

# JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

**Linda Evans, Chair**  
City of La Quinta

**Stan Henry, Vice Chair**  
City of Cathedral City

## Joint Meeting JPA Executive Committee & CVB Board of Directors April 27, 2018 MINUTES

**Scott Matas**  
City of Desert Hot Springs

**Richard Balocco**  
City of Indian Wells

**Elaine Holmes**  
City of Indio

**Jan Harnik**  
City of Palm Desert

**Geoff Kors**  
City of Palm Springs

**G. Dana Hobart**  
City of Rancho Mirage

**V. Manuel Perez**  
County of Riverside

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

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

**CVB Board of Directors Roll Call**

**Present at Meeting**

Tom Tabler, Chairman, J.W. Marriott Desert Springs Resort & Spa	X
Rolf Hoehn, Vice Chairman, Indian Wells Tennis Garden	X
Robert Del Mas, Secretary, Empire Polo Club	E
Aftab Dada, HIBC Treasurer, Hilton Palm Springs Resort	X
Bruce Abney, El Morocco Inn & Spa	E
Rick Axelrod, Coachella Valley Economic Partnership (CVEP)	X
Lorraine Becker, Cabot's Pueblo Museum	X
Sharon Brown-Welty, CSU San Bernardino Palm Desert Campus	X
Tony Bruggemans, Le Vallauris	E
Jamey Canfield, Palm Springs Convention Center	X
Gary Cardiff, Cardiff Limousine & Transportation	X
Jay Chesterton, Fantasy Springs Resort Casino	X
Stephen D'Agostino, Hyatt Regency Indian Wells	X
Tim Ellis, Palm Mountain Resort	X
Jerry Keller, Lulu California Bistro	X
Lance Levitt, Enterprise Rent-A-Car	X
Jay Mainthia, Indio Super 8 Motel	X
Michael McLean, McLean Company Rentals	X
Allen Monroe, The Living Desert	E
Lee Morcus, 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	E
Tom Scaramellino, Westin Mission Hills Golf Resort & Spa	
Bob Schneider, Desert Adventures Red Jeep Tours & Events	X
Barb Smith, Access Palm Springs	X
Kelly Steward, The Ritz-Carlton, Rancho Mirage	X
Kari Stout-Smith, Agua Caliente Casino Resort Spa • Spa Resort Casino	X
Doug Watson, Doubletree by Hilton	
Elie Zod, Renaissance Palm Springs	E

(X = present, E = excused)

**Staff/Attorney:**

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

**Guests:**

Peter Freymuth, PS Airport Commission  
 PJ Gagajena, City of Indio  
 Nikki Gomez, City of Indio

Brian LaBelle, Summerland Creative  
Paulina Larson, Palm Springs Life  
Bethany Maciel, City of Indio  
Robert Moon, City of Palm Springs  
Thomas Soule, City of Palm Desert

**Pledge of Allegiance**

Evans lead the Pledge of Allegiance.

**Confirmation of Agenda**

The agenda was accepted with no changes.

**Public Comment** – Bob Manning, President, Southwest Rail Passenger Association, reported on the 5<sup>th</sup> year of the California Passenger Rail Summit, which met April 19<sup>th</sup>. Leaders from public agencies, politicians and stakeholders for rail service attended. The event is growing every year. He complimented Vicki Higgins who moderated the panel this year and did a wonderful job. The President of Amtrak, Richard Anderson, was in attendance and complimented the event. Manning thanked Scott White for initiating the summit and for his support over the years.

**Presentation** - None.

**Approval of Minutes (all vote)**

The JPA-CVB Board of Directors Joint Meeting Minutes dated March 16, 2018 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated March 16, 2018, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting with these abstentions: Rolf Hoehn, Elaine Holmes, Geoff Kors, Yvonne Parks, Manuel Perez (Harnik/Henry).

**Consent Calendar (JPA Exec Committee Only Votes)**

1. Warrants and Demands Dated March 31, 2018
2. Resolution No. JPA 2018-002: Adopting the Amended and Restated Retiree Health Plan

Scott White summarized the Retiree Health Plan which was formalized with correct legal language. The benefits did not change. The Consent Calendar was approved unanimously based on the roll call taken at the beginning of the meeting (Perez/Henry).

**CVB Board of Directors Resolutions**

- Resolution No. BOD 2018-001 Opposing Measure C

Tom Tabler introduced Aftab Dada who provided the update on Measure C which will be on the June 5<sup>th</sup> ballot in Palm Springs. If Measure C passes, all short-term rentals of less than 28 days will be prohibited in Palm Springs. He noted there is an economic impact study which found that the city would lose \$9.6 million in tax revenue, although some of the loss would be replaced by longer term rentals and rentals where the owner is present. There is also a sales tax impact. Many groups oppose Measure C including PS Resorts, fire fighters, police officers, and each Palm Springs City Council Member. Dada requested the CVB Board endorse this resolution opposing Measure C. Lee Morcus noted that the study did not include the economic impact on retail, restaurants, attractions and jobs. The resolution was passed unanimously based on the roll call taken at the beginning of the meeting with one abstention (Morcus/Schneider). Greg Purdy abstained as the Palm Springs Aerial Tramway is a public agency.

- Resolution No. BOD 2018-002 Recommending Appointment of CVB Vice President of Finance and Administration as Treasurer of the CVB

White reported that this resolution is a formality required by other resolutions later on the agenda. The resolution was passed unanimously based on the roll call taken at the beginning of the meeting (Canfield/Hoehn).

### **JPA Executive Committee Items**

- Resolution No. JPA 2018-003 Appointing CVB Vice President of Finance and Administration as Treasurer for the CVB (JPA Vote)

Chair Evans summarized this resolution as a formality. The resolution passed unanimously based on the roll call taken at the beginning of the meeting (Kors/Balocco).

- Joint Resolution No. 2018-001 Adopting the Amended and Restated Investment Policy and Delegating the Investment Authority to the CVB Treasurer (all vote)

John Kirby reported that there were only minor changes to the Investment Policy, but legally the CVB must formally delegate the investment authority to the CVB Treasurer which had not been done before. The resolution passed unanimously based on the roll call taken at the beginning of the meeting (Harnik/Perez).

- 3-Minute updates from each JPA member on their city

**Ted Weill** reported on the new observatory in Rancho Mirage and noted that the initial stargazing event sold out in one hour. Section 31 has closed escrow which is the 680 acres between Bob Hope and Monterey. The master plan includes outdoor activities, hotels, and condominiums. He added that the ANA Inspiration golf tournament was a success, watched by 500 million households in 166 countries, which represents tremendous exposure for the city. The amphitheater also had a successful season with music and "Cinema Under the Stars" on Saturdays, which is open to the public and free of charge, wrapping up mid-May.

**Jan Harnik** reported that "Dive In Movies" is a new event at the Palm Desert Aquatic Center, the first Friday of May, June and July. The "First Weekend" series ends this coming weekend. Next Friday, Ambrosia will perform at the Civic Center Park, admission is free as a thank you to the community.

**Geoff Kors** reported that College of the Desert will open its Palm Springs campus with a hospitality school. He noted that he and Council Member Holstege are on the economic development subcommittee and they cited two issues: shortage of hospitality staff (the Certified Tourism Ambassador program is great) and retail establishments want to feel more included in the tourism promotion efforts.

**Elaine Holmes** reported that the inconvenience of delayed camping for weekend two of Coachella, due to wind, turned out to be a very collaborative effort between the campers (who stayed in large parking lots) and small businesses in Indio. The campers left the grounds clean. Stagecoach is in town with the largest crowd ever. The downtown mall has been purchased and will be redeveloped to be an asset to the city. Completion is a couple of years away.

**Supervisor Perez** previously asked for support of veterans on the legislation known as SB 1043. The county Veterans Services Office lost personnel and staff due to budget cuts in the past from \$11 million down to \$3 million. Riverside County is asking for \$7 million. He noted this should be a non-partisan issue and encouraged support of this legislation. He thanked the CVB for the recent

study on the Salton Sea and announced the annual air show at Jacqueline Cochran Regional Airport will be May 5 starting at 9am with free parking.

**Yvonne Parks** announced that the Best Western company will build a hotel at 8<sup>th</sup> and Palm in Desert Hot Springs. The marijuana cultivation business is thriving and people are impressed with the architecture of the industrial buildings.

**Richard Balocco** reported that The Sands Hotel in Indian Wells re-opened in March with 46 rooms, next to The Nest. Council approved the development project at Miles Avenue and Highway 111 to include a hotel, condos, and a high-tech putting facility with nighttime features. It will be opening about November 2018.

**Stan Henry** reported that Scott White presented the annual CVB update to the Cathedral City City Council on April 25<sup>th</sup>. He complimented the presentation and the work it represented. A developer will be breaking ground on an amphitheater in the city in June or July. He and others were in Sacramento and Assemblymember Eduardo Garcia had a bill to support the veterans' memorial in Cathedral City that passed unanimously. Staff is looking at proposals for a parcel adjacent to the casino location.

**Linda Evans** reported that next Saturday, May 5<sup>th</sup>, is Tacos and Tequila in Old Town La Quinta. May 25<sup>th</sup> is the dedication of Lake Cahuilla Regional Veteran's Park from 7-9pm with fireworks show. The SilverRock entrance retention basin will become a park area with an amphitheater, additional venue space, completed by 2020. She added that the City of La Quinta also helped with the Coachella Music and Arts Festival camping issue last weekend and all went smoothly.

#### **CVB Board of Directors Chairman's Report**

- Chairman's Update

Tabler noted that the Chairman's Committee will meet again in May and he will share a report at the June board meeting.

#### **CEO/President's Report**

- Board Report for April 2018

Scott White reported that the STR Report for March indicates that occupancy is up from 69.6 to 84.7 since 2010.

Convention Sales: Mark Crabb reported on Q1 production. The sales team has generated a 24% increase in YOY room night production. Crabb listed a number of large groups who are coming to the destination. He reported that he is going to Washington, DC, for the PCMA Education Foundation awards on May 2. The CVB sponsors the CalSAE annual meeting and the group will meet at the Omni Rancho Las Palmas Resort & Aps for their 2019 meeting. The CVB has a number of Partner opportunities coming up on May and June including sales missions to Toronto, Atlanta/Dallas, Western Canada, Sacramento, the Midwest and Washington DC.

Crabb added that the CVB will partner with the Meetings Database Institute to analyze our meetings database and indicate new, targeted opportunities, determine the most effective accounts to work on with the highest potential for conversion success, top feeder markets, downtimes in pace, etc. This will help the CVB sales team to be more effective.

Crabb also reported that the CVB will conduct an Image and Awareness Study with Destination Analysts to evaluate planners' perceptions about our area and what appeals to them. It will also help the CVB identify our strengths versus our competitors.

Certified Tourism Ambassador Program: Davis Meyer reported that the planning for the Oasis Awards event is underway. It will be held at the Renaissance Indian Wells and the CVB is still collecting nominations through May 1. She encouraged everyone to submit nominations. The Tourism Rally and press conference will be held on May 3<sup>rd</sup>. She encouraged all to bring their staff members on either a shuttle bus or the buses provided by the CVB. Linda Evans noted that the timing of the event does not interfere with the Southern California Association of Governments conference occurring on the same day.

Meyer reported that the facilitator for the Certified Tourism Ambassador (CTA) focus groups was impressed with the participation, especially from the CVB board members. The discussion was robust and will enhance the program. There will be a survey coming out next week to give the team a well-rounded idea of what the destination has to offer and what our needs are. The first test CTA classes will take place in August and the program will be refined based on the feedback. The full program will launch in October. White requested everyone to forward the survey to their staff members. There will be prizes awarded for completing the survey.

Travel Industry Sales: Gary Orfield reported that the Visit California China Mission was productive and reminded everyone that the CVB has an office in China. The group went to Beijing and Shanghai. Tourism to California from China is projected to continue to grow, an increase of 67% between 2016 and 2021. The Chinese tour operators all know Palm Springs, but they don't stay overnight as much as they could. They are very familiar with Desert Hills Premium Outlets and associate that location with Palm Springs. Airlines have increased service. Visit California has six offices in China. Orfield noted that politics and currency are not issues. However, the consulate is understaffed, so visas are processed slowly. Joyce Kiehl added that Visit California brought in Chinese journalists and they are also familiar with Palm Springs. They love to go shopping and take photos. She noted that the CVB launched its own channel on WeChat in China in January and the site is growing at 20-30% per month. Orfield noted that the CVB is creating itineraries beyond shopping and Chinese food.

Destination Development: Vicki Higgins reported that the CVB is the first domestic destination to join the Wellness Tourism Association. This means greater exposure of the destination to travel agents and media.

**Restaurant Week** - With respect to Restaurant Week (June 1-17), Higgins reported over 100 restaurants are participating and the advisory committee represents 8 of our 9 cities. Thirty people attended the bootcamp and the launch event will be held May 31<sup>st</sup> at Spa Resort Casino.

**Social Media** - Krystal Kusmieruk reported that the CVB's social media department has created one, consistent handle: @VisitGreaterPS. She also reported on Chill Challenge, a new YouTube influencer campaign featuring four vloggers with three challenges each that are integrated with the pillars outlined in the Destination Development Plan. A total of five videos will be created in May, released in June, to attract YouTube subscribers and views. Jeff Miraglia noted that Sparkloft and the CVB cooperated to create this unique miniseries with influencers.

Collaboration: Miraglia noted the high demand for a full-length version of the CVB's signature song, so one was created. The video of the song production was shown. The singer is Keeley Bumford.

**2018 Summer Chill Program** - Bob Thibault reported that the CVB will launch the summer campaign next week with 400,000 TV spots and he projects a total of 16 billion impressions. The CVB has 14 Partners which enhance the reach: JW Marriott Desert Springs Resort & Spa, Miramonte Resort & Spa, Palm Springs Bureau of Tourism, City of La Quinta, La Quinta Resort & Club, BMW Performance Driving School, Omni Rancho Las Palmas, El Paseo Shopping District, Riviera Palm Springs, Hyatt Regency Indian Wells Resort & Spa, Renaissance Indian Wells Resort & Spa, Westin Mission Hills Golf Resort & Spa, Greater Palm Springs Restaurant Week and Agua Caliente Casino Resort Spa.

The Brand team invited Brian LaBelle, owner of Summerland Creative, to share a little of his creative vision as he worked with the CVB on these videos. The new video spots were shown. Jamey Canfield complimented the quality of the productions.

- Monthly Summary Financial Report & Treasurer's Report

White reported that the CVB is pacing strongly and has a solid balance sheet and noted that John Kirby was available to answer any questions.

### **Industry Updates**

- Opportunity for CVB Board Members to Share Updates

**Rolf Hoehn** reported that the tennis tournament was very successful with 450,000 in attendance. The hotel occupancy numbers reflect this success. The Indian Wells Tennis Garden signed a 5-year agreement with the Pickleball Association to hold their national championship at IWTG for the duration of the contract. This year, the tournament will be Nov. 3-11. They expect over 2,500 to participate, plus their friends and relatives.

**Brad Poncher** reported that the occupancy at Homewood Suites La Quinta is up 10%, thanks to the activities at the Indian Wells Tennis Garden.

**Jerry Keller** noted that LULU and Acqua California Bistros are participating in Dining Out for Life where restaurants give a percentage of their proceeds to the Desert Aids Project. The City of Palm Springs was 3<sup>rd</sup> in the nation and LULU's contribution was the largest by a single restaurant in the country. It was a very successful event.

**Rick Axelrod** reported that CVEP elected officers and Jan Harnik is the new chair. They have a board retreat coming up and the annual Economic Summit will be held Nov. 8, 2018.

**Barb Smith** reported that this is the first year in a long time that the challenge of not having air service is not an issue, the hotel availability is. She thanked the CVB for increased air service. Access Palm Springs is seeing more sites for 2023. They are participating in the hospitality program fundraiser at CSU San Bernardino Palm Desert Campus on Feb. 16, 2019, with a Mardi Gras theme. At that event, they will launch the Patty Daily Caruso scholarship.

**Jamey Canfield** reported that the convention center had a record year in both events at the center and booking into the future. He complimented the partnerships with CVB and other businesses. He also noted that tourism is the Coachella Valley's #1 industry and the vacation rental issue is paramount to everyone including all businesses such as insurance companies, lawyers, etc.

**Kelly Steward** noted that the lift in ADR is good and the Ritz Carlton Rancho Mirage is ahead of pace for the summer. They have four influencers and bloggers in for the weekend. She complimented the CVB presentation today.

**Steve D'Agostino** reported that Hyatt Indian Wells is working on a strategy to book more groups.

**Tom Nolan** reported that the Palm Springs International Airport is doing well. The airlines respond to the increase demand brought about by all the activities in the destination.

**Greg Purdy** noted that the Palm Springs Aerial Tramway embraces the outdoor adventure pillar.

**Bob Schneider** reported that Desert Adventures Eco Tours and Events has a group of 450 people today, staying at LQ Resort.

**Tim Ellis** is pleased that Palm Mountain Resort has seen an increase in ADR.

**Lance Levitt** is impressed with all these partners in the room. Enterprise Car Rentals is doing well. He noted that Enterprise has a foundation and there might be some synergy with the tourism foundation.

**Jay Chesterton** (Fantasy Springs Casino) complimented the CVB on the Jet Blue article.

**Lorraine Becker** reported that Cabot's Pueblo Museum has an event on May 19.

**Kari Stout-Smith** (Agua Caliente Casino) shared that the tribe's groundbreaking for the new cultural center, museum and spa will take place Friday, May 11, at 9am. They expect construction to take two years. The tribe is also completing Environmental Impact Reports for other new projects.

**Sharon Brown-Welty** is excited about the Mardi Gras fundraiser that CSU San Bernardino Palm Desert Campus is planning for the new hospitality program. She thanked Kelley Steward for her participation on the search committee for the director position and thanked everyone who participated in meeting the candidates. She also announced that she is retiring June 30 and will continue working half-time as Dean Emeritus on a few projects. The university will conduct a national search for a new dean. A retired university president will serve as Interim Dean while they look for her replacement.

**Michael McLean** thanked the CVB board for formally opposing Measure C. Palm Springs is booming and hotels are busy and the vacation rental market is important. He announced that Splash House weekends will be June 8-10 and Aug 10-12 and will include the Renaissance Palm Springs, Riviera and Saguaro, with two evening events at the Palm Springs Air Museum.

**Lee Morcus** noted the change in the CVB organization over the last 10 years and thanked everyone for this success and emphasized the importance of continuing to nurture and grow the forward momentum.

**Future Meeting Date**

Friday, June 22, 2018, 8:00 a.m. in the CVB Boardroom


**Adjournment**

The meeting was adjourned at 9:27 a.m.

**Prepared by:**

  
Revae Reynolds  
Executive Administrative Assistant

**CVB Board of Directors Secretary:**

  
Robert Del Mas

**Approval Date:**

  
June 22, 2018