



JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

Call to Order

The conference call was called to order at 8:31 a.m. by Linda Evans, JPA Chair and Mayor of the City of La Quinta.

Roll Call

The roll call is recorded on the following page.

APRIL 24, 2020

JOINT POWERS AUTHORITY

Location: Conference Call
 Dial: 646-749-3122
 Access Code: 590-266-701

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

Regular Meeting
 Friday, April 24, 2020, 8:30am – 10:00am

Ernesto Gutierrez
 City of Cathedral City

Gary Gardner
 City of Desert Hot Springs

Ty Peabody
 City of Indian Wells

Elaine Holmes
 City of Indio

Jan Harnik
 City of Palm Desert

Charles Townsend
 City of Rancho Mirage

V. Manuel Perez
 County of Riverside

CVB BOARD OF DIRECTORS

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

Rolf Hoehn, Vice Chairman
 Indian Wells Tennis Garden

Robert Del Mas, Secretary
 Empire Polo Club & Event
 Facility

Aftab Dada, Treasurer
 Hilton Palm Springs Resort

Bruce Abney
 El Morocco Inn & Spa

Rick Axelrod, M.D.
 Coachella Valley Economic
 Partnership

Lorraine Becker
 Cabot's Pueblo Museum

Celeste Brackley
 Ace Hotel & Swim Club

Tony Buggemans
 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

		PRESENT	NOT/YTD
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		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council Member	X	
	Robert Griffith, Mayor Pro Tem		
CITY OF INDIAN WELLS	Ty Peabody, Mayor		1
	Ted Mertens, Council Member		
CITY OF INDIO	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		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District	X	1
	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	

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 & 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/ATTORNEY

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
Erica Abarca, Partnership Manager
Suzanne Aed, National Sales Manager
Marta Battle, Tourism Development Coordinator
Matt Bark, National Sales Manager
Miranda Caudell, Copywriter
Andy Cloutier, Director of Human Resources
Carmen Cubero, Destination Dev. Admin. Asst.
Dana Fury, Marketing Manager
Robyn Gallegos, Sr. Tourism Development Manager

Stacie Herndon, Sr. Graphic Designer
Steve Kellum, Destination Services Coordinator
Rebecca Kirkpatrick, Business Analyst
Stefanie Kilcoyne, Director of Operations
Krystal Kusmieruk, Social Media Manager
Laura Hunt Little, Media Relations Manager
Davis Meyer, Partnership Manager
Gary Orfield, Director Travel Industry Sales
Rob Osterberg, Director of Convention Sales
Revae Reynolds, Executive Administrative Assistant
Mary Ryan, National Sales Manager
Danae Sheehan, Assoc. Director of Destination Services
Julie Sinclair, Director of Brand Communications

Colin Kirkpatrick, Deputy Legal Counsel

GUESTS

Joe Alegre, Hotel Paseo
Sherry Barkas, The Desert Sun
Brooke Beare, City of Indio
Deborah Glickman, City of Palm Desert
Marcie Graham, City of La Quinta
Irene Rodriguez, Cabot's Pueblo Museum
Thomas Soule, City of Palm Desert

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.

APPROVAL OF MINUTES (All Vote)

The JPA-CVB Board of Directors Joint Meeting Minutes dated January 24, 2020, and Special Meeting Minutes dated March 27, 2020. (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated January 24, 2020, and Special Meeting Minutes dated March 27, 2020, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting (Kors / Chesterton).

CONSENT CALENDAR (JPA Exec Committee Only Votes)

1. Warrants and Demands Dated January 31, 2020
2. Warrants and Demands Dated February 29, 2020
3. Warrants and Demands Dated March 31, 2020

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

JPA EXECUTIVE COMMITTEE ITEMS (JPA Executive Committee Only Votes)

UPDATES FROM THE JPA MEMBERS

Geoff Kors reported that the Palm Springs city council meeting started at 3pm yesterday and ended at 11:30pm. The main topic was the budget. Most of the impact comes from loss of sales tax and transient occupancy tax (TOT) in March, April and continuing into May and June. The projection is a loss of approximately \$26-30 million. The city created a re-opening committee with representatives from business and tourism organizations. The city will allow appointments made online for tennis and pickleball, but they are not opening golf yet.

Jan Harnik reported that the City of Palm Desert is working hard in support of the CSU Palm Desert campus. The City has invested \$100,000 in the project. She noted that the City recognizes that tourism is important, as well as a strong university presence in our valley. She looks forward to everyone working together for access to higher education which would also be important to enhancing our healthcare sector.

Supervisor Perez reported that he is working with a number of specific efforts, many of which include people on the CVB Board and JPA Executive Committee. Locally, he is assembling a team of individuals to begin the process of getting people back to work. Similar efforts are under way at the county level. There is a team in the county known as the Red Team comprised specifically of people involved in public health. They have created a preamble to inform the re-opening guidelines. The County is also creating an economic task force. He reported that the County had been concentrating on the public health crisis, but now they are also addressing the unemployment spike. The County is anticipating a potential unemployment rate of 14% or higher, which has not been seen since 2008. The County also has budget concerns and projects significant losses for 2020 and 2021. The County is preparing plans to turn the corner and get people back to work. If anyone would like more information, please call or email the Supervisor. Linda Evans asked if he had any other announcements from the county. He responded that the county will have a press conference to answer questions starting at 2pm this afternoon.

Elaine Holmes expressed disappointment over the cancellation of high school graduation ceremonies, but the City of Indio is acknowledging seniors on billboards, on the jumbotron at the I-10 auto mall, and in other ways. Brooke Beare, the City's Director of Communications and Marketing, has created a City Facebook page where she is posting interviews of business and restaurant owners, creating hope and inspiration. Josh Bonner, Executive Director of the Greater Coachella Valley Chamber of Commerce, is leading a taskforce regarding economic development. Also, the Indio iHub is helping small businesses and disseminating information. The City of Indio is still moving forward on other projects. The Hampton Inn is getting ready to open when they can. The City is also working on the downtown plan and had to cancel the fanfare for that project just before the virus-related shutdown. The Indio golf course is open again with safety protocols. In this way, the City is pursuing the balance between safety and recovery.

Gary Gardner reported that the City of Desert Hot Springs' budget was not hit as hard as some other cities because TOT is not their primary source of revenue. He noted that the impact of the shutdown needs to be approached from a regional perspective. He reported good news that the CJ Grand hotel is being redeveloped and plans to open in October as the Azure Palm Hot Springs Resort & Day Spa. It will be an amazing addition to the city. He congratulated Scott White and the CVB team for outstanding messaging and marketing efforts, especially for the drive market. He also appreciates the CTA emails. Thank you to everyone for their hard work.

Charles Townsend reported that the City of Rancho Mirage has re-opened its golf courses. At the upcoming May 7 city council meeting, they will discuss more aspects of re-opening businesses. The council will experience their annual rotation on May 7 whereby Dana Hobart will become Mayor and Ted Weill will become Mayor Pro Tempore. The City has a fund to help support its restaurants. Thirty-five restaurants out of about 65 have applied for funds. The City has distributed approximately \$265,000 so far. Rancho Mirage was to be the host city for the Senior Inspiration Awards this year, but the event has been postponed. The new date will be announced soon. The Rancho Mirage Chamber is working with all businesses in the City to help them and to facilitate additional openings to help bring the economy back.

Ernesto Gutierrez thanked the CVB for doing a great job. The City of Cathedral City remains open, issuing building permits and conducting building inspections. The City is facing some revenue shortfalls, as are the other cities. He will not know the

extent of the damage until June or July when tax revenue comes in from state and county. He noted that we are all facing the same situation, so we must work together. He is looking forward to working together and helping each other.

UPDATES FROM THE CHAIR

Linda Evans reported that the City of La Quinta has allocated \$1.5 million to assist local businesses with 25 employees or less. To date, 71 businesses have applied. The grants are \$5K, \$10K, \$15K, and \$20K. The City is working with businesses on a plan to re-open when the county gives the OK. She noted that the City has dedicated the entire June issue of The Gem to its high school seniors who will not be able to experience graduation celebrations. Graduates are also being recognized with banners along Highway 111. Like others cities, La Quinta is also looking at opening golf, tennis, and pickleball with reminders about safety and health protocol. The City is still completing road work as is safe to do so. She noted that she is on board to support the re-opening of tourism, when appropriate.

CEO/PRESIDENT'S REPORT

TBID MANAGEMENT DISTRICT PLAN (MDP) – OVERVIEW SUMMARY AND TIMELINE

Scott White reported that the TBID renewal is still going forward. The Management District Plan (MDP) must be finalized this month. The petition will go out in May and June for the vote. At the June board meeting, a Resolution of Intention to form the Tourism Business Improvement District will be presented to the JPA Executive Committee for approval. The timeline distributed with the agenda documents today outlines the schedule of Public Hearings. The renewed District will begin collections on July 1, 2021.

COVID-19 RESPONSE SUMMARY AND OVERVIEW

Business Reopening

Scott White summarized the phased approach to re-opening businesses and the formation of the Hotel Recovery Task Force which will develop protocol for hotels to open under safe conditions. The CVB will share the proposal with the County to facilitate approval to get people back to work. The CVB conducted a survey of hoteliers to collect data. There were 15 questions. The results are broken down by size of hotel, number of rooms. Many employees have been laid off. Many hotels have not been successful getting disaster loans and PPP loans. They are having difficulty sourcing product such as hand sanitizers, masks, etc. The CVB will use this data as guidance for the task force.

Marketing

The CVB has also developed phased approach to marketing, from "Pause: Response" to "Inspire: Pre-Recovery" to "Plan/Activate: Recovery." In the "response" phase, the CVB created a Public Service Announcement at the request of Riverside County and is creating billboards, social media, public relations pieces, etc. Phase 2 will take place roughly during May. The messaging is to inspire future travel, creating an oasis at home, addressing people's anxiety, dream of your next visit, etc. The last phase is "plan and activate" which will be a new campaign focused on the drive market when traveling is appropriate. This will be communicated via social, email, drive market TV, billboards, digital, print, OTA's, earned media, etc. This is the overview of the CVB's messaging which will evolve as the situation changes.

White reported that the CVB pivoted from a tourism marketing organization to a community resource organization. A resource page was developed for the CVB website with information for local partners. There is another one with information for consumers.

Colleen Pace reported that, on March 17, the CVB launched the "Stay In. Take Out." initiative to support our local restaurants. The site has 31,000 page views and features 436 restaurants on the page and is being updated daily as more sign up to be included. People are spending over 10 minutes on this site. Other partners are using it as a resource. The video "Stay In, Take Out" was shown. It is running in local media and is being pushed out on social media.

Bob Thibault reported that Davis Meyer has been doing a great job sending out newsletters to the CVB partners. There have been 8,000 click throughs to date and 45 total updates as of April 22, 2020. The newsletter includes resources, volunteer opportunities, CVB community initiatives and CVB outreach campaigns.

Scott White reported that the CVB created some community messaging and showed the 30-second piece, "Greater Together."

White reported that the CVB collaborated with the non-profit Life to Rise to create a hospitality workforce relief fund to benefit local hospitality workers. All monies raised are deductible as a charitable donation and will go 100% to hospitality workers in the Coachella Valley. The CVB has been running commercials and created a webpage: GPShospitalityfund.org. The video ad for this campaign was shown. White noted the vendors and partners who helped get this relief program up and running very quickly and cost effectively.

White reported that the CVB also received requests about where to find opportunities for volunteering, so the CVB created a webpage listing all the various ways the public can volunteer, from Find Food bank to making masks, etc. He welcomes all suggestions for additions.

The CVB also had a request regarding grocery stores and their special hours for seniors, so a webpage was created for that, too. All these resource pages are being updated.

Riverside County Public Health department asked if the CVB could create a public health message for their "Stay in Place" campaign. In 24 hours, the CVB created a 30-second spot in English and Spanish. The video was shown. Colleen Pace noted that for all these videos, our vendor, JNS, has done them for no charge.

Colleen Pace reported that the CVB's marketing strategy has phases based on the appropriate message for the situation. The first phase is the "pause" phase. For meetings, the message is "Pause Now. Meet Later." The next phase will be the "Inspire" phase. The "Oasis at Home" page went up March 27 and already has over 7,000 page views. She noted that the CVB is happy to add to the page and welcomed suggestions. The Oasis at Home video topics include Kid-Friendly Activities, Virtual Workouts, Foodie Topics, Explore the California Deserts, etc.

The CVB has been sending consumer-focused emails in addition to partner-focused emails. Starting April 3, the CVB has reached 8,903 consumers an open rate of 31.4%. The consumer message is "Pause now. Play later." There was also a consumer email highlighting the CVB's video series, "Find Your Videoasis" featuring links to Wander List, Chill Chaser, dineGPS and craftGPS, which is also doing well.

As appropriate, the message will evolve from "Pause Now. Meet Later" to "Plan Now. Meet Later." The sales team is focusing on customer engagement now. Clients are encouraged to "take a sun-check" as the CVB mailed them gifts in the mail. The CVB is still receiving leads which are up from 3-5 leads per week to about 12 now.

The CVB created branded Zoom backgrounds which are available for download from the CVB website.

Monday, May 4, marks the beginning of National Travel and Tourism Week. The CVB has scheduled a virtual activity for each day.

Phase 3 of the marketing sequence will be the "Plan/Activate" phase. When the time is right, the CVB has pre-paid 137,500 TV spots on cable/KTLA for May through August. The messaging will be less about "Chill" and more appropriate for the times, incorporating our local people, artisans, musicians, aspirational messages moving forward.

The CVB also has the Palm Springs Getaway Guide, focusing on the drive market to include the fall season and beyond. The CVB is meeting weekly with Visit California to spread media dollars farther.

Air Service Forecast

White reported that the CVB has been working with Tom Nolan at the Palm Springs International Airport and Ailevon, the air service consultant, regarding the updated Air Service Forecast. When the pandemic started, many large events rescheduled to the fall and the CVB was keeping the airlines informed. Bob Thibault discussed the projections, which include three different scenarios for 2020 and 2021. Thibault noted the recovery of monthly one-way capacity seats extends through 2021. The projections for the actual number of passengers are approximately 54% of 2019 numbers.

The CARES Act allows airlines to function with limited capacity. The projection for 2020 indicates PSP capacity will be down 89%, which represents 337,000 seats over a 5-month period. The strategy for air service moving forward is to identify the new normal, respond to changes as they occur, ensure that GPS is heard loudest when airlines rebuild networks, and ensure GPS is well-served over the key winter period.

REVISED FORECAST

White noted that the finance team is going to create three different budget scenarios which will be presented to the Chairman's Committee for review in May. Because the future is unpredictable, the three budgets will represent a worse case, middle case and best-case scenario. The current budget forecast was updated and displayed, taking into consideration the impact of the pandemic and especially the reduction in TBID revenue. White reported that the CVB team has done a great job reducing expenses and they are still working to do more. The majority of staff is furloughed – 250 weeks total, so far.

MONTHLY SUMMARY FINANCIAL REPORT & TREASURER'S REPORT – FEBRUARY 2020

The Monthly Summary Financial Report and Treasurer's Report for the month of February were distributed with the agenda and other board meeting materials. There was no further discussion on the financial reports.

CVB BOARD OF DIRECTORS UPDATE

UPDATES FROM THE CHAIR

Tom Tabler encouraged all to go online and donate to the Hospitality Workforce Relief Fund. The structure is to give \$200 per qualified family as short-term, emergency assistance. Tabler thanked Scott White and Supervisor Perez for facilitating the re-opening of golf courses. The JW Marriott golf course sold out three days in a row. Everyone wore face coverings. He also thanked Christoph Roshardt and Peggy Trott for chairing the local hotel recovery task force and reminded all that they are seeking your input on that effort.

UPDATES FROM THE CVB BOARD MEMBERS

Rolf Hoehn reported that the Indian Wells Tennis Garden is in a holding pattern to see how things evolve. He is looking forward to pickleball in the fall, and hopeful. The venue is creating guidelines for members and hoping to open May 1, 2020.

Aftab Dada reported that the Hilton Palm Springs is one of only a few hotels open in the city. They are providing accommodations for people working in the essential services. He obtained Paycheck Protection Program (PPP) funding and has 62 employees deep cleaning the property for the next two months.

Robert del Mas reported that the Empire Polo & Event Facility is holding its own. The most activity is to-go food being sold by the Tack Room Tavern and Polo Pizza Company. Empire is fortunate to secure PPP funding. They have only had to furlough two employees and there are no layoffs. The whole crew is working reduced hours. Optimistically, they are looking to October for the concerts: Coachella and Stagecoach.

Tom Tabler reported that the popularity of the golf course at the JW Marriott Desert Springs demonstrates the pent-up demand. He is excited to open, but safely, and is confident customers will comply. He believes the drive market will come back first for leisure and resorts and noted that our market will come back before other, more crowded options.

Scott White thanked Palm Springs Mayor Geoff Kors, JPA Chair Linda Evans, Assemblymember Eduardo Garcia and County Supervisor Manuel Perez for their leadership. The JPA has been inquiring at various banks and has learned that the JPA is not eligible for special COVID-19 funding. He is hopeful future funding legislation changes that. White also thanked the CVB team which is doing everything they can to tackle every obstacle. The CVB will get the results of the hotel survey out next week. The next board meeting in May will most likely be virtual again.

There were no additional questions or comments.

FUTURE MEETING DATE

Friday, May 15, 2020. Location: Virtual Meeting


ADJOURNMENT

The meeting was adjourned at 9:43 a.m.

Prepared by:


Revae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:


Robert Del Mas

Approval Date:

5/15/2020