where we had 100 attendees join us. This was to attract association business, since they rotate east-west.

Our sales team attended 11 sales trips and tradeshow from July – August, with 29 more planned for the next few months.

We are planning for the Maritz Sourcing Team to come out for an immersion experience, as well as the Palm Springs Film Festival Fam.

If interested in a full list of events for our team, please let Colleen know.

#### Travel Trade:

Our Travel Trade Sales Team participated in eighteen sales trips and trainings from July – September, connecting with clients across 11 countries. The team has twenty-four more sales trips, missions, tradeshow, and trainings in ten countries, planned for fall.

#### **Todd Burke:**

1. VGPS joined with Mattel to host a Barbie inspired art installation at the London Design Festival, which ran from September 14-22, 2024. 3 pieces were included, called the Pavilions of Wonder. This year's theme, "Play," allowed Greater Palm Springs and Barbie to come together to highlight our destination's outdoor wellness activities in addition to our iconic midcentury modern design.

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This garnered two hundred twenty-seven million impressions, with an ad value of over 2.1 million dollars. A nationwide clip also ran on CBS Saturday morning, which had over two point six million broadcast viewers.

We had print in the Times of London, The Telegraph and a few other publications.

We hosted fifty media and content creators for a sneak peek of the installation, and dinner, before the festival started.

2. Media teams travel over the next few months include:
  - a. IGLTA in Osaka, followed by Tokyo to meet Luxury Media Journalists in October.
  - b. Korea & China with VC in November.
  - c. ITLM and VC France Media Mission in December.
3. GoPro is in the destination now, and SATW will be here next week.
4. Fall in-market media includes:
  - a. October - Modernism Week Fam,
  - b. November – UK/Irish Media, and VGPS hosted Pride Fam,
  - c. December – Media Fam to celebrate the new united flight from Dulles.
5. The Meet the Mentors program was even more successful this year.

**Davis Meyer:**

Economic Development – Sean Smith has been working with Northstar on our brand and marketing strategy for economic development, we are in the creative design phase.

We hosted a welcome reception for the ICSC group during their conference at PSCC this week, which was a great opportunity to connect with the Economic Development team members from the shopping centers.

We signed up for Jobs EQ, which is a robust platform that allows us to see very granular specific job data for the region, and it has been shared with our Economic Development TAC members. This is available to our cities to pull reports on data for their specific cities. We will be sharing with all of the Board soon.

This is the 3<sup>rd</sup> year we've hosted an Event Services Professional Celebration spearheaded by Elizabeth Jamison. Honored 11 professionals this year.

We have a partnership with the booking platform, Wheel of the World, which is for individuals with wheelchairs. We still have 19 spots available for partners – this is free – please sign up and reach out to Lauren Bruggemans with questions.

We had a very successful summer pilot Internship program with 6 hospitality students. We will be expanding this program next summer.

We are continuing our Autism Certification and would love to become a certified autism destination. We are only two hotels and one attraction away from becoming certified. Thank you to the city of Palm Desert for putting together the grant program to help us.

TEAM GPS is our Ambassador and Workforce Training program. Two hundred and twenty new champions have taken the course since we rolled it out this year. This is available for anyone to take, just go to [goTeamGPS.com](http://goTeamGPS.com).

The Leadership Institute Certificate classes through COD start October 8<sup>th</sup> and are free through the Tourism Foundation for hospitality employees. You can find more information on [goteamgps.com](http://goteamgps.com).

COH Awards on November 25<sup>th</sup> at the JW Marriott Desert Springs. We still have sponsorships available!

Recognized Board & JPA birthdays for July, August, and September.

FUTURE MEETING DATE

- December 13, 2024 | Palm Springs Convention Center

ADJOURNMENT

The meeting was adjourned by Scott White & Gary Gardner at 9:56 a.m.

**Clerk for the Board:**

\_\_\_\_\_  
Sarah Goslin, Executive Assistant & Board Administrator

**VGPS Board of Directors Secretary:**

\_\_\_\_\_  
Tom Scaramellino, Secretary

**Approval Date:**

\_\_\_\_\_



70100 highway 111 / rancho mirage, ca 92270

760.770.9000 / 800.967.3767

The following pages reflect the payments issued for the period of September 01, 2024 through September 30, 2024 from Pacific Premier Bank.

Signed by:

A handwritten signature in black ink, appearing to be "S. White", enclosed in a blue DocuSign signature box.

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Scott White, President/CEO  
Visit Greater Palm Springs

A handwritten signature in black ink, appearing to be "W. Judson", enclosed in a blue DocuSign signature box.

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

DocuSigned by:

A handwritten signature in black ink, appearing to be "Rolf Hoehn", enclosed in a blue DocuSign signature box.

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Rolf Hoehn, Chair, Board of Directors



9 resort cities. *one* beautiful oasis.

**Company name:** Visit Greater Palm Springs

**Report name:** Check register

**Created on:** 11/14/2024

**Operating - Pacific Premier Bank** **Account no: 8000212688**

<b>Date</b>	<b>Vendor</b>	<b>Document no.</b>	<b>Amount</b>
9/12/2024	V00003--2Synergize, LLC	62606	10,500.00
9/26/2024	V00925--Actuarial Retirement Consulting	62686	3,575.00
9/12/2024	V00017--Ailevon, LLC	62607	7,067.75
9/26/2024	V00021--American Express - Business Green Re	62687	6,470.20
9/12/2024	V01095--Autism Society Inland Empire	62608	500.00
9/12/2024	V00049--AVIAREPS Marketing Garden Holdings I	202409120098665	6,200.00
9/20/2024	V00056--BASIC Benefits	62660	41.88
9/12/2024	V00056--BASIC Benefits	62609	226.54
9/26/2024	V00057--BASIC PVR	62688	6,854.14
9/12/2024	V00073--Brandini	62610	194.40
9/20/2024	V00078--Burrtec Waste & Recycling Svcs	62661	252.12
9/20/2024	V00088--California Travel Association	62662	3,000.00
9/6/2024	V00089--CalPERS Fiscal Services Division	100000017646560	111,746.19
9/20/2024	V00090--CalSAE	62663	12,350.00
9/20/2024	V00093--Cardiff Limousine & Transportation	62664	1,692.00
9/12/2024	V00093--Cardiff Limousine & Transportation	62611	981.40
9/26/2024	V01289--Chmura Economics & Analytics, LLC	62689	7,175.00
9/26/2024	V00124--Colonial Life Premium Processing	62691	5,356.92
9/12/2024	V00873--Connect Worldwide	62612	312.68
9/12/2024	V01080--CV Strategies	62613	18,492.50
9/26/2024	V00141--CVB REPS	62692	250.00
9/20/2024	V00141--CVB REPS	62665	200.00
9/12/2024	V00148--Desert Arc	62614	1,200.00
9/12/2024	V00830--Desert Arc Shredding & Recycling	62615	45.00
9/26/2024	V00944--Destination International	62693	16,140.00
9/12/2024	V00159--Destination PSP	62616	2,949.25
9/12/2024	V00163--Discover Palm Beach County	62617	3,996.25
9/12/2024	V00179--Enterprise	62618	532.69
9/20/2024	V00692--Eric Scott Caplan	62666	732.75
9/12/2024	V00692--Eric Scott Caplan	62619	1,513.35
9/12/2024	V01066--ESRI	62620	4,420.00
9/26/2024	V00191--Fantasy Balloon Flights	62694	4,400.00
9/26/2024	V00194--FIND Food Bank	62695	260.00
9/12/2024	V00861--Finn Partners Limited ##	1237	24,334.99
9/12/2024	V00195--Fired Up Culture	62621	6,037.50
9/27/2024	V01073--Give Smart US, Inc. #	322285780017815	2,500.00
9/26/2024	V00223--Golfpac Travel	62696	7,500.00
9/12/2024	V01286--Good Vibes Sound Bath	62622	1,050.00
9/12/2024	V00705--Hospitality Performance Network Globa	62623	2,000.00
9/20/2024	V01297--iForm Media	62667	1,462.00
9/12/2024	V00259--Image360	62624	976.84
9/20/2024	V01298--International Council of Shopping Cent	62668	10,000.00
9/20/2024	V00274--JNS Media Specialist	62669	103,552.29
9/12/2024	V00283--JW Marriott Desert Springs Resort & Sp	62625	35,000.00

**Company name:** Visit Greater Palm Springs

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<b>Date</b>	<b>Vendor</b>	<b>Document no.</b>	<b>Amount</b>
9/12/2024	V00297--La Quinta Resort & Club	62626	8,256.27
9/12/2024	V01206--Las Vegas Expo Inc. dba LVE	62627	48,350.76
9/26/2024	V01283--Legacy Landscape Designs	62697	2,490.00
9/26/2024	V00309--Lin Lines dba Lion Transportation Servi	62698	590.00
9/20/2024	V00737--Locations 760	62670	7,200.00
9/12/2024	V00326--Maritz Global Events Inc.	62628	6,000.00
9/20/2024	V00835--Medical Air Services Association (MASA	62671	344.00
9/20/2024	V00335--Meeting Professionals International	62672	550.00
9/26/2024	V01291--Meghan O'Dell	62699	495.18
9/12/2024	V00338--Metropolitan Life Insurance Company	62629	7,953.24
9/20/2024	V01295--MGM Resort International	62673	39,956.68
9/26/2024	V00824--Mission Square Retirement - 457 B #	322285780012444	18,242.75
9/10/2024	V00824--Mission Square Retirement - 457 B #	322285780007385	13,971.30
9/26/2024	V00825--Mission Square Retirement - RHS #	322285780012448	1,250.00
9/10/2024	V00825--Mission Square Retirement - RHS #	322285780007383	1,250.00
9/26/2024	V00860--Mission Square Retirement 401 (a) #	322285780012446	53,433.00
9/12/2024	V00351--MMGY Global, LLC NJF	62630	80.00
9/26/2024	V00352--mN' Organisation #	202409260081837	1,743.36
9/20/2024	V01293--National Fisheries Institute, Inc.	62674	497.05
9/12/2024	V00371--Northstar Travel Media, LLC	62631	4,500.00
9/20/2024	V01292--NPG, Inc.	62675	5,115.00
9/26/2024	V00375--OAG Aviation Worldwide LLC	62700	2,916.38
9/12/2024	V00377--ODP Business Solutions, LLC	62632	242.37
9/12/2024	V00401--Palm Springs Pride	62633	2,000.00
9/26/2024	V00409--PCMA Education Foundation #	322285780019783	5,000.00
9/12/2024	V00410--PCMA Heartland Chapter	62634	1,100.00
9/12/2024	V00411--PCMA Northern California Chapter	62635	4,000.00
9/12/2024	V00412--Petty Cash	62636	74.78
9/20/2024	V01177--Pre-Paid Legal Services Inc dba Legal S	62676	422.00
9/12/2024	V01032--Professional Convention Management A	62637	1,600.00
9/12/2024	V01216--Pye Barker	62638	483.00
9/12/2024	V00829--R & S Commercial Cleaning Inc	62639	1,700.00
9/12/2024	V00445--Rand Larson & Associates Inc. dba Mor	62640	720.00
9/11/2024	V00445--Rand Larson & Associates Inc. dba Mor	Voided - 62328	-720.00
9/12/2024	V00879--Rappi Palm Springs	62641	154.00
9/3/2024	V01284--Satisfi Labs, Inc. #	322285780009062	30,000.00
9/20/2024	V01290--Signs & Shapes International, Inc.	62677	891.44
9/12/2024	V01288--SITE SoCal	62642	7,000.00
9/12/2024	V00770--Slovak Baron Empey Murphy & Pinkney	62643	3,998.50
9/26/2024	V01008--SoCal Electrical & Lighting, Inc.	62701	445.25
9/20/2024	V00500--Southern California Edison	62678	5,321.42
9/12/2024	V00508--Sprout Social	62644	400.00
9/20/2024	V01157--Starfish LLC #	322285780037844	8,250.00
9/12/2024	V01157--Starfish LLC #	62645	732.00



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**Report name:** Check register

**Created on:** 11/14/2024

**Operating - Pacific Premier Bank** **Account no: 8000212688**

<b>Date</b>	<b>Vendor</b>	<b>Document no.</b>	<b>Amount</b>
9/20/2024	V00251--Steel Technology LLC dba Hydro Flask	62679	1,185.74
9/12/2024	V00517--Strategic Marketing & Research Insight	62646	23,500.00
9/26/2024	V00810--Superbloom Group LLC	62702	1,575.00
9/20/2024	V00810--Superbloom Group LLC	62680	2,400.00
9/12/2024	V00810--Superbloom Group LLC	62647	290.00
9/12/2024	V00854--The Lincoln National Life Insurance Cor	62648	5,101.00
9/12/2024	V00874--The Travel Mom Inc	62649	15,000.00
9/12/2024	V00574--TPX Communications	62650	3,672.21
9/12/2024	V01287--Trade Press Media Group, Inc	62651	4,000.00
9/13/2024	V00583--TravMedia USA LLC #	322285780018908	5,800.00
9/12/2024	V00966--Tysen Knight Productions	62652	75.00
9/26/2024	V00597--Uline	62703	180.86
9/12/2024	V00597--Uline	62653	147.81
9/20/2024	V01247--Unchained Group, LLC	62681	3,750.00
9/12/2024	V01247--Unchained Group, LLC	62654	1,500.00
9/26/2024	V00604--United Way of the Desert	62704	82.00
9/26/2024	V00606--UPS - United Parcel Service	62705	1,043.72
9/20/2024	V00606--UPS - United Parcel Service	62682	2,451.74
9/12/2024	V00606--UPS - United Parcel Service	62655	2,811.17
9/20/2024	V00607--UPS Supply Chain Solutions, Inc.	62683	72.37
9/12/2024	V00607--UPS Supply Chain Solutions, Inc.	62656	25.13
9/12/2024	V00800--Vacation Rental Compliance	62657	5,000.00
9/20/2024	V00612--Valley Office Equipment	62684	541.23
9/20/2024	V00621--Visa USA, INC.	62685	6,578.00
9/12/2024	V00622--Vision Service Plan (CA)	62658	1,037.28
9/26/2024	V00642--Xpress Graphics	62706	548.26
9/12/2024	V00642--Xpress Graphics	62659	765.04
9/26/2024	V01042--Zash Snacks LLC	62707	55.00
<b>Total for Operating</b>			<b>822,229.92</b>



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760.770.9000 / 800.967.3767

The following pages reflect the payments issued for the period of October 01, 2024 through October 31, 2024 from Pacific Premier Bank.

Signed by:  
  
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Scott White, President/CEO  
Visit Greater Palm Springs



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

DocuSigned by:  
  
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Rolf Hoehn, Chair, Board of Directors



9 resort cities. *one* beautiful oasis.

**Company name:** Visit Greater Palm Springs  
**Report name:** Check register  
**Created on:** 11/14/2024  
**Operating - Pacific Premier Bank** **Account no: 8000212688**

Date	Vendor	Document no.	Amount
10/3/2024	V00017--Ailevon, LLC	62709	7,067.75
10/31/2024	V01315--American Exposition Services, Inc	62849	12,079.66
10/10/2024	V00041--Association Forum	62752	4,000.00
10/31/2024	V00044--AT&T Mobility	62850	835.70
10/10/2024	V00044--AT&T Mobility	62753	1,636.51
10/17/2024	V00047--Avalon Palm Springs	62782	12,785.63
10/10/2024	V01034--Azure Palm Hot Springs Resort & Day	62754	410.00
10/17/2024	V00056--BASIC Benefits	62784	41.88
10/17/2024	V00056--BASIC Benefits	62783	226.54
10/24/2024	V00057--BASIC PVR	62822	6,904.14
10/10/2024	V01064--Bieneck International, Inc. dba B-FOR	202410100084373	11,493.40
10/24/2024	V01311--BlueAlly Technology Solutions, LLC	62823	11,876.22
10/17/2024	V00656--Blueviolet Networks	62785	360.00
10/10/2024	V00656--Blueviolet Networks	62755	180.00
10/31/2024	V00073--Brandini	62851	266.40
10/17/2024	V00073--Brandini	62786	777.60
10/3/2024	V00073--Brandini	62710	1,166.40
10/3/2024	V00867--Brown & Bigelow, Inc	62711	2,262.55
10/29/2024	V01310--Buena Vista Productions #	322285780005420	315,405.00
10/17/2024	V01269--Burnham Gibson Wealth Advisors, LLC	62787	5,831.75
10/10/2024	V00078--Burrtec Waste & Recycling Svcs	62756	504.24
10/3/2024	V00088--California Travel Association	62712	51,500.00
10/7/2024	V00089--CalPERS Fiscal Services Division	100000017679089	108,348.08
10/24/2024	V01204--Capitol Advocacy, LLC	62824	20,000.00
10/3/2024	V01204--Capitol Advocacy, LLC	62713	10,000.00
10/31/2024	V00093--Cardiff Limousine & Transportation	62852	981.50
10/24/2024	V00093--Cardiff Limousine & Transportation	62825	281.75
10/10/2024	V00093--Cardiff Limousine & Transportation	62758	4,944.32
10/3/2024	V00093--Cardiff Limousine & Transportation	62714	167.00
10/3/2024	V00094--CDW Government	62715	688.14
10/3/2024	V00112--City of La Quinta	62716	14,298.47
10/31/2024	V00119--Coachella Horse Park LLC	62853	50,000.00
10/17/2024	V01132--Coachella Valley Garden Service, Inc.	62788	3,265.00
10/17/2024	V00661--Coachella Valley History Museum	62789	1,500.00
10/24/2024	V00122--Coachella Valley Water District	62826	219.64
10/3/2024	V00122--Coachella Valley Water District	62717	240.44
10/31/2024	V00124--Colonial Life Premium Processing	62854	5,335.80
10/10/2024	V00663--Conference Direct LLC	62759	21,800.00
10/17/2024	V00866--CoStar Realty Information, Inc.	62790	30,473.09
10/17/2024	V01090--CrushCrush Promos	62791	277.23
10/3/2024	V01080--CV Strategies	62718	33,035.00
10/17/2024	V00141--CVB REPS	62792	2,200.00
10/17/2024	V01307--David Dickstein	62793	186.26
10/24/2024	V00144--De Lage Landen Financial Services, Inc	62827	310.73
10/17/2024	V00144--De Lage Landen Financial Services, Inc	62794	3,204.02

**Company name:** Visit Greater Palm Springs

**Report name:** Check register

**Created on:** 11/14/2024

**Operating - Pacific Premier Bank Account no: 8000212688**

<b>Date</b>	<b>Vendor</b>	<b>Document no.</b>	<b>Amount</b>
10/24/2024	V00146--Desert Adventures Red Jeep Tour & Ev	62828	1,810.50
10/17/2024	V00146--Desert Adventures Red Jeep Tour & Ev	62795	2,635.00
10/10/2024	V00148--Desert Arc	62760	1,200.00
10/3/2024	V00830--Desert Arc Shredding & Recycling	62719	45.00
10/3/2024	V01111--Desert Autism Foundation	62720	2,500.00
10/31/2024	V00152--Desert Fire Extinguisher Co, Inc.	62855	81.31
10/31/2024	V00159--Destination PSP	62856	1,048.80
10/17/2024	V00159--Destination PSP	62796	4,717.22
10/10/2024	V00159--Destination PSP	62761	76.48
10/3/2024	V00159--Destination PSP	62721	1,353.61
10/3/2024	V00161--Destinations International Foundation	62722	5,000.00
10/10/2024	V00179--Enterprise	62762	422.87
10/17/2024	V00692--Eric Scott Caplan	62797	554.25
10/3/2024	V00692--Eric Scott Caplan	62723	1,492.65
10/31/2024	V00193--Financial & Insurance Conference Profe	62857	1,640.00
10/24/2024	V00194--FIND Food Bank	62829	260.00
10/25/2024	V00861--Finn Partners Limited ##	202410250047706	11,826.94
10/18/2024	V00861--Finn Partners Limited ##	202410180074166	22,268.99
10/3/2024	V00861--Finn Partners Limited ##	1335	4,762.50
10/3/2024	V00195--Fired Up Culture	62724	6,037.50
10/3/2024	V01244--Frank Cervera Figueroa	62725	100.00
10/31/2024	V00204--Freeman	62858	7,546.07
10/3/2024	V00696--Gary R. Gardner	62726	100.00
10/18/2024	V00791--Gate 7 #	202410180074165	25,727.74
10/3/2024	V00702--Gregory W Sanders	62727	100.00
10/28/2024	V01309--H.I.S Canada Travel Inc. dba Travelbra	322285780003321	5,000.00
10/11/2024	V01305--Hablo Ltd #	202410110071370	3,244.63
10/10/2024	V00705--Hospitality Performance Network Globa	62763	12,500.00
10/3/2024	V01297--iForm Media	62728	1,460.89
10/17/2024	V00259--Image360	62798	48.43
10/10/2024	V00708--Indian Wells Golf Resort	62764	1,970.36
10/17/2024	V00257--International Inbound Travel Associatic	62799	995.00
10/3/2024	V00713--Jan C Harnik	62729	100.00
10/3/2024	V00832--Jeffrey Adam Bernstein	62730	100.00
10/31/2024	V00274--JNS Media Specialist	62859	488,501.03
10/24/2024	V00274--JNS Media Specialist	62830	97,476.54
10/17/2024	V00274--JNS Media Specialist	62800	213,457.09
10/3/2024	V00274--JNS Media Specialist	62731	8,692.94
10/31/2024	V00724--Judd Spicer	62860	400.00
10/31/2024	V00283--JW Marriott Desert Springs Resort & Sp	62861	6,389.06
10/17/2024	V00283--JW Marriott Desert Springs Resort & Sp	62801	50,000.00
10/3/2024	V00283--JW Marriott Desert Springs Resort & Sp	62732	845.10
10/3/2024	V01304--Kassandra Elvira Riosco dba Nina Y Le	62733	78.66
10/10/2024	V00292--Kimpton, The Rowan Palm Springs	62765	5,486.54
10/17/2024	V01301--Konnections Certification Inc.	62802	550.00

**Company name:** Visit Greater Palm Springs

**Report name:** Check register

**Created on:** 11/14/2024

**Operating - Pacific Premier Bank Account no: 8000212688**

<b>Date</b>	<b>Vendor</b>	<b>Document no.</b>	<b>Amount</b>
10/10/2024	V01206--Las Vegas Expo Inc. dba LVE	62766	3,708.52
10/3/2024	V01206--Las Vegas Expo Inc. dba LVE	62734	48,350.76
10/1/2024	V01206--Las Vegas Expo Inc. dba LVE	Voided - 62627	-48,350.76
10/24/2024	V00309--Lin Lines dba Lion Transportation Servi	62831	3,210.75
10/17/2024	V00309--Lin Lines dba Lion Transportation Servi	62803	9,829.00
10/3/2024	V00736--Linda Evans Bender	62735	100.00
10/17/2024	V00314--Living Desert	62804	873.75
10/17/2024	V00875--LNRS Data Services Inc	62805	3,400.92
10/24/2024	V00737--Locations 760	62833	5,000.00
10/24/2024	V00737--Locations 760	62832	2,500.00
10/3/2024	V00737--Locations 760	62736	300.00
10/10/2024	V01048--Lulu California Bistro	62767	5,250.00
10/3/2024	V01300--Marine Corps League	62737	5,955.00
10/17/2024	V00835--Medical Air Services Association (MASA	62806	330.00
10/10/2024	V01306--Memoria Films Inc.	62769	4,000.00
10/3/2024	V00338--Metropolitan Life Insurance Company	62738	7,893.46
10/24/2024	V00824--Mission Square Retirement - 457 B #	322285780013638	14,275.81
10/9/2024	V00824--Mission Square Retirement - 457 B #	322285780045696	13,768.66
10/24/2024	V00825--Mission Square Retirement - RHS #	322285780013636	1,250.00
10/9/2024	V00825--Mission Square Retirement - RHS #	322285780045698	1,250.00
10/24/2024	V00860--Mission Square Retirement 401 (a) #	322285780013640	8,380.03
10/9/2024	V00860--Mission Square Retirement 401 (a) #	322285780045694	8,170.91
10/10/2024	V00351--MMGY Global, LLC NJF	62770	23,625.00
10/3/2024	V00354--Modernism Week	62739	1,199.00
10/24/2024	V00365--National Tour Association	62834	875.00
10/3/2024	V00806--North Star Place Branding + Marketing	62740	30,000.00
10/24/2024	V01128--Northeast Convention & Visitors Bureau	62835	550.00
10/24/2024	V00377--ODP Business Solutions, LLC	62836	1,191.99
10/17/2024	V00377--ODP Business Solutions, LLC	62807	187.48
10/3/2024	V00377--ODP Business Solutions, LLC	62741	16.64
10/10/2024	V01219--OT Technology, Inc	62771	641.13
10/10/2024	V00391--Palm Springs Aerial Tramway	62772	723.75
10/10/2024	V00412--Petty Cash	62773	110.49
10/10/2024	V01226--Pitney Bowes Global Financial Services	62774	461.06
10/24/2024	V00913--PJ's Desert Trophies & Gifts	62837	3,336.56
10/31/2024	V01314--Pleasant Holidays LLC	62862	5,000.00
10/17/2024	V01177--Pre-Paid Legal Services Inc dba Legal S	62808	422.00
10/24/2024	V01216--Pye Barker	62838	483.00
10/31/2024	V00829--R & S Commercial Cleaning Inc	62863	1,700.00
10/3/2024	V00829--R & S Commercial Cleaning Inc	62742	1,700.00
10/31/2024	V00879--Rappi Palm Springs	62864	700.00
10/10/2024	V00480--Shields Date Garden	62775	192.00
10/22/2024	V00770--Slovak Baron Empey Murphy & Pinkney	CZ10000A0TA0C\R	6,340.67
10/21/2024	V00859--So Cal Arena Company, LLC #	322285780007575	150,000.00
10/10/2024	V00500--Southern California Edison	62776	3,904.67

**Company name:** Visit Greater Palm Springs  
**Report name:** Check register  
**Created on:** 11/14/2024  
**Operating - Pacific Premier Bank** **Account no: 8000212688**

Date	Vendor	Document no.	Amount
10/10/2024	V01302--Sports Events and Tourism Association	62777	1,493.75
10/4/2024	V01157--Starfish LLC #	322285780022436	8,250.00
10/3/2024	V00877--Stephen G Downs	62743	100.00
10/24/2024	V00523--Summerland Creative	62839	9,875.00
10/17/2024	V00523--Summerland Creative	62809	8,875.00
10/24/2024	V00810--Superbloom Group LLC	62840	2,320.00
10/17/2024	V00810--Superbloom Group LLC	62810	330.00
10/10/2024	V00810--Superbloom Group LLC	Voided - 62479	-330.00
10/17/2024	V01294--The Culturist Group LLC	62811	11,250.00
10/3/2024	V00854--The Lincoln National Life Insurance Cor	62745	5,133.41
10/17/2024	V00551--The Lock Shop Inc.	62812	390.53
10/3/2024	V00627--The Visit USA Association (UK) Ltd #	1333	3,954.29
10/10/2024	V00574--TPX Communications	62778	3,659.24
10/31/2024	V00587--Truly Nolen	62865	196.00
10/24/2024	V00597--Uline	62841	604.39
10/17/2024	V00597--Uline	62813	136.21
10/10/2024	V00597--Uline	62779	164.68
10/24/2024	V01247--Unchained Group, LLC	62842	2,980.00
10/24/2024	V00604--United Way of the Desert	62843	82.00
10/17/2024	V01145--Unruly Creative Inc.	62814	720.00
10/3/2024	V01145--Unruly Creative Inc.	62746	2,210.00
10/31/2024	V00606--UPS - United Parcel Service	62866	1,414.37
10/24/2024	V00606--UPS - United Parcel Service	62844	586.54
10/17/2024	V00606--UPS - United Parcel Service	62815	7,149.54
10/10/2024	V00606--UPS - United Parcel Service	62780	267.55
10/3/2024	V00606--UPS - United Parcel Service	62747	868.84
10/24/2024	V00607--UPS Supply Chain Solutions, Inc.	62845	54.09
10/17/2024	V00607--UPS Supply Chain Solutions, Inc.	62816	46.36
10/3/2024	V00800--Vacation Rental Compliance	62748	5,000.00
10/17/2024	V00612--Valley Office Equipment	62818	179.91
10/17/2024	V00612--Valley Office Equipment	62817	873.52
10/24/2024	V01303--Varsity Spirit	62846	19,335.00
10/17/2024	V01308--Victoria Clarke	62819	700.00
10/3/2024	V00622--Vision Service Plan (CA)	62749	1,038.12
10/3/2024	V00786--Waymond Fermon	62750	100.00
10/17/2024	V00640--Windmill City Screen Printing	62820	2,073.17
10/31/2024	V00642--Xpress Graphics	62867	541.45
10/24/2024	V00642--Xpress Graphics	62847	2,324.28
10/17/2024	V00642--Xpress Graphics	62821	260.15
10/10/2024	V00642--Xpress Graphics	62781	356.78
10/3/2024	V00642--Xpress Graphics	62751	1,447.80
10/24/2024	V01313--Yanill Garcia	62848	192.00
<b>Total for Operating</b>			<b>2,199,982.76</b>



70100 highway 111 / rancho mirage, ca 92270

760.770.9000 / 800.967.3767

The following pages reflect the payments issued for the period of November 01, 2024 through November 30, 2024 from Pacific Premier Bank.

Signed by:  
  
B8493221A077453...

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Scott White, President/CEO  
Visit Greater Palm Springs



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

DocuSigned by:  
  
EBC58068F73F47C...

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Rolf Hoehn, Chair, Board of Directors



9 resort cities. *one* beautiful oasis.

**Company name:** Visit Greater Palm Springs  
**Report name:** Check register  
**Created on:** 12/6/2024  
**Operating - Pacific Premier Bank** **Account no: 8000212688**

<b>Date</b>	<b>Vendor</b>	<b>Document no.</b>	<b>Amount</b>
11/15/2024	V00011--Ace Transportatlon	62895	448.00
11/7/2024	V00011--Ace Transportatlon	62868	4,828.00
11/15/2024	V00014--AEG Management Palm Springs LLC	62896	2,821.00
11/15/2024	V00017--Allevon, LLC	62897	300.23
11/7/2024	V00017--Allevon, LLC	62869	7,067.75
11/15/2024	V01318--Anna Marie Rembold	62898	892.95
11/22/2024	V00056--BASIC Benefits	62928	41.88
11/15/2024	V00056--BASIC Benefits	62899	221.72
11/22/2024	V00057--BASIC PVR	62929	6,954.14
11/22/2024	V00073--Brandini	62930	324.00
11/15/2024	V00073--Brandini	62900	777.60
11/7/2024	V00076--Bright Event Rentals	62870	2,661.74
11/25/2024	V01310--Buena Vista Productions #	322285780007864	630,810.00
11/7/2024	V00078--Burrtec Waste & Recycling Svcs	62871	252.12
11/22/2024	V00933--California Special District Association	62931	2,300.00
11/6/2024	V00089--CalPERS Fiscal Services Division	100000017709841	107,589.61
11/22/2024	V01204--Capitol Advocacy, LLC	62932	10,000.00
11/22/2024	V00093--Cardiff Limousine & Transportation	62933	440.00
11/15/2024	V00093--Cardiff Limousine & Transportation	62901	3,848.53
11/7/2024	V00093--Cardiff Limousine & Transportation	62872	3,819.97
11/22/2024	V01127--Cathleen Mary Johnson	62934	11,871.67
11/22/2024	V00117--Civitas	62935	7,280.00
11/22/2024	V01132--Coachella Valley Garden Service, Inc.	62936	3,765.00
11/15/2024	V01132--Coachella Valley Garden Service, Inc.	62902	2,630.00
11/15/2024	V00129--Concur Technologies, Inc.	62903	1,434.00
11/22/2024	V00873--Connect Worldwide	62937	9,990.37
11/7/2024	V00873--Connect Worldwide	62873	10,923.15
11/22/2024	V00136--Coraggio Group LLC	62938	15,256.25
11/7/2024	V01080--CV Strategies	62874	23,846.25
11/22/2024	V00845--David Dixon	62939	600.00
11/22/2024	V00146--Desert Adventures Red Jeep Tour & Events	62940	630.00
11/15/2024	V00146--Desert Adventures Red Jeep Tour & Events	62904	206.50
11/7/2024	V00146--Desert Adventures Red Jeep Tour & Events	62875	1,930.00
11/15/2024	V00148--Desert Arc	62905	1,200.00
11/15/2024	V00830--Desert Arc Shredding & Recycling	62906	45.00
11/15/2024	V00678--Desert Promotional & Embroidery, LLC	62907	22.84
11/22/2024	V00159--Destination PSP	62941	4,606.81
11/7/2024	V00159--Destination PSP	62876	2,685.93
11/7/2024	V01317--Emily Alvarez-Zurita	62877	2,500.00
11/15/2024	V00179--Enterprise	62908	3,242.01
11/7/2024	V00690--Epic Entertainment, LLC	62878	700.00
11/15/2024	V00692--Eric Scott Caplan	62909	589.50
11/7/2024	V00692--Eric Scott Caplan	62879	718.50
11/22/2024	V00194--FIND Food Bank	62942	260.00
11/15/2024	V00195--Fired Up Culture	62910	6,037.50
11/22/2024	V00259--Image360	62943	619.53
11/15/2024	V00259--Image360	62911	323.25
11/15/2024	V00268--IRC Corporation	62912	67.65
11/22/2024	V00274--JNS Media Specialist	62944	130,088.35
11/15/2024	V00274--JNS Media Specialist	62913	449,906.42
11/22/2024	V00965--Lara Kiniris	62945	720.00
11/15/2024	V00309--Lin Lines dba Lion Transportation Services	62914	2,981.25
11/7/2024	V00309--Lin Lines dba Lion Transportation Services	62880	1,199.25



**Company name:** Visit Greater Palm Springs  
**Report name:** Check register  
**Created on:** 12/6/2024  
**Operating - Pacific Premier Bank** **Account no: 8000212688**

Date	Vendor	Document no.	Amount
11/22/2024	V00835--Medical Air Services Association (MASA)	62946	330.00
11/7/2024	V00338--Metropolitan Life Insurance Company	62881	7,769.08
11/21/2024	V00824--Mission Square Retirement - 457 B #	322285780007246	13,440.50
11/8/2024	V00824--Mission Square Retirement - 457 B #	322285780019410	13,397.54
11/21/2024	V00825--Mission Square Retirement - RHS #	322285780007244	1,250.00
11/19/2024	V00825--Mission Square Retirement - RHS #	322285780013212	159,335.39
11/8/2024	V00825--Mission Square Retirement - RHS #	322285780019408	1,250.00
11/21/2024	V00860--Mission Square Retirement 401 (a) #	322285780007248	7,680.42
11/19/2024	V00860--Mission Square Retirement 401 (a) #	322285780013210	91,227.06
11/22/2024	V00352--mN' Organisations #	202411220096695	16,548.58
11/22/2024	V00359--MSI #	202411220096696	2,619.71
11/7/2024	V01208--Mure Browning dba Atrium Apothecary Inc.	62882	525.00
11/7/2024	V01142--National Association of Catering & Events	62883	2,000.00
11/22/2024	V01312--Nespresso USA Inc.	62947	1,228.58
11/8/2024	V01316--Newcom Media, Inc. #	202411080109106	3,049.59
11/7/2024	V00377--ODP Business Solutions, LLC	62884	467.27
11/15/2024	V01028--Page Design Group	62915	5,475.00
11/15/2024	V00695--Palms to Pines Printing & Promotional Products	62916	155.82
11/22/2024	V00412--Petty Cash	62948	88.97
11/22/2024	V01320--Popl Co	62949	5,880.00
11/15/2024	V01177--Pre-Paid Legal Services Inc dba Legal Shield	62917	443.95
11/15/2024	V00430--Professional Convention Management Association - PCMA	62918	485.00
11/7/2024	V00433--PROST Desert Cities	62885	500.00
11/15/2024	V01216--Pye Barker	62919	437.50
11/22/2024	V01323--Ruben Gryson	202411220096697	250.00
11/15/2024	V00480--Shields Date Garden	62920	239.84
11/7/2024	V00480--Shields Date Garden	62886	764.89
11/15/2024	V00769--Simpleview	62921	20,500.00
11/15/2024	V01321--SITE Chicago	62922	1,700.00
11/12/2024	V00492--SITE(Society for Incentive Travel Excellence)#	322285780010837	12,500.00
11/18/2024	V00770--Slovak Baron Empey Murphy & Pinkney LLP #	J23	7,940.95
11/18/2024	V01319--SNK Hotels KK #	1401	38,111.00
11/7/2024	V00500--Southern California Edison	62887	3,120.63
11/22/2024	V00810--Superbloom Group LLC	62950	205.00
11/15/2024	V00994--Tara Howard Petrilla	62923	800.00
11/22/2024	V01100--The Balloon Casita	62951	500.00
11/7/2024	V00854--The Lincoln National Life Insurance Company	62888	5,095.11
11/15/2024	V01108--The Tadros LLC dba The Packhouse at Aziz Farms	62924	2,750.00
11/7/2024	V00843--Tina Turntables	62889	400.00
11/22/2024	V00574--TPX Communications	62952	3,697.62
11/15/2024	V00597--Uline	62925	442.60
11/15/2024	V01247--Unchained Group, LLC	62926	2,980.00
11/22/2024	V00604--United Way of the Desert	62953	82.00
11/22/2024	V00606--UPS - United Parcel Service	62954	6,652.17
11/7/2024	V00606--UPS - United Parcel Service	62890	782.62
11/7/2024	V00607--UPS Supply Chain Solutions, Inc.	62891	22.33
11/7/2024	V00800--Vacation Rental Compliance	62892	5,000.00
11/22/2024	V00612--Valley Office Equipment	62955	28,920.39
11/7/2024	V00622--Vison Service Plan (CA)	62893	1,028.67
11/18/2024	V00628--Visit USA Committee/ France #	202411180089064	1,404.10
11/1/2024	V00628--Visit USA Committee/ France #	202411010067101	1,265.05
11/22/2024	V00568--WestIn Rancho Mirage Golf Resort & Spa	62956	2,499.58
11/22/2024	V00642--Xpress Graphics	62957	1,090.65

**Company name:** Visit Greater Palm Springs  
**Report name:** Check register  
**Created on:** 12/6/2024  
**Operating - Pacific Premier Bank** **Account no: 8000212688**  
**Date** **Vendor**  
11/15/2024 V00642--Xpress Graphics  
11/7/2024 V00642--Xpress Graphics

<b>Document no.</b>	<b>Amount</b>
62927	328.27
62894	1,034.30
<b>Total for Operating</b>	<b>1,972,968.95</b>



**Staff Report  
December 13, 2024**

**From:** John Lambeth, Civitas Advisors  
Bruce T. Bauer, Deputy Counsel

**Re:** Resolution of Intention to Modify the Greater Palm Springs Tourism Business Improvement District

*RECOMMENDATION:*

That the Joint Powers Authority Executive Committee, serving as the governing body of Visit Greater Palm Springs, adopt and approve Resolution No. JPA 2024-011, declaring the JPA Executive Committee's intention to modify the existing Greater Palm Springs Tourism Business Improvement District.

*BACKGROUND:*

The Greater Palm Springs Tourism Business Improvement District (GPSTBID) is a benefit assessment district that provides a revenue source to help fund marketing and sales promotion efforts, as well as key priority projects for assessed Greater Palm Springs lodging businesses. The GPSTBID currently includes all lodging businesses with fifty (50) rooms or more and all vacation rentals located within the boundaries of the GPSTBID, including the cities of Desert Hot Springs, Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, and Indio, and portions of the unincorporated area of Riverside County in the Coachella Valley.

The Property and Business Improvement District Law of 1994, Streets and Highways Code §36600 et seq., allows for the Owners' Association to request the JPA Executive Committee to modify the Management District Plan (Plan). Visit Greater Palm Springs is the Owners' Association of the GPSTBID and has requested that the JPA Executive Committee begin proceedings to modify the Plan. The proposed modification will modify the GPSTBID boundaries to include the City of Coachella within its existing boundaries, effective July 1, 2025.

Coachella lodging business owners have expressed the desire to join the GPSTBID to increase overnight visitors and other benefits provided by the GPSTBID. Visit Greater Palm Springs now desires to build upon this success by modifying the Plan to include certain lodging businesses in the City of Coachella.

*MANAGEMENT DISTRICT PLAN*

The Plan (Attachment 1) includes the boundary of the GPSTBID, a service plan, budget and

a means of governance. The modified MDP boundaries include all lodging businesses with fifty (50) rooms or more and all vacation rentals located within the boundaries of the cities of Desert Hot Springs, Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Coachella, and Indio and portions of the unincorporated area of Riverside County in the Western Coachella Valley. The modified Plan with the addition of Coachella will take effect on July 1, 2025, and will continue until the expiration of the GPSTBID on June 30, 2031.

#### *GPSTBID MODIFICATION PROCESS*

December 13, 2024	<b>RESOLUTION OF INTENTION HEARING</b> Upon the submission of a written request by the Owners' Association, the JPA Executive Committee may initiate proceedings to modify the Plan by the adoption of a Resolution expressing its intention to modify the Plan.
January 31, 2025	<b>PUBLIC MEETING</b> Allow public testimony on the modification of the Plan. No JPA Executive Committee action required.
No later than February 18, 2025	<b>NOTICE</b> The 94 Law requires the JPA Executive Committee to mail written notice to the owners of all businesses proposed to be assessed within the GPSTBID. Mailing the notice begins a mandatory forty-five (45) day period in which assessed business owners may protest GPSTBID modification.
April 4, 2025	<b>FINAL PUBLIC HEARING</b> If written protests are received from the owners of businesses in the district which will pay more than 50 percent (50%) of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent (50%), no further proceedings to modify the Plan shall be taken for a period of one year from the date of the finding of a majority protest by the JPA Executive Committee. The existing GPSTBID would remain in place, unmodified.  If the JPA Executive Committee, following the public hearing, decides to modify the Plan and expand the boundaries to include the City of Coachella, the JPA Executive Committee shall adopt a Resolution of Modification.

#### *FISCAL IMPACT:*

None immediately. Because the GSPTBID programs are intended to increase visitation to the Greater Palm Springs area, there may be an increase in transient occupancy tax and sales tax collections.

#### *ATTACHMENT:*

1. Modified Management District Plan
2. Resolution of Intention to Modify

**Gary Gardner, Chair**  
City of Desert Hot Springs

**Waymond Fermon, Vice Chair**  
City of Indio

**Mark Carnevale**  
City of Cathedral City

**Dr. Frank Figueroa**  
City of Coachella

**Greg Sanders**  
City of Indian Wells

**Linda Evans**  
City of La Quinta

**Jan Harnik**  
City of Palm Desert

**Jeffrey Bernstein**  
City of Palm Springs

**Steve Downs**  
City of Rancho Mirage

**V. Manuel Perez**  
County of Riverside

# JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

## RESOLUTION NO. JPA 2024-011

### A RESOLUTION OF THE VISIT GREATER PALM SPRINGS JPA EXECUTIVE COMMITTEE DECLARING ITS INTENTION TO MODIFY THE MANAGEMENT DISTRICT PLAN OF THE GREATER PALM SPRINGS TOURISM BUSINESS IMPROVEMENT DISTRICT (GPSTBID) AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF

**WHEREAS**, the JPA Executive Committee created the GPSTBID on June 17, 2016 by Resolution No. JPA 2016-004; and

**WHEREAS**, the JPA Executive Committee renewed the GPSTBID for a ten (10) year term which ends on June 30, 2031 by Resolution No. JPA 2020-005; and

**WHEREAS**, the Property and Business Improvement Law of 1994, Streets and Highways Code §36600 et seq., allows boards created pursuant to a joint powers agreement to modify the GPSTBID at the request of the Owners' Association; and

**WHEREAS**, the GPSTBID Owners' Association, Visit Greater Palm Springs, has requested modification of the GPSTBID and by extension the Management District Plan to include the City of Coachella within the boundaries of the GPSTBID; and

#### **NOW, THEREFORE, BE IT RESOLVED BY THE JPA EXECUTIVE COMMITTEE THAT:**

1. The recitals set forth herein are true and correct.
2. The JPA Executive Committee declares its intention to modify the GPSTBID and the Management District Plan and finds that the modified Management District Plan satisfies all requirements of Streets and Highways Cost Section 36622.
3. The GPSTBID currently includes all lodging businesses with fifty (50) rooms or more and all vacation rentals located within the boundaries of the cities of Desert Hot Springs, Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, and Indio and portions of the unincorporated area of Riverside County in the Western Coachella Valley. The proposed modification of the GPSTBID Management District Plan will modify the existing boundaries of the GPSTBID to include the City of Coachella, effective July 1, 2025, or as soon as possible thereafter, as shown in Exhibit A, attached hereto and incorporated herein by reference.
4. The time and place for the public meeting for comments on the modified GPSTBID Management District Plan are set for January 31, 2025, at 8:30AM, or as soon as possible thereafter as the matter may be heard, at the Agua Caliente Resort Casino Spa Rancho Mirage, in the Cahuilla Ballroom, 32-250 Bob Hope Dr, Rancho Mirage, CA 92270.

5. The time and place for the public hearing on modification of the GPSTBID Management District Plan are set for April 4, 2025, at 8:30AM, or as soon as possible thereafter as the matter may be heard, at The Ritz-Carlton, Rancho Mirage, in The Ritz-Carlton Ballroom, 68900 Frank Sinatra Dr, Rancho Mirage, CA 92270. The Clerk of the JPA Executive Committee is directed to provide written notice to the assessed businesses subject to assessment of the date and time of the meeting and hearing, and to provide that notice as required by Streets and Highways Code § 36623, no later than February 18, 2025.

6. At the public meeting and hearing, the testimony of all interested persons for or against the modification of the GPSTBID may be received. If at the conclusion of the public hearing, there are of record written protests by the owners of the lodging businesses within the modified GPSTBID that will pay fifty percent (50%) or more of the estimated total assessment of the entire GPSTBID, no further proceedings to modify the GPSTBID shall occur for a period of one (1) year.

7. The complete Management District Plan is on file with the Clerk of the JPA Executive Committee and may be reviewed upon request.

8. This resolution shall take effect immediately upon its adoption by the JPA Executive Committee.

**I HEREBY CERTIFY** that the foregoing Resolution of Intention was introduced and adopted at a regular meeting of the City Council on the 13th day of December 2024 by the following vote:

<b>AYES:</b>	<b>JPA Executive Committee Members:</b>
<b>NOES:</b>	<b>JPA Executive Committee Members:</b>
<b>ABSENT:</b>	<b>JPA Executive Committee Members:</b>
<b>ABSTAIN:</b>	<b>JPA Executive Committee Members:</b>

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**Gary Gardner, Chair**  
**JPA Executive Committee**

**ATTEST:**

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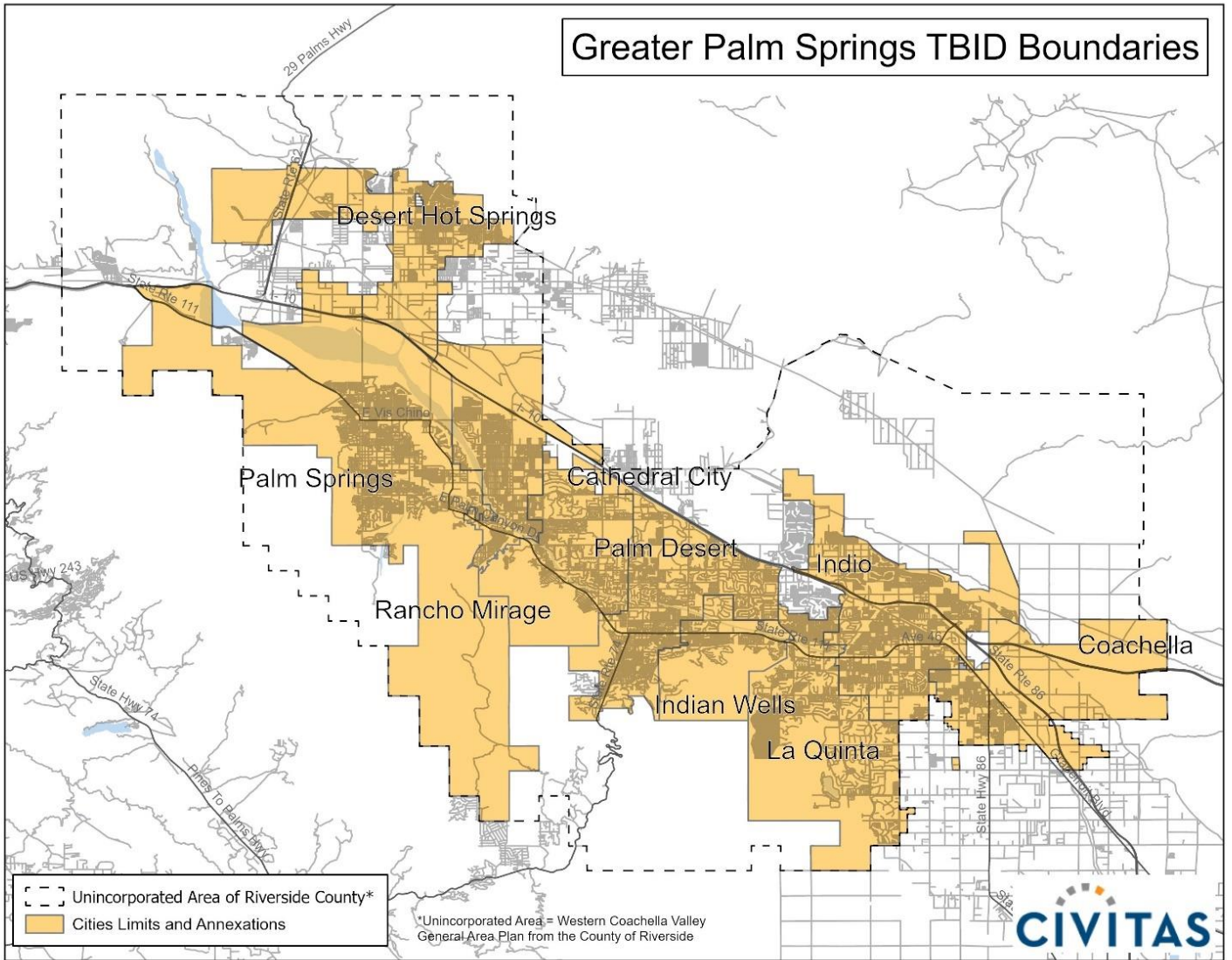
**Sarah Goslin, Clerk for the JPA Executive Committee**

**APPROVED AS TO FORM:**

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**Bruce T. Bauer, General Counsel**

**EXHIBIT A**  
**District Boundaries**



**NOTICE OF PUBLIC MEETING AND PUBLIC HEARING CONCERNING THE  
MODIFICATION OF THE GREATER PALM SPRINGS TOURISM BUSINESS  
IMPROVEMENT DISTRICT (GPSTBID)**

**NOTICE IS HEREBY GIVEN** that on December 13, 2024, the Joint Powers Authority Executive Committee (JPA Executive Committee) of Visit Greater Palm Springs adopted a Resolution of Intention to modify the Management District Plan (Plan) of the Greater Palm Springs Tourism Business Improvement District (GPSTBID) to include the City of Coachella within the GPSTBID boundaries.

**NOTICE IS HEREBY FURTHER GIVEN** that at 8:30 AM on January 31, 2025, at the Agua Caliente Resort Casino Spa Rancho Mirage, in the Cahuilla Ballroom, 32-250 Bob Hope Dr, Rancho Mirage, CA 92270, a public meeting shall be held pursuant to Government Code section 54954.6 to allow public testimony regarding the modification of the GPSTBID Plan as set forth in the Resolution of Intention and pursuant to Government Code section 54954.6.

**NOTICE IS HEREBY FURTHER GIVEN** that 8:30 AM on April 4, 2025, at the Ritz-Carlton, Rancho Mirage, in the Ritz-Carlton Ballroom, 68900 Frank Sinatra Dr, Rancho Mirage, CA 92270, has been set as the time and place for a public hearing at which time the JPA Executive Committee proposes to modify the GPSTBID Plan as set forth in the Resolution of Intention.

**Location:** The GPSTBID includes all lodging businesses with fifty (50) rooms or more and all vacation rentals located within the boundaries of the cities of Desert Hot Springs, Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Coachella, and Indio and portions of the unincorporated area of Riverside County in the Western Coachella Valley.

**Services:** The GPSTBID is designed to provide specific benefits directly to payors by creating sales and marketing programs with the goal of increasing overnight visitation and room night sales. In addition to sales and marketing programs, the Visit Greater Palm Springs (VGPS) Board of Directors will establish key priorities each year. For example: key programs may include air service and rail development, work force development, research and analytics, educational support, and more.

**Budget:** The estimated GPSTBID assessment budget for FY2025-26 is anticipated to be approximately \$25,000,000. A similar budget is expected to apply to subsequent years, but this budget is expected to fluctuate as room sales do.

**Cost:** The annual assessment rate is three percent (3%) of hotels' gross short-term room rental revenue, and one percent (1%) of vacation rentals' gross short-term room rental revenue. Based on the benefit received, assessments will not be collected on stays of more than twenty-seven (27) consecutive days.

**Collection:** VGPS, the Cities and/or County will be responsible for collecting the assessment on a monthly basis (including any delinquencies, penalties and interest) from each lodging business with fifty (50) rooms or more and each vacation rental located in the boundaries of the GPSTBID. VGPS, the Cities and/or County shall take all reasonable efforts to collect the assessments from each assessed business.

**Duration:** The GPSTBID was renewed for a ten (10) year life, beginning July 1, 2021 through June 30, 2031. Once per year, beginning on the anniversary of TBID renewal, there is a thirty (30)



day period in which owners paying fifty percent (50%) or more of the assessment may protest and initiate a hearing on GPSTBID termination.

**Management:** VGPS is charged with managing funds and implementing programs.

**Protest:** Any owner of a lodging business within the modified GPSTBID that will be subject to the assessment may protest the modification of the GPSTBID. If written protests are received from the owners of lodging businesses in the modified GPSTBID who represent fifty percent (50%) or more of the estimated annual assessments to be levied, the GPSTBID shall not be modified and the assessment shall not be imposed.

You may mail a written protest to:

Sarah Goslin  
Clerk of the Executive Committee  
Greater Palm Springs Convention & Visitors Bureau  
70100 Highway 111  
Rancho Mirage, CA 92270

You may also appear at the public meeting or hearing and submit a written protest at that time.

**Information:** Should you desire additional information about this proposed GPSTBID or assessment contact:

Scott White  
President/CEO  
Visit Greater Palm Springs  
70100 Highway 111  
Rancho Mirage, CA 92270  
760-969-1302

Dated: \_\_\_\_\_

\_\_\_\_\_  
Clerk of the Executive Committee