



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 Linda Evans, JPA Chair and Mayor of the City of La Quinta.

Roll Call

The roll call is recorded on the following page.

MAY 15, 2020

JOINT POWERS AUTHORITY

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

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

Regular Meeting
 Friday, May 15, 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 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

		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	X	1
	Ted Mertens, Council Member		
CITY OF INDIO	Elaine Holmes, Mayor Pro Tem		
	Waymond Fermon, Council Member	X	
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		1
	Steven Hernandez, Chief of Staff	X	
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 RentalsAllen Monroe
The Living DesertLee Morcus (Emeritus)
Kaiser Restaurant GroupThomas Nolan
Palm Springs International
AirportBrad Poncher
Homewood Suites by Hilton,
La QuintaGreg Purdy
Palm Springs Aerial TramwayChristoph Roshardt
Renaissance Indian WellsTom Scaramellino
Westin Mission Hills Golf Resort
& SpaBob Schneider
Big League DreamsBarb Smith
Access Palm SpringsKelly 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

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
 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
 Joyce Kiehl, Director of Communications
 Stefanie Kilcoyne, Director of Operations

Laura Hunt Little, Media Relations Manager
 Davis Meyer, Partnership Manager
 Cheryl Morris, Communications Coordinator
 Anne Marie Mourhess, Associate Director of Sales
 Joanne Ohanesian, Marketing Coordinator
 Gary Orfield, Director of Tourism Development
 Rob Osterberg, Director of Convention Sales
 Jill Philbrook, Director of Industry Relations
 Revae Reynolds, Executive Administrative Assistant
 Danae Sheehan, Assoc. Director of Destination Services
 Julie Sinclair, Director of Brand Communications
 Marissa Willman, Director of Digital Marketing

Colin Kirkpatrick, Deputy Legal Counsel

GUESTS

Joe Alegre, Hotel Paseo
 Brooke Beare, City of Indio
 Fred Bell, Nobell Energy Solutions
 David Feltman, Vacation Rentals Owners of Palm Springs
 Chris George, La Quinta Resort
 Marcie Graham, City of La Quinta
 Bruce Hoban, Vacation Rental Owners of Palm Springs
 Kelly McLean, McLean Company Rentals
 Carl Morgan, City of Indio
 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

The first speaker for Public Comments was Fred Bell, Vice Chairman of the Palm Springs Air Museum, Chief Operating Officer at Nobell Energy Solutions and a builder for 30 years. Mr. Bell noted that it is critical for all the cities and communities in the Coachella Valley to line up behind Riverside County's effort to achieve certification of the county according to the Governor's plan. This is the first step for our economy to move forward. Eighteen counties in California have been certified. One in three people in the Coachella Valley are unemployed. Even with PPP loans, getting the county certified is the lynchpin to moving everything forward. Not every city has to agree, but the certification is critical. The process is difficult, but we owe it to the unemployed to make every effort to get through this crisis. Leaders have the responsibility to show we are doing everything possible. He requested this agency and member cities to work with the county and not be publicly critical of the county. All communications must be helpful and cooperative.

The second speaker with Public Comments was Bruce Hoban, cofounder of Vacation Rentals of Palm Springs. Mr. Hoban is also on the Board of Palm Springs Resorts and on the Palm Springs Mayor's city task force. He was deeply concerned to see that any letter would be sent to the county or the state without all signatures from Coachella Valley stakeholders. Five city signatures out of nine indicates division in the valley. Our efforts will be more forceful if there is unity. We need to be unanimous.

PRESENTATION

Joe Wallace, Chief Executive Officer, Coachella Valley Economic Partnership

* COVID-19 Economic Impact Study

Joe Wallace reported that CVEP recently completed these two studies. The first one is from an occupational perspective, not a business industry perspective. So individual sectors, like hospitality, are not listed specifically. Taking December 2019 as the baseline month, employment loss projection for May is expected to be 53,793 jobs lost or furloughed. The projected unemployment rate for May 2020 is 33.2% - 35.7%. Wallace reported that our area has a large number of small entrepreneurs who are not included in this study. These 3 areas account for 63% of lost jobs: Sales, Food Prep and Serving, and Personal Care/Service. The highest paying jobs have the lowest job loss numbers. Delayed reopening will convert furloughs into additional job losses and will accelerate loss of brick and mortar businesses. The tax base goes down with the loss of each business.

The Governor's guidelines (one case per 10,000 people and no deaths in 14 days) are challenging. We have had two days with no deaths. We are nowhere near the governor's guidelines. However, our statistics are continually improving. We need amendments and variances from the Governor before we can reopen.

The hardest hit people are the low wage earners, professionals and managers employed by hospitality-related industries, and non-essential professionals like entrepreneurs, business owners and those performing elective surgeries/procedures. Professionals could be recruited by other states. It is doubtful we will have a vaccine in 6-12 months.

Next steps: 1. Reopen the economy as quickly as possible in a safe environment. 2. COVID-19 crisis is a case for improving bandwidth and 5G capability in the Coachella Valley. 3. Access to healthcare services and supplies is greater in a "university" town. This strengthens our case for an independent Cal State University campus in Palm Desert.

* Update on Palm Desert Campus

Wallace reported that it is difficult for the Coachella Valley to recruit good jobs without a full-scale university. Locations with limited access to higher education tend to have higher poverty rates, lower business attraction rates, difficulty securing bandwidth, exacerbated health challenges, and "brain drain." Most of the executives in this valley came from somewhere else. We do have a great case for CSU to locate an independent campus here and we have a great start. The Palm Desert Campus (PDC) has 1,600 students, the student body is 68% Latino/a, 170 acres are entitled and "shovel ready," we have approximately \$200 million in value-added by local investment, Palm Desert has the most need of the five candidate locations, the campus would serve a population of 600,834, and College of the Desert is poised to grow and supply qualified students. Although it is not assured that the CSU system will establish a 24th campus, it needs to be here if it is anywhere.

Wallace reported that compared to the other four candidate locations, we have zero four-year universities within a 60-mile radius. The others have 6 (Chula Vista), 7 (Stockton), 21 (San Mateo), and 24 (Concord).

The beneficial long-term impacts of a university include: higher skilled workforce, better resources for business owners, enhanced adjacent development (retail, residential, etc.), enhanced community pride, increased median earnings, more motivated K-12 students, and better health outcomes.

Wallace noted that following Y2K and 9/11, the Coachella Valley mobilized to diversify the economy, but did not sustain the effort. Following the real estate crisis in 2008-2010, again the effort was not sustained. The iHub was created at that time to address diversifying the economy. Wallace encouraged a better response following COVID-19.

Wallace invited questions. Lee Morcus agreed with the points and conclusions of the studies. Mayor Evans noted that CSU might not choose a new campus. Another approach is that we can provide the governor with a photo opportunity every six months as the campus is developed. Wallace noted that the project would require \$800M. Wallace wants the governor's endorsement.

Jan Harnik shared an update on Priority One CV. The City of Palm Desert created a 501(c)4 non-profit. Wallace and others are on the board. The City of Palm Desert has funded the group \$100,000. Priority One CV has hired a lobbying firm with ties to the Governor. Wallace noted that the State of California did a study regarding higher education. The conclusion of the study was that existing colleges have the buildings and teachers to meet current need, but what is lacking is access in some communities. Steve Hernandez, representing Riverside County, commented on the need. Demographics will help our case. We must address the regional diversification. He noted that the county wants to be supporting of the effort.

Linda Evans and Joe Wallace discussed whether CSUSB supports an independent Palm Desert campus. Wallace believes the Palm Desert Campus will continue to receive funding through the San Bernardino campus.

Jan Harnik noted that there is a political issue between Stockton and the Governor and suggested that maybe both locations can win. We are ready for photo opportunities. Stockton is not. We have the land and buildings. Stockton does not. She noted that maybe a two-city solution is the answer.

Evans thanked Wallace for his presentation.

APPROVAL OF MINUTES (All Vote)

The JPA-CVB Board of Directors Joint Meeting Minutes dated April 24, 2020 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated April 24, 2020, were approved without changes. Evans asked for those in favor, opposed and abstaining. There were no abstentions or opposed, so the vote was unanimous based on the roll call taken at the beginning of the meeting (Gardner / Harnik).

CONSENT CALENDAR (JPA Exec Committee Only Votes)

1. Warrants and Demands Dated April 30, 2020

Regarding the Consent Calendar, Evans asked for those in favor, opposed and abstaining. There were no abstentions or opposed, so the Consent Calendar was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Gardner / Kors).

JPA EXECUTIVE COMMITTEE ITEMS

UPDATES FROM THE JPA MEMBERS

Geoff Kors reported that the City of Palm Springs has a Reopening Task Force that has been meeting for the last several weeks. One of their priorities is making sure residents and visitors believe Palm Springs is a safe place to visit. He thanked the Palm Springs Chamber of Commerce and Aftab Dada for working on a project to facilitate the purchase of supplies such as hand sanitizer in bulk at a discount. One of their proposed requirements is that customers must wear a face covering when in a business. He reported he has had several meetings with Alcoholic Beverage Control, the California Restaurant Association, Assemblyman Chad Mayes and others, regarding plans to reopen. They have discussed potentially closing Palm Canyon to cars to make more outdoor space and using some city parking lots. The city is awaiting approval from the state to allow the liquor license to follow the food. They are working on benchmarks to get plans in place. They are also working to persuade federal leaders that tying city funding to full time population hurts tourist destinations like the Coachella Valley.

Gary Gardner reported that the City of Desert Hot Springs passed an ordinance requiring people to wear a face covering when shopping. Mayor Pro Tempore Robert Griffith, who works with Bruce Abney, is heading up a working group to develop procedures for lodging businesses to reopen. They are also working with the national association for hot springs on standards and procedures for spas. He reported that the city does not rely as heavily on TOT as some other Coachella Valley cities. He shared the good news that the Coachella Valley Mountain Conservancy and the Friends of the Desert Mountains started construction on the new Long Canyon Trail. They are continuing to work on agreements with other organizations involved in the project. It is expected that 13 miles of the trail will be open this fall.

Ernesto Gutierrez reported that the City of Cathedral City, like others, is reviewing its budget and making cuts where possible. There are some city projects that are moving forward. He appreciates the Coachella Valley stakeholders working together.

Waymond Fermon, City of Indio, thanked Joe Wallace for his presentation and requested a copy. He noted that the Coachella Valley depends on revenues from the Coachella Music and Arts Festival, Ironman, White Party and so many other events. It is important that we all work collaboratively to move our economy forward. Fermon commended the City of Palm Desert on the project to work with the Governor to create an independent branch of the California State University system here. He also noted that it is important for us to change the perception about our region and COVID-19 metrics. The media tend to report illnesses and deaths. We need to show the world what we are doing to make our area safe through sanitizing, providing PPE, etc. He noted that people need to coexist with the virus. That is how we reopen and we need to get the message out. We need to encourage businesses to let customers know what they are doing to keep them safe. Indio will allocate some of the CDBG (Community Development Block Grant) funds for this purpose. They are reviewing La Quinta's

program, considering providing funds to help city businesses. As of now, Indio has the most cases, but we need to control the message.

Jan Harnik reported that there is a lot of activity at the City of Palm Desert. She would like the county supervisors to know that the city supports their efforts. Business owners are afraid and frustrated and that translates into anger. She reported that the city has received letters describing how businesses are providing solutions and she sends these letters to the supervisors. She encouraged businesses to write a letter about what you are going to do to keep our community safe. The message should be "we are all in this together" and be solution-oriented. She reported that the City of Palm Desert had a meeting last night. The city adopted a policy very similar to that of La Quinta regarding face coverings, etc. She noted that each city has its own set of rules. She would like to remove the confusion and replace it with confidence. The city is working diligently to get businesses open and successful. We can create confidence by wearing a mask. We want people to feel comfortable coming back here. Also, on the agenda was a program called "Unite Palm Desert." She thanked Thomas Soule, Palm Desert's Tourism and Marketing Manager, for organizing. \$2 million has been set aside to help local businesses. The city donated \$10,000 to the food bank. The city also has money for rental assistance and they are further developing that plan. Yesterday, she was on a call with SCAG (Southern California Association of Governments) and Congressman Pete Aguilar. In the current assistance bill being debated in Washington, D.C., they are allocating funds for cities based on a per capita formula. The way it is now written, Palm Desert would receive just less than \$20 million. She noted it is imperative to create conformity throughout the valley to restore our visitors' confidence. She added that Priority One CV (regarding the CSU campus) is critical to our long-term success.

Charles Townsend, City of Rancho Mirage, noted that it was comforting to know that we are all in this together. The City of Rancho Mirage set aside \$400K for their restaurants and so far, 38 have taken advantage of the program. The city is also organizing food for seniors 65 and over. \$6000 has been spent on food for seniors. The city also supports the mask program. If we all have the same protocols for face coverings and distancing, that would be best. He reported that the city supported the letter to the Governor. Townsend also reported the council has rotated positions and Dana Hobart is now the Mayor.

Ty Peabody of the City of Indian Wells thanked the group of mayors who got together yesterday expressing concerns about businesses. They are working as a group to have the same procedures and requirements to get businesses open. Everyone agreed that we need to work together. This proposal needs to be finished over the coming week. We need to get the standards out to the retailers. The businesses facing bankruptcy are in a tough situation. We will lose half of our businesses if the Governor doesn't let us open soon. Peabody encouraged all to support the county supervisors because they are working on our behalf. Our hospitals are not overburdened by COVID-19. We need to get businesses open. The City of Indian Wells has a meeting on May 27th regarding the future of the Indian Wells Golf Resort. Serious cuts have been made and more are being considered. If they do not open in October, then it will be January.

Steve Hernandez from the County of Riverside concurred that the Coachella Valley must have a unified approach. We must speak with one voice. He noted that some of the politicizing is unfortunate. The county has taken the approach it has because of the financial fallout to cities, school districts and others across the board. Financial fallout has an effect on people's health as well. We need to work on the situation from parallel concerns: health and economy. The county is working with Dr. Kaiser and the Riverside County Department of Public Health and is ready to meet with the Governor as well as in partnership with other counties. We should be proud that we have done a great job when controlling hospital surge, prevalence of testing, and many other positive things. We are in strong position to advocate for a county variance. We are almost at 30 days for our doubling rate which is something to be proud of. Citizens are doing what they should. The county has instructed our emergency officers to start getting the FEMA reimbursement to the cities. He noted that the payments do not cover sales tax or TOT.

Members have mentioned the HERO program, working its way through the House of Representatives. If approved, it will then go to the Senate. If it remains relatively intact, it will provide significant dollars.

Hernandez reported that on Tuesday the county will have a proposal moving forward with respect to \$430 million from the CARES Act. One of the items being proposed is \$50 million for small businesses in the form of grants that do not need to be paid back. Let him know if you have input and they can incorporate your suggestions. Within that framework, there is also a program for housing in arrears. Some people will not be able to afford their mortgage payments after the 90-day moratorium. He is optimistic that we will all get through this if we work together.

UPDATES FROM THE CHAIR

Linda Evans reported that the City of La Quinta set aside \$1.5 million available to La Quinta businesses through a loan application process. The city has received 93 applications so far and 36 have been granted totaling \$330,000 as of last

Friday. The second round is underway. These are interest-free loans, with payments starting April 2021 for up to two years following. The city has installed banners along Highway 111 honoring high school seniors. Graduates are being recognized in The Gem magazine. Free banners are available for businesses to announce they are open. The city is involved in a number of community assistance programs including masks for grocery and drug stores, and collaborating with YMCA and the Office of Economic Development to provide a stipend for day care expenses for the children of essential workers. The city also contributed \$40,000 to FIND Food Bank. The city has also made a modification to its short-term vacation rental program changing the definition from a minimum of 60 days to 30 days or less. She reported that some constituents are not pleased with the change, as they are eager to begin leisure travel. With respect to the number of COVID-19 patients, she reported that currently there are 4 at JFK Memorial Hospital and 8 at Desert Regional Medical Center. The numbers are small. Eisenhower Medical Center has about 15-20. The number of ICU stays are very low as well. This demonstrates that our Coachella Valley is in pretty good shape with respect to health numbers.

Steve Hernandez asked how we can better inform stakeholders regarding the low number of hospitalizations. He noted that our three local hospitals are communicating and working together very well and that message needs to get out. Evans recommended that Supervisor Perez be informed. She noted that a dashboard of data from all 17 hospitals in the county would be helpful. Evans noted that the hospitals recently sent a letter to EMD (Emergency Medical Dispatch) describing their success and their opening plan. Hospitals are reporting every day and the numbers are going down. They will continue to work with the EMD team and share the information. They can help justify the reopening plan.

Waymond Fermon added that the work of all the health services is greatly appreciated and asked Evans to thank the health workers. He reported that his aunt had COVID-19 and is now recovering. He added that the fly-over was moving. Fermon also asked Steve Hernandez if the rental assistance in the CARES Act includes commercial properties. Hernandez responded that the legislators are looking at residential rent assistance. He added that the money for small businesses can be paid in arrears in the form of a grant from the county.

CEO/PRESIDENT'S REPORT

COVID-19 DISCUSSION / DESTINATION PLEDGE DISCUSSION

Scott White noted the Board and JPA members whose birthdays fall in May and June.

White reported that Tourism Economics completed an economic study that indicates the negative impact of COVID-19 in the Coachella Valley: \$3.466 billion in lost visitor direct spending, a decrease in local tax revenues of \$684 million and 24,480 lost jobs. The CVB will put this information in a press release to quantify the message.

White reported that the CVB is working on a pledge for all businesses in the Coachella Valley to sign that states they are dedicated to safe practices. The CVB will create a webpage to explain the pledge and also to provide an opportunity for businesses to sign on to the pledge. This is a commitment by everyone to send the message to visitors that our tourism industry is committed to high standards. White reported that the CVB will share the pledge with the local chambers so they can share with non-tourism businesses.

White reported that the CVB is participating in a number of task forces focused on recovery and re-opening: Coachella Valley Economic Recovery Task Force, Riverside County Task Force and the Palm Springs Business Transition & Re-Entry Task Force. These groups are sharing best practices and working to streamline information for business owners and the public.

The CVB created a Lodging Task Force to gather input to develop guidelines and recommendations for local hotels to operate in a safe manner, with a phased approach. The Co-Chairs of the task force are Christoph Roshardt (Renaissance Esmeralda in Indian Wells) and Peggy Trott (Kimpton Rowan Palm Springs). The guidelines will be shared with the cities, the county and state decision-makers early next week.

White reported that the Tourism Foundation delivered its first check to the local charity, Lift to Rise, benefiting hospitality workers. Among other donations, the fund received \$1,000 from the Desert Resorts Concierge Association and \$1,200 from a CVB employee, Laura Hunt Little, who sold homemade face masks to raise the money.

White reported that the CVB is developing creative, inspirational messaging to keep our destination top of mind, such as "Dream Forward. Sunshine ahead." Once tourism restarts, the CVB is positioned to get the message out. Another theme is "Dear Home..." as if breaking up from a relationship that needs to end.

White also shared the new destination video highlighting our song that premiered during National Travel & Tourism Week. It is a full-length music video. Four 30-second spots were also created and a 50-second spot. The various versions will be used for broadcast TV, social and digital media. It is available on iTunes. The CVB has received lots of good feedback and press coverage.

CVB BOARD OF DIRECTORS UPDATE

UPDATES FROM THE CHAIR

Tom Tabler reported that the JW Marriott Desert Springs is looking at opening July 1 or August 1. They are receiving requests from groups who want to arrive in August. White noted that the Governor's "stage 4" includes convention centers, but the CVB is working to distinguish group gatherings and get a variance for smaller groups in the convention center. Some other locations in the country have softer restrictions; we are at risk of losing business because we are more strict. Tabler reported that customer sentiment suggests that the drive market will come back sooner. He thanked the JPA for their work supporting the hospitality community and reminded all to donate to the relief fund and sign the Pledge.

UPDATES FROM THE CVB BOARD MEMBERS

Tom Scaramellino reported that the Westin Mission Hills Resort will open September 1, 2020. The owners are moving ahead with renovation plans including new pool decks, back yard space, and all public spaces.

Christoph Roshardt reported that the Renaissance Esmeralda Indian Wells plans to open July 1. The financial analysis in the meantime doesn't look good. Groups booked for January 2021 are talking about cancelling.

Celeste Brackley reported that the Ace Hotel & Swim Club hopes to open July 1. They are busy answering the phone because people are calling to see if they are open.

Brad Poncher said the Homewood Suites La Quinta is open for essential travelers. They are passing up reservations for leisure, so they have about 40 rooms per night occupied. They are monitoring Expedia reservations. He reported that employees are struggling to enforce guests to wear masks.

Dermot Connolly said that the La Quinta Resort & Club has not set an opening date. They are monitoring demand. Because the airlines are affected, the number of potential guests is impacted. He expects a slow recovery, maybe resuming by August or September. With respect to groups, they are looking at 2021.

Rolf Hoehn reported that the 1,500 rental cars that were stored on the Indian Wells Tennis Garden property are slowly beginning to leave. They have been dealing with the rumors about the US Open. He reported that the Tennis Garden has not been negotiating for that tournament. It is unlikely it will happen because there is just too much to resolve including TV contracts, travel restrictions, etc. They will make a decision mid-July about when to open, but he expects sometime in November.

Robert Del Mas said there was little to report from the Empire Polo Club & Event Facility since the last meeting. They continue to offer food-to-go from two restaurants. Active plans are under way to reopen, planning for an outdoor patio, misting system, table placement, etc. The Coachella Music and Arts Festival and Stagecoach concerts are still planned for October and he remains hopeful they will go forward. The Club is finding it difficult to operate off reserves; two specialized employees were furloughed, most working reduced hours, no one else laid off. They are keeping busy even without being open. Del Mas thanked everyone for their support and wished all well.

Aftab Dada reported that the Hilton Palm Springs never closed. They had 16% occupancy in April and May was in the single digits with essential guests. The Hilton received a PPP loan and 23 rooms were occupied with 70 employees working on preparations to re-open, sanitizing, etc. He hopes to open to leisure in another month, otherwise, there will be another round of employee furloughs.

Christoph Roshardt, of the Renaissance Esmeralda Indian Wells, reported that the Hotel Reopening Task Force is doing great work, helping to unite the local industry and get some employees back working.

Tim Ellis of TravelHost Magazine reported that he has seen on social media that some residents are commenting that it is nice not to have tourists. Clearly, some people have not heard the message that tourism fuels our economy.

Mike McLean, McLean Company Rentals, reported that the vacation rentals are still closed and he has no indication when they can accept reservations. He noted that it is confusing for each city to have different criteria for health and safety measures, especially if a person has a business in more than one city. The Coachella Valley needs a uniform way to reintroduce leisure travel.

Tom Nolan noted that the airlines at the Palm Springs International Airport are struggling. One positive note is that the ticket area and baggage system are being overhauled. This is a \$35 million project. He invited all to come see the progress. He had been apprehensive about the project during a normal full season. Nolan is confident that due to the demographics of our passengers whose annual income averages \$150,000/year, the airlines will respond and add the appropriate capacity. The airport is financially solid for year or year and a half.

White noted that the CVB has kept Ailevon Pacific as an air service consultant working on our behalf. Also, the CVB is creating a document to send to Riverside County to ask for CARES Act funding which would include money for air service development and guaranteed revenue agreements.

Lee Morcus reported that he was encouraged by the tone and collaborative nature of all efforts. He would appreciate an update on the joint effort with the three counties: San Bernardino, Riverside and Orange County. No one can sustain an economic model that suggests operating at 50%. We have to get open 100% safely. On the other hand, the health impacts of not being able to feed one's family cannot be dismissed. Morcus is concerned about permanent loss of businesses. He believes full recovery will take three years. The sooner we are open, the sooner we recover.

Scott White added that it was a surprise to learn that Arizona is reopening, spas, gyms, pools, etc. Visit California is discussing how much business we will lose if our guests go to Arizona. Some people are willing and some are cautious. We should keep an eye on the number of COVID-19 cases in Arizona and see if they begin to rise.

White noted that the San Francisco airport reported an increase in passengers from 2,000 to 3,000 per day. The load factor was up 10% this week, including a solid flight from S. Korea. He is hopeful the lodging task force's petition to the county will allow a phased approach to reopening.

Linda Evans will get the data to Greg Rodriguez to send out a dashboard about hospitalizations in the Coachella Valley. White asked how often it would be updated. They will try for twice a week.

White added that many CVB staff are furloughed and participating on this call. He thanked all for transitioning into a strong advocacy role. The CVB will get the Pledge out next week. White noted that the Riverside County Task Force, including Joe Wallace, Tom Kirk, Josh Bonner and others, is focused on restoring our economy over the next 18-24 months. Steve Hernandez noted that the county has money for businesses that are not receiving federal money.

FUTURE MEETING DATE

Friday, June 26, 2020. Location: Virtual Meeting

ADJOURNMENT

The meeting was adjourned at 10:25 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:

