

JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

Call to Order

The conference call was called to order at 8:34 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.

MARCH 26, 2021

JOINT POWERS AUTHORITY

Zoom Video Call

Geoff Kors, Chair
 City of Palm Springs
 Gary Gardner, Vice Chair
 City of Desert Hot Springs

Regular Meeting
 Friday, March 26, 2021, 8:30am – 10:00am

Ernesto Gutierrez
 City of Cathedral City

Greg Sanders
 City of Indian Wells

Waymond Fermon
 City of Indio

Linda Evans
 City of La Quinta

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

Kate Anderson
 Agua Caliente Band of
 Cahuilla Indians

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
 Ellis Hospitality Services

Rob Hampton
 Palm Springs Convention
 Center

Todd Hooks
 Agua Caliente Band of
 Cahuilla Indians

Jerry Keller
 Lulu California Bistro

| | PRESENT | NOT/YTD |
|--|---|---------|
| CITY OF PALM SPRINGS | Geoff Kors, Council Member, Chair | X |
| | Christy Holstege, Mayor | |
| CITY OF DESERT HOT SPRINGS | Gary Gardner, Coun. Mbr, Vice Chair | X |
| | Roger Nunez, Council Member | |
| CITY OF CATHEDRAL CITY | Ernesto Gutierrez, Mayor Pro Tem | |
| | Mark Carnevale, Council Member | X |
| CITY OF INDIAN WELLS | Greg Sanders, Council Member | X |
| | Dana Reed, Mayor Pro Tem | |
| CITY OF INDIO | Waymond Fermon, Mayor Pro Tem | X |
| | Elaine Holmes, Mayor | |
| CITY OF LA QUINTA | Linda Evans, Mayor | X |
| | Robert Radi, Council Member | |
| CITY OF PALM DESERT | Jan Harnik, Mayor Pro Tem | X |
| | Gina Nestande, Council Member | |
| CITY OF RANCHO MIRAGE | Charles Townsend, Council Member | X |
| | Iris Smotrich, Council Member | |
| COUNTY OF RIVERSIDE | V. Manuel Perez, Supervisor, 4th District (Pat Cooper attended) | X |
| | Steven Hernandez, Chief of Staff | |
| 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 | |
| Aftab Dada, Treasurer - Hilton Palm Springs Resort | X | |
| 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 | X | |
| 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 | 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 |
| 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 | Stefanie Kilcoyne, Director of Operations |
| Bill Judson, Vice President Finance and Administration | Melanie Macias, Digital Marketing Specialist |
| Jeff Miraglia, Chief Brand Officer | Alex Mercado, Convention Sales Coordinator |
| Colleen Pace, Chief Marketing Officer | Davis Meyer, Partnership Manager |
| Erica Abarca, Partnership Manager | Michelle Morgan, Director of Regional Sales |
| Suzanne Aed, National Sales Manager | Anne Marie Mourhess, Assoc. Director Convention Sales |
| Miranda Caudell, Copywriter | Joanne Ohanesian, Marketing Coordinator |
| Andy Cloutier, Director of Human Resources | Gary Orfield, Director of Tourism Development |
| Angie Day, National Sales Manager | Revae Reynolds, Executive Administrative Assistant |
| Susan Esterling, Partnership Manager | Mary Ryan, National Sales Manager |
| Dana Fury, Marketing Manager | Danae Sheehan, Assoc. Director Destination Services |
| Robyn Gallegos, Sr. Tourism Development Manager | Julie Sinclair, Director of Brand Communications |
| Sarah Goslin, Sr. Manager Destination Services | Sean Smith, Dir. of Indian Wells Sales & Marketing |
| Stacie Herndon, Senior Graphic Designer | |
| Patricia Kemp, Media Relations Manager | Lena D. Wade, Legal Counsel |
| Joyce Kiehl, Director of Communications | |

GUESTS

Brad Anderson, resident of Rancho Mirage
 Brooke Beare, City of Indio
 Katie Brown, PGA West Golf Resort
 David Feltman, Vacation Rental Owners and Neighbors of Palm Springs
 Peter Freymuth, Palm Springs Airport Commission
 Marcie Graham, City of La Quinta
 Bruce Hoban, Vacation Rental Owners and Neighbors of Palm Springs
 Paulina Larson, Palm Springs Life
 Kelly Lewin, McLean Company Rentals
 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 or corrections to the agenda. Hearing none, the agenda was confirmed with no changes.

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 asked whether there were any members of the public who wished to speak.

Brad Anderson lives in the city of Rancho Mirage. With respect to the instructions on the meeting agenda regarding public comments, the direction is to leave a voice message or send an email. Mr. Anderson suggested changing that. He also noted that the email link, reynolds@gpscvc.com, actually connects to an email address at the City of Palm Desert and should be corrected. He suggested that prior minutes should be easier to find. Regarding the CVB's new legal counsel, Mr. Anderson questioned the selection based on his prior experience involving the Coachella Valley Mosquito & Vector Control District. He cautioned about maintaining the transparency of meetings falling under the Brown Act.

CEO/PRESIDENT'S REPORT

CVB UPDATE

Scott White noted that Riverside County will soon move from the red into the orange tier of the Governor's COVID-19 color tier system. The County is moving in the right direction.

Air Service

White reported that Southwest Airlines has agreed to add the flight to Las Vegas. He complimented the Palm Springs International Airport and especially Daniel Meier who worked hard to make this happen. Summer flights will pick up and that will help the summer SMRF groups. The flight to San Jose is expected to return in September 2021. The trend for third quarter flights is increasing. The Delta connections continue to be robust. JetBlue flights to Fort Lauderdale and New York JFK should start in September 2021.

CVB GOALS

Convention Sales Goals

Colleen Pace reported that throughout this pandemic recovery, the CVB will evaluate sales on a quarterly basis. The actual numbers for Q1 are now at 8,000, a little short of the 10,000 goal.

Website Goals

Pace reported that the numbers show that people are coming back to the website. The CVB is on track to continue recovery.

Social Media Goals

The standard social media numbers are doing very well. DineGPS numbers are a little behind due to the shutdown of restaurants, but they are expected to come back.

Media Goals

Pace reported a good start the first quarter. The Kelly & Ryan Show resonated with our audience and was really good exposure for the destination. The CVB will continue to engage these types of opportunities.

RESEARCH UPDATES

Consumer Sentiment

The CVB will partner with Destination Analysts to conduct a research project to explore perceptions, aspirations and plans to visit Greater Palm Springs for both the drive and fly markets.

Visitor Economic Impact

The CVB typically does a visitor economic impact study every two years. The last one was done in 2019, but the CVB decided to get data for 2020, in addition to 2021.

Geo-Location Dashboards

The CVB receives useful information from cell phones through Uber Data, but analysis is challenging. Destination Analysts will set up a custom analysis system to provide deeper insights on our visitors. The online dashboard can be accessed at any time with real-time data. The CVB should have this tool in the next few months.

CVB UPDATE

Convention Sales

Colleen Pace discussed cancellations due to COVID-19, their estimated economic impact, and the programs that rebooked.

Lead Trend by Month, Week and Region

There is definite positive momentum in leads, both by month and by week. The Leads by Region indicate the Mountain and Pacific NW are currently the slowest to rebound.

Sales Blitz

Pace reported that the Sales Department completed a Sales Blitz March 15-19 with over 560 clients reached. The CVB promoted a new rebate offer and the program is receiving good traction.

Group Offers Page

Pace reported that hotels can post offers on the CVB's meetings site. The media plan for Convention Sales will be completed in April.

Safer Meetings Landing Page

The CVB website has a new landing page for convention sales providing COVID-19 safe protocols, as well as group offers, a meetings toolkit and site visit details.

Meeting Planner Newsletter

The CVB is continuing the monthly newsletter. The open rate is 15%.

gpsREBOOT – Art & Sol

Pace reported that on March 4, the latest Art & Sol episode drew 40 participants and continues to engage clients.

Virtual Experiential FAM

The CVB will host a virtual FAM May 11-13 with clients participating via Zoom. The event is one hour per day with experiential content.

Marketing

Media Plan Overview

Pace reported that the 2021 Media Plan includes television, digital outdoor billboards, Expedia, TripAdvisor, Edge Media, Adara, Centro, and of course the CVB website and social media. The Plan will target all locations that have direct flights to PSP. The updated air service map was shown.

Television

There are 17 markets represented. The destination video was shown and can be tagged with the appropriate airline, like Southwest, for example.

Outdoor Billboards

Outdoor signage will rotate on ten billboards at a time within a network of up to 16 locations. New markets launching in March 2021 include Oakland, Dallas and Denver. February impressions came to 11.4 million.

Expedia

The CVB increased its budget for Expedia by 50% per month to support all 20 target markets in a year-round campaign. White added that the increased budget for Expedia resulted from funds the CVB received via the CARES Act.

Trip Advisor

Pace reported that the TripAdvisor campaign was relaunched after the stay-at-home order was lifted. This is a year-round campaign in 20 markets.

Edge Media

Pace reported that February's campaign resulted in 483,000 impressions and targeted 15 markets.

