

JOINT POWERS AUTHORITY

Linda Evans, Chair
 City of La Quinta

Geoff Kors, Vice Chair
 City of Palm Springs

Ernesto Gutierrez
 City of Cathedral City

Gary Gardner
 City of Desert Hot Springs

Richard Balocco
 City of Indian Wells

Elaine Holmes
 City of Indio

Jan Harnik
 City of Palm Desert

Charles Townsend
 City of Rancho Mirage

V. Manuel Perez
 County of Riverside

CVB BOARD OF DIRECTORS

Tom Tabler, Chairman
 J.W. Marriott Desert Springs
 Resort & Spa

Rolf Hoehn, Vice Chairman
 Indian Wells Tennis Garden

Robert Del Mas, Secretary
 Empire Polo Club & Event
 Facility

Aftab Dada, Treasurer
 Hilton Palm Springs Resort

Bruce Abney
 El Morocco Inn & Spa

Rick Axelrod
 Coachella Valley Economic
 Partnership

Lorraine Becker
 Cabot's Pueblo Museum

Celeste Brackley
 Ace Hotel & Swim Club

Tony Bruggemans
 Le Vallauris

Gary Cardiff
 Cardiff Limousine &
 Transportation

Jay Chesterton
 Fantasy Springs Resort Casino

Dermot Connolly
 La Quinta Resort and Club

Tim Ellis
 TravelHost Palm Springs

Michael Facenda
 Agua Caliente / Spa Resort
 Casinos

Rob Hampton
 Palm Springs Convention
 Center

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

Ritz-Carlton Rancho Mirage
 Ritz-Carlton Ballroom, Salons 2 and 3
 68900 Frank Sinatra Drive
 Rancho Mirage, CA 92270

Regular Meeting
 January 24, 2020
 8:00am – 10:00am

AGENDA

Item	Owner
Call to Order	Linda Evans
Roll Call	Linda Evans
Pledge of Allegiance	Linda Evans
Confirmation of Agenda	Linda Evans
Public Comment	Linda Evans
<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. Please complete a "Request to Speak" form and limit your comments to three (3) minutes. When you are called to speak, please stand and state your name for the record.</p> <p>For all Business Session matters or Departmental Reports on the Agenda, a completed "Request to Speak" form should be filed with the Secretary of the Board prior to the JPA Executive Committee and/or Board of Directors beginning consideration of that item.</p>	
Presentations	Linda Evans
<ul style="list-style-type: none"> Jenny Gil Schmitz, Executive Director, Desert X Chris Mayone, Vice President-Customer Experience and Sponsorships, Desert Horse Park 	
Approval of Minutes (all vote)	Linda Evans
<ul style="list-style-type: none"> JPA-CVB Board of Directors Joint Meeting Minutes: November 22, 2019 	
Consent Calendar (JPA Executive Committee Only Votes)	Linda Evans
<ul style="list-style-type: none"> Warrants and Demands Dated October 2019 Warrants and Demands Dated November 2019 Warrants and Demands Dated December 2019 	
JPA Executive Committee Items (JPA Executive Committee Only Votes)	Linda Evans
<ul style="list-style-type: none"> Updates from the Chair Resolution No. JPA 2020-001: Changing Definition of Actuarial Equivalent in the Defined Benefit Pension Plan Updates from the JPA Members 	

**CVB Board of Directors
(continued)**

Jerry Keller
Lulu California Bistro

Jay Mainthia
Indio Super 8 & Suites

Michael McLean
McLean Company Rentals

Allen Monroe
The Living Desert

Lee Morcus (Emeritus)
Kaiser Restaurant Group

Thomas Nolan
Palm Springs International
Airport

Brad Poncher
Homewood Suites by Hilton,
La Quinta

Greg Purdy
Palm Springs Aerial Tramway

Christoph Roshardt
Renaissance Esmeralda Resort
& Spa

Tom Scaramellino
Westin Mission Hills Golf Resort
& Spa

Bob Schneider
Desert Bob Consulting

Barb Smith
Access Palm Springs

Kelly Steward
The Ritz-Carlton Rancho
Mirage

Joseph Tormey
CSU San Bernardino
Palm Desert Campus

Peggy Trott
Kimpton Rowan Palm Springs

Doug Watson
Riviera Palm Springs

Elie Zod
Retired Hospitality Executive

CEO/President's Report Scott White

- CVB 2020 Goals
- Departmental Updates
- GPS Next Executive Summary
- Save the Date: gpsNEXT, Oasis Awards
- Monthly Summary Financial Report & Treasurer's Report – November 2019

CVB Board of Directors Update Rolf Hoehn

- CVB 2020 Goals – approval
- Updates from the Chair
- Updates from the CVB Board Members

Future Meeting Date | **Friday, March 27, 2020** Linda Evans

Adjournment Linda Evans

Public Notices

- The Greater Palm Springs Convention & Visitors Bureau is handicapped accessible. If special equipment is needed for the hearing impaired, please contact Revae Reynolds at (760) 969-1309 or rreynolds@gpscvc.com at least forty-eight (48) hours in advance of the meeting and accommodations will be made.
- If special electronic equipment is needed to make presentations to the CVB Board of Directors, arrangements should be made in advance by contacting Revae Reynolds at (760) 969-1309 or rreynolds@gpscvc.com. A one (1) week notice is required.
- Any writings or documents provided to the JPA Executive Committee and CVB Board of Directors regarding any item(s) on this agenda will be made available for public inspection at the Greater Palm Springs CVB located at 70-100 Highway 111, Rancho Mirage, CA 92270, during normal business hours.



JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

Call to Order

Meeting was called to order at 8:09 a.m. by Linda Evans, JPA Chair and Mayor of the City of La Quinta, at the Westin Mission Hills Resort & Spa, Celebrity Ballroom A-C, in Rancho Mirage, CA.

Roll Call

The roll call is recorded on the following page.

NOVEMBER 22, 2019

JOINT POWERS AUTHORITY

Linda Evans, Chair
 City of La Quinta
 Geoff Kors, Vice Chair
 City of Palm Springs

Ernesto Gutierrez
 City of Cathedral City

Gary Gardner
 City of Desert Hot Springs

Richard Balocco
 City of Indian Wells

Elaine Holmes
 City of Indio

Jan Harnik
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CVB BOARD OF DIRECTORS

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Aftab Dada, Treasurer
 Hilton Palm Springs Resort

Bruce Abney
 El Morocco Inn & Spa

Rick Axelrod, M.D.
 Coachella Valley Economic
 Partnership

Lorraine Becker
 Cabot's Pueblo Museum

Celeste Brackley
 Ace Hotel & Swim Club

Tony Bruggemans
 Le Vallauris

Gary Cardiff
 Cardiff Limousine &
 Transportation

Jay Chesterton
 Fantasy Springs Resort Casino

Dermot Connolly
 La Quinta Resort & Club and
 PGA West

Tim Ellis
 TravelHost Palm Springs

Michael Facenda
 Agua Caliente Resort Casino

Rob Hampton
 Palm Springs Convention
 Center

Jerry Keller
 Lulu California Bistro

Jay Mainthia
 Indio Super 8 and Suites

Location: Westin Mission Hills Resort & Spa
 71333 Dinah Shore Drive
 Rancho Mirage, CA 92270

Regular Meeting
 Friday, November 22, 2019, 8:00am – 10:00am

		PRESENT	NOT/YTD
CITY OF LA QUINTA	Linda Evans, Mayor, Chair	X	
	Robert Radi, Council Member		
CITY OF PALM SPRINGS	Geoff Kors, Council Member, Vice Chair		
	Robert Moon, Mayor	X	
CITY OF CATHEDRAL CITY	Ernesto Gutierrez, Council Member	X	
	Mark Carnevale, Mayor Pro Tem		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council Member	X	
	Jan Pye, Mayor Pro Tem		
CITY OF INDIAN WELLS	Richard Balocco, Council Member		1
	Ted Mertens, Mayor		
CITY OF INDIO	Elaine Holmes, Council Member		1
	Waymond Fermon, Council Member		
CITY OF PALM DESERT	Jan Harnik, Council Member	X	
	Gina Nestande, Mayor Pro Tem		
CITY OF RANCHO MIRAGE	Charles Townsend, Council Member		4
	Iris Smotrich, Mayor		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District		2
	Steven Hernandez, Chief of Staff	X	
CVB BOARD OF DIRECTORS ROLL CALL		PRESENT	EXCUSED
	Tom Tabler, Chair, J.W. Marriott Desert Springs Resort & Spa	X	
	Rolf Hoehn, Vice Chair, Indian Wells Tennis Garden	X	
	Robert Del Mas, Secretary, Empire Polo Club	X	

CVB Board of Directors
 (continued)

Michael McLean
 McLean Company Rentals

Allen Monroe
 The Living Desert

Lee Morcus (Emeritus)
 Kaiser Restaurant Group

Thomas Nolan
 Palm Springs International
 Airport

Brad Poncher
 Homewood Suites by Hilton,
 La Quinta

Greg Purdy
 Palm Springs Aerial Tramway

Christoph Roshardt
 Renaissance Indian Wells

Tom Scaramellino
 Westin Mission Hills Golf Resort
 & Spa

Bob Schneider
 Desert Consulting

Barb Smith
 Access Palm Springs

Kelly Steward
 The Ritz-Carlton Rancho
 Mirage

Joe Tormey
 CSU San Bernardino
 Palm Desert Campus

Peggy Trott
 Kimpton Rowan Palm Springs

Doug Watson
 Riviera Palm Springs

Elie Zod
 Retired Hospitality Executive

Aftab Dada, Treasurer, Hilton Palm Springs Resort	X	
Bruce Abney, El Morocco Inn & Spa	X	
Rick Axelrod, Coachella Valley Economic Partnership (CVEP)		X
Lorraine Becker, Cabot's Pueblo Museum	X	
Celeste Brackley, ACE Hotel & Swim Club	X	
Tony Bruggemans, Le Vallauris		X
Gary Cardiff, Cardiff Limousine & Transportation	X	
Jay Chesterton, Fantasy Springs Resort Casino	X	
Tim Ellis, TravelHost Palm Springs	X	
Michael Facenda, Agua Caliente Resort Spa / Spa Resort Casino		X
Rob Hampton, Palm Springs Convention Center (new)	X	
Jerry Keller, Lulu and Acqua California Bistros	X	
Jay Mainthia, Indio Super 8 Motel	X	
Michael McLean, McLean Company Rentals		X
Allen Monroe, The Living Desert		X
Lee Morcus (Emeritus), Kaiser Restaurant Group	X	
Tom Nolan, Palm Springs International Airport	X	
Brad Poncher, Homewood Suites by Hilton, La Quinta	X	
Greg Purdy, Palm Springs Aerial Tramway	X	
Christoph Roshardt, Renaissance Indian Wells Resort		X
Tom Scaramellino, Westin Mission Hills Golf Resort & Spa	X	
Bob Schneider, Desert Consulting	X	
Barb Smith, Access Palm Springs		X
Kelly Steward, The Ritz-Carlton, Rancho Mirage	X	
Joe Tormey, CSU San Bernardino Palm Desert Campus (new)	X	
Peggy Trott, Kimpton Rowan Palm Springs	X	
Doug Watson, Doubletree by Hilton	X	
Elie Zod, Retired Hospitality Executive		X

STAFF/ATTORNEY

Scott White, President and CEO
Mark Crabb, Chief Sales Officer
Bill Judson, Vice President Finance and Administration
Jeff Miraglia, Chief Brand Officer
Colleen Pace, Chief Marketing Officer
Bob Thibault, Chief Development Officer
Miranda Caudell, Copywriter
Andy Cloutier, Director of Human Resources
Joyce Kiehl, Director of Communications
Rebecca Kirkpatrick, Business Analyst
Krystal Kusmieruk, Social Media Manager

Anndee Laskoe, Director of Brand Content
Davis Meyer, Partnership Manager
Gary Orfield, Director Travel Industry Sales
Jill Philbrook, Director of Destination Services
Reva Reynolds, Executive Administrative Assistant
Julie Sinclair, Director of Brand Communications
Sean Smith, Director of Indian Wells Sales & Mktg.
Amber Warren, Brand Coordinator
Marissa Willman, Director of Digital Marketing

Colin Kirkpatrick, Deputy Legal Counsel

GUESTS

Peter Freymuth, Palm Springs Airport Commission
Irene Rodriguez, Cabot's Pueblo Museum
Scott Matas, City of Desert Hot Springs

PLEDGE OF ALLEGIANCE

Chair Evans lead the Pledge of Allegiance.

CONFIRMATION OF AGENDA

Linda Evans noted that she and Tom Tabler would like to add one brief presentation today and that the order of the presentations will be altered. With that addition and change, the agenda was accepted unanimously.

PUBLIC COMMENT

There were no comments from the public.

PRESENTATION

Linda Evans and Tom Tabler: Recognition for Robert Moon

Evans and Tabler recognized Mayor Robert Moon, as this is his last meeting as Mayor of the City of Palm Springs. They presented him with a gift, the Palm Springs version of the print by the artist, Shag. Mayor Moon said this is not "goodbye" but that his role was simply changing. He noted the growth of the valley in the last eight years has been amazing. He also noted the growth and development of Palm Springs Resorts, the Coachella Valley Economic Partnership's iHub (CVEP), and commended the efforts of Aftab Dada and Joe Wallace. He added that the recent CVEP Economic Summit was wonderfully informative. He plans to stay in Palm Springs and thanked all for their contributions to the valley economy and quality of life.

Gary Gardner, Council Member, City of Desert Hot Springs: Future Home of the Sand to Snow National Monument Visitor Center

Mayor Scott Matas joined Council Member Gardner to share the updates regarding the proposed Visitor's Center at the Sand to Snow National Monument. Gardner expects this Center to be an economic driver for the desert. The Center will be located where the city of Desert Hot Springs began which is currently a major trail head for hikers. A copy of his presentation is included with these minutes. He discussed the history of the Center, its expected local benefits, regional benefits and next steps for those who would like to show their support. He noted that 3.2 million cars traverse Highway 62 each year and many of them are headed to Joshua Tree National Park. He requested letters of support from members of this board.

Questions: Lee Morcus asked if other entrances were being considered. A: Gardner replied that the only other one you can drive to is in San Bernardino County, outside Big Bear. He would like to see two entrances, like those at Joshua Tree National Park. He is looking at the model created by Friends of the Desert Mountains and the Santa Rosa and San Jacinto Mountains National Monument Visitor Center on Highway 74, just south of Palm Desert. Lee Morcus asked whether they are working with San Bernardino County. Matas replied that there has been little cooperative work so far.

Joe Tormey, Hospitality Program Director, CSU San Bernardino Palm Desert Campus: Vision for the Hospitality Management Program at CSUSB-PDC

Tormey reported he has been in his position for four months and he already feels very welcome and supported. He explained that the hospitality program was borne out of the interest of industry leaders and public officials. A copy of his presentation is included with these minutes. In this position, he has four goals: 1. To introduce new courses to the existing business degree, 2. To initiate robust co- and extra-curricular activities, 3. To achieve enrollment goals, and 4. To introduce two new degrees in the future.

New courses focusing on hospitality will be introduced to the existing degree in business management. The university will implement a hospitality club, internships (both domestic and abroad), student chapters of professional organizations, a hospitality honor society and exhibition/learning trips. Tormey provided a timeline of these anticipated activities. Tormey summarized the naming opportunities for significant donors. Tormey plans to continue building relationships with industry leaders in Greater Palm Springs, implementing a strategy to achieve the enrollment goals (200 students by 2025), and positioning hospitality to become the destination program at the Palm Desert Campus.

Oliver Lamb, Managing Director, Ailevon Pacific Aviation Consulting

Lamb noted the high-profile nature of the hospitality industry in Greater Palm Springs and the need for additional air service as noted by the record number of occupied seats at the airport in 2019. It is a wonderful achievement to grow about 8% each year over the last 5 years. This rate outpaces the rate of economic growth in general.

Where does the growth come from? All but two of our airlines are growing, United, Alaska and American. WestJet is behind because of the grounding of the Boeing 737 Max. New routes to Atlanta (Delta), Paine Field/Seattle (Alaska) and Sacramento (Contour) account for much of the growth. Alaska passengers at Paine Field reported that the Palm Springs airport (PSP) was their #1 desired route.

The #1 air service market is no longer the San Francisco Bay area, but Seattle. The winter will see fewer seats than last year due to too much growth in winter 2018-2019 and the 737 Max grounding. Growth will return in the summer. Seasonal markets are the first casualties when aircraft are less available (737 Max matter); it is easier for airlines to suspend their seasonal routes.

2020 Expectations: more seasonal consistency is expected. PSP will have record summer seat capacity, United will serve Chicago year-round, and Delta will bring the largest aircraft to PSP, a huge vote of confidence in our new Atlanta service. Lamb said his company will focus on four things for 2020: 1. strengthening our year-round air access, 2. securing new markets like Washington DC, Oakland and San Jose, 3. creating new models for a diversifying market and 4. international exposure boosting access.

What will enable our air service success? 1. Pursuit of the right opportunities using data-driven strategies, 2. Support new services effectively, and 3. Build the market's airline appeal by attracting non-tourism demand.

Questions:

Bob Schneider asked about pricing at PSP. It is more expensive than Phoenix and Los Angeles. A: We have fewer of the low-price carriers.

Tom Tabler noted that it is a perception that our destination is harder to get to. Our summer season is a bit of a chicken and egg dilemma. A: Phoenix and Las Vegas are year-round destinations, so it's not our heat; it is airlift. A connector flight into LAX is not a solution because LAX is undesirable from the perspectives of both travelers and airlines. LAX is not lucrative for the carriers and to maximize their revenue, they fly large planes. Other cities like Dallas and Salt Lake City are better growth markets for us.

Doug Watson asked about the 2021 and 2022 cycles. A: On the macro level, growth will be very tight. On the micro level, we can still grow. Summertime has potential because our hotel prices are lower in summer.

APPROVAL OF MINUTES (All Vote)

The JPA-CVB Board of Directors Joint Meeting Minutes dated October 25, 2019 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated October 25, 2019, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting (Gardner / Gutierrez).

CONSENT CALENDAR (JPA Exec Committee Only Votes)

1. Warrants and Demands Dated October 31, 2019

The Warrants and Demands dated October 31, 2019 will be brought back to the January 2020 meeting. No action was taken today.

JPA EXECUTIVE COMMITTEE ITEMS (JPA Executive Committee Only Votes)

UPDATES FROM THE CHAIR

Linda Evans introduced the following Resolution.

RESOLUTION NO. JPA 2019-005 – AUTHORIZED SIGNATORIES TO THE DEFINED BENEFIT PENSION PLAN

The Resolution was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Harnik / Gardner).

UPDATES FROM THE JPA MEMBERS

Linda Evans reported that vacation rentals are welcome in the City of La Quinta. There are a small number of problem properties out of about 1,300. Best to bring all stakeholders together to make a plan and enforce codes. Creating an online service for payments would be beneficial moving forward.

Robert Moon reported that he was glad to hear the airline update. The City of Palm Springs is planning \$100 million in updates to the airport, increasing the ticketing area and luggage handling, upgrading concessions, and more. The City is anticipating hockey arena will attract visitors from Seattle and Chicago. It will also host basketball games and concerts. The City will continue to work out traffic and parking.

Jan Harnik reported that the City of Palm Desert is looking forward to the 20th Fashion Week El Paseo. Ticket sales are up. Trina Turk is celebrating her 25th anniversary. The Food and Wine Festival ticket sales are up 80% over last year. The new project called Desert Surf passed unanimously at the council meeting the other night. Also, tomorrow night is Bighorn BAM, the cancer fundraiser which has a 5-story Ferris wheel, a huge lighted tree, etc.

Ernesto Gutierrez reported that ground has broken on the downtown casino in the City of Cathedral City. It is scheduled to be open in 14-16 months. On the 13.5 acres south of the new casino will be a new hotel, restaurant, shopping, etc. The downtown amphitheater will be completed in the next two months and promoters are interested in the venue. This weekend is the hot air balloon festival, today through Sunday, with balloon rides, food trucks and entertainment.

Gary Gardner reported that TOT in the City of Desert Hot Springs last year came in at \$2.3 million which is a record for the City. They have an \$11 million reserve and an A+ rating on Standard & Poor's. The holiday light parade is December 14 which ends at city hall with food, rides, Santa, etc.

Gabe Coddling (Director of Marketing) reported for the City of Rancho Mirage and noted that city council approved the grand oasis lagoon project which will be located east of Sunnylands and will include a number of amenities. Also, the projection mapping cinema is complete at the observatory.

Brooke Beare (Director of Communications and Marketing) reported that the City of Indio announced a new three-story, College of the Desert building in downtown which will be completed in 2022. Council also approved funding for an architect and construction management firm to complete a new police and fire building. The City will also host a new iHub located in

the chamber of commerce building to incubate 6-12 new businesses by the end of the year. The Tamale Festival is Dec. 7 and 8 and the City tree lighting event will be held on December 5.

CEO/PRESIDENT'S REPORT

BOARD REPORT FOR NOVEMBER 2019

Scott White acknowledged Oliver Lamb and his company's approach to using data to our benefit which is opening doors for us. White thanked him for his presentation and noted that people are happy with the flight to Sacramento. The contract due to end in May has been extended to year-round and the timing of the Contour flights will improve.

White noted the team-building work being done including StrengthFinders and the Coraggio consulting project as a leadership development exercise. The new Social Media video was shown. December 5, 2019, is the annual CVB holiday party.

2020 Board Meetings – Scott White

White reported that the Board Report takes staff a lot of time to prepare. The digital analytics show that the executive summary has the most traffic. White proposed an alternative report in the form of an online dashboard. Data for Travel Industry Sales will be developed, but other data is readily available. The CVB will still provide a copy of the board presentation. The launch is proposed to begin at the January 2020 meeting.

Regarding our Board Meeting format, in January there will be an update on Sales & Marketing strategies for the year. March will be another strategic update from Paul Ouimet (NEXTFactor Enterprises). The remaining meetings will alternate between strategy sessions and CVB updates. Board members agreed to this new approach.

The group participated in a series of live digital poll questions. With respect to their own opinions on the business forecast for 2020, the highest percentage (62%) said it would be slightly stronger (between 1% and 9% growth) than last year. Regarding RevPAR, the highest response (50%) said it would be slightly stronger (between 1% and 9% growth). With respect to concerns for 2020, the choices were ranked in this order: of most concern is the economy, then workforce, air service, owner's/stakeholders' expectations, and increased supply. Then board members ranked a list of topics that they would like guest speakers to focus on at board meetings. The results were in this order, highest to lowest: tourism trends, local speakers on key issues, and paid speakers on destination development topics.

Destination Marketing – Colleen Pace

Colleen Pace provided an update on the upcoming activation in Atlanta, an interactive "cube" display. Visitors will answer a series of questions on a touch screen to determine their "wellness persona" and the vending machine will deliver a gift specific to their responses. The display includes a seating area. Kick-off will be December 11, 2019. Another project is a co-op with Saks 5th Avenue and Visit California. This will be a media event in New York City in February including a window display, in-store activation, and a digital/social campaign.

MONTHLY SUMMARY FINANCIAL REPORT & TREASURER'S REPORT – SEPTEMBER 2019

White noted the Monthly Summary and Treasurer's Reports are in the board meeting documents and show favorable balances.

CVB BOARD OF DIRECTORS UPDATE

RENEWING CVB BOARD OF DIRECTORS FOR ANOTHER TERM: Tom Scaramellino, Barb Smith, Kelly Steward, Doug Watson

Tabler noted the existing board members whose terms were up for renewal (listed above). The slate was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Dada / Poncher).

RENEWING CVB BOARD OF DIRECTORS AND WAIVING TERM LIMITS: Robert Del Mas, Lorraine Becker, Jay Mainthia, Thomas Nolan, Bob Schneider

Tabler noted the board members who were up for renewal requiring the waiving of their term limits. The slate was approved, the term limits were waived and the vote was unanimous based on the roll call taken at the beginning of the meeting (Dada / Poncher).

UPDATES FROM THE CHAIR

Tabler noted that the Chairman's Committee met a couple of weeks ago. One topic they discussed was the renewal of the CVB TBID (Tourism Business Improvement District). White explained that the local vacation rental companies are also talking about implementing a TBID (1%), so the CVB will work on both simultaneously. These projects might require a special JPA meeting due to the timeline requirements of forming/renewing a TBID.

The CVB is still exploring the 1% vacation rental TBID. Collections on the vacation rental TBID could begin November of next year. White said the CVB is holding meetings in the cities regarding the vacation rentals. The cities will collect the assessment and then remit it to the CVB. The money from the vacation rental TBID would be used for air service development, workforce development, and valley-wide initiatives, the same ways as the budget is now. It would not be used to influence lodging choice.

White explained the existing hotel TBID is a 5-year assessment and renews July 2021. The CVB will work on the preparations for renewal during 2020. The renewed hotel TBID would be good for 10 years.

Questions? Dada added that the vacation rentals in Palm Springs are in full support of a TBID and implementation in November 2020. He added, there is a meeting scheduled in Palm Springs for Monday at 2:00pm with vacation rental representatives. Moon noted that the vacation rental TBID would not be spent advertising for vacation rentals, but there are business owners who are sensitive to that. Scott noted that a fact/fiction piece would be prepared to explain the use of the collected funds. The cities would only be involved in the collection of the assessment. Purdy asked about estimated collection and White thought about \$1.5 to \$2 million. Dada noted that, collectively, the nine cities have about 5,000 rentals which is roughly 15,000 rooms, similar to the number of hotel rooms.

UPDATES FROM THE MEMBERS

Tom Tabler asked who in the room was CTA certified (Certified Tourism Ambassador) and proposed a CTA class for the board. He reported that the JW Marriott Desert Springs renovation will take longer than expected, hoping to wrap up by end of February 2020.

Bob Schneider reported that he is now affiliated with Palm Springs Power Baseball. They have a California winter league. The facility is an under-used asset in the valley. He will work on increasing their marketing efforts.

Brad Poncher – is looking forward to the Ironman competition on December 8, which will bring additional business to Homewood Suites La Quinta.

Rob Hampton – reported that the Palm Springs Convention Center had its best fall in its history.

Jay Mainthia – reported that Super 8 in Indio has enjoyed good numbers

Greg Purdy – reported that the Palm Springs Aerial Tramway will begin the first of 5 phases of remodeling as of the first of the year. They expect to spend \$14 million and wrap up the first quarter of 2021.

Lee Morcus – thanked everyone for their hard work and wished all a happy thanksgiving.

Tim Ellis – reported that the Jan/Feb edition of TravelHost Magazine is sold out.

Joe Wallace – reported that the CVEP (Coachella Valley Economic Partnership) Economic Summit was the largest ever with over 100 students in attendance, too.

Celeste Brackley – reported that the Ace Hotel & Swim Club is hosting the Golden Grapes Wine Festival on December 8.

Tom Nolan – noted Mayor Robert Moon's 30-year career, 13 years in Palm Springs. Moon spent 26 years in the U.S. Navy, completed a number of deployments, and brought integrity, leadership, class, professionalism and innovative thinking to his role as Mayor. Noting Moon's 100% support for the airport, Nolan said Mayor Moon was the best he has ever worked with and wished him well.

Robert del Mas – reported that the new rye grass is in at the Empire Polo Club. Sunday polo matches begin in December.

Aftab Dada – had no update.

Dermot Connolly – reported that the La Quinta Resort will have a tree lighting on December 30th.

Kelly Steward – invited everyone to the Ritz-Carlton Rancho Mirage's annual tree lighting on Dec. 4, beginning at 5:30pm.

Bruce Abney – (El Morocco Hotel) announced that Walk of the Inns is on Dec. 12 and has experienced a huge increase in ticket sales this year.

Jerry Keller – thanked everyone for the great year. LULU California and Acqua California Bistros are busy for Thanksgiving. Musical Theater University is coming back in December and is enjoying sold-out shows.

Doug Watson – reported that he is now the Managing Director of Hospitality at College of the Desert. He is working on with 29-acre project developing the former mall into a new hospitality-focused campus.

Lorraine Becker – invited all to consider shopping for the holidays at Cabot's Pueblo Museum and boutique gallery.

Joe Tormey – commented that the CVEP Economic Summit was great. A number of CSU San Bernardino Palm Desert Campus students attended.

Tom Tabler – acknowledged the departure of Steven D'Agostino, General Manager of the Hyatt Indian Wells who is moving to Florida and welcomed Mike Waddell who will take his place.

FUTURE MEETING DATE

Friday, January 24, 2020. Location: Ritz-Carlton Rancho Mirage.

ADJOURNMENT

The meeting was adjourned at 10:04 a.m.

Prepared by:

Reva Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:

Robert Del Mas

Approval Date:

Check History Report
Sorted By Check Number
Activity From: 10/1/2019 to 10/31/2019

Greater Palm Springs Convention & Visitors Bureau (CVA)

Bank Code: 3 Wells Fargo Checking

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
053042	10/3/2019	AILEVON	Ailevon Pacific Aviation	5,417.00-	Reversal
053288	10/3/2019	VOSSLER	Judy Vossler	3,099.81-	Reversal
053436	10/4/2019	A&SARTI	Steven H May	231.00	Auto
053437	10/4/2019	A&SARTI	Steven H May	1,015.13	Auto
053438	10/4/2019	ACSHEAT	Randall A Brockman	817.50	Auto
053439	10/4/2019	AGLE	Joshua Agle	3,500.00	Auto
053440	10/4/2019	AILEVON	Ailevon Pacific Aviation	5,417.00	Auto
053441	10/4/2019	AMEXBGS	American Express	13,406.53	Auto
053442	10/4/2019	BASIC2	BASIC	156.48	Auto
053443	10/4/2019	BRANDIN	Angela Weimer	357.60	Auto
053444	10/4/2019	BURRTEC	Burrtec Waste & Recycling Svcs	178.52	Auto
053445	10/4/2019	CALLUST	California Lustre	565.69	Auto
053446	10/4/2019	CALTIA	California Travel Association	51,750.00	Auto
053447	10/4/2019	CHILD	Children's Discovery Museum of	1,000.00	Auto
053448	10/4/2019	COLONIA	Colonial Life	1,810.80	Auto
053449	10/4/2019	CONARD	Lance Conrad - Marut	250.00	Auto
053450	10/4/2019	CVEP	Coachella Valley Economic	1,900.00	Auto
053451	10/4/2019	CVWATER	Coachella Valley Water Dist.	241.46	Auto
053452	10/4/2019	DESADV	Desert Adventures	453.75	Auto
053453	10/4/2019	DESTPSP	Destination PSP, Inc.	20.00	Auto
053454	10/4/2019	HOTELOX	Hotel Oxygen Palm Springs	1,094.36	Auto
053455	10/4/2019	HOVEL	Debra Hovel	2,133.45	Auto
053456	10/4/2019	MAILFIN	MailFinance	2,722.58	Auto
053457	10/4/2019	METLIFE	Metropolitan Life Insurance	5,718.95	Auto
053458	10/4/2019	MOURHES	Anne Marie Mourhess	2,000.00	Auto
053459	10/4/2019	OFFDEPO	Office Depot, Inc.	1,251.93	Auto
053460	10/4/2019	OFFICE1	Office Team	4,000.00	Auto
053461	10/4/2019	PALMDES	City of Palm Desert	1,000.00	Auto
053462	10/4/2019	PETTY	Petty Cash	416.19	Auto
053463	10/4/2019	PROFLAN	Professional Landscape Service	1,025.00	Auto
053464	10/4/2019	PSCANDY	Palm Springs Candy Company	216.00	Auto
053465	10/4/2019	PSHOSP	Palm Springs Hospitality Assn	180.00	Auto
053466	10/4/2019	PUBSTOR	Shurgard-Resco II, LLC	385.00	Auto
053467	10/4/2019	REEDBUS	Reed Business Information Inc.	2,475.00	Auto
053468	10/4/2019	SHIELDS	Shields Date Garden	144.00	Auto
053469	10/4/2019	SKYWINC	Sky Watcher, Inc.	800.00	Auto
053470	10/4/2019	UPS2	UPS Supply Chain Solutions Inc	95.23	Auto
053471	10/4/2019	VOSSLER	Judy Vossler	3,099.81	Auto
053472	10/4/2019	VSP	Vision Service Plan (CA)	800.24	Auto
053473	10/11/2019	2SYNERG	2Synergize, LLC	2,300.00	Auto
053474	10/11/2019	ADARA	ADARA	3,334.00	Auto
053475	10/11/2019	AILEVON	Ailevon Pacific Aviation	5,417.00	Auto
053476	10/11/2019	AMC	AMC Institute	7,500.00	Auto
053477	10/11/2019	ATRANSP	A Transportation Service, LLC	96.00	Auto
053478	10/11/2019	BANYER	Banyer Travel West, LLC.	800.00	Auto
053479	10/11/2019	BESTBES	Best Best & Krieger	75.00	Auto
053480	10/11/2019	BESTBEV	F & B Associates Inc.	2,000.00	Auto
053481	10/11/2019	BESTPRO	Best Promotions	619.43	Auto
053482	10/11/2019	CAL DIS	California State Disbursement	754.50	Auto
053483	10/11/2019	CVHISTO	Coachella Valley History	1,000.00	Auto
053484	10/11/2019	DESADV	Desert Adventures	632.50	Auto
053485	10/11/2019	DESRTHE	Desert Health	1,850.00	Auto
053486	10/11/2019	DESTPSP	Destination PSP, Inc.	420.00	Auto
053487	10/11/2019	FIRST	DAIOHS USA	455.35	Auto

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Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
053488	10/11/2019	FRIENDS	Friends of the Desert	1,200.00	Auto
053489	10/11/2019	GECKO	Gecko Grafix Corporation	2,250.00	Auto
053490	10/11/2019	GOSLIN	Sarah Goslin	1,000.00	Auto
053491	10/11/2019	IRCINC	IRC Corporation	28.50	Auto
053492	10/11/2019	IWGOLFR	Indian Wells Golf Resort	4,442.96	Auto
053493	10/11/2019	JNS	JNS Media Specialists	58,544.65	Auto
053494	10/11/2019	KNOWLAN	Knowland	2,400.00	Auto
053495	10/11/2019	LAWQUIN	Steven B. Quintanilla,	3,000.00	Auto
053496	10/11/2019	MADRAS	Diana Jean Bergquist	1,672.50	Auto
053497	10/11/2019	OFFDEPO	Office Depot, Inc.	621.46	Auto
053498	10/11/2019	OFFICE1	Office Team	1,249.00	Auto
053499	10/11/2019	PARTTIM	Part Time Genius	8,000.00	Auto
053500	10/11/2019	PSFILM	Palm Springs International	85,000.00	Auto
053501	10/11/2019	RES	RES Communications	118.75	Auto
053502	10/11/2019	SAVORY	LEMICO, LLC	812.50	Auto
053503	10/11/2019	SHIELDS	Shields Date Garden	62.50	Auto
053504	10/11/2019	SIMPLE	Simpleview LLC	170,106.88	Auto
053505	10/11/2019	SPARKLO	Sparkloft Media	12,172.86	Auto
053506	10/11/2019	STRATEG	Strategic Marketing & Research	18,750.00	Auto
053507	10/11/2019	SUMMERL	Summerland Creative, Inc.	56,716.66	Auto
053508	10/11/2019	TELEPAC	TPx Communications	3,295.46	Auto
053509	10/11/2019	TUCKER	Katelyn Tucker	675.00	Auto
053510	10/11/2019	UPS	United Parcel Service	2,071.01	Auto
053511	10/11/2019	WILMA	Wilma & Frieda's Cafe	287.19	Auto
053512	10/11/2019	XPRESS	Xpress Graphics & Printing	881.47	Auto
053513	10/11/2019	ZAPATA	Jean Paul Zapata	400.00	Auto
053514	10/17/2019	ABOVETH	Eduardo P Limon	400.00	Auto
053515	10/17/2019	ACETRAN	ACE Transportation, Inc.	7,328.00	Auto
053516	10/17/2019	AHI	AHI Meeting Services	4,822.00	Auto
053517	10/17/2019	AILEVON	Ailevon Pacific Aviation	1,203.55	Auto
053518	10/17/2019	AT&T3	AT&T Mobility	1,175.60	Auto
053519	10/17/2019	DELAGE	De Lage Landen Fin Svc. Inc.	203.03	Auto
053520	10/17/2019	DIAM	Diamond Enviromental Services	400.00	Auto
053521	10/17/2019	DMAI	Destinations International	1,250.00	Auto
053522	10/17/2019	ENTERP2	EAN Services, LLC	1,200.79	Auto
053523	10/17/2019	FIRST	DAIOHS USA	100.00	Auto
053524	10/17/2019	FRONTIE	Frontier	178.53	Auto
053525	10/17/2019	HARVEST	Harvest Kitchen	703.63	Auto
053526	10/17/2019	JNS	JNS Media Specialists	16,000.00	Auto
053527	10/17/2019	KELLY	Kelly Paper	412.18	Auto
053528	10/17/2019	LULU	LuLu California Bistro	300.00	Auto
053529	10/17/2019	MYLITTL	Howard Scotte, LLC	293.59	Auto
053530	10/17/2019	PEAK	Polly Peak	3,500.00	Auto
053531	10/17/2019	SLOVAK	Slovak Baron Empey Murphy &	2,655.30	Auto
053532	10/17/2019	STR	Smith Travel Research Inc.	15,245.00	Auto
053533	10/17/2019	TIMEWAR	Time Warner Cable	94.75	Auto
053534	10/17/2019	UNIONSW	Union Bank	5,204.59	Auto
053535	10/17/2019	UPS	United Parcel Service	581.45	Auto
053536	10/24/2019	360VIEW	360ViewPR	8,000.00	Auto
053537	10/24/2019	AMERHEA	American Heart Association	1,500.00	Auto
053538	10/24/2019	BASIC2	BASIC	156.48	Auto
053539	10/24/2019	BGF	BGF LLC	250.00	Auto
053540	10/24/2019	BRIGHTE	Bright Event Rentals	500.00	Auto
053541	10/24/2019	BWEST	B. West Marketing Group, Inc.	643.19	Auto

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053542	10/24/2019	CARDIFF	Cardiff Limousine	406.25	Auto
053543	10/24/2019	CHEIRON	Cheiron, Inc.	9,986.25	Auto
053544	10/24/2019	CVWATER	Coachella Valley Water Dist.	366.34	Auto
053545	10/24/2019	DESCAR	Desert Carolers	440.00	Auto
053546	10/24/2019	HOTELP	Hotel Paseo, Autograph	248.92	Auto
053547	10/24/2019	JNS	JNS Media Specialists	124,389.52	Auto
053548	10/24/2019	LINCOLN	The Lincoln National Life	3,191.81	Auto
053549	10/24/2019	MMGY	MMGY Global, LLC	15,750.00	Auto
053550	10/24/2019	OFFDEPO	Office Depot, Inc.	1,164.43	Auto
053551	10/24/2019	PENA	Xochitl Pena	100.00	Auto
053552	10/24/2019	SCE	Southern California Edison	4,720.49	Auto
053552	10/24/2019	SCE	Southern California Edison	4,720.49-	Reversal
053553	10/24/2019	SHREDIT	Shred-It USA	125.56	Auto
053553	10/24/2019	SHREDIT	Shred-It USA	125.56-	Reversal
053554	10/24/2019	SPARKLO	Sparkloft Media	25,721.84	Auto
053554	10/24/2019	SPARKLO	Sparkloft Media	25,721.84-	Reversal
053555	10/24/2019	TRULYNO	Truly Nolen Branch 063	150.00	Auto
053556	10/24/2019	VORTEX	Vortex Industries, Inc.	365.10	Auto
053557	10/24/2019	WARDJ	Jamie Lee Ward	2,275.00	Auto
053558	10/24/2019	SCE	Southern California Edison	4,720.49	Auto
053559	10/24/2019	SHREDIT	Shred-It USA	125.56	Auto
053560	10/24/2019	SPARKLO	Sparkloft Media	25,721.84	Auto
A1007A	10/7/2019	CALPERS	CalPERS	65,585.46	Manual
C20156	10/1/2019	RYAN	Mary Ryan	54.22	Manual
C20157	10/1/2019	CRABB	Mark Crabb	63.20	Manual
C20158	10/1/2019	ABARCA	Erica Abarca	222.86	Manual
C20159	10/1/2019	AED	Suzanne Aed	7,000.00	Manual
C20160	10/1/2019	BUCKLIN	Tammy Bucklin	288.70	Manual
C20161	10/1/2019	CRABB	Mark Crabb	246.64	Manual
C20162	10/1/2019	KIEHL	Joyce Kiehl	4,887.69	Manual
C20163	10/1/2019	MIRAGLI	Jeff Miraglia	1,334.82	Manual
C20164	10/1/2019	MOURHES	Anne Marie Mourhess	849.87	Manual
C20165	10/1/2019	RYAN	Mary Ryan	266.36	Manual
C20166	10/9/2019	BOWIS	Lynne Bowis	218.00	Manual
C20167	10/9/2019	BOWIS	Lynne Bowis	501.23	Manual
C20168	10/9/2019	CRABB	Mark Crabb	1,161.66	Manual
C20169	10/9/2019	MIRAGLI	Jeff Miraglia	738.52	Manual
C20170	10/9/2019	THIBAUL	Robert Thibault	10.00	Manual
C20171	10/11/2019	WHITE	Scott L. White	1,896.60	Manual
C20172	10/15/2019	QUIGLEY	Barbara Quigley	435.61	Manual
C20173	10/15/2019	BARK	Matt Bark	1,485.75	Manual
C20174	10/15/2019	MARTINS	Sandy Martinez	1,202.78	Manual
C20175	10/15/2019	MASTAKO	Ashley Mastako	1,663.85	Manual
C20176	10/15/2019	QUIGLEY	Barbara Quigley	120.56	Manual
C20177	10/15/2019	SHEEHAN	Danae Sheehan	1,498.99	Manual
C20178	10/15/2019	THIBAUL	Robert Thibault	136.66	Manual
C20179	10/16/2019	BARK	Matt Bark	165.86	Manual
C20180	10/16/2019	BATTLE	Marta Battle	58.58	Manual
C20181	10/16/2019	BUCKLIN	Tammy Bucklin	745.14	Manual
C20182	10/16/2019	GOMER	Lori Gomer	2.44	Manual
C20183	10/16/2019	KILCOYN	Stefanie Kilcoyne	35.19	Manual
C20184	10/16/2019	MORGAN	Michelle Morgan	781.00	Manual
C20185	10/16/2019	ORFIELD	Gary Orfield	1.00	Manual
C20186	10/17/2019	OSTERBE	Rob Osterberg	1,488.57	Manual

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C20187	10/16/2019	QUIGLEY	Barbara Quigley	359.32	Manual
C20188	10/16/2019	THIBAUL	Robert Thibault	61.62	Manual
C20189	10/16/2019	CRABB	Mark Crabb	721.84	Manual
C20190	10/16/2019	ORFIELD	Gary Orfield	1.00	Manual
C20191	10/16/2019	QUIGLEY	Barbara Quigley	286.41	Manual
C20192	10/16/2019	RYAN	Mary Ryan	1,597.65	Manual
C20193	10/16/2019	WILLMAN	Marissa Willman	19.80	Manual
C20194	10/17/2019	MARTINE	Lucy Martinez	83.49	Manual
C20195	10/17/2019	ABARCA	Erica Abarca	46.40	Manual
C20196	10/17/2019	AED	Suzanne Aed	1,614.71	Manual
C20197	10/17/2019	BOWIS	Lynne Bowis	455.96	Manual
C20198	10/17/2019	MARTINE	Lucy Martinez	24.00	Manual
C20199	10/18/2019	PHILBRO	Jill Philbrook	1,634.87	Manual
C20200	10/22/2019	CRABB	Mark Crabb	2,193.44	Manual
C20201	10/24/2019	BARK	Matt Bark	318.00	Manual
C20202	10/24/2019	BUCKLIN	Tammy Bucklin	386.61	Manual
C20203	10/24/2019	GOSLIN	Sarah Goslin	218.60	Manual
C20204	10/24/2019	KIEHL	Joyce Kiehl	2,844.13	Manual
C20205	10/24/2019	KUSMIER	Krystal Kusmieruk	25.40	Manual
C20206	10/24/2019	MASTAKO	Ashley Mastako	1,215.75	Manual
C20207	10/24/2019	MOURHES	Anne Marie Mourhess	10.00	Manual
C20208	10/24/2019	WHITE	Scott L. White	1,177.03	Manual
C20209	10/24/2019	ZAPATA	Jean Paul Zapata	447.20	Manual
C20210	10/24/2019	GALLEGO	Robyn Gallegos	72.22	Manual
C20211	10/24/2019	MEYERD	Davis Meyer	117.74	Manual
C20212	10/24/2019	MOURHES	Anne Marie Mourhess	648.01	Manual
C20213	10/24/2019	PACEC	Colleen Pace	350.95	Manual
C20214	10/24/2019	SMITH	Sean Smith	2,269.59	Manual
C20215	10/24/2019	ZAPATA	Jean Paul Zapata	46.13	Manual
C20216	10/25/2019	ABARCA	Erica Abarca	82.52	Manual
C20216	10/25/2019	ABARCA	Erica Abarca	82.52	Reversal
C20216	10/25/2019	BOWIS	Lynne Bowis	543.20	Manual
C20217	10/25/2019	AED	Suzanne Aed	219.80	Manual
C20217	10/25/2019	AED	Suzanne Aed	219.80	Reversal
C20217	10/25/2019	PACEC	Colleen Pace	1,169.81	Manual
C20218	10/30/2019	SMITH	Sean Smith	1,056.68	Manual
C20219	10/30/2019	WILLMAN	Marissa Willman	598.21	Manual
W1004A	10/4/2019	VISITUS	Visit USA Committee / France	1,700.00	Manual
W1031A	10/31/2019	MARITUR	Maritur DMC	4,125.37	Manual
Bank 3 Total:				<u>954,417.64</u>	
Report Total:				<u>954,417.64</u>	

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Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
053357	11/14/2019	DMAI	Destinations International	24,700.00-	Reversal
053557	11/7/2019	WARDJ	Jamie Lee Ward	2,275.00-	Reversal
053561	11/1/2019	AFPDESE	Association of Fundraising	1,200.00	Auto
053562	11/1/2019	AILEVON	Allevon Pacific Aviation	5,417.00	Auto
053563	11/1/2019	AMEXSLW	American Express	95,743.36	Auto
053564	11/1/2019	AQUALIL	Aquallilies	6,600.00	Auto
053565	11/1/2019	AQUALIL	Aquallilies	6,600.00	Auto
053566	11/1/2019	ARTWORK	Art Works Fine Art, Inc.	1,020.96	Auto
053567	11/1/2019	BALOCCO	Richard Balocco	50.00	Auto
053568	11/1/2019	BRANDIN	Angela Welmer	698.40	Auto
053569	11/1/2019	BURRTEC	Burrtec Waste & Recycling Svcs	178.52	Auto
053570	11/1/2019	CAL DIS	California State Disbursement	754.50	Auto
053571	11/1/2019	CORAGGI	Coraggio Group	18,752.86	Auto
053572	11/1/2019	DELAGE	De Lage Landen Fin Svc. Inc.	2,047.74	Auto
053573	11/1/2019	EVANS	Linda Evans Bender	50.00	Auto
053574	11/1/2019	GARDNER	Gary R Gardner	50.00	Auto
053575	11/1/2019	GEOOTHER	Geothermal Resources Council	2,674.00	Auto
053576	11/1/2019	GOMER	Lori Gomer	600.00	Auto
053577	11/1/2019	GUTIERR	Ernesto Gutierrez	50.00	Auto
053578	11/1/2019	HASLER1	TotalFunds	1,999.28	Auto
053579	11/1/2019	HOLMES	Elaine Holmes	50.00	Auto
053580	11/1/2019	JNS	JNS Media Specialists	5,882.35	Auto
053581	11/1/2019	KELLERM	Kellermeyer Bergensons Service	1,390.00	Auto
053582	11/1/2019	KORS	Geoffrey Kors	50.00	Auto
053583	11/1/2019	LAQRESO	La Quinta Resort & Club	698.92	Auto
053584	11/1/2019	MAILFIN	MailFinance	2,996.42	Auto
053585	11/1/2019	MOURHES	Anne Marie Mourhess	1,206.00	Auto
053586	11/1/2019	OFFICE1	Office Team	999.20	Auto
053587	11/1/2019	PALMSTO	Frederick A. Armstrong, Jr.	868.68	Auto
053588	11/1/2019	PCMAMW	PCMA Chicago	1,050.00	Auto
053589	11/1/2019	PICO	Pico Events L.A., Inc.	10,215.50	Auto
053590	11/1/2019	PRAEVEN	PRA Events, Inc.	3,350.00	Auto
053591	11/1/2019	PROFLAN	Professional Landscape Service	650.00	Auto
053592	11/1/2019	PSAIR	Palm Springs Air Museum, Inc	5,000.00	Auto
053593	11/1/2019	PUBSTOR	Shurgard-Resco II, LLC	385.00	Auto
053594	11/1/2019	SAVORY	LEMICO, LLC	75.00	Auto
053595	11/1/2019	SCHAEFE	Michella L. Schaefer	298.00	Auto
053596	11/1/2019	SHIELDS	Shields Date Garden	385.00	Auto
053597	11/1/2019	SIGNATU	Signature Travel Network	5,250.00	Auto
053598	11/1/2019	SMOKESTR	Smoke Tree Stables	240.00	Auto
053599	11/1/2019	SMOTRIC	Iris M Smotrich	50.00	Auto
053600	11/1/2019	TALLGRA	Nancy J Cohee	250.00	Auto
053601	11/1/2019	TWIGROU	TWI Group, Inc.	1,686.46	Auto
053602	11/1/2019	VALLEY	Valley Office Equipment	1,814.23	Auto
053603	11/1/2019	WARDJ	Jamie Lee Ward	1,072.00	Auto
053604	11/7/2019	360VIEW	360ViewPR	4,000.00	Auto
053605	11/7/2019	ALLE	Alexandra Pawelski	18,698.00	Auto
053606	11/7/2019	AMEXBGS	American Express	1,315.69	Auto
053607	11/7/2019	BATTLE	Marta Battle	460.00	Auto
053608	11/7/2019	BRANDIN	Angela Welmer	1,593.60	Auto
053609	11/7/2019	CAPLAN	Eric Scott Caplan	275.00	Auto
053610	11/7/2019	CARDIFF	Cardiff Limousine	2,250.98	Auto
053611	11/7/2019	CARRIER	Kathryn Carrier	900.00	Auto
053612	11/7/2019	CDW GOV	CDW-Government, Inc	3,895.56	Auto

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053613	11/7/2019	CGARDNE	Chad Gardner	600.00	Auto
053614	11/7/2019	CLASSIC	Classic Club	310.32	Auto
053615	11/7/2019	CVBREPS	CVBREPS	2,000.00	Auto
053616	11/7/2019	DESADV	Desert Adventures	962.50	Auto
053617	11/7/2019	DESCAR	Desert Carolers	650.00	Auto
053618	11/7/2019	DESTPSP	Destination PSP, Inc.	360.00	Auto
053619	11/7/2019	DMAI	Destinations International	5,000.00	Auto
053620	11/7/2019	DORRIS	Chelsea N Dorris	600.00	Auto
053621	11/7/2019	FIRST	DAIOHS USA	100.00	Auto
053622	11/7/2019	GECKO	Gecko Grafix Corporation	1,050.00	Auto
053623	11/7/2019	HOWCUST	Artize Gallery, LLC	809.55	Auto
053624	11/7/2019	HUGHES	David Ian Hughes	9,112.50	Auto
053625	11/7/2019	JNS	JNS Media Specialists	134,103.28	Auto
053626	11/7/2019	JONESAG	The Jones Agency	16,500.00	Auto
053627	11/7/2019	LAWQUIN	Steven B. Quintanilla,	3,000.00	Auto
053628	11/7/2019	LOCATI	The Kip Group. LLC	150.00	Auto
053629	11/7/2019	LPE	Logo Products Experts, Inc.	1,110.25	Auto
053630	11/7/2019	MARRIOT	Marriott Hotel Services Inc	1,000.00	Auto
053630	11/8/2019	MARRIOT	Marriott Hotel Services Inc	1,000.00	Reversal
053631	11/7/2019	MMGY	MMGY Global, LLC	14,000.00	Auto
053632	11/7/2019	NESTAND	Gina May Nestande	50.00	Auto
053633	11/7/2019	NEXTFAC	NEXTFactor Enterprises, Inc.	24,690.00	Auto
053634	11/7/2019	PARTTIM	Part Time Genius	4,150.00	Auto
053635	11/7/2019	PETERSO	Gregory Earl Peterson	800.00	Auto
053636	11/7/2019	PRINTIN	Austie Corporation	1,054.48	Auto
053637	11/7/2019	PROFLAN	Professional Landscape Service	1,025.00	Auto
053638	11/7/2019	REDHOT	Red Hot Celebrations	990.00	Auto
053639	11/7/2019	SAGE	Sage Checks & Forms	200.16	Auto
053640	11/7/2019	SLOVAK	Slovak Baron Empey Murphy &	906.32	Auto
053641	11/7/2019	TRAIL	Scott Gerald Scott	240.00	Auto
053642	11/7/2019	WARDJ	Jamie Lee Ward	2,275.00	Auto
053643	11/7/2019	XPRESS	Xpress Graphics & Printing	743.00	Auto
053644	11/14/2019	ARC	Airlines Reporting Corporation	5,999.99	Auto
053645	11/14/2019	AT&T3	AT&T Mobility	1,186.36	Auto
053646	11/14/2019	BASIC	BASIC pacific	4,200.49	Auto
053647	11/14/2019	BENJER	SB Scoop, Inc.	350.00	Auto
053648	11/14/2019	BRANDIN	Angela Weimer	45.00	Auto
053649	11/14/2019	CAL DIS	California State Disbursement	754.50	Auto
053650	11/14/2019	COLONIA	Colonial Life	1,810.80	Auto
053651	11/14/2019	CONNTAR	Tarsus Connect. LLC	8,735.00	Auto
053652	11/14/2019	DELAGE	De Lage Landen Fin Svc. Inc.	203.03	Auto
053653	11/14/2019	DESADV	Desert Adventures	1,265.00	Auto
053654	11/14/2019	DESGRAF	Desert Publications Inc.	1,625.00	Auto
053655	11/14/2019	DMAI	Destinations International	31,695.00	Auto
053656	11/14/2019	FINDFOO	FIND Food Bank	130.00	Auto
053657	11/14/2019	FIRST	DAIOHS USA	477.37	Auto
053658	11/14/2019	GOMER	Lori Gomer	700.00	Auto
053659	11/14/2019	HILTONP	Walter Family Partnership	3,072.24	Auto
053660	11/14/2019	JNS	JNS Media Specialists	27,611.18	Auto
053661	11/14/2019	JWMARRI	JW Marriott Resort & Spa	1,000.00	Auto
053662	11/14/2019	KELLY	Kelly Paper	412.63	Auto
053663	11/14/2019	LASVEGA	Las Vegas Convention Plants	400.53	Auto
053664	11/14/2019	LINCOLN	The Lincoln National Life	3,563.06	Auto
053665	11/14/2019	MADRAS	Diana Jean Bergquist	4,556.25	Auto

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053666	11/14/2019	METLIFE	Metropolitan Life Insurance	5,886.88	Auto
053667	11/14/2019	OFFDEPO	Office Depot, Inc.	970.43	Auto
053668	11/14/2019	PROFLAN	Professional Landscape Service	725.00	Auto
053669	11/14/2019	SCE	Southern California Edison	2,172.13	Auto
053670	11/14/2019	SUMMERL	Summerland Creative, Inc.	24,500.00	Auto
053671	11/14/2019	UNITEDW	United Way of the Desert	158.00	Auto
053672	11/14/2019	UPS	United Parcel Service	917.25	Auto
053673	11/14/2019	VSP	Vision Service Plan (CA)	824.01	Auto
053674	11/14/2019	WESTIN	Westin Mission Hills Resort	1,500.00	Auto
053675	11/14/2019	XPRESS	Xpress Graphics & Printing	223.55	Auto
053676	11/21/2019	ADARA	ADARA	3,334.00	Auto
053677	11/21/2019	BASIC2	BASIC	156.48	Auto
053678	11/21/2019	CAL DIS	California State Disbursement	754.50	Auto
053679	11/21/2019	CALLUST	California Lustre	5,753.83	Auto
053680	11/21/2019	CHEIRON	Cheiron, Inc.	4,020.00	Auto
053681	11/21/2019	CONTOUR	Contour Aviation	32,081.92	Auto
053682	11/21/2019	DESADV	Desert Adventures	1,265.00	Auto
053683	11/21/2019	DESTPSP	Destination PSP, Inc.	22.50	Auto
053684	11/21/2019	EIDEBAI	Eide Bailly LLP	12,500.00	Auto
053685	11/21/2019	ENTERP2	EAN Services, LLC	7,397.87	Auto
053686	11/21/2019	EQUAL	Equality California	5,000.00	Auto
053687	11/21/2019	FRONTIE	Frontier	178.53	Auto
053688	11/21/2019	GALLEGO	Robyn Gallegos	1,500.00	Auto
053689	11/21/2019	GOMEZ	Andrea Gomez	200.00	Auto
053690	11/21/2019	HARRELL	Crystal Harrell	100.00	Auto
053691	11/21/2019	HERNANS	Steven A Hernandez	50.00	Auto
053692	11/21/2019	JNS	JNS Media Speciallists	10,042.93	Auto
053693	11/21/2019	JSPICER	Judd Spicer	300.00	Auto
053694	11/21/2019	LULU	LuLu California Bistro	10,240.00	Auto
053695	11/21/2019	MMGY	MMGY Global, LLC	7,043.60	Auto
053696	11/21/2019	MMGY	MMGY Global, LLC	86,250.00	Auto
053697	11/21/2019	MORALES	Rogelio M. Morales	200.00	Auto
053698	11/21/2019	OFFICE1	Office Team	3,159.97	Auto
053699	11/21/2019	PETTY	Petty Cash	383.72	Auto
053700	11/21/2019	PSHOSP	Palm Springs Hospitality Assn	180.00	Auto
053701	11/21/2019	RYAN	Mary Ryan	110.43	Auto
053702	11/21/2019	SIMPLE	Simpleview LLC	191,275.00	Auto
053703	11/21/2019	SPARKLO	Sparkloft Media	25,721.84	Auto
053704	11/21/2019	TELEPAC	TPx Communications	3,351.10	Auto
053705	11/21/2019	TIMEWAR	Time Warner Cable	94.75	Auto
053706	11/21/2019	UNIONSW	Union Bank	9,239.63	Auto
053707	11/21/2019	UPS	United Parcel Service	401.01	Auto
053708	11/21/2019	VALLEY	Valley Office Equipment	1,231.79	Auto
053709	11/21/2019	WARDJ	Jamie Lee Ward	553.00	Auto
053710	11/21/2019	XPRESS	Xpress Graphics & Printing	1,025.95	Auto
A1106A	11/6/2019	CALPERS	CalPERS	65,324.70	Manual
C20220	11/1/2019	ABARCA	Erica Abarca	82.52	Manual
C20221	11/1/2019	AED	Suzanne Aed	219.80	Manual
C20222	11/1/2019	BOWIS	Lynne Bowis	521.00	Manual
C20223	11/1/2019	KILCOYN	Stefanie Kilcoyne	89.06	Manual
C20224	11/1/2019	MACIAS	Melanie Macias	15.66	Manual
C20225	11/1/2019	MEYERD	Davis Meyer	309.86	Manual
C20226	11/1/2019	QUIGLEY	Barbara Quigley	475.32	Manual
C20227	11/7/2019	BARK	Matt Bark	53.36	Manual

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C20228	11/7/2019	KELLAM	Steve Kellam	23.20	Manual
C20229	11/7/2019	MEYERD	Davis Meyer	916.88	Manual
C20230	11/7/2019	MOURHES	Anne Marie Mourhess	66.49	Manual
C20231	11/7/2019	RYAN	Mary Ryan	52.64	Manual
C20232	11/7/2019	ESTERLI	Susan Esterling	160.81	Manual
C20233	11/7/2019	BUCKLIN	Tammy Bucklin	663.05	Manual
C20234	11/7/2019	CRABB	Mark Crabb	114.62	Manual
C20235	11/7/2019	MARTINE	Lucy Martinez	110.58	Manual
C20236	11/7/2019	PHILBRO	Jill Philbrook	48.80	Manual
C20237	11/7/2019	RYAN	Mary Ryan	1,837.16	Manual
C20238	11/7/2019	BOWIS	Lynne Bowis	349.64	Manual
C20239	11/7/2019	MEYERD	Davis Meyer	1,266.22	Manual
C20240	11/14/2019	ALEMAN	Genoa Aleman	132.34	Manual
C20241	11/14/2019	BOWIS	Lynne Bowis	328.43	Manual
C20242	11/14/2019	ESTERLI	Susan Esterling	170.31	Manual
C20243	11/14/2019	GALLEGO	Robyn Gallegos	291.74	Manual
C20244	11/14/2019	KIEHL	Joyce Kiehl	4,376.97	Manual
C20245	11/14/2019	GALLEGO	Robyn Gallegos	1.00	Manual
C20246	11/14/2019	ORFIELD	Gary Orfield	1.00	Manual
C20247	11/14/2019	WILLMAN	Marissa Willman	548.04	Manual
C20248	11/20/2019	SHEEHAN	Danae Sheehan	578.28	Manual
C20249	11/20/2019	ABARCA	Erica Abarca	41.19	Manual
C20250	11/20/2019	GOMER	Lori Gomer	2.96	Manual
C20251	11/20/2019	MOURHES	Anne Marie Mourhess	140.86	Manual
C20252	11/20/2019	OHANES	Joanne Ohanesian	66.90	Manual
C20253	11/20/2019	QUIGLEY	Barbara Quigley	258.91	Manual
C20254	11/22/2019	KIEHL	Joyce Kiehl	168.96	Manual
C20255	11/22/2019	WHITE	Scott L. White	5,961.99	Manual
C20256	11/22/2019	GAINEY	Kahlia Gainey	47.32	Manual
C20257	11/22/2019	KIEHL	Joyce Kiehl	3,025.50	Manual
C20258	11/22/2019	KUSMIER	Krystal Kusmieruk	409.00	Manual
C20259	11/22/2019	MORGAN	Michelle Morgan	74.00	Manual
C20260	11/22/2019	OSTERBE	Rob Osterberg	480.21	Manual
C20261	11/25/2019	DAY	Angie Day	749.97	Manual
C20262	11/26/2019	BATTLE	Marta Battle	73.23	Manual
C20263	11/27/2019	AED	Suzanne Aed	1,226.65	Manual
C20264	11/27/2019	ALEMAN	Genoa Aleman	169.97	Manual
C20265	11/27/2019	BARK	Matt Bark	127.63	Manual
C20266	11/27/2019	BOWIS	Lynne Bowis	1,312.50	Manual
C20267	11/27/2019	BUCKLIN	Tammy Bucklin	982.99	Manual
C20268	11/27/2019	MASTAKO	Ashley Mastako	168.58	Manual
C20269	11/27/2019	MORGAN	Michelle Morgan	66.05	Manual
C20270	11/27/2019	WILLMAN	Marissa Willman	449.99	Manual
C20271	11/27/2019	ZAPATA	Jean Paul Zapata	368.85	Manual
C20272	11/27/2019	MORGAN	Michelle Morgan	247.37	Manual
C20273	11/27/2019	RYAN	Mary Ryan	1,059.80	Manual
C20274	11/27/2019	WILLMAN	Marissa Willman	10.00	Manual
C20275	11/27/2019	ZAPATA	Jean Paul Zapata	35.47	Manual
C20276	11/29/2019	ESTERLI	Susan Esterling	433.26	Manual
C20277	11/29/2019	MARTINE	Lucy Martinez	553.03	Manual
C20278	11/29/2019	MOURHES	Anne Marie Mourhess	1,419.27	Manual
C20279	11/29/2019	PACEC	Colleen Pace	1,799.23	Manual
W1105A	11/5/2019	ADWEEK	Adweek LLC	25,000.00	Manual
W1105B	11/5/2019	AVIAREP	Aviareps Marketing Garden, LTD	6,675.24	Manual

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W1105C	11/5/2019	BLACKDI	Black Diamond	12,822.26	Manual
W1105D	11/5/2019	GATE7	GATE 7	12,275.00	Manual
W1105E	11/5/2019	MATE	mate.	1,765.00	Manual
W1105E	11/8/2019	MATE	mate.	1,765.00-	Reversal
W1105F	11/5/2019	MN' ORG	mN' Organisation	21,092.10	Manual
W1105G	11/5/2019	MSI	Marketing Services Intnl GmbH	7,250.00	Manual
W1105H	11/5/2019	SHANGHA	Shanghai Mailman Business	11,980.93	Manual
W1114A	11/14/2019	MATE	DMA Dt. Media Agentur GmbH	1,765.00	Manual
W1115A	11/15/2019	ICMARCR	ICMA-RC-RHS Plan	1,100.00	Manual
W1115B	11/15/2019	ICMARC	ICMA-RC	7,426.61	Manual
W1125A	11/25/2019	MSI	Marketing Services Intnl GmbH	3,912.74	Manual
W1125B	11/25/2019	SHANGHA	Shanghai Mailman Business	5,885.00	Manual
Bank 3 Total:				<u>1,205,391.60</u>	
Report Total:				<u><u>1,205,391.60</u></u>	

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Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
053471	12/5/2019	VOSSLER	Judy Vossler	3,099.81-	Reversal
053516	12/12/2019	AHI	AHI Meeting Services	4,822.00-	Reversal
053701	12/5/2019	RYAN	Mary Ryan	110.43-	Reversal
053711	12/5/2019	AMEXSLW	American Express	64,876.64	Auto
053712	12/6/2019	ACETRAN	ACE Transportation, Inc.	4,820.00	Auto
053713	12/6/2019	AEG	AEG Management Palm Springs	233.34	Auto
053714	12/6/2019	AGUABAN	Agua Caliente Band of Cahuilla	3,500.00	Auto
053715	12/6/2019	AMEXBGS	American Express	1,092.48	Auto
053716	12/6/2019	ASSOCF	Association Forum	9,000.00	Auto
053717	12/6/2019	BASIC	BASIC pacific	3,843.34	Auto
053718	12/6/2019	BATTAGL	Michael Battaglia	450.00	Auto
053719	12/6/2019	BRANDIN	Angela Weimer	163.40	Auto
053720	12/6/2019	BURRTEC	Burrtec Waste & Recycling Svcs	178.52	Auto
053721	12/6/2019	CALGROC	California Grocers Association	4,160.00	Auto
053722	12/6/2019	CALLUST	California Lustre	646.50	Auto
053723	12/6/2019	CAPLAN	Eric Scott Caplan	575.00	Auto
053724	12/6/2019	CARDIFF	Cardiff Limousine	1,099.40	Auto
053725	12/6/2019	CHISEL	Robert Chislett	750.38	Auto
053726	12/6/2019	COLD	Jeffrey Nathan Thrope	2,500.00	Auto
053727	12/6/2019	COLONIA	Colonial Life	1,810.80	Auto
053728	12/6/2019	CORAGGI	Coraggio Group	11,913.06	Auto
053729	12/6/2019	CTTC	CTTC	50,000.00	Auto
053730	12/6/2019	CVWATER	Coachella Valley Water Dist.	261.22	Auto
053731	12/6/2019	DBA	DesertBusiness Association	110.00	Auto
053732	12/6/2019	DELAGE	De Lage Landen Fin Svc. Inc.	999.65	Auto
053733	12/6/2019	DESADV	Desert Adventures	316.25	Auto
053734	12/6/2019	DESARC	Desert Arc	500.00	Auto
053735	12/6/2019	DESTPSP	Destination PSP, Inc.	240.00	Auto
053736	12/6/2019	EMBROI	Desert Promotional	285.00	Auto
053737	12/6/2019	EPIC	Epic Entertainment, LLC	500.00	Auto
053738	12/6/2019	EVANS	Linda Evans Bender	50.00	Auto
053739	12/6/2019	FINDFOO	FIND Food Bank	130.00	Auto
053740	12/6/2019	GARDNER	Gary R Gardner	50.00	Auto
053741	12/6/2019	GECKO	Gecko Grafix Corporation	3,262.50	Auto
053742	12/6/2019	GPSTF	Greater Palm Springs Tourism	5,000.00	Auto
053743	12/6/2019	GUTIERR	Ernesto Gutierrez	50.00	Auto
053744	12/6/2019	HARNIK	Jan C Harnik	50.00	Auto
053745	12/6/2019	HASLER1	TotalFunds	1,000.00	Auto
053746	12/6/2019	HERNANS	Steven A Hernandez	50.00	Auto
053747	12/6/2019	IMAGE	Image360 - Palm Desert	466.43	Auto
053748	12/6/2019	IWGOLFR	Indian Wells Golf Resort	2,000.00	Auto
053749	12/6/2019	JNS	JNS Media Specialists	125,578.97	Auto
053750	12/6/2019	JWMARRI	JW Marriott Resort & Spa	500.00	Auto
053751	12/6/2019	LAST	The Last Manhunt, LLC	5,000.00	Auto
053752	12/6/2019	LINCOLN	The Lincoln National Life	4,862.56	Auto
053753	12/6/2019	LIVING	The Living Desert	25,000.00	Auto
053754	12/6/2019	LUX	Teo Denjo	1,000.00	Auto
053755	12/6/2019	METLIFE	Metropolitan Life Insurance	5,886.88	Auto
053756	12/6/2019	MOON	Robert Moon	50.00	Auto
053757	12/6/2019	NTA	National Tour Association, Inc	750.00	Auto
053758	12/6/2019	OFFDEPO	Office Depot, Inc.	241.21	Auto
053759	12/6/2019	OFFICE1	Office Team	999.20	Auto
053760	12/6/2019	PEAK	Polly Peak	3,500.00	Auto
053761	12/6/2019	PETTY	Petty Cash	246.10	Auto

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053762	12/6/2019	PHILAD	Philadelphia Church of God	2,820.00	Auto
053763	12/6/2019	PSCANDY	Palm Springs Candy Company	1,580.08	Auto
053764	12/6/2019	PUBSTOR	Shurgard-Resco II, LLC	385.00	Auto
053765	12/6/2019	QUIGLEY	Barbara Quigley	1,000.00	Auto
053766	12/6/2019	RSG	RSG, Inc.	881.25	Auto
053767	12/6/2019	RYAN	Mary Ryan	110.43	Auto
053768	12/6/2019	SCE	Southern California Edison	1,454.83	Auto
053769	12/6/2019	SIMPLE	Simpleview LLC	5,400.00	Auto
053770	12/6/2019	SPARKLO	Sparkloft Media	2,009.21	Auto
053771	12/6/2019	THRESHO	Threshold 360, Inc	15,000.00	Auto
053772	12/6/2019	TRULYNO	Truly Nolen Branch 063	75.00	Auto
053773	12/6/2019	UNITEDW	United Way of the Desert	158.00	Auto
053774	12/6/2019	UPS	United Parcel Service	592.30	Auto
053775	12/6/2019	VOSSLER	Judy Vossler	3,099.81	Auto
053776	12/6/2019	VSP	Vision Service Plan (CA)	824.01	Auto
053777	12/6/2019	XPRESS	Xpress Graphics & Printing	7,275.23	Auto
053778	12/13/2019	A&SARTI	Steven H May	462.00	Auto
053779	12/13/2019	ACETRAN	ACE Transportation, Inc.	299.00	Auto
053780	12/13/2019	ADARA	ADARA	3,334.00	Auto
053781	12/13/2019	AEG	AEG Management Palm Springs	2,593.75	Auto
053782	12/13/2019	AHI	AHI Meeting Services	4,822.00	Auto
053783	12/13/2019	AT&T3	AT&T Mobility	1,268.85	Auto
053784	12/13/2019	BRANDIN	Angela Weimer	1,816.80	Auto
053785	12/13/2019	CAL DIS	California State Disbursement	754.50	Auto
053786	12/13/2019	CALTIA	California Travel Association	85.00	Auto
053787	12/13/2019	CARRIER	Kathryn Carrier	500.00	Auto
053788	12/13/2019	CUEVAS	John Cuevas	380.00	Auto
053789	12/13/2019	CVENT	CVENT, Inc.	63,952.17	Auto
053790	12/13/2019	DELAGE	De Lage Landen Fin Svc. Inc.	203.03	Auto
053791	12/13/2019	DESADV	Desert Adventures	948.75	Auto
053792	12/13/2019	DESTPSP	Destination PSP, Inc.	2,512.50	Auto
053793	12/13/2019	FIRST	DAIOHS USA	291.53	Auto
053794	12/13/2019	FRONTIE	Frontier	178.53	Auto
053795	12/13/2019	GARCIAP	Jose C Garcia	949.04	Auto
053796	12/13/2019	HOTELP	Hotel Paseo, Autograph	331.14	Auto
053797	12/13/2019	JNS	JNS Media Specialists	82,567.01	Auto
053798	12/13/2019	JWMARRI	JW Marriott Resort & Spa	3,579.37	Auto
053799	12/13/2019	KELLYGO	Kelly Lee	2,000.00	Auto
053800	12/13/2019	LEGACY	The Legacy Project	2,500.00	Auto
053801	12/13/2019	LIVING	The Living Desert	494.60	Auto
053802	12/13/2019	MMGY	MMGY Global, LLC	86,250.00	Auto
053803	12/13/2019	MOURHES	Anne Marie Mourhess	1,138.00	Auto
053804	12/13/2019	NATIONW	Nationwide	450.00	Auto
053805	12/13/2019	NEXTFAC	NEXTFactor Enterprises, Inc.	49,380.00	Auto
053806	12/13/2019	NORTHST	Northstar Travel Media, LLC	5,500.00	Auto
053807	12/13/2019	OFFDEPO	Office Depot, Inc.	377.45	Auto
053808	12/13/2019	OFFICE1	Office Team	799.36	Auto
053809	12/13/2019	PALMSTO	Frederick A. Armstrong, Jr.	1,845.44	Auto
053810	12/13/2019	RSG	RSG, Inc.	6,487.50	Auto
053811	12/13/2019	SHREDIT	Shred-It USA	134.35	Auto
053812	12/13/2019	SLOVAK	Slovak Baron Empey Murphy &	7,550.00	Auto
053813	12/13/2019	STRATEG	Strategic Marketing & Research	9,000.00	Auto
053814	12/13/2019	TIMEWAR	Time Warner Cable	94.75	Auto
053815	12/13/2019	TRAVPRO	Jonathan Cooper	8,000.00	Auto

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053816	12/13/2019	ULINE	ULINE	151.78	Auto
053817	12/13/2019	USAE	USAE News	3,735.00	Auto
053818	12/13/2019	VORTEX	Vortex Industries, Inc.	1,095.30	Auto
053819	12/19/2019	360VIEW	360ViewPR	5,264.70	Auto
053820	12/19/2019	A&SARTI	Steven H May	303.60	Auto
053821	12/19/2019	BATTLE	Marta Battle	600.00	Auto
053822	12/19/2019	BODYWOR	Body Works Massage Therapy	8,529.00	Auto
053823	12/19/2019	BRANDIN	Angela Weimer	133.20	Auto
053824	12/19/2019	CAPLAN	Eric Scott Caplan	2,130.00	Auto
053825	12/19/2019	COLD	Jeffrey Nathan Thrope	3,153.45	Auto
053826	12/19/2019	CVWATER	Coachella Valley Water Dist.	168.97	Auto
053827	12/19/2019	DESADV	Desert Adventures	452.50	Auto
053828	12/19/2019	DESCHAM	Desert Champlons LLC	52,800.00	Auto
053829	12/19/2019	DESTPSP	Destination PSP, Inc.	277.91	Auto
053830	12/19/2019	ENCORE	Encore Event Services	1,845.00	Auto
053831	12/19/2019	ENTERP2	EAN Services, LLC	3,361.34	Auto
053832	12/19/2019	FEDEX	FedEx	72.82	Auto
053833	12/19/2019	GALLEGO	Robyn Gallegos	3,000.00	Auto
053834	12/19/2019	GES	Global Experience Specialists,	20,000.00	Auto
053835	12/19/2019	GOMER	Lori Gomer	800.00	Auto
053836	12/19/2019	HOTELP	Hotel Paseo, Autograph	860.98	Auto
053837	12/19/2019	HUGHES	David Ian Hughes	6,412.50	Auto
053838	12/19/2019	IMAGE	Image360 - Palm Desert	2,392.05	Auto
053839	12/19/2019	IWGOLFR	Indian Wells Golf Resort	2,514.38	Auto
053840	12/19/2019	JACOBSON	Tienlyn Jacobson	500.00	Auto
053841	12/19/2019	JNS	JNS Media Specialists	20,305.88	Auto
053842	12/19/2019	JONESAG	The Jones Agency	16,000.00	Auto
053843	12/19/2019	JSPICER	Judd Spicer	300.00	Auto
053844	12/19/2019	KAMINSK	Kaminsky Productions, Inc.	7,050.00	Auto
053845	12/19/2019	KELLERM	Kellermeyer Bergensons Service	4,170.00	Auto
053846	12/19/2019	LINLINE	Lin Lines Inc.	5,081.88	Auto
053847	12/19/2019	LOCATI	The Kip Group. LLC	700.00	Auto
053848	12/19/2019	LULU	LuLu California Bistro	150.00	Auto
053849	12/19/2019	MADRAS	Diana Jean Bergquist	10,188.75	Auto
053850	12/19/2019	MAILFIN	MailFinance	2,716.31	Auto
053851	12/19/2019	NUVUE	Nuvue Interactive LLC	6,000.00	Auto
053852	12/19/2019	PDCC	Palm Desert Area Chamber of	25.00	Auto
053853	12/19/2019	PECAA	Professional Eyecare Assoc of	502.00	Auto
053854	12/19/2019	PETERSON	Gregory Earl Peterson	1,000.00	Auto
053855	12/19/2019	PRINTIN	Austie Corporation	393.68	Auto
053856	12/19/2019	PROFLAN	Professional Landscape Service	1,025.00	Auto
053857	12/19/2019	PROTECT	Protection 1/ ADT	261.21	Auto
053858	12/19/2019	RANCHOM	City of Rancho Mirage	400.00	Auto
053859	12/19/2019	RENPS	Renaissance Palm Springs	10,000.00	Auto
053860	12/19/2019	SERNA	Cynthia Adriana Serna	500.00	Auto
053861	12/19/2019	SIRONA	Dentsply Sirona	1,230.00	Auto
053862	12/19/2019	SPARKLO	Sparkloft Media	23,660.90	Auto
053863	12/19/2019	SUMMERL	Summerland Creative, Inc.	8,800.00	Auto
053864	12/19/2019	SUMMERL	Summerland Creative, Inc.	20,000.00	Auto
053865	12/19/2019	SYNAPSE	Synapse Sports Inc.	700.00	Auto
053866	12/19/2019	TALLGRA	Nancy J Cohee	400.00	Auto
053867	12/19/2019	TRAVALL	Travalliancemedla	3,000.00	Auto
053868	12/19/2019	ULINE	ULINE	800.25	Auto
053869	12/19/2019	UNIONSW	Union Bank	7,805.82	Auto

Check History Report
Sorted By Check Number
Activity From: 12/1/2019 to 12/31/2019

Greater Palm Springs Convention & Visitors Bureau (CVA)

Bank Code: 3 Wells Fargo Checking

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
053870	12/19/2019	UPS	United Parcel Service	5,259.18	Auto
053871	12/19/2019	UPS2	UPS Supply Chain Solutions Inc	607.01	Auto
053872	12/19/2019	USTA	US Travel Association	1,124.00	Auto
053873	12/19/2019	XPRESS	Xpress Graphics & Printing	3,952.70	Auto
A1206A	12/6/2019	CALPERS	CalPERS	65,324.70	Manual
C20280	12/4/2019	GALLEGO	Robyn Gallegos	295.62	Manual
C20281	12/6/2019	KILCOYN	Stefanie Kilcoyne	125.74	Manual
C20282	12/6/2019	MEYERD	Davis Meyer	879.61	Manual
C20283	12/6/2019	WILLMAN	Marissa Willman	31.47	Manual
C20284	12/6/2019	MEYERD	Davis Meyer	133.40	Manual
C20285	12/6/2019	SHEEHAN	Danae Sheehan	446.56	Manual
C20286	12/11/2019	ALEMAN	Genoa Aleman	483.00	Manual
C20287	12/11/2019	MACIAS	Melanie Macias	56.74	Manual
C20288	12/11/2019	PACEC	Colleen Pace	326.15	Manual
C20289	12/11/2019	REYNOLD	Revae Reynolds	49.00	Manual
C20290	12/11/2019	BUCKLIN	Tammy Bucklin	198.59	Manual
C20291	12/11/2019	DAY	Angie Day	575.00	Manual
C20292	12/11/2019	PACEC	Colleen Pace	351.01	Manual
C20293	12/11/2019	ABARCA	Erica Abarca	84.85	Manual
C20294	12/11/2019	ALEMAN	Genoa Aleman	628.62	Manual
C20295	12/11/2019	DAY	Angie Day	732.60	Manual
C20296	12/11/2019	LASKOE	Anndee Laskoe	109.35	Manual
C20297	12/11/2019	MIRAGLI	Jeff Miraglia	690.90	Manual
C20298	12/11/2019	PHILBRO	Jill Philbrook	1,238.17	Manual
C20299	12/11/2019	JUDSON	William Judson	806.88	Manual
C20300	12/16/2019	KILCOYN	Stefanie Kilcoyne	9.98	Manual
C20301	12/16/2019	DAY	Angie Day	468.00	Manual
C20302	12/16/2019	KIEHL	Joyce Kiehl	1,469.55	Manual
C20303	12/16/2019	DAY	Angie Day	397.00	Manual
C20304	12/16/2019	MIRAGLI	Jeff Miraglia	32.82	Manual
C20305	12/16/2019	OSTERBE	Rob Osterberg	416.27	Manual
C20306	12/16/2019	RYAN	Mary Ryan	1,151.50	Manual
C20307	12/16/2019	WHITE	Scott L. White	2,102.85	Manual
C20308	12/17/2019	BARK	Matt Bark	29.58	Manual
C20309	12/17/2019	MARTINE	Lucy Martinez	210.49	Manual
C20310	12/17/2019	MEYERD	Davis Meyer	72.50	Manual
C20311	12/18/2019	JUDSON	William Judson	102.72	Manual
C20312	12/19/2019	GOMER	Lori Gomer	0.50	Manual
C20313	12/19/2019	GOMER	Lori Gomer	0.50	Manual
C20314	12/19/2019	KIEHL	Joyce Kiehl	857.66	Manual
C20315	12/19/2019	MIRAGLI	Jeff Miraglia	2,137.93	Manual
C20316	12/19/2019	WALSH	Andrew Walsh	91.64	Manual
C20317	12/19/2019	MIRAGLI	Jeff Miraglia	861.85	Manual
C20318	12/19/2019	GALLEGO	Robyn Gallegos	0.77	Manual
C20319	12/19/2019	HERNDON	Stacie Herndon	442.00	Manual
C20320	12/19/2019	GALLEGO	Robyn Gallegos	7.59	Manual
C20321	12/19/2019	BOWIS	Lynne Bowis	1,360.73	Manual
C20322	12/19/2019	DAY	Angie Day	755.67	Manual
C20323	12/20/2019	CRABB	Mark Crabb	604.50	Manual
C20324	12/30/2019	RYAN	Mary Ryan	144.72	Manual
C20325	12/30/2019	AED	Suzanne Aed	844.84	Manual
C20326	12/30/2019	ALEMAN	Genoa Aleman	636.16	Manual
C20327	12/30/2019	BARK	Matt Bark	709.71	Manual
C20328	12/30/2019	BUCKLIN	Tammy Bucklin	953.03	Manual

Check History Report
Sorted By Check Number
Activity From: 12/1/2019 to 12/31/2019

Greater Palm Springs Convention & Visitors Bureau (CVA)

Bank Code: 3 Wells Fargo Checking

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
C20329	12/30/2019	CRABB	Mark Crabb	446.60	Manual
C20330	12/30/2019	DAY	Angie Day	896.48	Manual
C20331	12/30/2019	GALLEGO	Robyn Gallegos	25.89	Manual
C20332	12/30/2019	MOURHES	Anne Marie Mourhess	538.64	Manual
C20333	12/30/2019	ORFIELD	Gary Orfield	81.88	Manual
C20334	12/30/2019	RYAN	Mary Ryan	36.76	Manual
W1204A	12/4/2019	ICMARCR	ICMA-RC-RHS Plan	1,100.00	Manual
W1204B	12/4/2019	ICMARCR	ICMA-RC-RHS Plan	1,100.00	Manual
W1204C	12/4/2019	ICMARC	ICMA-RC	7,237.44	Manual
W1204D	12/4/2019	ICMARC	ICMA-RC	7,309.94	Manual
W1209A	12/9/2019	AVIAREP	Aviareps Marketing Garden, LTD	2,102.73	Manual
W1210A	12/10/2019	AMERUN	America Unlimited GmbH	3,500.00	Manual
W1210B	12/10/2019	SHANGHA	Shanghai Mailman Business	5,990.00	Manual
W1220A	12/20/2019	TRAVELB	Travelbiz.ie	1,936.10	Manual
W1223A	12/23/2019	ICMARC	ICMA-RC	7,237.44	Manual
W1223B	12/23/2019	ICMARC	ICMA-RC	7,237.44	Manual
W1223C	12/23/2019	ICMARC	ICMA-RC	7,168.69	Manual
W1223D	12/23/2019	ICMARCR	ICMA-RC-RHS Plan	1,100.00	Manual
W1223E	12/23/2019	ICMARCR	ICMA-RC-RHS Plan	1,100.00	Manual
W1223F	12/23/2019	ICMARCR	ICMA-RC-RHS Plan	1,100.00	Manual
Bank 3 Total:				<u>1,171,363.26</u>	
Report Total:				<u><u>1,171,363.26</u></u>	

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

RESOLUTION NO. JPA 2020-001

Linda Evans, Chair
City of La Quinta

Geoff Kors, Vice Chair
City of Palm Springs

Ernesto Gutierrez
City of Cathedral City

Gary Gardner
City of Desert Hot Springs

Richard Balocco
City of Indian Wells

Elaine Holmes
City of Indio

Jan Harnik
City of Palm Desert

Charles Townsend
City of Rancho Mirage

V. Manuel Perez
County of Riverside

A RESOLUTION OF THE GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU (CVB) JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE CHANGING THE DEFINITION OF ACTUARIAL EQUIVALENT IN THE DEFINED BENEFIT PENSION PLAN

WHEREAS, the Greater Palm Springs Convention & Visitors Bureau (CVB) is a Joint Powers Authority operating under the Joint Exercise of Powers Act (California Government Code Sections 6500 *et seq.*), located in the County of Riverside, State of California; and

WHEREAS, the CVB members ("CVB Members") include the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs and Rancho Mirage and the County of Riverside; and

WHEREAS, the purpose of the CVB is to encourage, promote, and to do such other things as might be necessary to enhance, to the greatest extent possible, all aspects of the hospitality, convention and tourism industry in the Coachella Valley and to attract visitors from national and international markets, all to the benefit of the CVB Members and their constituents; and

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

WHEREAS, the CVB sponsors CVB's Defined Benefit Pension Plan (the "Plan"); and

WHEREAS, CVB desires to change the Plan definition of Actuarial Equivalent in Article 1.2; and

NOW, THEREFORE, be it resolved by the JPA Executive Committee, the governing body of the CVB, as follows:

Section 1. Recitals.

That the above recitals are true and correct and are hereby incorporated herein by this reference.

Section 2. PLAN ACTUARIAL EQUIVALENT DEFINITION CHANGE.

That the mortality and interest rates used to determine the equal actuarial present value will be changed as follows:

1. Mortality - Pre-retirement "None" will remain unchanged
2. Mortality – Post-retirement "UP-1984" will become "Service Retiree and Beneficiary mortality rates from the December 2017 CalPERS Experience Study"
3. Interest – Pre-retirement "7%" will become "6%"
4. Interest – Post-retirement "7%" will become "6%"

Section 3. AUTHORIZATION.

That the CVB President/CEO, Vice President of Finance and Administration, and General Legal Counsel are hereby authorized and directed to execute all necessary documents related to the implementation of the actions as approved by this Resolution, including but not limited to an amendment to the Plan.

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 of any prior resolutions 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 the roll call vote adopting this Resolution.

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PASSED, APPROVED AND ADOPTED at a regular meeting of the JPA Executive Committee of the Greater Palm Springs Convention & Visitors Bureau held on the 24th day of January 2020, by the following vote:

AYES:

NAYES:

ABSENT:

ABSTAIN:

Linda Evans, Chair
Executive Committee

ATTEST:

Revae Reynolds, Clerk for the Executive Committee

APPROVED AS TO FORM:

Colin Kirkpatrick, Deputy Counsel

2020 GOALS
GREATER PALM SPRINGS
CONVENTION & VISITORS BUREAU



2020 CONVENTION SALES GOALS

	2019 GOAL	2019 ACTUAL	2020 GOAL	2020 STRETCH GOAL
ROOM NIGHTS	222,500	217,337	222,500	229,000
# GROUPS BOOKED	375	350	350	360
LEAD DISTRIBUTION	1,148	1,155	1,180	1,200
**NEW LEAD DISTRIBUTION	668	648	650	670

Liaisons (Tom Scaramellino and Rob Hampton) suggested that the room night and booking goals remain the same for 2020.

We missed the 2019 Sales team goals slightly due to a transition in our Northeast territory. We were without a representative for 4 months and short-term bookings were off pace due to renovations in many of our larger resorts.

In 2020 we are projecting a goal of 222,500 room nights a 2.4% increase over 2019 room night actuals.

CBRE has forecasted total occupancy growth for 2019 in Greater Palm Springs at 2.5%. Their forecast for 2020 is 1.6%.

Local Directors of Sales & Marketing have reported that their hotel management ownership organizations are pushing aggressive group revenue increases. We are seeing a need for business in 2021 and 2022.

In 2019 our main competitive set decreased in group occupancy by an average of 0.64% (Santa Barbara -6.9%, Phoenix -0.6%, Scottsdale -0.1%, Orange County Beach Cities 2.7%, Tucson 2.3%, Monterey 0.6%) GPS is at 0.2% through November.

2019 WEBSITE RESULTS

	2019 Goal	2019 Actual	Industry Average
Sessions	2,700,000	3,253,951	N/A
Pageviews	6,000,000	6,408,937	N/A
Session Duration	2:30	2:25	1:50
Pages/Session	2.22	1.97	2:00
Bounce Rate	29%	42.22%	54%
Engaged Users**	33%	34.86%	N/A
Highly Engaged Users**	6%	5.93%	N/A

*Mobile traffic has grown 51% from 2018 and now accounts for 62% of overall website visitation. Due to that overall session duration (time on site) and pages per sessions have decreased as behavior for mobile users differs from desktop users.

*Bounce rate is also effected by increased mobile traffic. Additionally, a script was indentified and corrected tracking from the data set of users from Feb-Sept which artificially decreased bounce rates.

2020 WEBSITE GOALS

	Desktop	Mobile	Tablet	Total
Sessions	936,381	2,141,212	354,575	3,432,167
Bounce Rate	43%	53%	47%	49.65%
Bounce Rate Industry Average	45.32%	56.80%	56.01%	54%
Engaged Visitors	449,463	706,600	148,922	1,304,985
Engaged Visitor Rate	48%	33%	42%	38%
Converted Sessions	112,366	107,061	26,593	246,020
Converted Session Rate	12%	5%	7.5%	7.2%



The above funnel based metrics will be a reflection of the customer journey. These metrics will be a more effective way to measure performance indicators that are strongly tied towards intent to travel. Goals will be set off rate (percentages of the total) rather than a finite number to allow for measurement of marketing efficiency.

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

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

2020 WEBSITE GOALS

Engaged Visitors: Engaged visitors is defined as:

- A website visitor that spends more than 2 minutes on website OR
- A website visitor that clicks on more than 2 pages OR
- A website visitor that does one of the following:
 - Signs up for eNewsletter
 - Orders a Visitors Guide
 - Clicks through to a partner page (partner referral)

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

Converted Sessions: Conversions are defined as a website visitor that does one of the following:

- Signs up for an eNewsletter
- Orders a Visitors Guide
- Click through to a partner page (partner referral)

Converted Session Rate: The rate that session converted as a percentage.

*Marketing Liaisons (Celeste Brackley and Bob Schneider) have reviewed/approved goals.

2020 MEDIA GOALS

Earned Media	2019 Actual	2019 Goal	2020 Goal
PR Quality Score	4017*	3650	4100
Media Outreach/Assists	1650*	2000	2000
Media Value	\$19,081,964	Tracking	Tracking
CS Earned Media	2019 Actual	2019 Goal	2020 Goal
Earned Media Placements	33	30	35

- PR Quality Score is a point-based system of evaluating the quality of media. Media is rated on a scale of 1-12 based on story type, media tier, visuals, URL, DMO mention, and reader response.

*2019 actuals are estimated as we are verifying numbers.

*Public Relations Liaison Greg Purdy has reviewed/approved goals.

2020 MARKETING FOCUS

Convention Sales:

Our media plan for Convention Sales will continue to grow in 2020. The foundation of the 2020 Media Plan is based upon an evaluation of 2019 media performance as well as findings from recent research, such as the Meetings Image and Awareness Study. This media plan targets corporate planners, third-party planners and association planners while taking into consideration their experience and knowledge of the Greater Palm Springs destination.

After evaluation of our 2019 results, we will be making some programmatic changes focusing on targeting meeting professionals with engaging content and videos including our Find Your Meeting Oasis video series. Further changes include reducing general brand awareness tactics such as display advertising and adding new campaigns for lead generation and direct mail. A new creative campaign was finalized at the end of 2019 and be deployed in 2020. We are also working on re-designing the Sales App for the sales team to utilize on sales missions, trade shows, and site visits.

Connected TV:

In 2020 GPSCVB will allocate 30% of the total TV buy to connected TV. Connected TV is becoming the future of television advertising, allowing advertisers to reach users while they stream video content on a variety of devices including SMART TV's, Gaming Consoles, Amazon Fire, Google Chromecast and Roku. With this option, we can be more targeted in our messaging, choosing specific demographics, geographic, targets and behaviors which give us the ability to serve advertisements to people who truly want it. Since consumers have to sign into their devices, their behaviors are tracked and we are able to understand more about consumer habits. Audience segmentation allows to target brand-receptive audiences with relevant messaging, bringing more value to the brand.

Connected TV has recently surpassed paid television subscribers. Currently, 31% of television users have Smart TV's, 29% have gaming console's, 21% have streaming devices. In fact, 73% of millennials and Gen Xers are using streaming services and it is predicted that 75% of households are expected to use connected TV in 2020.

2020 MARKETING FOCUS

Podcast Advertising:

Podcast listening is growing and generates 4.4 times better brand recall than other digital ad platforms. In 2020, (2) podcast campaigns will be executed; one in the winter and one in summer to impact off-season travel. At a time when advertisers are vying for consumer attention more than ever, podcasts will allow us to target an “active listener” vs. a “passive listener”. According to the Podcast Advertising Study by IAB & Edison Research, 60% of podcast listeners agree they prefer to buy from advertisers that are on their favorite podcast and 45% of listeners agree they visit a sponsor’s website after hearing a message or advertisement on their favorite podcast.

Website Redesign:

In 2020 we will be re-designing our website with launch planned for summer 2020. We have begun the design process with our goal to have a site that is engaging and dynamic. Our current site was established from an old design that has been moved from CMS’s and is not a Simpleview design. The new site will be structured with our new KPI’s in-mind with a funnel approach with objective of motivating intent to travel to Greater Palm Springs.

Airline Marketing:

Continued focus will remain on airline co-op marketing as well as marketing directly to Network Planners through industry specific media. In collaboration with our airline consultant Ailevon Pacific Aviation Consulting, we will be creating a campaign specific to Network Planners with creative and messaging most impactful to their consideration of Greater Palm Springs.

New Co-op Programs:

In 2019, we surveyed past and existing co-op partners to measure the satisfaction with our TV Co-op program. Although all surveys indicated partners were “satisfied” or “highly satisfied” with the program, interest in other media platforms such as digital, radio, content, and social media were identified. Over the summer of 2019, we tested co-ops in each of these areas and based on results we have rolled out new 2020 Co-ops including Pandora, Adara, Social Media (summer campaign), and Locale Magazine. Additionally, we have added streaming TV as part of the 2020 TV Co-op program allowing partners to target based on demographics, geographic, and behaviors.

2020 MARKETING FOCUS

Expedia International Co-op:

Our GPSCVB Expedia campaign has the strongest ROI of all of our marketing campaigns. For this reason, in 2020 we are offering our first International Co-op with Expedia. This co-op will run between February and December 2020 and will target the following markets based on booking window: UK, Canada, Japan, S. Korea, India, and Mexico. Expedia will match all funds 1-1 for this campaign. Audience segmentation will be used to reach the right consumers with the right message at the right time.

2020 SOCIAL MEDIA GOALS

@VISITGREATERPS	Impressions	Video Views	Website Clicks
2019 Goal	20.5M	2.8M	102k
2019 Actual	26,864,635	3,897,914	107,107
2020 % Increase	1%	4%	3%
2020 Goal	27.1M	4.05M	110,300
@DINEGPS	Impressions	Video Views	Website Clicks
2019 Goal	850k	211k	20k
2019 Actual	4,417,707	482,663	20,739
2020 % Increase	2%	.5%	4%
2020 Goal	4.5M	485k	21.5k

For 2020 we are recommending goals in “buckets” as so we can be more adaptable and respond to changes within the specific social media channels. Also, goals will be set off percentages of the total rather than a finite number. Additionally, we are recommending a 6-month review of goals as the social media landscape is unpredictable and there is a possibility we will be changing Social Media agencies at the end of the fiscal year.

*Marketing Liaisons (Celeste Brackley and Bob Schneider) have reviewed/approved goals.

2020 YOUTUBE STRATEGY/GOALS

	2019 Goal	2019 Actual	2020 Goal
Video Views	6,500,000	3,987,347	3,250,000

In 2020, our YouTube strategy will be significantly altered focusing on quality and engagement of views rather than quantity. We will be transferring this platform over to Simpleview from Sparkloft on February 1st to manage this channel and execute our new strategy. This will allow us to fully integrate and unify with our digital strategy using affinity audiences, keyword targeting, and website remarketing as a way to engage this audience.

2020 DESTINATION DEVELOPMENT

Tourism Development

Global travel continues to evolve rapidly with technological advancements, shifting demographics and consumer attitudes. The Tourism Development (previously known as “Travel Industry Sales”) department’s new vision is designed to impact the Destination Development Plan’s key recommendations to meet the goal of 16 million visitors by the year 2026 and ensure our efforts are properly aligned with future trends in travel.

The Tourism Development team will move under Destination Development with a primary mission of promoting Greater Palm Springs as a desired location for tourism, events, education and economic development by working closely with key clients across a broad array of industries and governments in targeted global markets. Supported by our contracted, in-market representation offices, the team will ensure Greater Palm Springs stands out as a unique and welcoming destination worldwide for both tourism and commerce.

Travel Trade

Tourism Development will continue to cultivate the travel trade segment in key domestic and international markets. Building awareness via personal client meetings, hosting FAMS, conducting trainings both online and in person, leveraging support from our contracted international offices along with marketing co-ops remain a top focus.

- **Travel Trade Metrics**

- Marketing Campaigns 35
- In-Market Activations: 10
- New Business Development: Combination of strategic efforts and increased room nights

OTAs

OTAs play a critical role in distribution of rooms and rates. Technology has created significant avenues for accommodation providers to supply dynamic rates directly to consumers as well as tour operators, receptive operators and travel agencies.

- **Key Objectives in 2020**

- Develop international marketing strategy identifying key OTAs by market and ensure synergy with our current domestic strategy.
- Create master report on booking characteristics for each OTA, by market, for Greater Palm Springs
- Partner outreach, education and support for an OTA strategy

2020 DESTINATION DEVELOPMENT

Development Projects

Business Attraction

To grow year-round service at PSP we are working with RSG to develop a plan to grow the local economy by increasing the number of people who live and work in Greater Palm Springs. RSG is analyzing our local assets and is making recommendations on strategy, messaging and media to reach potential businesses to relocate to Greater Palm Springs. With this information and input from stakeholders, the CVB Marketing and Brand Teams will create an effective campaign to reach and engage these businesses and people.

Greater Palm Springs Tourism Business Improvement District

The CVB Team will work with Civitas to manage the renewal process and legal procedures. Key communication information will be developed to communicate the success story since the creation of the TBID. Outreach to TBID properties will begin in the 1st quarter of 2020, formation of the TBID Plan and ballot voting to follow in the 2nd and 3rd quarter.

Greater Palm Springs Vacation Rental Business Improvement District

The CVB Team will work with Civitas to manage the formation of this new TBID. Outreach to all Vacation Rental companies will begin in the 1st quarter. Information will be used to create the district plan to be voted on. Key communication information will be created: FAQs of a TBID, how the funds will be used and goals of the TBID. The vote for this valley wide initiative covers over 50 Vacation Rental agencies and thousands of rental home owners.

Greater Palm Springs Tourism Foundation

In 2019, the CVB established the Greater Palm Springs Tourism Foundation. The Foundation supports and initiates diverse programming related to the hospitality, convention and tourism industries with funds raised from the general public and other sources. 2020 Initiatives include:

- Launching of website with One Future Coachella Valley for students to apply for foundation scholarships.
- Development of fundraising opportunities to support scholarship goals.

2020 DESTINATION DEVELOPMENT

Destination Events & Sponsorship

The magnitude and variety of events held annually in Greater Palm Springs is second to none for a community of its size. Each event represents distinct opportunities to showcase, broadcast, and introduce the destination to cultural audiences from around the world. Events and festival tourism are one of the fastest growing forms of tourism and can be an important motivator for travel, both domestically and from international markets. Tourism Development will work closely with event organizers to understand their needs in marketing and sponsorship.

Destination Research

2020 Destination Experience Plan

In 2019 the CVB worked with NextFactor to create a Destination Experience Plan for each city. The goal of the Destination Experience Plan is to:

- Develop and create product development/guest experience strategies (long- and short-term) for each city.
- Prepare recommendations for new visitor experience/engagement and improvements to existing ones that fit the city. (This may include: attractions, events, wayfinding, infrastructure, policy, etc.).

Economic Impact of Tourism in Greater Palm Springs, 2019

To gain insight into the overall economic impact of tourism in Greater Palm Springs, the CVB contracts with Tourism Economics—An Oxford Economics Company every two years to undergo an in-depth analysis of visitor spending and its impact on the Coachella Valley. The last study, published in 2018, took an in-depth look at tourism in Greater Palm Springs in 2017. Tourism Economics is working on the CVB's 2019 Economic Impact study which will be published in Spring 2020. New for the 2019 study will be individual city level topline impact statistics. We will also be including an economic impact of the Canadian visitor for 2019.

Marketing Effectiveness and ROI Research Year-Round Getaway and Seasonal Vacation Markets

In order to guide advertising efforts for 2020 and beyond, the CVB has partnered with Strategic Marketing & Research Insights (SMARInsights). Throughout the year, SMARI surveys pre-qualified travelers to measure the awareness of advertising, effectiveness of media plan and overall return on investment. These studies continue to be invaluable resources for formulating advertising strategies.

2020 DESTINATION DEVELOPMENT

VisaVue: Domestic and International Market Research

To better understand where our visitors reside, as well as what they purchase while visiting, the CVB partnered with Visit California to receive Visa cardholder geographic and spending information. With every Visa credit or debit card transaction, a cardholder's spending data and zip code of origination is captured, which creates a picture of visitor buying characteristics in the destination. The CVB utilizes VisaVue data research to assist in building marketing strategies based on these insights.

Greater Palm Springs Visitor Profile

In 2020 the CVB will be working with data from UberMedia and Strategic Marketing & Research Insights (SMARInsights) to create a new Visitor Profile Study. UberMedia is a mobile data analytics company that tracks human movement data via cellphones, accessing over 300M mobile devices monthly in the U.S. and 1B worldwide, UberMedia leverages this data to understand visitor demographics, top source markets, where visitors specifically shop, eat, stay and sightsee while in-market. SMARInsights will then identify which markets to survey based on the UberMedia data. They will survey approximately 3,000 Greater Palm Springs visitors post-visit in regards to their trip experience in Greater Palm Springs.

Destination Brand Pillars

Transportation

To grow Greater Palm Springs year-round economy the destination requires year-round air and rail service.

The CVB works with Ailevon Pacific, an air service development consulting firm to analyze current service and to help identify and build business cases for new service.

Goals for 2020 include:

- Continue to grow service in shoulder periods and summer season.
- Attend JumpStart Air Service Development Conference.
- Host Airline RoundTable.
- Build relationship with Airline Route Planners.
- Develop co-op marketing opportunities with airlines.

The CVB will continue to work with and support the Riverside County Transportation Commission on rail service that could connect the Coachella Valley. In addition, we will explore rail opportunities with the state of California.

2020 DESTINATION DEVELOPMENT

Outdoor Adventure

Outdoor adventure tourism is an industry that is growing rapidly and has measurable effects on destinations worldwide. Greater Palm Springs offers outdoor adventure as a natural component of the destination with a variety of geographic terrain, natural beauty and an abundance of opportunities for the adventure traveler.

Key projects for 2020:

- Expand with Friends of the Desert Mountains/CVAG on trail signs. Update hiking trail information on website. Add ACBCI trails and create GIS map version of trails for website and print.
- Develop cycling website for GPS with team at Tour de Palm Springs and create GIS map of trails for website and print.
- Promote annual sporting events: golf, tennis triathlons, etc.
- Assist in the marketing and growing of new events.

Health and Wellness

Health and Wellness offer a rich history as one of the destination's "authentic experiences." People have come to Greater Palm Springs since the late 1800s to relax, rejuvenate and heal their body, mind and spirit.

Key projects for 2020:

- Leverage relationship with Wanderlust to positively grow the fall "Wellest" season.
- Work with H&W Advisory Committee to review and receive input on year-round and "Wellest" season marketing initiatives and grow special offers.
- Promote existing events and look to support and grow new events.

Arts and Culture

Key events like Modernism and Desert X help promote the art experience to visitors in Greater Palm Springs.

Key projects for 2020 include:

- Promote and maintain the GPS Arts App.
- Promote existing events and assist new events with marketing support.
- Work with Agua Caliente to promote the new Agua Caliente Plaza, slated to open in Dec 2020. It will be home to the Cultural Museum and the Sec-he Spa. The addition of the Cultural Plaza will add to the growth of Arts & Culture in Greater Palm and give visitors a Native American cultural experience.

2020 DESTINATION DEVELOPMENT

Culinary

Part of the visitor experience is to explore and discover the culinary scene. For many travelers it is a major factor that drives travel decisions. The CVB markets Dine GPS year-round to showcase and introduce new customers to our local restaurants. Key projects for 2020:

- Restaurant Week, a 10-day event to stimulate residents and visitors to experience new restaurants; giving the industry time to show off the talents of their chefs.
- Leverage Visit California's Restaurant Month with offers from GPS restaurants.
- Continue to be a member of Visit CA Culinary Task Force.
- Work with Advisory Committee to review and receive input on year-round and Restaurant Week marketing initiatives. Grow special offers.
- Promote Dine GPS on website, social media and e-newsletter.

Destination Sustainability

Destination Sustainability practices help to define a broad set of characteristics that aim to enhance the typical visitor experience, it is in harmony with the environment and sustains the well-being of local community members. In 2020 the goals are:

- To collect and promote the "green components" of Greater Palm Springs that will deliver a positive, memorable experience for both visitors and residents.
- Increase sustainability content online, social media presence and earned media.
- Research programs and credentials that can be implemented locally.

Education

Education plays a vital role in the local economy. Enhanced educational opportunities will provide a younger workforce for the hospitality industry and create a positive visitor experience that will be shared again and again.

Key goals for 2020:

- Grow our Certified Tourism Ambassadors by 450 new graduates.
- Create two new classes with instructors and programs by the Ritz-Carlton.
 - Quality Service
 - The Art of the Apology
- Grow the impact of the GPS Tourism Foundation.

2020 DESTINATION DEVELOPMENT

- Support CSUSB – Palm Desert Campus Hospitality Management program and College of the Desert with the development of the new Hospitality campus in Palm Springs.

Partnership

Partnership's focus includes promoting CVB programs and opportunities to tourism Partners, providing education and awareness opportunities that benefit our Partners and expanding community relationships in line with the CVB's mission of enhancing the quality of life in our community.

Key Goals for 2020:

- Partnership will meet with all of our TBID hotel partners in the first quarter to ensure they are aware of the free marketing and promotional opportunities available to them and to update their listings and information on the CVB website.
- Partner / Hotel Survey – partnership will work with other departments to survey TBID hotels as well as other tourism partners to get their feedback and help increase the value of programs and opportunities we have available.

Partnership Goals

Project	Goals	Objectives
CTA and Workforce Development		
CTA Graduates	450	Continue to refine and update presentation and curriculum
CTA Events	12	One networking or education event a month for CTA grads
CTA Offers	20	Promote destination experience with special offers to CTAs
Quality Service Class	100	Enrich CTA education - Instructors and program by The Ritz-Carlton
Art of the Apology Class	100	Enrich CTA education - Instructors and program by The Ritz-Carlton
Job Fair	1	Partner with county or chambers on fall hospitality job fair
GPSCVB Partnership		
Renewals	\$180,000	Decrease over 2019 (realignment of dues structure)
New Partners	\$15,000	Decrease over 2019 (realignment of dues structure)
Meet & See Events	12	Promote key destination locations throughout GPS



Monthly Summary Financial Report for November 2019

Current Month

Current YTD

Comparison of Current YTD vs. Prior YTD
November 2019 November 2018

Account Description	Current Month			Current YTD			Comparison of Current YTD vs. Prior YTD			Annual Forecast	Annual Budget	Variance
	November - Actual	November - Budget	Variance	YTD Actual	YTD Budget	YTD Variance	Current YTD	Prior YTD	YTD Variance			
Revenue												
Cities/Country Public Funding	13,416	15,000	(1,584)	1,002,722	1,012,503	(9,781)	1,002,722	894,056	108,666	2,057,725	2,067,506	(9,781)
Tourism Business Improvement District	1,430,930	1,426,840	4,090	5,397,191	5,189,868	207,323	5,397,191	5,189,869	207,322	16,771,990	16,564,668	207,323
Tribal Voluntary	0	-	-	28,484	28,950	(466)	28,484	28,950	(466)	155,534	156,000	(466)
Tourism Marketing District	0	-	-	-	-	-	-	-	-	-	-	-
Partnership (New & Renewal)	15,685	-	15,685	66,786	-	66,786	66,786	61,229	5,557	282,000	282,000	-
Advertising: Placed/Web/Collateral	43,551	-	43,551	271,554	156,000	115,554	271,554	180,530	91,023	422,795	421,000	1,795
Joint Share Partnership Trade Shows	11,598	500	11,098	109,935	82,125	27,810	109,935	69,965	39,970	232,910	221,625	11,285
FAM/Event Host/ConvAssistance	0	-	-	-	-	-	-	40	(40)	57,300	57,300	-
Other Rev/Rent/Fees/Inf/Rollver	6,601	5,760	841	98,480	123,436	(24,956)	98,480	121,419	(22,939)	221,355	253,663	(32,308)
Prior Year Funding Resolution	0	-	-	1,250,214	314,112	936,102	1,250,214	-	1,250,214	1,250,214	314,112	936,102
Total Revenue	1,521,781	1,448,099	73,681	8,225,366	6,906,994	1,318,371	8,225,366	6,546,059	1,679,307	21,451,823	20,337,874	1,113,949
Expenses												
Labor-Salary	419,502	412,306	(7,196)	2,035,641	2,061,530	25,889	2,035,641	1,726,854	(308,786)	5,496,341	5,491,230	(5,111)
Labor-Benefits	131,691	133,844	2,153	642,059	669,221	27,163	642,059	645,847	3,789	1,622,699	1,647,444	24,745
Marketing Production	88,693	51,246	(37,447)	521,695	143,898	(377,797)	521,695	326,011	(195,684)	1,393,925	1,322,909	(71,016)
Media Placement	329,987	187,209	(142,778)	2,093,101	1,796,896	(296,205)	2,093,101	2,082,711	(10,390)	5,312,832	5,305,931	(6,901)
Collateral Material	13,993	250	(13,743)	23,281	1,800	(21,481)	23,281	27,040	3,760	78,153	79,600	1,447
Familiarization Trips	23,013	11,550	(11,463)	94,952	52,950	(42,002)	94,952	100,078	5,126	520,353	506,100	(14,253)
Trade Shows / Sales Missions	50,945	53,200	2,255	627,288	626,826	(462)	627,288	695,831	68,543	1,197,580	1,130,826	(66,754)
Travel & Lodging	949	-	(949)	11,382	-	(11,382)	11,382	18,739	7,357	38,100	38,100	(0)
Special Promotions	246,324	27,951	(218,373)	556,017	175,494	(380,522)	556,017	186,153	(369,863)	1,362,295	854,995	(507,300)
International Representation	31,114	12,400	(18,714)	151,197	66,850	(84,347)	151,197	130,166	(21,031)	403,200	403,200	0
Event Hosting	56,966	8,000	(48,966)	618,252	339,263	(278,989)	618,252	436,460	(181,793)	1,463,446	1,434,574	(28,872)
Research & Development	9,000	-	(9,000)	106,490	53,645	(52,845)	106,490	94,729	(11,761)	393,850	369,100	(24,750)
IT-Information Technology	0	10,270	10,270	58,446	90,850	32,404	58,446	93,853	35,407	224,786	257,190	32,404
Professional Fees	39,557	22,350	(17,207)	125,577	64,280	(61,297)	125,577	133,579	8,001	427,656	246,798	(180,858)
Principal/Interest/Capital Outlay	0	-	-	-	5,000	5,000	-	44,837	44,837	10,000	10,000	-
Overhead-Supplies-Utilities-Fees	75,830	67,095	(8,735)	476,002	546,275	70,273	476,002	446,794	(29,208)	1,283,401	1,239,876	(43,525)
Total Expenses	1,517,563	997,671	(519,893)	8,141,380	6,694,779	(1,446,601)	8,141,380	7,189,683	(951,697)	21,228,616	20,337,874	(890,743)
Period Net Revenue <class>	4,217	450,428	(446,211)	83,986	212,216	(128,230)	83,986	(643,624)	727,610	223,206	0	223,206

Greater Palm Springs
Convention and Visitors Bureau
Treasurer's Report
November 30, 2019



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<u>Account</u>	<u>Institution</u>	<u>Account Type</u>	<u>Annual % Yield/Risk</u>	<u>Current Value</u>
Petty Cash	Cash	Cash	0.00/Low	\$ 800
General Checking	Wells Fargo	Public Fund Checking	0.00/Low	1,252,525
Payroll Checking	Wells Fargo	Public Fund Checking	0.00/Low	12,909
Local Agency Investment Fund	State of California	Pooled Public Money Investment	2.10%/Low	9,888,321
CalTrust Investment Fund	Blackrock	Pooled Public Money Investment	1.96%/Low	3,110,318
Retiree Health Care Program	Fiduciary Trust	US Treasuries, Equities & Bonds	3.96%/Med	392,006
				<u>\$ 14,656,879</u>

The investments reported are in compliance with the Greater Palm Springs Convention & Visitors Bureau's Investment Policy.



 Bill Judson
 Vice President of Finance & Administration