

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

Linda Evans, Chair
City of La Quinta

Stan Henry, Vice Chair
City of Cathedral City

**Joint Meeting
JPA Executive Committee &
CVB Board of Directors
January 26, 2018
MINUTES**

Scott Matas
City of Desert Hot Springs

Richard Balocco
City of Indian Wells

Elaine Holmes
City of Indio

Jan Harnik
City of Palm Desert

Geoff Kors
City of Palm Springs

G. Dana Hobart
City of Rancho Mirage

V. Manuel Perez
County of Riverside

Call to Order – Meeting was called to order at 8:00 a.m. by Linda Evans, JPA Chairman and Mayor of the City of La Quinta, in the CVB Boardroom.

JPA ROLL CALL	Present at Meeting	Not Present YTD
CITY OF LA QUINTA		
Linda Evans, Mayor, Chair	X	
Robert Radi, Council Member		
CITY OF CATHEDRAL CITY		
Stan Henry, Mayor, Vice Chair	X	
Mark Carnevale, Council Member		
CITY OF DESERT HOT SPRINGS		
Scott Matas, Mayor		1
Yvonne Parks, Council Member	X	
CITY OF INDIAN WELLS		
Richard Balocco, Council Member	X	2
Ted Mertens, Mayor Pro Tem		
CITY OF INDIO		
Elaine Holmes, Council Member	X	
Lupe Ramos Watson, Council Member		
CITY OF PALM DESERT		
Jan Harnik, Council Member	X	1
Sabby Jonathan, Mayor		
CITY OF PALM SPRINGS		
Geoff Kors, Council Member	X	1
Robert Moon, Mayor		
CITY OF RANCHO MIRAGE		
G. Dana Hobart, Council Member		2
Ted Weill, Council Member		
COUNTY OF RIVERSIDE		
V. Manuel Perez, Supervisor, 4 th District	X	
Steven Hernandez, Chief of Staff		

CVB Board of Directors Roll Call

Present at Meeting

CVB Board of Directors Roll Call	Present at Meeting
Tom Tabler, Chairman, J.W. Marriott Desert Springs Resort & Spa	X
Rolf Hoehn, Vice Chairman, Indian Wells Tennis Garden	X
Robert Del Mas, Secretary, Empire Polo Club	X
Aftab Dada, HIBC 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
Sharon Brown-Welty, CSU San Bernardino Palm Desert Campus	X
Tony Bruggemans, Le Vallauris	X
Jamey Canfield, Palm Springs Convention Center	X
Gary Cardiff, Cardiff Limousine & Transportation	X
Jay Chesterton, Fantasy Springs Resort Casino	X
Stephen D'Agostino, Hyatt Regency Indian Wells	X
Tim Ellis, Palm Mountain Resort	E
Jerry Keller, Lulu California Bistro	X
Lance Levitt, Enterprise Rent-A-Car	X
Jay Mainthia, Indio Super 8 Motel	E
Michael McLean, McLean Company Rentals	X
Allen Monroe, The Living Desert	E
Lee Morcus, Kaiser Restaurant Group	E
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 Adventures Red Jeep Tours & Events	X
Barb Smith, Access Palm Springs	X
Kelly Steward, The Ritz-Carlton, Rancho Mirage	X
Kari Stout-Smith, Agua Caliente Casino Resort Spa • Spa Resort Casino	X
Doug Watson, Doubletree by Hilton	X
Victor Woo, La Quinta Resort & Club	E
Elie Zod, Renaissance Palm Springs	X

(X = present, E = excused)

Staff/Attorney:

Scott White, President and CEO
 Erica Abarca, Marketing Administrative Assistant
 Andy Cloutier, Director of Human Resources
 Mark Crabb, Vice President of Convention Sales and Services
 Vicki Higgins, Vice President of Destination Development
 Davis Meyer, Partnership Manager
 Jeff Miraglia, Vice President of Brand Development
 Gary Orfield, Director of Travel Industry Sales
 Jill Philbrook, Director of Destination and Partnership Services
 Revae Reynolds, Executive Administrative Assistant
 Bob Thibault, Vice President of Marketing
 Steve Quintanilla, Legal Counsel
 Colin Kirkpatrick, Legal Counsel

Guests:

Anne Mayer, Riverside County Transportation Commission
 Sheldon Peterson, Riverside County Transportation Commission
 JD Douglas, HDR Engineering

Peter Freymuth, Palm Springs Airport Commission
Steve Hernandez, City of Coachella
Paulina Larson, Palm Springs Life
Robert Moon, Mayor, Palm Springs
Irene Rodriguez, Cabot's Pueblo Museum
Thomas Soule, City of Palm Desert

Pledge of Allegiance

Evans invited Stan Henry, Mayor of Cathedral City, to lead the Pledge of Allegiance.

Confirmation of Agenda

The agenda was accepted with no changes.

Public Comment

None.

Presentation

Passenger Rail Service Update – Anne Mayer, Executive Director, Riverside County Transportation Commission (RCTC)

Evans introduced Anne Mayer who summarized the work of the RCTC and gave the following update on the San Geronio/Coachella Valley rail corridor service. The current Amtrak service is not user friendly and RCTC is looking for solutions between Los Angeles and the Coachella Valley. There is interest at the state and federal levels for service between Los Angeles, Coachella Valley and Phoenix.

The RCTC completed a strategic plan ten years ago. The rails are used by Union Pacific and BNSF for freight. Although passenger trains have a right to use the tracks, an agreement would require aligning the interests of four counties, working on an environmental document, and determining the location of the stops. This is a long process. The preferred route was shown and described. Station location has not been determined and will be dictated by ridership. The goal is to balance accessibility with the duration of the trip; too many stops will result in impractical travel time.

Mayer described the requirements of a service development plan and the environmental process. Public hearings on the draft environmental impact study (EIS) will be held in Fall 2018. The Record of Decision (federal government stamp of approval) should happen in the summer of 2019. The goal is two round-trips to Los Angeles per day.

Mayer discussed the grant application for special events trains. RCTC is working on having Lossan Rail Agency operate the special event train, in partnership with Goldenvoice, the promoter of the Coachella and Stagecoach concerts. The grant asks for \$8.1M which will include a temporary platform in Indio. RCTC will provide a match of \$2.7M, plus fare revenue. RCTC worked on a timeline with Goldenvoice. CVB Board member Bob Schneider asked how many trains currently run through the Coachella Valley daily and the answer is between 60 and 70, mostly freight. Board member Barb Smith asked about the schedule. The trains would stop twice a day, once in the morning and once in the afternoon. The trip to downtown Los Angeles would be about 3.5 hours. Board member Lance Levitt asked who certifies the agreement. Answer: The Federal Railroad Administration on the federal side and CalTrans on the state side. Board Chair Tom Tabler asked about capacity. Answer: normal Amtrak is 200-300 people per train. The festival service will accommodate up to 750 per train.

Approval of Minutes (all vote)

The JPA-CVB Board of Directors Joint Meeting Minutes dated December 15, 2017 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated December 15, 2017, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting (Harnik / Hoehn).

Consent Calendar (JPA Exec Committee Only Votes)

1. Warrants and Demands Dated December 31, 2017
2. Procurement Policy – Revised January 2018
3. Travel, Entertainment & Business Meals Policy – Revised January 2018
4. Resolution #2018-001 Wells Fargo Bank Signatory Changes

The Consent Calendar was approved unanimously based on the roll call taken at the beginning of the meeting (Perez / Henry).

JPA Executive Committee Items

- Updates from the Chair

Chair Evans commended the work of everyone for a successful 2017.

- Independent Auditor's 2017 Annual Financial Report (and Communication Letter from Vavrinek, Trine, Day & Co., LLP dated December 18, 2017) – Presentation by Philip White, CPA

Chair Evans introduced CVB Vice President of Finance and Administration John Kirby who noted Heidi White has retired from the auditing firm. Kirby then introduced Phil White from Vavrinek, Trine, Day & Co. Phil White noted the highlights of the 2017 annual financial report included a clean audit. Estimates in the report include pensions and retirement health benefits and this is a standard practice. Phil White noted that there were no difficulties or disagreements with management in the preparation of the audit. Scott White noted that Kirby would be happy to answer any questions, today or in the future.

CVB Board of Directors Chairman's Report

- CVB 2018 Goals

Tabler summarized the 2017 year at the CVB, which achieved all of their goal-related metrics. He explained that there are liaisons on the board who work with departments at the CVB, collaborating on goals for 2018.

CEO/President's Report

- Board Report through January 2018

White described the upcoming presentation which will be a combination of a review of 2017 and some plans and expectations for 2018.

- 2018 Sales & Marketing Plan and Goals

Convention Sales – Mark Crabb, the new Vice President of Convention Sales and Services, was introduced. He summarized leads and bookings for 2017, the year over year statistics and noted that all metrics are up. Room nights in 2017 are up almost 11% over 2016. He reported that the goals for 2018 were discussed with Board liaisons Jamey Canfield and Tom Scaramellino and presented the goal numbers in five categories. White noted that the legacy account numbers are not included in the goal numbers for 2018. Mark noted the new initiatives for 2018 including:

tradeshows and missions, Partner opportunities, producing group-related videos, and updating site visit standards and procedures. As for convention sales advertising, Crabb mentioned CVENT and the CVB's ads on neighboring destinations' pages. The CVB will also have ads on MPI, in Conference Direct Meetings Mentor, the CVB will have full-page ads and banner advertising in their newsletters. To help bolster short-term business, the CVB will launch promotions with HelmsBriscoe, Experient, Hospitality Performance Network and Conference Direct.

Crabb also noted that 2017 site inspections were up 15% over 2016. White noted that the conversion is successful when we go to the effort to fly clients to our destination and give them a tour. As an example, Crabb noted the Palm Springs International Film Festival FAM January 1-3, 2018. The guests raved about their experience and the destination. Taking questions, Tom Scaramellino noted that the hotels see a lag in 2019 so they are discussing incentives and looking at specific areas of need. Jamey Canfield reported that he has met with Mark Crabb and is impressed with his knowledge of the industry and the destination.

Partnership - Davis Meyer, Partnership Manager, reported on the highlights from 2017. [Chill Pass.com](#) continues to be an effective way to get exposure for Partners. There were 486,322 unique visits in 2017, up 52% from 2016. She noted that the most popular offers mention a specific dollar amount and that all of the current offers have expired, so Partners are encouraged to renew them. Tom Scaramellino reported that the Westin Mission Hills Resort had over 3,000 room nights as a result of the Chill promotion. Meyer noted the upcoming events and reported that the Meet & See at Cambria last evening was well attended. Meyers summarized the [Above and Beyond recognition](#) program. White added that stories of outstanding service can be submitted at any time and the CVB will promote the stories. This is not the same as the Oasis Awards, although some of the Above and Beyond submissions might also be recognized at the Oasis Awards event. Above and Beyond is a year-round effort to highlight hospitality/tourism service and news.

Travel Industry Sales - Gary Orfield recognized the rest of the TIS team. He then summarized the 2017 goals, actuals, and 2018 goals in the areas of client reach, in-market activations, new business, and marketing co-ops & campaigns. Orfield then discussed the areas of focus for his team in 2018, including reaching out to Partners via surveys, enhancing the travel trade webpage and four new items: 1) creating a marketing alliance with two SoCal DMOs to promote a fly/drive package for the UK and German markets, 2) exploring "bleisure" and MICE business, 3) exploring emerging markets of India, Korea and Japan, and 4) developing relationships with Travel Agent Associations. Orfield reported that his department reached 41 different countries in 2017 and he also emphasized the importance of getting clients here to experience the destination. His department attended 25 trade shows/missions in 2017. Orfield summarized his department's activities planned for February through May 2018.

Marketing and Communications - Bob Thibault acknowledged the quality of his team members and then shared his department's 2017 actualized goals. All metrics are up for Facebook, YouTube, website sessions, website page views, and media value. He noted the remarkable number of impressions, including 28 billion TV impressions in 2017. The Summer Chill Campaign was successful as noted by the SMARI data showing travel is up 9 points. Thibault reported that, due to the loss of Desert Trip, the CVB created some new promotions to help fill the anticipated gap. In June, the Expedia room nights forecast for GPS was 16% down for October, but our numbers were actually up with the new Expedia co-op program. Thibault summarized the CBS celebrity influencer campaign and then the goals for 2018 - all metrics are up. The board liaisons for the marketing department are Kari Stout-Smith, Bob Schneider and Greg Purdy. For the 2018 media plan, the CVB will target the "consideration" levels and the "intent to travel" level. Looking forward, the CVB has developed a new partnership with ABC TV which includes spots in Los Angeles, Chicago, Seattle and San Francisco. The destination will also be featured in the "On the Red Carpet Pre-Show for the Oscar Awards", as well as Good Morning America and the Live

Well Network. Also new is the extension of the Travelzoo campaign to a year-round program, the expansion of Expedia from a five-month program to nine months, the continuation of the 2017 pilot program on SpaFinder, and streaming TV ads with Spectrum. Tom Tabler noted that the cost of the Chill Pass advertising would have been ten times greater if Marriott had done it themselves. Greg Purdy noted that the 2018 goals for social media are up 31-49% and wondered if those numbers were attainable. Thibault answered that the CVB will be creative and find a way to get there. Kari Stout-Smith commented that the goals were reasonable as social media is trending and growing.

Brand Development – Jeff Miraglia noted that everyone in the room is an extension of the brand department as we all help promote the image of the destination. Expanding the reach of our brand awareness is the goal for 2018, focusing on marketing our pillars (Health & Wellness, Outdoor Adventure, Arts & Culture, etc.). The Brand department will continue to focus on meetings and conventions, leisure, and international through integration of message, creation of new promotions and supporting all CVB departments, including assisting our Partners and Events, Visit California and Brand USA. Note: Creative content will be in line with the Destination Development Plan. Brand will produce influencer campaigns called "Race to the Oasis" and "Save our Salton Sea." Brand will also develop a student lab and mentoring program for high school students interested in a career path in marketing and creation of content.

- Destination Development

Regional Collaborations: White reported that the regional collaboration segment will be later in the presentation.

Education CTA Program – Scott summarized the Certified Tourism Ambassador (CTA) Program which is a national organization operating in about 20 cities. The CVB will have trainers who visit businesses and local cities and train the employees to be ambassadors for the destination and the city. The program could expand into the leadership component if so desired. The CVB will plan on six months to get the program up and running. Davis noted that there will be panel discussions where the CTA representatives can meet with our Partners to help develop the curriculum for our destination. The training would last four hours, held preferably in hotels and restaurants locally. There is a recertification program that includes continuing education and recertification annually. White added that the CVB is creating a tourism foundation and this ambassador program would be an activity of the foundation, which would allow donations to fund scholarships for participants. Crabb commented that Sonoma had such a program and it also served to connect people within the industry. Tabler noted that the ambassadors help market the destination and increase our contact with and impact on visitors.

Transportation – White reported that the CVB received three proposals for the transportation consultant. The CVB will continue to support the airlines and their service here and advertise on the websites and in the magazines for JetBlue, American Airlines, WestJet and Alaska Airlines.

Health & Wellness: Higgins noted that the DDP identified pillars, areas of development on which to focus. The CVB created a [mini-site](#) for health and wellness the end of 2017 and initiated an advisory committee to address the topic. The CVB also created 30-second TV spots and digital billboards which have generated 521 million impressions already. Looking forward, the CVB will support Wanderlust Wellspring in October 2018 and an Ironman competition in December 2018. Oct/Nov/Dec will be a health and wellness promotion period. The CVB is working with Partners to create a "live your wellest" campaign.

Outdoor Adventure: Higgins reported on the highlights of 2017: there have been 4,298 views on the new [mini-site](#) developed for outdoor adventure. Higgins is working with the Bureau of Land Management, Friends of the Desert Mountains, and CVAG and developed an Official Trails List

for the Coachella Valley area and is sharing the trail data with top apps including AllTrails, Cairn, and Easy2Hike. Promotional efforts will include social media and influencers. There were promotions on TravelZoo and Expedia featuring 26 Partners. The CVB continues to work with CVAG on street signage and will work to attract new adventure events and media FAMs. 25 videos were created which have generated over 3.4 million views. Miraglia noted that building content provides the CVB ways of communicating with potential travelers to tell deeper stories about things to do here.

Culinary – Higgins reported that Restaurant Week in 2017 had 110 participating restaurants with an estimated economic impact of \$900,000. 3 out of 5 diners were from out of the area. Looking forward to 2018, Restaurant Week will be extended to 17 days, including three weekends, June 1-17. There are already 63 restaurants registered for 2018. Higgins will create a new advisory committee for the culinary pillar and media FAMs. There is a new [dineGPS video series](#) featuring local chefs and mixologists. dineGPS is the year-round campaign. Miraglia elaborated on the video series that stretches from Palm Springs to Coachella, featuring our unique local chefs. The video about [Catalan](#) and Drew Davis, the chef/owner, was shown, as was a preview of the Chill Chaser video featuring the La Quinta Brewing Company. All of the finalized videos are on the CVB's dineGPS YouTube channel (link above).

Regional Collaboration – Miraglia noted the CVB's involvement with some of the area's large events, such as the ANA Inspiration golf tournament, the CareerBuilder Challenge and others. A couple of the videos were shown.

Arts & Culture: Miraglia showed the new Chill Chaser video featuring the Palm Springs Air Museum. Season one of the [Wander List series](#) resulted in 17 videos and his department is planning 14 new episodes. To date, the videos have garnered 2.9 million views.

White mentioned the CVB's Sales and Marketing Plan for 2018 was distributed at each seat this morning.

- Tourism Economics Study: Revitalized Salton Sea

White noted the press conference that the CVB held on this topic just prior to the Energy, Water & Green Living Summit on January 11, and the new study on a [Revitalized Salton Sea](#). Perez noted that Linda Evans did a great job at the press conference and the timing couldn't be better. He referenced a water bond and a park bond that will be addressed in June and this study ties in well. Perez suggested a presentation on the Salton Sea revitalization project at the CVB before June. White noted the purpose of this study was to focus on the potential positive impact of a revitalized sea. The first study highlighted the potential dangers of continued neglect. This new study will help advance the cause and provide data for others. Perez commented that development was currently focused on the north end and probably would be completed in phases.

- Monthly Summary Financial Report & Treasurer's Report – Nov. 2017

White noted that these documents were included in the board meeting packet. The financial condition of the CVB is solid.

Industry Updates

- Brief Updates on New Developments

Tabler commented that the CVB's presentation was great today. He added that the JW Marriott Desert Springs renovation is underway; they are gutting all rooms in phases.

Hoehn reported that the BNP Paribas tennis tournament kickoff party is tonight on El Paseo, including player announcements, etc. Key players have a month to recover after the Australian Open and, so far, all the big names are expected to participate. Following the tournament, the Indian Wells Tennis Garden will host the Indian Wells Arts Festival April 6 and 7. The National Collegiate Challenge tennis tournament will be held in late October, followed in November by the pickleball championship.

Bruggemans commented that Le Vallauris Restaurant is breaking records each month.

Keller thanked everyone in the room for bringing so many patrons to the destination. Acqua California Bistro is winning awards and the event room is doing well, as is LULU in Palm Springs. The catering group has won 3 "best" awards. They are gearing up for a Superbowl event, Valentine's Day, Oscar night, etc.

Balocco complimented today's presentation and thanked the City of La Quinta for partnering with his city, the City of Indian Wells, on the Ironman event.

Becker reported on three cultural events coming up at Cabot's and she distributed a brochure.

Kors reported that the Palm Springs City Council approved ride-share companies at the airport. He is pleased to note that the Palm Springs International Film Festival broke all records and the City is looking forward to Modernism Week - attendance jumped last year and the City is hoping to exceed 100,000 visitors this year. The economic impact of Modernism Week is significant.

Canfield commented that the CVB goals for 2018 are impressive and last year's results are incredible. He reported that the convention center had a record year. They are mid-way through a solar installation on the roof; the building is approximately 5 acres and 80% will be covered with solar panels.

Steward reported that 2017 was the best year at the Ritz-Carlton Rancho Mirage since the hotel reopened 4 years ago. She said 2019 and 2020 look really good, but 2018 will need work.

Holmes reported that the City of Indio is looking forward to the Southwest Arts Festival at Empire Polo Club. The Highway 111 expansion is underway at Madison Street. The City regrets losing Toys R Us and believes it is the result of competition from online retailers and smaller stores gaining ground. The Coachella Valley History Museum event is March 22. She thanked the CVB for its work and emphasized that collaboration is important.

Smith thanked the hotel partners for their support of Access Palm Springs in 2017. She reported that January 2018 has been busy so far and 2019/2020 is on track to be busy. She is seeing a lot of automotive and German business and believes the BMW venue and others play a role.

McLean noted that there was a petition circulated in Palm Springs that obtained signatures sufficient to ban all vacation rentals in R1 zones and phase out all existing vacation rentals in the coming years. City Council will render a decision next month and the issue may be on the ballot in June 2018 or the general election in Nov 2019. The City of Palm Springs commissioned an impact study. He said proponents of the ban do not support the pursuit of a study. He is confident the impact study will concur with existing research that indicates the vacation rentals indeed have a very positive economic impact.

Roshardt thanked CVB and its work. He reported that 2017 was very good at the Renaissance Indian Wells Resort and he is looking forward to a really good 2018. The Indian Wells Town Hall Speaker series has begun.

D'Agostino reported that the Hyatt Indian Wells Resort had a record year in 2017 and 2018 should be even better. He thanked the CVB for all its hard work.

Schneider reported that 2017 was the best year ever in his seven years' ownership of Desert Adventures. He is looking forward to 2018. He noted that the Jeep Tours can pick up guests at hotels and would encourage collaboration on group business.

Nolan reported that the Palm Springs Airport is safe and efficient and had 2 million passengers in 2017 and expects numbers to be up for 2018.

Levitt congratulated the CVB on a great job. He noted Enterprise Rental Cars' season party was well-attended. Enterprise will be on site at La Quinta Resort in a couple of months, during peak season.

Chesterton said Fantasy Springs had a great year.

Abney reported that the day spa at El Morocco is trending up.

Parks attended today's meeting as the alternate for the City of Desert Hot Springs (DHS) and commented that she is very impressed with the work of the CVB. She is curious how involved the Desert Hot Springs hoteliers are in the CVB programs and hopes they get involved in Ambassador Certification.

Henry reported that the City of Cathedral City had a great 2017 with many successful events. The city had record attendance at the annual balloon festival. The city is holding its third annual Taste of Jalisco tequila festival on February 10. Their trip to Washington DC, to meet with members of the Bureau of Indian Gaming, spurred interest in Cathedral City's downtown area.

Brown-Welty reported that CSU San Bernardino Palm Desert Campus has received 20 applications for the Director of Hospitality position. Their hospitality certificate program will run from April 9 to May 18. The university also added a certificate on gaming. The cost is \$1,195 and scholarships are available. During spring break 2019, the university will host a "hack-a-thon" for students to come together and solve a hospitality scenario.

Dada reported that the Hilton Palm Springs has ordered a new robot "ambassador" that will make deliveries to guest rooms.

Stout-Smith reported that Agua Caliente will soon have a location in Cathedral City. She reported that the New Year's Eve celebration was fabulous; they had just under 15,000 people in attendance. Their future looks bright and they are looking forward to providing great content for the CVB. The museum and spa are in development and she will have a date for the groundbreaking soon.

Poncher thanked the CVB for its work. He reported that Homewood Suites La Quinta is on track to have the best year ever. His property also has the lowest employee turnover compared to previous years.

Evans reported for the City of La Quinta that the CareerBuilder Challenge golf tournament was enhanced this year under the management of Lagadere Sports. The La Quinta Arts Festival begins March 1. The Tequila and Tacos Fiesta is May 5.


Future Meeting Date

Friday, March 16, 2018, 8:00 a.m. in the CVB Boardroom


Adjournment

The meeting was adjourned at 10:14 a.m.

Prepared by:


Revae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:


Robert Del Mas

Approval Date:

