



JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

Call to Order

Conference call was called to order at 9:07 a.m. by Linda Evans, JPA Chair and Mayor of the City of La Quinta.

Roll Call

The roll call was recorded based on the conference call completion report, listed on the following page.

MARCH 27, 2020

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

Location: Conference Call
Dial: (657) 220-3242, Room # 698-945-000
70100 Highway 111
Rancho Mirage, CA 92270

Special Meeting
Friday, March 27, 2020, 9:00am – 10:00am

		PRESENT	EXCUSED
CITY OF LA QUINTA	Linda Evans, Mayor, Chair	X	
	Robert Radi, Council Member		
CITY OF PALM SPRINGS	Geoff Kors, Mayor, Vice Chair	X	
	Dennis Woods, Council Member		
CITY OF CATHEDRAL CITY	Ernesto Gutierrez, Council Member		X
	Mark Carnevale, Council Member		X
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council Member	X	
	Jan Pye, Council Member		
CITY OF INDIAN WELLS	Richard Balocco, Council Member		X
	Ted Mertens, Council Member		X
CITY OF INDIRIO	Elaine Holmes, Mayor Pro Tem	X	
	Waymond Fermon, Council Member		
CITY OF PALM DESERT	Jan Harnik, Council Member	X	
	Gina Nestande, Mayor		
CITY OF RANCHO MIRAGE	Charles Townsend, Council Member		X
	Iris Smotrich, Mayor		X
COUNTY OF RIVERSIDE	V. Manuel Perez, Superv., 4th District		X
	Steven Hernandez, Chief of Staff		X

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, 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

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	

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
Big League Dreams

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
College of the Desert

Elie Zod
Retired Hospitality Executive

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
Dermot Connolly, La Quinta Resort and Club		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/LEGAL COUNSEL

Scott White, President and CEO
Bill Judson, Vice President Finance and Administration
Jeff Miraglia, Chief Brand Officer
Colleen Pace, Chief Marketing Officer
Bob Thibault, Chief Development Officer
Joyce Kiehl, Director of Communications

Stefanie Kilcoyne, Director of Operations
Davis Meyer, Partnership Manager
Gary Orfield, Director Travel Industry Sales
Reva Reynolds, Executive Administrative Assistant
Marissa Willman, Director of Digital Marketing
Stacie Herndon, Senior Graphic Designer
Colin Kirkpatrick, Deputy Legal Counsel

GUESTS

Melissa Daniels, The Desert Sun
Marcie Graham, City of La Quinta
Paulina Larson, Palm Springs Life
Irene Rodriguez, Cabot's Pueblo Museum

PLEDGE OF ALLEGIANCE

Chair Evans lead the Pledge of Allegiance.

CONFIRMATION OF AGENDA

The agenda was accepted unanimously.

PUBLIC COMMENT

There were no comments from the public.

DISCUSSION

CVB Update on Plans and Actions During COVID-19

Chair Linda Evans reported that she has a planning conference call with the County of Riverside at 9:30, so she will turn the meeting over to Vice-Chair Kors at that time.

Scott White welcomed everyone to the call and noted this was a good time to schedule an update call since the regularly scheduled board meeting has been postponed to April 24, 2020.

He reported that he, like many of you, has been participating on numerous conference calls regarding updates and obtaining accurate information from industry, county and state agencies. The CVB has been sending the information out to partners and constituents as a resource for accurate and timely information. The CVB has shared information regarding Food Bank donations, Blood Bank drives, resources for shelters, etc. A mandate came from Riverside County this morning ordering hotels to limit their guests to those who meet the criteria outlined.

White reported that the CVB is working with the California Travel Association, Visit California, and US Travel, advocating for resources for our industry. The California Insurance Commissioner is working with insurance companies to review what is recognized as interruption insurance.

The CVB has paused all marketing, vendor agreements, employee travel and non-essential expenditures for the remainder of the fiscal year through June 2020. As a result, \$3.7 million in expenses have been saved. Looking at the budget for next year, the forecasted shortfall through December 2020 is \$6.5 million. The CVB is hoping to kick off the summer campaign in June. The CVB created a payroll savings by implementing a 50% furlough for employees. The decision was shared this week and employees took it well.

White reported that about half of the February TBID collections are in. Civitas and other industry professionals concur that those TBID payments are still due by March 31. Penalties and interest will accrue if the payments are not in by March 31. The

revenue for April is forecasted to be 0, maybe 10% for May, and estimating 20-30% through the summer and hoping for 100% by October.

The CVB has implemented a message "Pause Now, Play Later" to keep the destination top of mind. The Brand team is working on new messaging for summer and fall. The three-phase marketing message is "Pause Now" then "Plan Now" then "Act Now."

White reported that some of the local programs the CVB has created include "Stay In, Take Out" on DineGPS to encourage business for local restaurants. The page has 16,000 page views with an average time of 10 minutes on the site. The CVB also launched a grocery store site with input from the chambers of commerce, that lists special shopping hours for seniors. An average of 8 minutes is spent on the site. Either today or Monday, the CVB will launch "Oasis at Home" to connect people locally, or in our network, with online resources for health, exercise, activities, art, and other opportunities online.

For the meetings industry, the CVB is launching "Plan Now, Meet Later." The Sales team is assisting clients with rebooking for fall and 2021 and beyond. In the month of March, the CVB received 62 leads and 9 bookings totaling over 6,000 room nights. Summer and especially fall look strong.

White received a request from Councilman Robert Radi of La Quinta to create a public service announcement for the community with a positive message about activities, as well as reminders to stay home and other health-related messages to air on local television. White has been working with CVEP, the chambers of commerce and other organization to align messaging with them and provide correct resources.

White reported that the CVB continues to work with the City of Palm Desert advocating for the new independent CSU campus in Palm Desert.

The CVB's air service consultant, Ailevon Pacific, is still working with airlines and they predict more cancellations and delays in the future. The CVB is letting them know that there will be demand in the fall due to the rescheduled concerts and to keep our destination in mind as they plan their futures.

White reported that the CTA program is working on creating an online version of the certification class. The Oasis Awards will be rescheduled for September and there are many "above and beyond" stories being generated these days so be sure to submit them.

White reminded the callers to press *9 to unmute their line if they had any questions. There were none.

Open Group Discussion

Chair Linda Evans started the roundtable discussion and reported the following for La Quinta:

- Public and private golf courses are closed, except for maintenance
- Allowable recreation includes walking, cycling, running and hiking
- Short-term vacation rentals and hotels have been ordered closed, except to assist with essential workers, homeless, or patients related to COVID-19
- La Quinta follows the State and County Health Officer guidelines/orders
- La Quinta is promoting Flatten the Curve and Stay at Home messaging on billboards, website, social media
- County predicts that a surge in patients will hit our valley in early to mid-April, greatly impacting all of our hospitals
- The City has donated items (masks/coveralls) to local hospitals

Elaine Holmes reported that the City of Indio is open for business by appointment and is also promoting hiking, biking, walking and sheltering in place. The City is creating videos for all of the restaurants who are still open and posting these on the City website.

Gary Gardner reported that the City of Desert Hot Springs has posted their list of open restaurants. The City is working with all of their hotels regarding deferred payments for TOT for March and April. He is receiving all the CVB emails addressed to the CTAs and agrees that "Pause Now, Play Later" is a great slogan.

Geoff Kors reported that everything in the City of Palm Springs is pretty much shut down and like other cities, they are advocating sheltering in place, hiking, biking, and walking while maintaining a safe distance from others. The City is planning a call with businesses to provide an update on the federal assistance programs available to them. The City is getting

information out to workers about unemployment and other benefits and working with hotels as a number of them are opening to homeless people, as are others in the county.

Linda Evans announced her need to leave this call for another update with the County of Riverside and transferred leadership of this call to Vice-Chair Geoff Kors. Evans expressed her appreciation for all the work and is praying for a quick end to this pandemic.

Jan Harnik thanked everyone for all that has been done and is sharing all the websites from the CVB regarding open restaurants, etc. The City of Palm Desert created one centralized source of accurate information on the city website. The City is intently advocating for the CSU campus as it is very important to have a 4-year university here. The City formally declared an emergency and is creating a budget and determining how to be most effective to the community and its businesses. She is glad to see what we can do together.

Vice-Chair Kors invited the CVB Board members to provide an update.

Chairman of the Board, Tom Tabler thanked the CVB and JPA for all they are doing. Marriott Desert Springs Resort & Spa is open with essential personnel only. The Renaissance Indian Wells is suspending operation and shut down yesterday. The Westin Mission Hills will reconfigure to provide space for other essential operations at this time. He reported that the Marriott Desert Springs received 90 leads in the last 2 weeks and booked business between August and December, so he anticipates a good end of the year.

Rolf Hoehn reported that it is unlikely that the Indian Wells Tennis Garden can host the 2020 BNP Paribas Open because the fall calendar for professional tennis will be very crowded. They are focusing on the 2021 BNP Paribas Open at this point.

Robert Del Mas reported that the Coachella Valley Music and Arts Festival and Stagecoach concerts will take place in October at the Empire Polo Club & Event Facility. For now, the polo grounds are hunkered down and have furloughed a small number of employees, reduced some work hours, but have not yet laid off any workers.

Aftab Dada of the Hilton Palm Springs noted that all Palm Springs hotels are closed except the Renaissance and the Hilton because they are housing Contracted Airline Crews, TSA workers, and employees who are performing emergency utility work, as well as a few medical workers. He acknowledged the difficulties facing team members and their families and noted that banks will postpone mortgage payments for 90 days. Short-term loans are available and there is a lot of forgiveness in the financial marketplace.

FUTURE MEETING DATE

Friday, April 24, 2020. Location: Conference Call, details TBD

ADJOURNMENT

The meeting was adjourned at 9:39 a.m.

Prepared by:


Revae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:


Robert Del Mas

Approval Date:

4/24/2020