Adara

This campaign launched in February 2021, resulting in 943,000 impressions, 85 room nights booked and revenue of over \$9,000. Seven markets were targeted.

Centro

This campaign also launched in February 2021 and resulted in over 1,000,000 impressions, 174 room nights booked and revenue of over \$39,000 with 11 markets targeted.

Social Media

The social media campaign will target 15 destinations to increase awareness of non-stop flights into PSP. Instagram ads promote "Fly nonstop to sunshine, outdoor and open spaces."

Love Local Campaign

This campaign launched in December 2020 including digital advertising via Centro, digital and print advertising via The Desert Sun, Palm Springs Life, outdoor billboards and had over 3,000,000 impressions. Four of these videos were shown: Soukie Modern, RdRnr in La Quinta, TKB Bakery & Deli and Koffi.

Trailicious Pass

This passport program launched Feb 19, 2021, promoting hiking trails and takeout/outdoor dining offers. It has been downloaded over 930 times. Promotion runs through May 2021.

2021 Co-Op Opportunities

There are four co-op opportunities: Summer Chill television, digital outdoor billboard, Adara digital and Centro digital. The summer co-op partners include The Westin Mission Hills Golf Resort & Spa, The Ritz-Carlton, Hyatt Regency Indian Wells Resort & Spa, Palm Springs Bureau of Tourism, Renaissance Esmeralda Resort & Spa, and Omni Hotels & Resorts Rancho Las Palmas/Palm Springs.

Destination Travel Network

Pace reported that the Destination Travel Network is another opportunity for partners. The cost of the promotions vary by placement. Contact the CVB to be referred to the account executive. These ads are year-round.

TravelZoo

So far, seven partners have signed up. The CVB would like to have at least ten. This promotion runs April through June and does not require a deep discount; you can run any offer or a package.

Spring Getaway Deals

There are 44 offers posted on this page now; participation is free of charge. The timeframe is March-May 2021.

SpaFinder Spring Campaign

This is another free opportunity and includes a spa listing featured on the CVB website with promotion via Spafinder.

PR/Communications

Colleen Pace reported that the Kelly & Ryan Show had 3.2 million viewers and almost \$17 million ad value. The CVB worked on this relationship for some time. Twelve partners were featured during the program.

During January and February, the CVB had over 100 media touchpoints including Southern California Life Magazine, Ranch & Coast, and Afar. White noted that Colleen Pace was one of the "2021 Smart Women in Meetings" award winners and was featured in their magazine.

T.E.A.M. GPS

Davis Meyer reported this program launched this year with the goal of uniting the valley around shared experiences, outreach to residents and tourism employees. The first "TEAM Huddle" was via Zoom yesterday. There were 52 attendees who received an update from each of our nine cities. Future "huddles" will include presentations to keep participants informed of local developments. TEAM GPS is also partnering with College of the Desert's PaCE program and its hospitality training classes. Current courses include COVID-related training and de-escalation of conflict.

Notable Dates

Pace noted that the CVB is hosting an online Town Hall on May 4th to recognize National Travel and Tourism Week.

She thanked the JW Marriott Desert Springs for hosting the first annual Tourism Foundation Golf Tournament on May 20th. The shotgun start is at 1:00 p.m. White added that non-golfers are invited to attend, as well. There is a "hecklers" zone and a reception at 6:00 p.m. open to all.

Awards

Jeff Miraglia summarized the awards the CVB received in recognition of its work this past year including: HSMIA (Hospitality Sales and Marketing Association International) Adrian Awards (four) including: Gold for Find Your Own Oasis Destination Video and Silver and Bronze for Corporate Social Responsibility, Fly Campaign, Website Redesign. HSMIA received over 600

entries this year. From the American Advertising Federation (ADDY), the CVB earned 13 Gold awards, including Best of Online for the CVB's website redesign and top award Best of Show for the Find Your Oasis destination video. Regional finalists go on to compete at the national level.

JPA EXECUTIVE COMMITTEE ITEMS

UPDATES FROM THE JPA MEMBERS AND CHAIR

Chair Kors invited the members of the JPA Executive Committee to provide their updates.

Gary Gardner – Desert Hot Springs. Council Member Gardner noted that Azure Palms Hotel opened yesterday. It has 40 rooms and 20 of them have a direct connection in the room to the hot mineral well. The café has amazing food. Day passes are available. He thanked the CVB for coverage of Azure Palms. He is happy to see pieces of Desert X located in Desert Hot Springs. He thanked the CVB for their downloadable trail map and he is looking forward to paper maps, which are being created.

Mark Carnevale – Cathedral City. Council Member Carnevale reported that the new Agua Caliente casino in Cathedral City is open, doing well and bringing business to the downtown area. Construction will begin soon on the Fountainhead project across the street from the casino, 13.5 acres on the south side of Highway 111, and will include multi-use projects including four chain restaurants. The City's new amphitheater is beautiful and ready to host events. The new College of the Desert automotive and transportation project is being developed. Housing starts are on the rise. The Cathedral Canyon bridge is coming along and progress is being made on the plans for the Ramon Road and Vista Chino bridges.

Greg Sanders – Indian Wells. Council Member Sanders reported he is looking forward to the grand re-opening of the Miramonte Hotel. There is an increase in hotel occupancy in the City. Still waiting on word about the tennis tournament.

Waymond Fermon – Indio. Mayor Pro Tem Fermon reported that the City launched a small business grant program including day care businesses. They have given 144 grants. The downtown Food Park is open Friday-Sundays 3:00-10:00pm and is a good way to support local businesses. The Coachella Valley History Museum will open Saturday, April 17. The new Koffi business is doing well and Indio will have another Dutch Brothers and Everbloom Coffee soon. JD Sports Bar and Grill opened during COVID and is doing well. They are hiring local people. I-10 auto mall is expanding, as is TKB Bakery. White noted that the CVB will soon complete its "love local" video on the Food Park.

Linda Evans – La Quinta. Mayor Evans reported that Desert Sands Unified School District will have high school students attending school in person starting Monday. A segment of the CV Link project has a groundbreaking on Monday. The Montage/Pendry project had COVID-related delays and funding gaps, but they are moving forward. The City is not banning vacation rentals, but proposing that the current 1,200 permits remain, based on performance, and new permits are on hold for now. An ordinance will come to the Council in April. The La Quinta Arts celebration moved to November 2021 and will kick off the City's Veterans Day celebration. The Iron Man triathlon is Sunday, December 5, 2021. The American Express golf tournament will be January 19-23, 2022. Vaccine clinics are underway throughout the valley.

Jan Harnik – Palm Desert. Mayor Pro Tem Harnik reported there are many new businesses and housing units coming to the City. The revitalized San Pablo project is coming along and there is a farmers' market the first Sunday of every month, and a market on Wednesdays, too. CV Link is coming along near the Bump and Grind trailhead. The Lupin Plaza is doing well and there is a new mural there. The City has no-cost testing for COVID at the UCR campus. There are Easter events on El Paseo. Wild Lights at the Living Desert sold out and the park is adding a rhinoceros exhibit this fall. Unite Palm Desert is supporting the community and businesses.

Charles Townsend – Rancho Mirage. Mayor Pro Tem Townsend reported that the farmers market at The Atrium be on Fridays through December. The City still has COVID testing at the library. City will hold a free document shredding event on April 10, from 8am to noon. The ANA Inspiration golf tournament will be held at Mission Hills Country Club April 1-4, 2021, with no spectators. This is the 50th anniversary of the event. The "Section 34" project will include a 34-acre lake, homes, two hotels, condominiums, a visitors' center, walking trail and a business district.

Pat Cooper – Riverside County. Representing the County was Deputy Chief of Staff Pat Cooper. She reported that the County moved into the red tier of the state's Blueprint for a Safer Economy on Wednesday, March 17. The county hopes to move to the orange tier in mid-April. The total confirmed cases is 293,777. Deaths are at 4,214. The positivity rate is currently 2.7%. Schools are slowly reopening with guidelines. Hospitalizations remain stable. The EMS calls are low for this time of year. Relief funding was approved a couple of weeks ago. Riverside County will receive \$480 million. It's first deposit will come in

mid-May. Last Wednesday, Supervisor Perez held a juvenile justice symposium addressing various issues relating to juveniles in the justice system. Through the County's Community Action Partnership, they are launching a survey to see how services can be improved in the unincorporated areas. There are several projects involving the Salton Sea including an updated plan, habitat project, mitigation projects, and information on the North Lake Plan. On April 17th, the County and veterans are having a fishing tournament at Lake Cahuilla Park.

Geoff Kors – Palm Springs. Council Member Kors noted that last night was City Manager David Ready's final Council meeting. He has one more week until his retirement. The convention center is approaching 17,000 vaccinations in the last six weeks. He lauded the convention center staff. The City is busy, their small business grant program is well-received, and they are booking more filming appointments. The Palm Springs Art Museum is opening on April 1. They will have an online fundraising art auction April 9-16 on Sothebys.com. The Palm Springs Chamber has a downloadable coupon program.

RESOLUTION JPA 2021-001 RE: UPDATED SIGNERS FOR PACIFIC PREMIER BANK

Scott White explained that the approved signers for the CVB's Pacific Premier Bank account needs to be updated and requires a Resolution. There was no further discussion. Kors asked for a motion to approve the Resolution. Evans made a motion which was seconded by Harnik. The Resolution passed according to the following roll call vote:

Aye: Evans, Fermon, Gardner, Harnik, Kors, Sanders, Townsend
Nay: 0
Absent: Cathedral City, Riverside County
Abstain: 0

RESOLUTION JPA 2021-002 RE: SENATE BILL 314

White summarized the staff report regarding Senate Bill 314, the Bar and Restaurant Recovery Act, which allows for some pandemic-related changes to be allowed permanently. Kors called for a motion which was provided by Gardner and seconded by Sanders. There was no further discussion. The Resolution passed according to the following roll call vote:

Aye: Evans, Fermon, Gardner, Harnik, Kors, Sanders, Townsend
Nay: 0
Absent: Cathedral City, Riverside County
Abstain: 0

APPROVAL OF MINUTES (All Vote)

JPA-CVB BOARD OF DIRECTORS JOINT MEETING MINUTES – JANUARY 29, 2021 (all vote)

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated January 29, 2021, were presented for approval. Chair Kors asked for a motion to approve. Gardner made a motion to approve the minutes and Sanders seconded. There was no additional discussion. The minutes were approved according to the following roll call vote:

Aye: Evans, Fermon, Gardner, Harnik, Kors, Sanders, Townsend, Abney, Anderson, Axelrod, Becker, Brackley, Chesterton, Connolly, Dada, Del Mas, Ellis, Hampton, Hoehn, Hooks, Keller, Mainthia, McLean, Monroe, Poncher, Roshardt, Scaramellino, Schneider, Steward, Tabler, Tormey, Trott.
Nay: 0
Absent: Cathedral City, Riverside County, Bruggemans, Cardiff, Morcus, Smith, Watson, Zod.
Abstain: 0

CONSENT CALENDAR (JPA Executive Committee Only Votes)

WARRANTS AND DEMANDS DATED JANUARY 2021 AND FEBRUARY 2021 (JPA only votes)

There were no questions regarding the Consent Calendar items. Chair Kors asked for a motion to approve. Gardner moved to approve the Consent Calendar and Holmes seconded. The Consent Calendar was approved according to the following roll call vote:

Aye: Evans, Fermon, Gardner, Harnik, Kors, Sanders, Townsend
Nay: 0
Absent: Cathedral City, Riverside County
Abstain: 0

CVB BOARD OF DIRECTORS UPDATE

UPDATES FROM THE CHAIR

Tom Tabler – JW Marriott Desert Springs Resort & Spa. Tabler reported that this has been a good March for all attractions, restaurants, and retail, and resorts are on the uptick. Spring break begins today so the next two weeks should be strong. Leads are used as a barometer and they are up.

UPDATES FROM THE CVB BOARD MEMBERS

Tabler asked for updates from the CVB Board Officers.

Rolf Hoehn – Indian Wells Tennis Garden. Hoehn reported that the tennis tournament has not been formally cancelled for October; discussions continue. The Tennis Garden is actively planning for the Margaritaville USA Pickleball National Championships to be held November 6-13, 2021. The venue is working on a couple of other events, as well.

Affab Dada – Hilton Palm Springs. Dada recognized the birthday of Mike McLean. Dada gave an update on the arrival of the “Forever Marilyn” statue. There will be an unveiling on Sunday April 25, 3-5pm. Everyone is invited.

Robert Del Mas – Empire Polo Club & Event Facility. Del Mas reported no new updates for either the Coachella or Stagecoach concerts. The Polo Club is planning the polo season with no spectators and hoping the County is able to move into the orange tier of the COVID protocol. They do have events every Friday in the rose garden. The Tack Room patio is popular and it does have some inside seating. Corporate events are very quiet, although the wedding business and leads are doing very well. There is strong activity from promoters for future events and their property in Thermal.

Tabler noted the other board members with birthdays in March and April. Tabler thanked Christoph Roshardt for hosting the next meeting at the Renaissance Esmeralda in May.

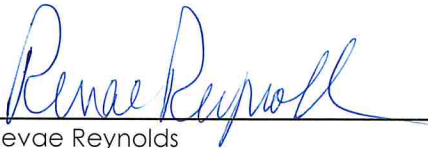
FUTURE MEETING DATE

Friday, May 21, 2021. Location: Renaissance Esmeralda, Indian Wells, CA.

ADJOURNMENT

The meeting was adjourned at 10:02 a.m.

Prepared by:



Renae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:



Robert Del Mas

Approval Date:

