

JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

Call to Order

The conference call was called to order at 8:32 a.m. by Geoff Kors, JPA Chair and Council Member, City of Palm Springs.

Roll Call

The roll call is recorded on the following page.

JANUARY 29, 2021

JOINT POWERS AUTHORITY

Zoom Video Call

Geoff Kors, Chair
City of Palm Springs

Regular Meeting

Gary Gardner, Vice Chair
City of Desert Hot Springs

Friday, January 29, 2021, 8:30am – 10:00am

Ernesto Gutierrez
City of Cathedral City

PRESENT NOT/YTD

Greg Sanders
City of Indian Wells

CITY OF PALM SPRINGS

Geoff Kors, Council Member, **Chair**

X

Christy Holstege, Mayor

Waymond Fermon
City of IndioLinda Evans
City of La Quinta

CITY OF DESERT HOT SPRINGS

Gary Gardner, Coun. Mbr, **Vice Chair**

X

Roger Nunez, Council Member

Jan Harnik
City of Palm DesertCharles Townsend
City of Rancho Mirage

CITY OF CATHEDRAL CITY

Ernesto Gutierrez, Mayor Pro Tem

X

Mark Carnevale, Council Member

V. Manuel Perez
County of Riverside

CVB BOARD OF DIRECTORS

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

CITY OF INDIAN WELLS

Greg Sanders, Council Member

X

Dana Reed, Mayor Pro Tem

Rolf Hoehn, Vice Chairman
Indian Wells Tennis Garden

CITY OF INDIO

Waymond Fermon, Mayor Pro Tem

X

Elaine Holmes, Mayor

Robert Del Mas, Secretary
Empire Polo Club & Event
Facility

CITY OF LA QUINTA

Linda Evans, Mayor

X

Robert Radi, Council Member

Bruce Abney
El Morocco Inn & Spa

CITY OF PALM DESERT

Jan Harnik, Mayor Pro Tem

X

Gina Nestande, Council Member

Rick Axelrod, M.D.
Coachella Valley Economic
Partnership

CITY OF RANCHO MIRAGE

Charles Townsend, Council Member

X

Iris Smotrich, Council Member

Celeste Brackley
Ace Hotel & Swim Club

COUNTY OF RIVERSIDE

V. Manuel Perez, Supervisor, 4th
District

X

Steven Hernandez, Chief of Staff

Jay Chesterton
Fantasy Springs Resort Casino

CVB BOARD OF DIRECTORS ROLL CALL

PRESENT

EXCUSED

Dermot Connolly
La Quinta Resort & Club and
PGA WestTom Tabler, **Chair** - J.W. Marriott Desert Springs Resort & Spa

X

Tim Ellis
Ellis Hospitality ServicesRolf Hoehn, **Vice Chair** - Indian Wells Tennis Garden

X

Rob Hampton
Palm Springs Convention
CenterRobert Del Mas, **Secretary** - Empire Polo Club

X

Todd Hooks
Agua Caliente Band of
Cahuilla IndiansAftab Dada, **Treasurer** - Hilton Palm Springs Resort

X

Jerry Keller
Lulu California Bistro

Bruce Abney, El Morocco Inn & Spa

X

CVB Board of Directors
(continued)Jay Mainthia
Indio Super 8 and SuitesMichael McLean
McLean Company RentalsAllen Monroe
The Living DesertLee Morcus (Emeritus)
Kaiser Restaurant GroupBrad Poncher
Homewood Suites by Hilton,
La QuintaGreg Purdy
Palm Springs Aerial TramwayChristoph Roshardt
Renaissance Esmeralda Indian
WellsTom Scaramellino
Westin Mission Hills Golf Resort
& SpaBob Schneider
Palm Springs Power BaseballBarb Smith
Eventis Destination ServicesKelly Steward
The Ritz-Carlton Rancho
MirageJoe Tormey
CSU San Bernardino
Palm Desert CampusPeggy Trott
Kimpton Rowan Palm SpringsDoug Watson
College of the DesertElie Zod
Retired Hospitality Executive

Kate Anderson, Agua Caliente Band of Cahuilla Indians X

Rick Axelrod, Coachella Valley Economic Partnership 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 E

Jay Chesterton, Fantasy Springs Resort Casino X

Dermot Connolly, La Quinta Resort & Club X

Tim Ellis, Ellis Hospitality Services X

Rob Hampton, Palm Springs Convention Center X

Todd Hooks, Agua Caliente Band of Cahuilla Indians E

Jerry Keller, Lulu and Acqua California Bistros X

Jay Mainthia, Indio Super 8 Motel

Michael McLean, McLean Company Rentals X

Allen Monroe, The Living Desert X

Lee Morcus (Emeritus), Kaiser Restaurant Group X

Brad Poncher, Homewood Suites by Hilton, La Quinta X

Greg Purdy, Palm Springs Aerial Tramway X

Christoph Roshardt, Renaissance Esmeralda Indian Wells X

Tom Scaramellino, Westin Mission Hills Golf Resort & Spa X

Bob Schneider, Palm Springs Power Baseball X

Barb Smith, Eventis Destination Services X

Kelly Steward, The Ritz-Carlton, Rancho Mirage X

Joe Tormey, CSU San Bernardino Palm Desert Campus X

Peggy Trott, Kimpton Rowan Palm Springs X

Doug Watson, College of the Desert X

Elie Zod, Retired Hospitality Executive X

STAFF/ATTORNEY

Scott White, President and CEO
Bill Judson, Vice President Finance and Administration
Jeff Miraglia, Chief Brand Officer
Colleen Pace, Chief Marketing Officer
Erica Abarca, Partnership Manager
Tammy Bucklin, Assoc. Director Convention Sales
Miranda Caudell, Copywriter
Andy Cloutier, Director of Human Resources
Angie Day, National Sales Manager
Paola Fernandez, Digital Marketing Coordinator
Dana Fury, Marketing Manager
Robyn Gallegos, Sr. Tourism Development Manager
Stacie Herndon, Senior Graphic Designer

Joyce Kiehl, Director of Communications
Stefanie Kilcoyne, Director of Operations
Laura Hunt Little, Media Relations Manager
Davis Meyer, Partnership Manager
Anne Marie Mourhess, Assoc. Director Convention Sales
Joanne Ohanesian, Marketing Coordinator
Gary Orfield, Director of Tourism Development
Rob Osterberg, Director of Convention Sales
Revae Reynolds, Executive Administrative Assistant
Danae Sheehan, Assoc. Director Destination Services
Julie Sinclair, Director of Brand Communications

Lena D. Wade, Legal Counsel

GUESTS

Sherry Barkas, The Desert Sun
Brooke Beare, City of Indio
Katie Brown, PGA West Golf Resort
Marcie Graham, City of La Quinta
Paulina Larson, Palm Springs Life
Paul Ouimet, NextFactor Enterprises
Irene Rodriguez, Cabot's Pueblo Museum
Thomas Soule, City of Palm Desert

PLEDGE OF ALLEGIANCE

Chair Kors led the Pledge of Allegiance.

CONFIRMATION OF AGENDA

Chair Kors asked whether there were any changes to the agenda. Hearing none, Chair Kors asked for a motion. Gary Gardner from Desert Hot Springs moved to approve the agenda. Greg Sanders from Indian Wells seconded. The motion carried according to the following roll call vote:

Aye: Chair Kors, Vice Chair Gardner, Gutierrez, Sanders, Fermon, Evans, Harnik, Townsend, Perez.

Nay: 0

Absent: 0

Abstain: 0

PUBLIC COMMENT

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

Chair Kors called for public comments. There were none.

PRESENTATION

Paul Ouimet, CEO, NEXTFactor Enterprises

Scott White introduced Paul Ouimet from NextFactor Enterprises. Ouimet completed an initial study about how the JPA member cities are aligned as a destination. His new analysis explores each city's unique potential going forward. The study revealed that all cities and partners believed the CVB is aligned in its strategic direction. The CVB must continue to develop events, attractions, air service, etc. The CVB asked Ouimet to interview many of the JPA and board members. Ouimet will prepare individual reports for each of the cities and he will also provide a general overview of the areas the destination can adopt regionally.

Ouimet noted that it has been a year and a half since his initial analysis of the Coachella Valley. The newest project is a destination experience summary building on his analysis of what the region currently has. He conducted over 80 interviews, site inspections and visits to attractions and facilities. He spent time in each of the city halls meeting with government officials. His first "take-away" is the excitement to see all of the developments that are planned or under construction. These tremendous opportunities are spread across the valley.

Ouimet noted a list of six things important to the Coachella Valley:

1. Recovery path uneven
Region is doing well with weekend leisure. Projections are that the Coachella Valley will return to normal levels of activity by 2023-2024. Uneven leisure vs. group, domestic vs. international, but Greater Palm Springs is well-positioned.
2. Digital acceleration
COVID has accelerated online commerce by 5 years.
3. Outdoor spaces & experiences
There is keen interest in this now and in outdoor dining, too. Year over year sales for outdoor recreational equipment is up nationwide: bike sales up over 61%, same for golf equipment, kayaks, etc.
4. Transformational travel
Lots of people have reflected on their situation. There is demand for travel that is more meaningful, creates long lasting change in people's lives.
5. Hybrid meetings
The trend is toward smaller and hybrid meetings.
6. Unique experiences
It is important to the region to have experiences that are unique. Other destinations have outdoor dining, hikes, etc.

Ouimet will prepare individual summaries for each of the eight member cities.

The general opportunities for the region include: art corridor, outdoor experiences, events, e-gaming, transformational travel, and smart cities.

Art Corridor – Ouimet showed videos of the Montreal outdoor exhibit and the giant, outdoor wood sculptures in Denmark.

Outdoor Experiences – Ouimet mentioned CV Link as a beneficial project. Another example is the Indianapolis Cultural Trail which is integrated with art and landscaping. He showed a video. Two more examples: Appalachian Trail in New York and in Maine, the Moosehead Pinnacle Pursuit, encompassing six hikes.

Events – Meeting planners are discovering that virtual/hybrid meetings can generate more revenue if some indoor spaces are transformed. Virtual meetings are easy to organize, hybrid is more difficult and can be expensive. Showed example of taking hotel or convention center space and converting it into digital studios. White suggested board members talk to their hotel owners to install these permanently to benefit your clients. These can be used for hybrid meetings and experiences, as well. This is an opportunity for partnerships. Ouimet had videos of more examples: Upper Canada Village Pumpkinferno and the Paso Robles Field of Lights.

E-Gaming – This is a significant growth industry and grew last year by 10%. It has more spectators than all sports except the National Football League. The number of participants is in the millions. Arlington, Texas, has the largest e-sports stadium in the country. This is an option for the new Palm Springs arena and any other large buildings that can be repurposed.

Transformational Travel – The Transformational Travel Council, US, offers the "Alive Experience" including elements of wellness, adventure, self-development and connection. There is certification opportunity for travel coaches in this area.

Smart Cities – Technology creates “smart” cities. The lowest score for GPS on Ouimet’s evaluation was in the area of Wi-Fi and broad band. This is a critical infrastructure requirement. Chattanooga “Gig City” invested significantly in fiber optic. 5G (tower to customer) goes hand in hand with fiber optic (between towers). Breckenridge, CO, has also invested in this technology. It attracts entrepreneurs and businesses to the region. Other examples include Google Fiber Webpass (internet connection), and Smart Kiosks – Wi-Fi hot spots, stations, with touch screens with wayfinding and information. Solar-Powered Benches in Boston, MA, allow recharging cell phones at places of scenic interest.

Next Steps – Ouimet noted that he will be working with the CVB to finalized the individual plans for the eight cities, identifying specific opportunities for each. White will send them out in the next few weeks. The CVB will load these case studies onto the board microsite so you can access. Workshops will be available to discuss findings and strategies. Ouimet will be in the Coachella Valley until mid-April. Strategic planning sessions are also available.

White noted that the board microsite will have links to the full-length videos of the examples shown today.

CEO/PRESIDENT’S REPORT

CVB UPDATE

Scott White noted that goals are customarily presented in January, but this year it will be in March. Some areas currently under consideration include looking at summer opportunities and updating partner videos. The new Uber Media program provides data we have not had before. The CVB will embark on an equity and diversity program.

Marketing – Colleen Pace

With the restrictions lessening somewhat, the CVB is re-engaging planned marketing programs including inspirational and safety messaging in both drive and fly markets.

Love Local is the CVB’s campaign to encourage local spending: restaurants, retail, spa, activities, gifts, etc. Promotions will appear in digital formats, Palm Springs Life, billboards, social media, etc. Videos are also posted on our website.

Promoting Outdoor Dining – Blogs and social media will promote al fresco dining.

Bandwango – a destination experience platform that enables DMOs to deliver experiences to consumers via custom passports. CVB’s first passport will be “Trailicious” promoting local hiking trails and dining offers. Prizes are awarded for accumulated check-ins.

Convention Sales – Colleen Pace

Virtual series Art and SOL continues next month. The CVB is gathering virtually with planners. The second Arts and Culture event was yesterday with 25 in attendance.

Monthly Newsletter – Convention Sales is sending a monthly newsletter to 8,000 meeting professionals promoting our safety message, air service and inspirational content.

Conv Sales Engagement – The CVB continues to stay in touch via regular LinkedIn posts, recipes from GPS, digital messages, virtual FAMs, new videos, etc. The CVB will re-engage the Media Plan in April.

PR/Communications – Colleen Pace

Samantha Brown provided commentary on the 2019 Places to Love episode which had 13,800 views as of Jan. 28, 2021. She has 200,000 Facebook followers.

Live Kelly and Ryan will be spotlighting Greater Palm Springs slated for Feb. 26 (date may change). Guests on the episode will have a connection to our destination. Images of GPS will be featured. This program is the #1 talk show, syndicated or network, and has 2.4 million viewers.

Air Service Updates – Scott White

White noted the addition this past summer of Ulises Aguirre as the new Executive Director of the Palm Springs International Airport who is a great addition to the air service team. White noted that the CVB continues to contract with Oliver Lamb of Ailevon Pacific. Due to the pandemic, some airlines postponed some of the new flights in and out of PSP. On the positive side, PSP retained the highest percentage of seats in 2020 compared to its 2019 capacity.

TEAM GPS – Colleen Pace

TEAM is an acronym for “Teach, Engage, Advise and Motivate” which is a training program for anyone who wants to provide exceptional customer service to our destination’s visitors. TEAM GPS is partnering with College of the Desert’s hospitality program. Classes start in February and are free for hospitality employees.

EMPLOYEE HANDBOOK - Updated January 2021

White noted that the company handbook was updated according to a number of employment laws that have changed and updates in the marketplace. The CVB has a redline version if anyone would like to review it. Chair Kors asked for a motion to approve the Employee Handbook. Ernesto Gutierrez from Cathedral City made a motion to approve. Gary Gardner from Desert Hot Springs seconded. The motion carried according to the following roll call vote:

Aye: Chair Kors, Vice Chair Gardner, Gutierrez, Sanders, Fermon, Evans, Harnik, Townsend, Perez.

Nay: 0

Absent: 0

Abstain: 0

CVB BOARD OF DIRECTORS UPDATE**UPDATES FROM THE CHAIR**

Tabler reported that he is excited by the variety of ideas in Ouimet’s presentation. There is more we can develop beyond tennis and golf. He thanked the mayors and city council members for their support of the restaurant and hospitality industry. He noted that our first quarter metrics will improve now that the stay home orders are lifted. The destination will have an advantage of one more month to recover some revenue. February and March are shaping up. Counterparts’ bookings are up since Monday. He reported that the JW Marriott booked 400 reservations 48 hours after the stay home order was lifted, indicating pent up demand.

UPDATES FROM THE CVB BOARD MEMBERS

Rolf Hoehn – Indian Wells Tennis Garden. There is no update yet on the BNP tennis tournament. Desert Champions has asked the governing bodies (ATP and WTA) to approve dates in October, but has not received approval yet. They hope to have a decision in the next four weeks. Considering the timeline required to arrange the logistics, the deadline for determining the date is coming up soon. Ellis asked if the event takes place in the fall, would return in the spring of 2022 and Hoehn said it would. Hoehn reported that the Margaritaville National Pickleball Championship is still scheduled for November 2021.

Aftab Dada – Hilton Palm Springs. He echoed Tabler’s comments about a surge in reservations; 118 new reservations for February just yesterday alone. This represents pent up demand. Dada expects weekends to fill up. Regarding the Hilton’s application for the second round of PPP loan funds, he is being asked for more documentation than the first time around which is contrary to what authorities promised.

Robert Del Mas – Empire Polo Club and Event Facility. Del Mas has no update regarding the Coachella Music Festival for 2021 which is scheduled for April. He is awaiting word from Goldenvoice. Empire Polo Club’s day-to-day operation is unchanged. With very few exceptions, everyone is still employed. The large facility must be maintained. Their stabling operation is completely full and polo is played with no spectators. The Tack Room Tavern opened on Tuesday and the regular customers were back; the restaurant was as full as possible with distancing. He sees a light at the end of this tunnel as vaccines roll out. Today’s presentation by Ouimet was inspiring.

Kelly Steward – Ritz-Carlton, Rancho Mirage. Steward complimented Ouimet’s presentation. She reported that their terrace opened today at noon for outdoor dining. Their spa opens at noon. She is glad the hotel’s services can open in time for Valentine’s Day and President’s Day. She reported especially to the other hoteliers that Forbes Travel Guide has teamed up with Sharecare to create a health security “badge” for properties following safe guidelines. The hotel completes a questionnaire and obtains a “verified” stamp of approval. Customers are reassured when they can see this on your website. Oprah Winfrey is also promoting it. Agua Caliente is already participating.

Rob Hampton – Palm Springs Convention Center. The Center was fortunate to be a COVID testing site. They are in conversation now with Riverside County to be a vaccination site, as well. With respect to the Palm Springs Bureau of Tourism, they created a local campaign called "We are Palm Springs" to encourage supporting local restaurants, spas, shopping, etc. Hampton reported that the Palm Springs Chamber of Commerce came up with a great restaurant support program that has received funding from the Bureau of Tourism and the City of Palm Springs. On the Chamber's website, one can download a coupon (take out only) which is for \$10 off your restaurant order and the Chamber reimburses the restaurant. So far, 1,300 coupons have been downloaded. The program will last until the funding is spent, maybe a month and a half.

Lee Morcus – Kaiser Restaurant Group. Morcus reported that he shares the group's optimism for the future, but reminded members not to rest on positive emotions. We still have a lot of work to do.

Tony Bruggemans – Le Vallauris Restaurant. He reported that the restaurant was sold to investor Ron Burkle. They will continue to operate until the end of the season. The restaurant will reopen on the patio about February 10. The restaurant has a 47-year history in Palm Springs.

APPROVAL OF MINUTES (All Vote)

JPA-CVB BOARD OF DIRECTORS JOINT MEETING MINUTES – NOVEMBER 20, 2020 (all vote)

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated November 20, 2020, were presented for approval. Chair Kors asked for a motion to approve. Linda Evans from La Quinta made a motion to approve the minutes. Vice Chair Gary Gardner from Desert Hot Springs seconded. The minutes were approved according to the following roll call vote:

Aye: Kors, Gardner, Gutierrez, Sanders, Fermon, Evans, Harnik, Townsend, Perez, Tabler, Hoehn, Del Mas, Dada, Abney, Axelrod, Becker, Brackley, Bruggemans, Chesterton, Connolly, Ellis, Hampton, Keller, Monroe, Morcus, Purdy, Roshardt, Scaramellino, Schneider, Smith, Tormey, Watson.

Nay: 0

Absent: Anderson, Cardiff, Hooks, Mainthia, McLean, Poncher, Steward, Trott, Zod.

Abstain: 0

CONSENT CALENDAR (JPA Executive Committee Only Votes)

WARRANTS AND DEMANDS DATED NOVEMBER 2020 AND DECEMBER 2020 (JPA only votes)

There was no discussion regarding the Consent Calendar items. Chair Kors asked for a motion to approve. Gary Gardner from Desert Hot Springs moved to approve the Consent Calendar. Jan Harnik from Palm Desert seconded. The Consent Calendar was approved according to the following roll call vote:

Aye: Chair Kors, Vice Chair Gardner, Gutierrez, Sanders, Fermon, Evans, Harnik, Townsend, Perez.

Nay: 0

Absent: 0

Abstain: 0

JPA EXECUTIVE COMMITTEE ITEMS

UPDATES FROM THE JPA MEMBERS AND CHAIR

Chair Kors welcomed the two new members of the JPA Executive Committee, Councilmember Greg Sanders of Indian Wells and Mayor Pro Tem Waymond Fermon of Indio.

Fermon – Indio. Mayor Pro Tem Fermon concurred that the presentation this morning by Ouimet was exciting. It is beneficial to think of the Coachella Valley as one destination. He reported that there are two new Starbucks stores in Indio and they are planning for a new Dutch Brothers on Highway 111. A new event in Indio is the Indio Food Park & Beer Garden located on Miles Avenue downtown, open Friday through Sunday starting on February 12, 2021. The City received 250,000 units of

PPE from CVEP that were distributed to 2,000 in the City of Indio. The City broke an 8-year record with 409 permits for single-family homes. He wished everyone well.

Sanders – Indian Wells. Councilmember Sanders reported that he is honored to join the JPA Executive Committee. He is very impressed with the presentation today. Many good ideas were presented. He suggested a taskforce be convened to explore opportunities for Indian Wells.

White noted that he met with both Councilmember Sanders and Mayor Pro Tem Fermon for an orientation before today's meeting and thanked them for their time.

Gutierrez – Cathedral City. Mayor Pro Tem Gutierrez reported that Toyota of the Desert is expanding and taking over the former Lexus location and has invested millions of dollars in improvements. College of the Desert's automotive tech center is being designed and will be located nearby. It is slated to open in 2023. Residential and multi-family industries are busy. The bridge on Cathedral Canyon over the wash will be completed in 2022. The new Agua Caliente casino is open. Sunniva is a cannabis facility on Ramon Road whose development was on hold, but is now moving forward again. It will be completed sometime later this year. There is a 13.5-acre project downtown that is being developed south of the new casino. It will break ground later this year. In place of the former Sam's Club on Date Palm Drive is a new development that will be completed in the next two months; more on this later. He thanked Supervisor Perez for his great effort during this pandemic. Gutierrez is signing the petition to recall Governor Newsom.

Evans – La Quinta. With respect to COVID, the convention center in Palm Springs has been a location for testing. Discussions are taking place to deliver vaccines there, as well. Much has been done to help small businesses. There are also dozens of new food distribution centers. Hospitalizations are going down at all three area hospitals, although ICUs are still busy. Mizell Senior Center is the location of a vaccine clinic. There is also one at the Indio Teen Center. As for La Quinta, the new Dutch Brothers Coffee on Jefferson is doing well. There are two new Starbucks in the city, too. The American Express golf tournament concluded and the Mickelson Foundation received \$1M in donations. The La Quinta Art Celebration has moved from March to Nov. 11-14, 2021. The skateboard and BMX facility, La Quinta X-Park, has broken ground near the high school. The Montage/Pendry project is closing funding gaps and building soon. Marriott Residence Inn is open on Highway 111 near Costco. Coachella Valley Water District approved a one-year extension of its lease with Riverside County for the use of Lake Cahuilla. Hiking is booming.

Harnik – Palm Desert. COVID testing by Curative is available at the UC Riverside campus on Cook Street Monday through Saturday from 8am to 4pm. Schedule an appointment on their website: www.curative.com. Palm Desert has distributed \$4M to residents in the form of loans and grants for restaurants and businesses. The City welcomes its new city manager, Todd Hileman, who starts March 1. The outdoor dining space on Lupine Lane will re-open on Monday. El Paseo has been redesigned with other outdoor dining opportunities. Harnik reminded everyone to consider donating blood as there is great need.

Townsend – Rancho Mirage. The city is continuing free COVID testing at the Rancho Mirage Library Tuesday through Saturday. The Great Plates food delivery program continues for seniors. Seventeen restaurants are participating. Over 209,000 meals have been delivered to date. He has big news to share at a future date.

Perez – Riverside County. He thanked Lee Morcus and Robert Del Mas for their words of wisdom; we need to work together and keep moving forward. He thanked all at the CVB and complimented today's presentation. Regarding vaccines, through yesterday the County was allocated 253,475 doses and received 194,075. They are waiting for the manufacturer to deliver them. The county will give 80% to private providers such as Desert Regional Medical Center, Eisenhower Health, Family Health Care of Corona, etc. There are about 200. The county received 56,000 doses for vulnerable populations and Blythe. The county receives vaccines based on its ability to distribute them. The county is working closely with the state government to work out the kinks in the online registration system which broke down due to heavy demand. The state decided recently to allow Blue Shield to administer the vaccines. One of the challenges with distribution is that the county does not know exactly when or how many vaccines it will receive, so it is difficult to plan. He complimented Ouimet on his presentation and concurred that E-sports is a growing industry. The new arena will be a tremendous benefit to the area. The county supports the project. The arena project will come to the County Planning Commission in March. The benefits are many: hotels, education, homes, construction jobs, etc. The economic impact is estimated at \$2.5B to the Coachella Valley. Perez supports the agreement regarding Lake Cahuilla. The lake is beneficial for recreational use, festivals, etc. Perez will continue to work on Cares Act 2.0 to get the funding that our area needs.

Gardner – Desert Hot Springs. Councilmember Gardner reported that the new Azure Palms Spa and Hotel is progressing nicely. The city is hoping for a big spring opening. To the west is another old spa, Desert Rain, that closed a number of years

ago, but has just been sold and will be redeveloped. A new trail will open in the spring, Long Canyon Trail, which will have exclusive access to western Joshua Tree National Park. With respect to Sand to Snow National Monument, they are working to acquire access points. Gardner appreciates all the support from all cities working together. With respect to the new app for hiking and dining, Desert Hot Springs has new hiking trails under development. He would like to see a comprehensive map of hiking trails.

Kors – Palm Springs. Councilmember Kors thanked Supervisor Perez for the vaccination site at the Palm Springs Convention Center. The Mizell Center location also hosted a vaccination clinic thanks to the Desert Care Network. With respect to small business support, the city approved a \$1M program to distribute \$10,000 grants to local businesses focusing first on those which are ineligible for other funds and other small businesses based on need. The city trained staff to help small businesses apply for help. The city is working to extend parklets for a period of time after the stay-home orders expire, to help restaurants benefit from the extra space. Kors reported that the city provided \$500,000 in rent relief for residents and \$300,000 to non-profits. The city has a task force to help support businesses. The California Mayors Commission is advocating at the state and federal levels to include smaller cities in relief payments. The city has identified a location for the Marilyn Monroe statue.

FUTURE MEETING DATE

Friday, March 26, 2021. Location: TBD.

ADJOURNMENT

The meeting was adjourned at 10:24 a.m.

Prepared by:


Revae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:

DocuSigned by:

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Robert Del Mas

Approval Date:

