

JOINT POWERS AUTHORITY

Gary Gardner, Chair
 City of Desert Hot Springs

Waymond Fermon, Vice Chair
 City of Indio

Mark Carnevale
 City of Cathedral City

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

Shannon Gilbert
 The Ritz-Carlton, Rancho Mirage

Mark Girton
 Goldenvoice

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

Location: The Empire Polo Club
 Room: Rose Garden - Pavilion
 81800 Avenue 51,
 Indio, CA 92201

Joint Meeting
 March 29, 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
Call to Order	Gary Gardner
Roll Call	Gary Gardner
Pledge of Allegiance	Gary Gardner
Confirmation of Agenda (no vote required)	Gary Gardner

Public Comment

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.

Public comments may be received by e-mail or voicemail (no longer than three (3) minutes in length) from the time 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: sarah@visitgreaterps.com; **Voicemail:** 760.969.1309

For all Business Session matters or Departmental Reports on the Agenda, the public can submit comments in advance via email as described above.

Approval of Minutes (All Vote)	Gary Gardner
<ul style="list-style-type: none"> JPA - VGPS Board of Directors Joint Meeting Minutes – February 2, 2024 	
Consent Calendar (JPA Only Votes)	Gary Gardner
<ul style="list-style-type: none"> Warrants and Demands Dated January 2024 Warrants and Demands Dated February 2024 	

- Rob Hampton**
Palm Springs Convention Center
- 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**
Events Destination Services
- Boris Stark**
Palm Desert Vacation Properties
- Joseph Tormey** CSU
San Bernardino Palm Desert Campus
- Doug Watson**
Strategy | Innovation | Co.

Item	Owner
VGPS Board of Directors Items (VGPS Board Only Votes)	Rolf Hoehn
<ul style="list-style-type: none"> No items 	
JPA Executive Committee Items (JPA Only Votes)	Gary Gardner
<ul style="list-style-type: none"> Approve Resolution JPA 2024-003 <p>A Resolution of the Joint Powers Authority Executive Committee of Visit Greater Palm Springs Approving an Amendment to section 12 of the Amended and Restated Joint Powers Agreement Regarding Contribution Schedule for Joint Powers Authority Members</p>	
<hr/>	
Presentations	
<ul style="list-style-type: none"> Presentation by Steve Hankin with Desert International Horse Park Presentation by Stephanie Walker with Expedia 	
<hr/>	
CEO / President's Report	Scott White
<ul style="list-style-type: none"> Presidents Updates 	
<hr/>	
JPA Executive Committee and Board of Directors Updates	All
<hr/>	
Future Meeting Date: Friday, June 14, 2024	Rolf Hoehn
Location: Agua Caliente Resort Casino Spa Rancho Mirage	
<hr/>	
Adjournment	Gary Gardner

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. Any changes to the agenda will be posted prior to the meeting at 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 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

Call to Order

The meeting was called to order at 8:35 a.m. by Gary Gardner, JPA Chair, at The Ritz-Carlton, Rancho Mirage in Rancho Mirage, CA.

Roll Call

The roll call is recorded on the following page.

FEBRUARY 2, 2024

Location: The Ritz-Carlton, Rancho Mirage
Room: Salon III & IV
68900 Frank Sinatra Dr.
Rancho Mirage, CA, 92270
Joint Meeting
February 2, 2024
8:30am – 10:00am

JOINT POWERS AUTHORITY

		PRESENT	NOT/YTD
Gary Gardner, Chair City of Desert Hot Springs			
Waymond Fermon, Vice Chair City of Indio	CITY OF DESERT HOT SPRINGS	X	
Rita Lamb City of Cathedral City	Roger Nunez, Council Member		
Greg Sanders City of Indian Wells	CITY OF INDIO	X	
Linda Evans City of La Quinta	Waymond Fermon, Council Member, Vice Chair		
Jan Harnik City of Palm Desert	Elaine Holmes, Council Member		
Jeffrey Bernstein City of Palm Springs	CITY OF CATHEDRAL CITY	X	
Steve Downs City of Rancho Mirage	Mark Carnevale, Mayor		
V. Manuel Perez County of Riverside	CITY OF INDIAN WELLS	X	
Visit GPS BOARD OF DIRECTORS	Greg Sanders, Mayor		
Rolf Hoehn, Chair Indian Wells Tennis Garden	CITY OF LA QUINTA	X	
Peggy Trott, Vice Chair Kimpton Rowan Palm Springs	Linda Evans, Mayor		
Tom Scaramellino, Secretary Westin Rancho Mirage Golf Resort & Spa	CITY OF PALM SPRINGS	X	
Aftab Dada, Treasurer Hilton Palm Springs Resort	Jeffrey Bernstein, Mayor		
Kate Anderson Agua Caliente Band of Cahuilla Indians	CITY OF PALM DESERT	X	
Lorraine Becker Cabo's Pueblo Museum	Ron deHarte, Mayor Pro Tem		
Sejal Bhakta Hampton Inn & Suites	CITY OF RANCHO MIRAGE		E
John Bolton Oak View Group	Jan Harnik, Mayor Pro Tem		
Celeste Brackley The Line & Saguaro Hotels	Steve Downs, Mayor		E
Gary Cardiff Cardiff Limousine & Transportation	COUNTY OF RIVERSIDE		
Kenny Cassidy Acme House Company	V. Manuel Perez, Supervisor, 4th District		
Jay Chesterton Fantasy Springs Resort Casino	Joaquin Tijerina, Economic Development Manager	X	
Dermot Connolly La Quinta Resort and Club	VISIT GPS BOARD OF DIRECTORS ROLL CALL	PRESENT	EXCUSED
Tim Ellis (Emeritus) Ellis Hospitality Services	Rolf Hoehn, Chair - Indian Wells Tennis Garden	X	
Eddy Estrada Smarter Property Management	Peggy Trott, Vice Chair - Kimpton Rowan Palm Springs	X	
David Feltman VRON of Palm Springs	Tom Scaramellino, Secretary - Westin Rancho Mirage Golf Resort	X	
	Aftab Dada, Treasurer - Hilton Palm Springs Resort		A

Visit GPS Board of Directors
(continued)

Shannon Gilbert
The Ritz-Carlton, Rancho Mirage

Mark Girton
Goldenvoice & Empire Polo

Rob Hampton
Palm Springs Convention
Center

Jerry Keller
LULU California Bistro

Patrick Klein
The Shops 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.

	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 Cassidy, 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	X	
Shannon Gilbert, The Ritz-Carlton, Rancho Mirage	X	
Mark Girton, Goldenvoice & Empire Polo		E
Rob Hampton, Palm Springs Convention Center	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	X	
Lee Morcus (Emeritus), Kaiser Restaurant Group	X	
Michael Murray, Hotel Paseo		E
Liz Ostoich, FARM and Tac/Quila Palm Springs	X	
Brad Poncher, Homewood Suites by Hilton La Quinta	X	
Greg Purdy, Palm Springs Aerial Tramway		E
Tim Pyne, Renaissance Esmeralda Resort & Spa	X	
Saverio Scheri, Agua Caliente Casinos		E
Bob Schneider, Desert Consulting	X	
Ankit Sekhri, Two Bunch Palms	X	

Barb Smith, Eventis Destination Services	X
Boris Stark, Palm Desert Vacation Properties	A
Joe Tormey, CSU San Bernardino Palm Desert Campus	X
Doug Watson, Strategy Innovation Co.	X

A quorum was reached. 31 BOD and 8 JPA.

STAFF/ATTORNEY

Scott White, President and CEO
 Bill Judson, VP, Finance and Administration
 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
 Erica Abarca, Community Engagement Manager
 Josh Heinz, Partnership Specialist
 Alex Corona-Tamayo, Marketing Specialist

Gary Orfield, Director of Tourism Development
 Stefanie Kilcoyne, Director of Operations
 Carolina Viazcan, VP of Sales
 Sarah Goslin, Executive Assistant & Board Administrator
 Kimber Foster, Director of Palm Springs Tourism
 Andy Cloutier, Director of Human Resources
 Lena Wade, Legal Counsel
 Todd Burke, VP of Communications
 Joyce Kiehl, Director of Communications
 Marta Battle, Destination Experiences Manager
 Miranda Caudell, Brand Communications Manager
 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, though there was one member of the public that requested to speak.

Brad Anderson, a Rancho Mirage resident, voiced concern that his home city and other local cities are limiting public speech. He stated that limited speech will impact tourism, including the airport expansion. .

APPROVAL OF MINUTES (All Vote)

JPA – VGPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED DECEMBER 8, 2023 (all vote)

The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated December 8, 2023, were presented for approval. JPA Chair Gardner asked for a motion. Mayor Linda Evans with the City of La Quinta made a motion to approve, Mayor Pro Tem Jan Harnik with the City of Palm Desert seconded. No abstentions. The City of Rancho Mirage was not present to vote. There was no further discussion, and the minutes were approved based on a show of hands.

- **WARRANTS AND DEMANDS DATED NOVEMBER 2023**
- **WARRANTS AND DEMANDS DATED DECEMBER 2023**
- **Procurement Policy - Revised DECEMBER 2023**

Both the Warrants and Demands dated November, and December 2023 for Pacific Premier Bank, and the Revised Procurement Policy were presented for approval. JPA Chair Gardner asked for a motion. Mayor Linda Evans with the City of La Quinta made a motion to approve, Mayor Greg Sanders with the City of Indian Wells seconded. No abstentions. The City of Rancho Mirage was not present to vote. There was no additional discussion, and both the Warrants and Demands, and Procurement Policy were approved based on a show of hands.

CEO / PRESIDENT'S REPORT

Scott White:

We sent out our new City Dashboards to almost all city managers earlier this week, which shows aggregated city and regional data. Some information is updated in real-time, some updated monthly. City specific and regional data shown, depending on the city. Sarah and Scott are scheduling individual city updates for March and April, which will include discussion on the new JPA Agreement.

Scott introduced Colleen Pace to cover the Sales & Marketing report.

Sales & Marketing Updates

Colleen Pace:

Marketing

- Quick overview of 2023 – 25 billion impressions across all media platforms.
- Launched our UK/Ireland Campaign in April, with the full launch by June. We were able to garner 48.5 million impressions and 276,000 clicks to our ads. Excited about the interest in our destination from UK and Ireland, with most of their interest in outdoor adventure and things to do. We will continue to optimize campaign strategy moving from awareness building to consideration and conversion.
- Very successful year for Digital Marketing: 3.3 million in website impressions, almost 53 million social media Impressions (a few things went viral this year that helped with that), and over 9 million video views, which is the most we've ever seen. We also have a consumer newsletter open rate of 45%, which is higher than the industry average, so people are really interested in receiving our content.
- For our 2023 Marketing Co-Op Programs, we had 19 total partners across digital, billboard, and TV. 16 million digital advertising impressions, 116,000 television spots, and over 7 billion television impressions.
- We are in full pre-production mode for 2024. We have 14 co-op partners for 2024, 10 of which are new. We are also working with a new agency, Sonic Gods, whom we have worked with for our summer co-op campaign over the past couple of years. This will allow us to blend with our social media campaign and make it very cohesive.
- Our vacation rental advertising is in full swing. We have vacation rentals integrated throughout all of our campaigns, but we also have dedicated programs that include digital, social, and native advertising, including VGPS International Campaign. We have our advisory group that we met with at the end of January and talked about new vacation rentals programs we are launching this year. Our upcoming campaigns include discussions with VRBO, Sunset Magazine, AdTheorant, Clicktivated, Undertone, and more.
- Thank you, Kate, for collaborating with us on the "In Pursuit of Wellness" documentary series with the BBC that launches on February 5th. This is a 6-month campaign by the BBC, that we will further promote with inclusions on our website, YouTube channel, social media, and newsletters. All content will be shared with Agua and Visit California.
- We have started new content collaborations with content creators in December 2023. This program allows us to tap into local content creators that live here in the Coachella Valley. *Showed one of the created videos.*

- We also partnered with Sonic Gods on a new influencer campaign that will launch later this month. This campaign attracts diverse content creators to our destination to share the wonderful things to do here.
- Art & Sol: Series 2 – in post-production of the first piece of Season 2. *Showed video.*
- In pre-production of our Dine Series. We haven't done one since pre-pandemic, where we focused on the Chefs and Bartenders. This time we will curate more experiential content. Our new campaign is going into production in Q1 and will align with Restaurant Week to launch in May.
- Our Spring Getaway Campaign will assist with any last-minute need period push for partners. We will be reaching out to request any special offers you might have to share and will push those out for springtime.
- We went through the RFP process for our new Brand Campaign and have selected Starfish to assist us. The campaign will launch in the fall of 2024. We are currently in pre-production after viewing 3 concepts they presented. We partnered with SMARI Insights to test the three new concepts with consumers. Over 1,400 surveys were conducted among travelers 25 and older, with a household income of at least \$75,000, and who are travel decision makers and take leisure travel. The surveys showed the third concept as the clear winner. The third concept is "Escape Your Ordinary". Will work on adjusting the campaign based on the consumer's feedback.

PR/Communication

- We had the traveler editor from the UK Times visit us at the end of last year. This article just came out and represents partners from across the valley, from La Quinta to Palm Springs, and cities in between. This is in print with over 800,000 in circulation, and over 3 billion online. Just republished it with a new title since it did so well.
- We attended the recent James Beard Dinner, which has not taken place since pre-pandemic. This highlighted the culinary destination and was in partnership with Palm Springs Life and to promote the upcoming Palm Desert Food & Wine Festival. We had 13 media, and 2 meeting planners attend, and the planners sent 2 RFP's during the dinner. A very successful event at a new venue this year, and it sold out.
- Showed all the activities that have happened since December 2023, which included the Armchair podcast we just produced. It is in post-production now. 3 pieces will come out later this quarter highlighting our pillars. We've reached out to Live with Kelly and Mark in hopes that we can partner with them on something in our destination. them to come here for a show. In 2021 they did a virtual show from Greater Palm Springs.
- Showed a slide with all the trade representation we have both in the United States and internationally.

Convention Sales

- PSIFF Fam was very successful. 25 meeting planners, and journalists.
- Attended and had activation at PCMA Convening Leaders in San Diego, which had record attendance.

Davis Meyer:

- 2023 made great progress on our goal to become a Certified Autism Destination. We are hoping to achieve our certification in 2024. Showed video to encourage other businesses to get their certification.

Josh Heinz is here today and can talk to you more about how to become certified through IBCCS. We recently worked with an organization called GANA, which is a local non-profit that works with the Hispanic and Latino specialty community here in the Coachella Valley, and they had heard about the initiative and that the Living Desert was a certified autism center and reached out to Josh. We then sponsored some families to experience the Living Desert and we plan to do more of this to impact our community in a positive way.

- New Partnership Model this year. We are eliminating our 3 lowest partnership levels and making those benefits available to all tourism and hospitality businesses at no cost. We will continue to have advertising and co-op partnerships available for businesses that are looking to expand their reach. Will be speaking with partners to inform them on what is now available to them at no cost, as well as what opportunities to expand their reach are still available. Any new business can sign up at mygreaterps.com

Lauren Bruggemans:

- We have a partnership with the COD Pace Program, which is their Partnership and Community Education Program. We partner with them on many courses to uplift our workforce. Our TEAM GPS course will now be available online starting on Tuesday, February 6th. Our ambassador training will now be fully online and self-paced and takes less than 2 hours. Erica Abarca and I will still be available to host classes and come to your business.

Davis Meyer:

- We have been working this last year with our advisor vacation rental group, as well as CV Strategies on a New local STVR campaign. The campaign is "One Coachella Valley, short-term rentals, long-term benefits". This will be rolling out throughout this year.
- We are also continuing our Hosting Essentials series with our next webinar on February 14th, this is for short-term vacation rentals, and we will be talking about how to maximize vacation rentals, as well as how to be a good neighbor and good partner in following rules and regulations.
- Partner update webinar on February 12th at 10:00 am, where we will share the updates from the Board Meeting. We already have 175 people signed up for the webinar on the 12th.

Regional Collaboration**Scott White:**

- As previously covered, we are moving our JPA City Grant funds over to Economic Development. We have a lot of pre-work done with North Star on a branding marketing message and have been talking to the county about working with them on a strategic plan. We are working on a website as well, and have realized we are going to need help, so we are looking at hiring someone specifically to work on Economic Development. In order to do this work, we need to update our current JPA Agreement. We are working with our legal counsel, Lena Wade, updating the language authorizing us to make this change, as well as add the City of Coachella as a member of the JPA. We want to complete these updates by June, so we may do a special meeting with our JPA Executive Committee to review the updated JPA Agreement prior to our March 29th Board Meeting. We hope to get a draft to all cities within the next 10 days or so for review.
- We also sent out the RFP for a lobby firm to actively advocate at the state and regional levels, and received 3 submissions back. We connected with some of you for feedback and will update everyone as we move along.
 - Linda Evans asked: Is anyone currently on the team that can change positions to take on Economic Development?
 - Scott White replied: We need to hire another individual. As long as it's in the budget we can hire someone outside the organization (Lena verified).
- Air Service Development resolution: Every year we allocate funds to allow us to negotiate with the airlines to bring new service. We took on air service development in 2013 when we realized it was one of the biggest barriers for travelers choosing our destination. The resolution would authorize us to use the air service reserve funds to negotiate critical new non-stop flights into the destination. The areas we are currently focused on are Washington, D.C., which is where all the national associations are, Detroit, which is a major hub for Delta, Charlotte, Philadelphia, Spokane, and some others we want to at least meet with. We are going to continue to try and create activations in the Pacific Northwest, as Seattle has a large number of seats so we want to continue to drive home the availability we have in the Pacific Northwest for our corporate and leisure travelers. What this ultimately means is that we need you to authorize us to access the four-million dollars as needed, though we likely won't need until around 2025. Looks like the Palm Springs City Council has approved Master Plan 1A which has FIS facilities. We are preparing for international service and will continue to work with Ailevon Pacific to procure letters of support from the airlines.

Questions and comments from the Board of Directors and JPA:

- Lee Morcus asked: Will there be a resolution to approve the use of the funds?

- Scott replied: Yes, there will be a resolution that will be submitted to the Board and JPA for approval after negotiations.
- Nancy Ross asked: How would we disperse the money amongst the airlines coming in?
 - Scott replied: If an airline already has a direct route to us, we would not give money to another airline for the same route, as we are not trying to create competition. That said, if the airline is looking to add their route, we would update our marketing support to include **and promote** both routes.

Lauren Bruggemans:

A brief overview of our priorities in the areas of Workforce Development, DEI & Cultural Tourism, and Sustainability:

Workforce Development:

- Starting a youth hospitality champions network.
- Continuing to work with OneFuture Coachella Valley to award scholarships and are going to be creating a micro-internship program. All of this is in service to our mission to grow local hospitality leaders locally.

DEI & Cultural Tourism:

- Continue to create dynamic and diverse content that really amplifies the history and contributions of all of the communities in the Coachella Valley that make it so unique.
- Hoping to be chosen as a top 100 Sustainability Story for Green Destination again. We are continuing our partnership with Kind Traveler and their 'Every Stay Gives Back' program.
- We are joining the Global Sustainable Tourism Council and partnering with them for our sustainable tourism training for our staff.
- We will also have a short sustainable tourism travel documentary series focusing on the preservation & conservation efforts in the Coachella Valley.

Accessibility:

- We will be partnering with an organization called Wheel of the World, which assesses the accessibility offerings of tourism & hospitality partners and offers training opportunities for staff. We will continue to pursue our Certified Autism Destination program as well.

Visit Greater Palm Springs 2024 Quantitative Goals

Colleen Pace:

- The Quantitative Goals are in your packets and were also sent out yesterday. I am going to focus on the numbers and some of the ways we came to those numbers:

Convention Sales Goals:

- We work very closely with the DOSM's of the hotel properties.
- We have been hearing a slow start to the year, where lead volume is down. Short term business that usually fills in holes are not coming in as much as in the past. Measuring July-December we have a 9% decline.
- Open position for the SE that we are now actively recruiting someone in the southeast but may take a few months to have them trained. This position would be responsible for 40,000 room nights.
- We work with Tourism Economics and just received their national group forecast, which shows as weaker than last forecast that came out last quarter. The graph shows the combination of factors such as lower attendance levels, weaker economy, and greater hesitancy to plan group events.
- We also have the CBRE, which is specific to the Coachella Valley. Occupancy is forecasted to decline by 0.5%, and ADR is predicted to increase by 0.8%, so a lot of things are starting to stabilize going into 2024.
- Booking ahead of pace for 2024 and 2025. Our focus is the national market in the Southeast and Atlantic for 2026 and beyond.
- Our recommendation is to set our goal as 207,000 room nights with a stretch goal of 225,000. Increases in Lead Distribution, New Bookings, and New Lead Distribution are also being recommended.
- The team exceeded their goal this year with their end of year actuals at 225,000 room nights.

Website Goals:

- Last Year we transitioned to Google Analytics 4 to measure website traffic & conversion.
- 2023 was the baseline for moving forward and we did well forecasting. This year we recommend increasing our goals by 4% for Users and 2% for Highly Engaged and Qualified sessions.
- We are currently monitoring AI. AI is generating results when you search for content, where people are not having to click on websites as much as they used to, so we are monitoring the impact that might be having on our website.

Social Media Goals:

- We exceeded our impressions goal by a massive number due to some viral posts we had this year, as well as the great content for our videos. A lot of that was the redeployment in our office of our two Digital Marketing Managers. new were able to maximize the two different positions in the department to end with great results.

Media Goals:

- For PR and Communications, we use the quality score (the Barcelona Score), where every piece of our media is scored on a 1-12 basis, which is how we come up with the goals and the actual numbers.
- Our 2023 score was 6,822, and the average score for an article or piece of media is a 7, so it takes a lot to get to that number. We are recommending an increase for 2024 for PR and CS Earned Media.
- You will note that we really started focusing more on Convention Sales Earned Media Placements in 2022.

Colleen asked for questions or comments from the Board & JPA.

Board & JPA questions & comments:

- Eddy Estrada: Why does the total occupancy show a decline? Do we have any info or indication for the reason for the decline? Do you think it will come back?
 - Colleen responded: It's up from last year but have seen huge jumps in ADR which has been a strategy for the majority of the hotels to drive ADR. Things are starting to stabilize and normalize from 2019. Forecasters seem to be conservative because there are a lot of variables right now.
- Linda Evans: Order of goals questions – focus is still driving revenue to the market should be at the front and not the back.
 - Scott responded: Order is not by priority. All foundation items are still a priority.
- Linda asked: Did the Partner goal go down because we are shifting our partnership levels and staffing?
 - Scott responded: That is correct.
- Dermot Connolly: Vacation rentals are showing a decline across the valley. Are we addressing?
 - Davis Meyer: Yes, it is a part of our marketing goals for 2024. Some of the reasons there has been a decline in the increase in demand from 2021/2022 was massive so we have seen a leveling off from then. We also have more supply in the valley, which has been growing since 2021. From 2021 we have been seeing more growth in high-end spending which can affect short-term rentals. We are trying to address some of those in 2024 by promoting short-term rentals more.
- Eddy Estrada: Would be nice to see the data split between large hotels and vacation rentals.
 - Scott/Davis: Our data on the website is much deeper and it is broken down. The Board Report on our website is much more detailed and we encourage you to look at it.
- Eddy Estrada: We have seen a decline, and shorter booking windows. People are booking two weeks in advance instead of 2-3 months in advance. Occupancy is down from 78% to 56%. We are not back to normal from 5-6 years ago. Short term rentals are trailing behind.
- Doug Watson: The work VGPS is doing and its strategies over the next 18-24 months is great.

VGPS BOARD (BOD Vote Only)

- **Resolution BOD 2024-001 Air Service Reserve**

BOD Chair, Rolf Hoehn, called for an approval of Resolution BOD 2024-001 Air Service Reserve. Lee Morcus made a motion to approve, and Doug Watson seconded. All approved. No abstentions.

- **Approve 2024 Goals & Objectives**

BOD Chair, Rolf Hoehn, called for an approval of the 2024 Goals & Objectives. Rob Hampton made a motion to approve, and Celeste Brackley seconded. All approved. No abstentions.

JPA EXECUTIVE COMMITTEE (JPA Vote Only)

- **Resolution JPA 2024-001 Air Service Reserve**

JPA Chair, Gary Gardner, called for an approval of Resolution JPA 2024-001 Air Service Reserve. Linda Evans, City of La Quinta made a motion to approve, and Jeffrey Bernstein, City of Palm Springs seconded. The City of Rancho Mirage was not present to vote. All approved. No abstentions.

- **Approve 2024 Goals & Objectives**

JPA Chair, Gary Gardner, called for an approval of the 2024 Goals & Objectives. Jan Harnik, City of Palm Desert made a motion to approve, and Greg Sanders, City of Indian Wells seconded. The City of Rancho Mirage was not present to vote. All approved. No abstentions.

JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES

- Bob Schneider:
 - Requested an update on the COD Hospitality Campus in Palm Springs.
 - Doug Watson said it is well under way with anticipated groundbreaking sometime at the end of 2024 or beginning of 2025. 2027 is still the opening goal.
- Waymond Fermon:
 - Stated that he appreciates the Board promoting DEI.
 - The first Black History Month event takes place on February 17th in downtown Indio.
 - February 16th is the start of the Riverside County Fair & National Date Festival.
- Linda Evans:
 - Thanked everyone for their support of the AMEX Golf Tournament.
 - The La Quinta Art celebration will be at Civic Center Campus from February 29th – March 3rd.
- Jan Harnik:
 - We are proud to receive the Autism Certification for the City of Palm Desert employees.
 - The Palm Desert Half Marathon is taking place on February 18th.
 - The Walk and Roll project is underway.
 - Wildflower Festival is on March 2nd
 - The Palm Desert Food & Wine Festival begins on March 21st.
 - Fashion Week El Paseo begins on March 15th.
 - El Paseo Biennial Art Exhibition begins today, February 2nd.
 - The Palm Desert Greek Festival being held on February 17th & 18th.
 - Yesterday the map for Desert Surf Park was finalized and recorded at the county.
- Jeffrey Bernstein:
 - The 2024 PSIFF was the biggest gala ever.
 - The city has approved plan 1A for the airport expansion which is a 2.2-billion-dollar project.
 - Tour de Palm Springs begins February 9th.
 - We have about 20 different events this month which began last night and run

-
- until the 29th.
 - Modernism week February 15th to 25th
 - Mark Carnevale:
 - Cathedral City Taste of Jalisco Festival begins today and goes on through the weekend. All families welcome.
 - Greg Sanders:
 - BNP Tennis Tournament kicking off on March 3rd.
 - LPGA's Epson Tour is coming to IW Golf Resort and has signed for two years for an October Tournament. Hoping to roll out the red carpet and attract an LPGA senior tournament in the future.
 - Gary Gardner:
 - Friday night food truck festival runs every Friday from 5:00 pm – 9:00 pm until August 30th.
 - Clean-up from Tropical Storm Hilary is still underway, with Dillon & Indian roads planned to be opened by late March.
 - Kate Anderson:
 - The Osag Nation and Agua Caliente Band of Cahuilla Indians cultural exchange successfully took place at the Agua Caliente Cultural Plaza in early January.
 - The annual Bird Song and Dance Festival took place on January 27th and had over 4,000 people.
 - The Agua Cultural Museum has been successful since it opened 3 months ago.
 - The Annual Legacy Hike coming up on March 16th at Indian Canyons.
 - David Feltman:
 - Does VGPS have any insight on what's happening with the Coachella Festival ticket sales?
 - Scott White responded that we do not have any information, but we will reach out to Mark Girton and see if we can get any insights.
 - Colleen Pace said Expedia will be giving us some trend information and we will share.
 - Kenny Cassady:
 - I am now with Acme House Company and I am focused on strategic business development.
 - Rolf Hoehn:
 - The Indian Wells Tennis Garden is looking at record attendance for this year's BNP Paribas that begins on March 3rd.
 - Dr. George Charity Car Show on February 8th.
 - The Netflix series 'Break Point' has been helping with BNP interest and attendance as well.
 - Scott White:
 - During Visit CA Outlook Forum, we are taking all attending international agencies to the BNP Paribas on Sunday night to show what our destination has to offer. Thank you, Tom Scaramellino, for being a great host.

FUTURE MEETING DATE

- March 29, 2024 | TBD

ADJOURNMENT

The meeting was adjourned by Scott White & Gary Gardner at 9:57 a.m.

VGPS Board of Directors Secretary:

Sarah Goslin, Executive Assistant & Board Administrator

VGPS Board of Directors Secretary:

Tom Scaramellino, Secretary

Approval Date:

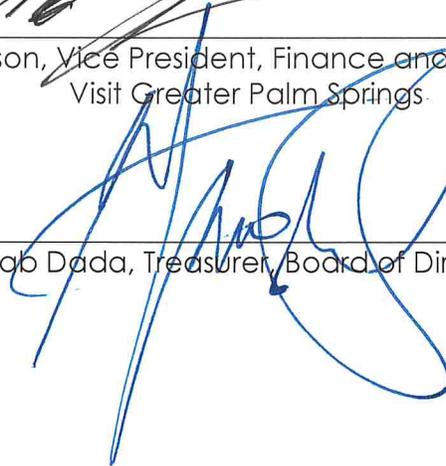
The following pages reflect the payments issued for the period of
January 01, 2024 through January 31, 2024 from Pacific Premier Bank.



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



Company name Visit Greater Palm Springs

Report name: Check register

Created on: 2/2/2024

Operating - Pacific Premier Bank

Account no: 8000212688

Date	Vendor	Document no.	Amount
1/4/2024	V00005--4imprint, Inc.	61547	1,233.57
1/11/2024	V00011--Ace Transportation	61587	680.00
1/18/2024	V00017--Ailevon, LLC	61621	1,159.28
1/11/2024	V00017--Ailevon, LLC	61588	7,067.75
1/11/2024	V00044--AT&T Mobility	61589	812.50
1/19/2024	V00917--Atlantic Link aps #	202401190051359	2,520.00
1/19/2024	V00837--AVIAREPS Holdings Ltd #	P20240119005135	750.00
1/18/2024	V00056--BASIC Benefits	61622	234.68
1/25/2024	V00057--BASIC PVR	61648	6,094.56
1/4/2024	V00057--BASIC PVR	61548	5,120.04
1/9/2024	V00789--Black Diamond Agency Ltd #	322285780037444	3,500.00
1/18/2024	V01153--Bonotel, LLC dba Bonotel Exclusive Travel	61623	7,000.00
1/25/2024	V00073--Brandini	61649	367.20
1/18/2024	V00073--Brandini	61624	648.40
1/4/2024	V00078--Burrtec Waste & Recycling Svcs	61549	251.18
1/9/2024	V00089--CalPERS Fiscal Services Division	100000017390466	104,716.71
1/25/2024	V00093--Cardiff Limousine & Transportation	61650	4,743.91
1/18/2024	V00093--Cardiff Limousine & Transportation	61625	1,823.70
1/11/2024	V00093--Cardiff Limousine & Transportation	61590	23,571.47
1/4/2024	V00093--Cardiff Limousine & Transportation	61550	127.20
1/11/2024	V01169--Changing and Saving Lives Foundation	61591	3,089.70
1/11/2024	V00114--City of Palm Springs	61592	2,022.41
1/4/2024	V00120--Coachella Party	61551	6,465.00
1/11/2024	V00880--Coachella Valley Music Productions & Entertainment	61593	800.00
1/4/2024	V00122--Coachella Valley Water District	61552	191.27
1/4/2024	V00124--Colonial Life Premium Processing	61553	3,756.96
1/4/2024	V00128--Comtron Systems, Inc.	61554	1,475.00
1/18/2024	V00873--Connect Worldwide	61626	770.00
1/4/2024	V00873--Connect Worldwide	61555	7,432.24
1/25/2024	V01173--Dave Harvey	61651	496.56
1/11/2024	V00670--DavisFarr LLP	61594	13,000.00
1/18/2024	V00144--De Lage Landen Financial Services, Inc.	61627	999.64
1/11/2024	V00144--De Lage Landen Financial Services, Inc.	61595	1,267.94
1/18/2024	V00146--Desert Adventures Red Jeep Tour & Events	61629	500.00
1/18/2024	V00146--Desert Adventures Red Jeep Tour & Events	61628	575.00
1/11/2024	V00146--Desert Adventures Red Jeep Tour & Events	61596	1,090.00
1/4/2024	V00146--Desert Adventures Red Jeep Tour & Events	61556	590.00
1/18/2024	V00148--Desert Arc	61630	1,200.00
1/11/2024	V00830--Desert Arc Shredding & Recycling	61597	40.00
1/18/2024	V00678--Desert Promotional & Embroidery, LLC	61631	48.94
1/11/2024	V00678--Desert Promotional & Embroidery, LLC	61598	11.42
1/25/2024	V00159--Destination PSP	61652	157.32
1/18/2024	V00159--Destination PSP	61632	3,108.19
1/18/2024	V00179--Enterprise	61633	1,365.27
1/18/2024	V00692--Eric Scott Caplan	61634	87.00

1/11/2024	V00692--Eric Scott Caplan	61599	1,126.45
1/25/2024	V00194--FIND Food Bank	61653	240.00
1/4/2024	V00194--FIND Food Bank	61557	240.00
1/19/2024	V00861--Finn Partners Limited ##	202401190051358	14,999.99
1/5/2024	V00861--Finn Partners Limited ##	202401050090602	12,137.02
1/11/2024	V00205--Fresh Eddie Productions, LLC	61600	2,500.00
1/18/2024	V01170--Genuine Animate Navigate Assist Succeed dba GANAS	61635	900.00
1/22/2024	V01073--Give Smart US, Inc. #	322285780002201	500.00
1/18/2024	V00221--Go West Summit	61636	1,500.00
1/11/2024	V00699--Greg Archer	61601	200.00
1/18/2024	V00259--Image360	61637	385.57
1/4/2024	V01162--Industry Collaboration Effort	61558	2,000.00
1/25/2024	V00274--JNS Media Specialist	61654	170,391.83
1/18/2024	V00274--JNS Media Specialist	61639	8,341.75
1/18/2024	V00274--JNS Media Specialist	61638	81,969.45
1/11/2024	V00274--JNS Media Specialist	61602	15,212.43
1/4/2024	V00274--JNS Media Specialist	61559	67,154.83
1/4/2024	V01160--Jordan Lacey	61560	30.00
1/11/2024	V00724--Judd Spicer	61603	300.00
1/25/2024	V00283--JW Marriott Desert Springs Resort & Spa	61656	1,459.32
1/25/2024	V00283--JW Marriott Desert Springs Resort & Spa	61655	75,000.00
1/4/2024	V01165--K. Hinkle Painting, Inc.	61561	23,800.00
1/25/2024	V00735--Lighthouse Services, LLC	61657	294.44
1/25/2024	V00314--Living Desert	61658	873.75
1/11/2024	V00875--LNRS Data Services Inc	61604	2,895.11
1/18/2024	V00737--Locations 760	61640	150.00
1/4/2024	V00737--Locations 760	61562	500.00
1/11/2024	V00326--Maritz Global Events Inc.	61605	35,000.00
1/18/2024	V00835--Medical Air Services Association (MASA)	61641	369.00
1/4/2024	V00835--Medical Air Services Association (MASA)	61563	391.00
1/11/2024	V00335--Meeting Professionals International	61606	550.00
1/4/2024	V01163--MetLife Worldwide Benefits	61564	1,500.00
1/18/2024	V00338--Metropolitan Life Insurance Company	61642	7,508.72
1/25/2024	V00824--Mission Square Retirement - 457 B #	322285780004978	14,696.76
1/4/2024	V00824--Mission Square Retirement - 457 B #	322285780041550	11,735.67
1/25/2024	V00825--Mission Square Retirement - RHS #	322285780004976	1,100.00
1/24/2024	V00825--Mission Square Retirement - RHS #	322285780009830	243,734.50
1/4/2024	V00825--Mission Square Retirement - RHS #	322285780041552	1,050.00
1/24/2024	V00860--Mission Square Retirement 401 (a) #	322285780005840	99,718.50
1/16/2024	V00860--Mission Square Retirement 401 (a) #	322285780002813	69,000.00
1/3/2024	V00860--Mission Square Retirement 401 (a) #	322285780031452	25,792.18
1/19/2024	V00352--mN' Organisation #	202401190051351	40,953.51
1/18/2024	V01166--Nalani O'Brien	61643	425.00
1/4/2024	V01166--Nalani O'Brien	61565	425.00
1/25/2024	V01142--National Association of Catering & Events	61659	2,500.00
1/20/2024	V01142--National Association of Catering & Events	Voided - 61526	-2,500.00
1/11/2024	V01128--Northeast Convention & Visitors Bureau Representatives	61607	400.00
1/11/2024	V00377--ODP Business Solutions, LLC	61608	1,589.93
1/4/2024	V00394--Palm Springs Candy Company	61566	172.50
1/4/2024	V00395--Palm Springs Chamber of Commerce	61567	550.00

1/4/2024	V00401--Palm Springs Pride	61568	1,500.00
1/11/2024	V00801--Peter Millar, LLC	61610	4,581.18
1/11/2024	V00412--Petty Cash	61611	185.40
1/25/2024	V00869--PLUS Studios, LLC	61660	7,048.36
1/4/2024	V00869--PLUS Studios, LLC	61569	20,595.83
1/4/2024	V00439--Quadient Finance USA, Inc.	61570	600.00
1/4/2024	V00829--R & S Commercial Cleaning Inc	61571	1,700.00
1/11/2024	V00769--Simpleview	61612	5,460.00
1/11/2024	V00492--SITE(Society for Incentive Travel Excellence)	61613	540.00
1/11/2024	V00770--Slovak Baron Empey Murphy & Pinkney LLP	61614	4,135.00
1/25/2024	V01009--Soothe, Inc.	61661	3,535.00
1/25/2024	V00810--Superbloom Group LLC	61662	769.84
1/25/2024	V01067--The Burdette Agency, Inc.	61663	32,000.00
1/4/2024	V00544--The Hartford	61572	16,040.00
1/4/2024	V00854--The Lincoln National Life Insurance Company	61573	4,813.70
1/25/2024	V01152--The Palm Springs Spirits Co.	61664	172.50
1/4/2024	V01161--Thomas Alban dba Mazamar Inc.	61574	5,453.50
1/4/2024	V01146--Tommy Bahama Miramonte Resort & Spa	61575	2,700.00
1/4/2024	V00782--Tourism Economics	61576	12,500.00
1/11/2024	V00574--TPX Communications	61615	3,338.14
1/22/2024	V00583--TravMedia USA LLC #	322285780002203	5,490.00
1/4/2024	V00718--TravPro Mobile LLC	61577	16,800.00
1/11/2024	V00587--Truly Nolen	61616	94.00
1/4/2024	V00590--Turning Point AV	61578	1,200.00
1/4/2024	V00597--Uline	61579	1,295.90
1/25/2024	V00604--United Way of the Desert	61665	88.00
1/4/2024	V00604--United Way of the Desert	61580	88.00
1/18/2024	V00606--UPS - United Parcel Service	61644	2,484.68
1/11/2024	V00606--UPS - United Parcel Service	61617	5,128.50
1/4/2024	V00606--UPS - United Parcel Service	61581	775.86
1/4/2024	V00607--UPS Supply Chain Solutions, Inc.	61582	54.25
1/25/2024	V00609--US Travel Association	61666	38,300.00
1/18/2024	V00609--US Travel Association	61645	39,400.00
1/4/2024	V00800--Vacation Rental Compliance	61583	4,900.00
1/18/2024	V00612--Valley Office Equipment	61646	100.46
1/4/2024	V00622--Vision Service Plan (CA)	61584	985.50
1/5/2024	V01159--Visit USA Committee Germany e.V. #	202401050090608	2,250.00
1/5/2024	V00628--Visit USA Committee/ France #	202401050090603	1,113.00
1/5/2024	V00629--Visit USA Ireland #	202401050090606	854.12
1/25/2024	V00568--Westin Rancho Mirage Golf Resort & Spa	61667	2,355.60
1/11/2024	V00568--Westin Rancho Mirage Golf Resort & Spa	61618	350.00
1/25/2024	V00640--Windmill City Screen Printing	61668	413.76
1/11/2024	V00788--Xochitl Peña	61619	150.00
1/25/2024	V00642--Xpress Graphics	61669	517.81
1/18/2024	V00642--Xpress Graphics	61647	341.00
1/11/2024	V00642--Xpress Graphics	61620	183.75
1/4/2024	V00642--Xpress Graphics	61585	340.48
1/4/2024	V01164--Zachary Gatheurm dba Light Trailz	61586	300.00
1/25/2024	V01042--Zash Snacks LLC	61670	208.00

Total for Operating

1,518,957.34

The following pages reflect the payments issued for the period of February 01, 2024 through February 29, 2024 from Pacific Premier Bank.



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



Company name: Visit Greater Palm Springs

Report name: Check register

Created on: 3/7/2024

Operating - Pacific Premier Bank

Account no: 8000212688

Date	Vendor	Document no.	Amount
2/9/2024	V00756--ACS Air Conditioning/ Heating Services, Inc.	61716	1,950.00
2/15/2024	V00017--Ailevon, LLC	61745	7,067.75
2/1/2024	V01181--Alignment Nashville	61671	3,198.00
2/9/2024	V00872--AmericanTours International, LLC	61717	15,000.00
2/1/2024	V01178--Ashley Owens	61672	547.70
2/15/2024	V00044--AT&T Mobility	61746	812.50
2/22/2024	V00917--Atlantic Link aps #	202402220077851	6,020.00
2/9/2024	V00047--Avalon Palm Springs	61718	9,801.00
2/1/2024	V01179--Avantstay Inc.	61673	86.49
2/12/2024	V00837--AVIAREPS Holdings Ltd #	202402120062150	2,503.05
2/16/2024	V00049--AVIAREPS Marketing Garden Holdings Ltd #	202402160060939	2,493.00
2/12/2024	V00049--AVIAREPS Marketing Garden Holdings Ltd #	202402120062149	3,000.00
2/15/2024	V00819--Baker Tilly US, LLP	61747	30,687.48
2/15/2024	V00056--BASIC Benefits	61748	187.98
2/22/2024	V00057--BASIC PVR	61771	5,969.56
2/22/2024	V00073--Brandini	61772	183.60
2/15/2024	V00073--Brandini	61749	385.20
2/1/2024	V00073--Brandini	61674	2,790.20
2/9/2024	V00078--Burrtec Waste & Recycling Svcs	61719	251.18
2/6/2024	V00089--CalPERS Fiscal Services Division	100000017420334	101,131.96
2/1/2024	V00090--CalSAE	61675	6,200.00
2/9/2024	V00093--Cardiff Limousine & Transportation	61720	201.40
2/1/2024	V00093--Cardiff Limousine & Transportation	61676	1,980.78
2/15/2024	V01127--Cathleen Mary Johnson	61750	4,844.53
2/1/2024	V01127--Cathleen Mary Johnson	61677	48.32
2/9/2024	V00119--Coachella Horse Park LLC	61721	50,000.00
2/1/2024	V00122--Coachella Valley Water District	61678	169.13
2/1/2024	V00124--Colonial Life Premium Processing	61679	4,426.40
2/9/2024	V00128--Comtron Systems, Inc.	61722	483.00
2/9/2024	V00129--Concur Technologies, Inc.	61723	1,434.00
2/9/2024	V00873--Connect Worldwide	61724	770.00
2/1/2024	V00138--CRD International GmbH #	202402010078939	3,605.00
2/1/2024	V01080--CV Strategies	61680	9,870.00
2/1/2024	V01031--CVB Representatives of the West	61681	500.00
2/15/2024	V00141--CVB REPS	61751	500.00
2/9/2024	V00144--De Lage Landen Financial Services, Inc.	61725	1,048.08
2/15/2024	V00146--Desert Adventures Red Jeep Tour & Events	61752	575.00
2/9/2024	V00146--Desert Adventures Red Jeep Tour & Events	61726	150.00
2/22/2024	V00830--Desert Arc Shredding & Recycling	61773	40.00
2/15/2024	V00830--Desert Arc Shredding & Recycling	61753	40.00
2/15/2024	V00677--Desert Champions LLC	61754	24,805.00
2/1/2024	V01180--Desert Heat Events	61682	7,665.00
2/22/2024	V00159--Destination PSP	61774	1,078.25
2/15/2024	V00159--Destination PSP	61755	163.88
2/9/2024	V00159--Destination PSP	61727	2,944.64
2/1/2024	V00159--Destination PSP	61683	195.01
2/22/2024	V00894--Donald Prince	61775	183.50

Company name: Visit Greater Palm Springs

Report name: Check register

Created on: 3/7/2024

Operating - Pacific Premier Bank

Account no: 8000212688

Date	Vendor	Document no.	Amount
2/15/2024	V00179--Enterprise	61756	2,278.94
2/1/2024	V00692--Eric Scott Caplan	61684	438.75
2/1/2024	V00183--Event Service Professionals Association (ESPA)	61685	720.00
2/12/2024	V01176--FDM Travel #	202402120062238	812.50
2/15/2024	V00193--Financial & Insurance Conference Professionals	61757	4,290.00
2/15/2024	V00861--Finn Partners Limited ##	202402150101547	8,833.30
2/1/2024	V00861--Finn Partners Limited ##	202402010078937	163.44
2/22/2024	V00195--Fired Up Culture	61776	6,037.50
2/1/2024	V00195--Fired Up Culture	61686	6,037.50
2/22/2024	V00696--Gary R. Gardner	61777	50.00
2/1/2024	V00791--Gate 7 #	202402010078854	6,495.45
2/22/2024	V00702--Gregory W Sanders	61778	50.00
2/15/2024	V00236--HelmsBriscoe Performance Group Inc.	61758	5,250.00
2/22/2024	V00958--HP Inc.	61779	11,394.44
2/22/2024	V00259--Image360	61780	344.49
2/1/2024	V00259--Image360	61687	347.03
2/1/2024	V01171--Impact Through Golf Foundation	61688	100,000.00
2/22/2024	V00836--Itzel Janine Rivera dba Las Tias Music	61785	750.00
2/22/2024	V00713--Jan C Harnik	61781	50.00
2/22/2024	V00832--Jeffrey Adam Bernstein	61782	50.00
2/22/2024	V00274--JNS Media Specialist	61783	56,988.91
2/15/2024	V00274--JNS Media Specialist	61759	393,071.00
2/9/2024	V00274--JNS Media Specialist	61728	18,477.78
2/1/2024	V00274--JNS Media Specialist	61689	18,665.17
2/22/2024	V01186--John Haney	61784	762.08
2/1/2024	V01165--K. Hinkle Painting, Inc.	61690	2,860.00
2/1/2024	V00287--Keenan & Associates	61691	2,569.00
2/1/2024	V00297--La Quinta Resort & Club	61692	50,000.00
2/22/2024	V00736--Linda Evans Bender	61786	50.00
2/9/2024	V00314--Living Desert	61729	5,000.00
2/22/2024	V00737--Locations 760	61787	150.00
2/15/2024	V00737--Locations 760	61760	150.00
2/9/2024	V01048--Lulu California Bistro	61730	15,734.96
2/9/2024	V01182--Luxury Meetings Inc.	61731	4,680.00
2/22/2024	V01190--Mark Carnevale	61788	50.00
2/15/2024	V00335--Meeting Professionals International	61761	550.00
2/9/2024	V01183--Meeting Professionals International Northern California Chapter	61732	6,776.00
2/1/2024	V00338--Metropolitan Life Insurance Company	61693	7,465.36
2/22/2024	V00340--Michael Frederick	61789	1,287.00
2/22/2024	V00824--Mission Square Retirement - 457 B #	322285780012600	11,895.45
2/7/2024	V00824--Mission Square Retirement - 457 B #	322285780020166	11,887.61
2/22/2024	V00825--Mission Square Retirement - RHS #	322285780012598	1,050.00
2/7/2024	V00825--Mission Square Retirement - RHS #	322285780020164	1,050.00
2/15/2024	V00352--mN' Organisation #	202402150097175	269.22
2/1/2024	V01174--MPI, Sacramento/Sierra Nevada Chapter	61694	3,000.00
2/22/2024	V00359--MSI #	202402220077852	19,000.00
2/1/2024	V00371--Northstar Travel Media, LLC	61695	6,750.00

Company name: Visit Greater Palm Springs

Report name: Check register

Created on: 3/7/2024

Operating - Pacific Premier Bank

Account no: 8000212688

Date	Vendor	Document no.	Amount
2/1/2024	V00375--OAG Aviation Worldwide LLC	61696	2,777.50
2/22/2024	V00377--ODP Business Solutions, LLC	61790	61.13
2/9/2024	V00377--ODP Business Solutions, LLC	61733	724.51
2/1/2024	V00377--ODP Business Solutions, LLC	61697	863.00
2/9/2024	V00398--Palm Springs International Film Society or PSIFS	61734	100,000.00
2/15/2024	V00412--Petty Cash	61762	198.40
2/15/2024	V01177--Pre-Paid Legal Services Inc dba Legal Shield	61763	456.90
2/1/2024	V01177--Pre-Paid Legal Services Inc dba Legal Shield	61698	456.90
2/9/2024	V01033--Properties With Purpose, Inc.	61735	75,000.00
2/22/2024	V00439--Quadient Finance USA, Inc.	61791	343.32
2/1/2024	V00829--R & S Commercial Cleaning Inc	61699	1,700.00
2/1/2024	V00443--Rancho Mirage Cleaners	61700	378.00
2/22/2024	V00446--Red Hot Celebrations LLC dba Red Hot Groups	61792	1,990.00
2/22/2024	V00448--Renaissance Esmeralda Resort & Spa	61793	1,000.00
2/15/2024	V00480--Shields Date Garden	61764	129.90
2/1/2024	V00480--Shields Date Garden	61701	240.00
2/9/2024	V00769--Simpleview	61736	1,450.00
2/1/2024	V00769--Simpleview	61702	18,000.00
2/15/2024	V01151--SITE Northern California Chapter	61765	5,000.00
2/22/2024	V00770--Slovak Baron Empey Murphy & Pinkney LLP	61794	2,783.40
2/13/2024	V00498--Sonic Gods	322285780011121	257,541.50
2/9/2024	V00499--Southern California Black Chamber of Commerce	61737	200.00
2/9/2024	V00500--Southern California Edison	61738	460.32
2/1/2024	V00500--Southern California Edison	61703	2,702.33
2/15/2024	V00251--Steel Technology LLC dba Hydro Flask	61766	1,138.32
2/9/2024	V00517--Strategic Marketing & Research Insights, LLC	61739	16,500.00
2/15/2024	V01175--Swanson's Travel AB #	202402150097178	950.00
2/15/2024	V01184--T 4 Travel, Inc.	61767	1,115.00
2/9/2024	V00994--Tara Howard Petrilla	61740	425.00
2/1/2024	V00854--The Lincoln National Life Insurance Company	61704	4,794.14
2/15/2024	V00561--The Ritz-Carlton, Rancho Mirage	61768	3,232.50
2/1/2024	V01108--The Tadros LLC dba The Packhouse at Aziz Farms	61705	2,750.00
2/1/2024	V00569--Threshold 360, Inc.	61706	6,500.00
2/1/2024	V00782--Tourism Economics	61707	10,000.00
2/9/2024	V00574--TPX Communications	61741	4,116.09
2/1/2024	V00586--Trio Restaurant	61708	2,384.40
2/22/2024	V00587--Truly Nolen	61795	94.00
2/1/2024	V00966--Tysen Knight Productions	61709	323.00
2/22/2024	V00597--Uline	61796	116.48
2/15/2024	V00597--Uline	61769	678.49
2/9/2024	V00597--Uline	61742	78.65
2/1/2024	V00597--Uline	61710	90.14
2/22/2024	V00604--United Way of the Desert	61797	88.00
2/22/2024	V00606--UPS - United Parcel Service	61798	3,631.52
2/15/2024	V00606--UPS - United Parcel Service	61770	1,542.85
2/9/2024	V00606--UPS - United Parcel Service	61743	2,485.88
2/1/2024	V00606--UPS - United Parcel Service	61711	2,206.74

Company name: Visit Greater Palm Springs

Report name: Check register

Created on: 3/7/2024

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Account no: 8000212688

Date	Vendor	Document no.	Amount
2/22/2024	V00607--UPS Supply Chain Solutions, Inc.	61799	114.08
2/1/2024	V00609--US Travel Association	61712	1,600.00
2/9/2024	V00800--Vacation Rental Compliance	61744	4,750.00
2/22/2024	V00612--Valley Office Equipment	61800	95.85
2/1/2024	V00612--Valley Office Equipment	61713	510.32
2/1/2024	V00622--Vision Service Plan (CA)	61714	972.66
2/1/2024	V00642--Xpress Graphics	61715	88.44
2/22/2024	V01042--Zash Snacks LLC	61801	94.00
Total for Operating			1,660,494.11

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

RESOLUTION NO. JPA 2024-003

Gary Gardner, Chair
City of Desert Hot Springs

Waymond Fermon, Vice Chair
City of Indio

Mark Carnevale
City of Cathedral City

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

A RESOLUTION OF THE JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE OF VISIT GREATER PALM SPRINGS APPROVING AN AMENDMENT TO SECTION 12 OF THE AMENDED AND RESTATED JOINT POWERS AGREEMENT REGARDING CONTRIBUTION SCHEDULE FOR JOINT POWERS AUTHORITY MEMBERS

WHEREAS, Visit Greater Palm Springs (VGPS) is a Joint Powers Authority ("JPA") operating under the Joint Exercise of Powers Act (California Government Code §§6500 *et seq.*), located in the County of Riverside, State of California; and

WHEREAS, the JPA Executive Committee serves as the governing body of VGPS; and

WHEREAS, the JPA Executive Committee adopted the Joint Powers Agreement ("Amended and Restated Agreement") on January 20, 2016 ("JPA Agreement"); and

WHEREAS, section 12 of the JPA Agreement sets forth the contribution amounts for JPA Members' participation in the JPA. Pursuant to the JPA Agreement, the contribution amounts may only be changed or amended with a unanimous vote of the JPA Executive Committee and a unanimous vote of the JPA Members' legislative bodies; and

WHEREAS, in accordance with the above referenced sections of the JPA Agreement, the JPA Executive Committee now desires to revise the JPA Members' contribution amounts as set forth below.

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

Section 1. Recitals.

That the Recitals set forth above are true and correct.

Section 2. JPA Member Contributions.

That the JPA Executive Committee hereby approves and adopts the following amendment to section 12 ("Contributions") of the JPA Agreement:

(a) Each new JPA Member shall pay to the JPA a one-(1) time fee of \$_____ upon commencing membership in the JPA and within five (5) working days of the date of a written demand for payment from VGPS.

(b) Each JPA Member shall pay to the JPA (i) the greater of \$_____ each year, or (ii) the applicable contribution amounts as set forth in the formula below, which may only be modified by a two-thirds vote of the entire JPA Executive Committee and a unanimous vote of the JPA Members' legislative bodies. JPA Members' legislative bodies shall, at a minimum, make quarterly payments of the annual contribution to VGPS.

A contribution from each of the JPA Members is a funding mechanism equal

to:

.0015 x Gross Room Rental Revenue for Lodging Establishments
excluding Convention Hotels, and
.0035 x Gross Room Rental Revenue for Convention Hotels

(c) The Gross Room Rental Revenue described herein shall not include any transient occupancy tax rebate incentives provided by the JPA Members.

Section 3. That the President/Chief Executive Officer of VGPS and/or his designee shall take all reasonable steps to) seek the approval of the amendment to section 12 of the JPA Agreement by the legislative bodies of the JPA Members.

Section 4. Severability.

That the Executive Committee declares that, should any provision, section, paragraph, sentence, or word of this Resolution be rendered or declared invalid by any final court action in a court of competent jurisdiction or by reason of any preemptive legislation, the remaining provisions, sections, paragraphs, sentences, or words of this Resolution as hereby adopted shall remain in full force and effect.

Section 5. Repeal of Conflicting Provisions.

That all the provisions heretofore adopted by Visit Greater Palm Springs or the Executive Committee that are in conflict with the provisions of this Resolution are hereby repealed.

Section 6. Effective Date.

That this Resolution shall take effect immediately upon its adoption.

Section 7. Certification.

That the Clerk of the Executive Committee shall certify as to the adoption of this Resolution and shall cause the same to be processed in the manner required by law.

[Remainder of this page intentionally left blank.]

PASSED, APPROVED AND ADOPTED at a special meeting of the Joint Powers Authority (JPA) Executive Committee of Visit Greater Palm Springs, held on the __ day of March, 2024, by the following vote:

AYES:

NAYES:

ABSENT:

ABSTAIN:

**Gary Gardner, Chair
Executive Committee
Visit Greater Palm Springs**

ATTEST:

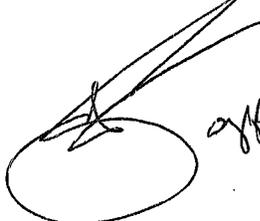
Sarah Goslin, Clerk for the Executive Committee

APPROVED AS TO FORM:

Lena D. Wade, General Counsel

Visit Greater Palm Springs Statement of Activities - Actual vs Budget

	Year To Date 01/31/2023		Year To Date 01/31/2024		Variance
	Actual	Actual	Budget		
Revenue					
TBID - Hotels	\$ 10,583,529	\$ 10,290,868	\$ 10,397,183	\$	(106,315)
TBID - Vacation Rentals	606,005	693,123	563,362		129,761
JPA Funding	1,730,546	1,946,290	1,890,237		56,053
City Marketing Partnerships	157,781	188,276	221,669		(33,393)
Tribal Voluntary	80,115	84,001	79,709		4,292
Partnership Fees	173,178	145,017	153,812		(8,795)
Advertising & Website Revenues	223,846	153,527	52,072		101,455
Joint Share Partnerships	83,023	77,580	80,331		(2,751)
Grants	391,011	251,474	325,696		(74,222)
Net Investment Income	309,680	1,123,078	620,927		502,151
Total Revenue	\$ 14,338,714	\$ 14,953,233	\$ 14,384,998	\$	568,235
Expenses					
Labor - Wages	\$ 3,195,087	\$ 3,558,208	\$ 3,672,981	\$	(114,773)
Labor - Taxes & Benefits	1,236,561	1,712,458	1,486,129		226,329
Marketing Production	171,447	263,541	600,658		(337,117)
Media Placement & Digital Marketing	3,553,493	4,091,252	5,977,921		(1,886,669)
Collateral Material	30,869	17,351	73,040		(55,689)
Familiarization Trips	285,738	588,520	527,987		60,533
Tradeshows / Sales Missions	662,818	834,023	1,041,202		(207,179)
Travel & Lodging	18,612	18,846	46,588		(27,742)
Special Promotions & Representation	1,027,583	1,634,644	2,146,085		(511,441)
Collection Fees	20,227	31,465	28,168		3,297
Event Hosting	544,740	1,026,686	1,054,945		(28,260)
Research	386,122	154,348	418,629		(264,280)
IT - Information Technology	64,424	36,256	117,120		(80,864)
Professional Fee	168,122	246,868	380,053		(133,185)
Overhead-Supplies-Utilities-Fees	964,028	1,006,368	966,214		40,154
Capital Outlay	89,104	113,110	230,034		(116,924)
Total Expenses	\$ 12,418,975	\$ 15,333,944	\$ 18,767,754	\$	(3,433,810)


 approved
 3/2/24