



## **JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES**

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### Call to Order

The meeting was called to order at 8:35 a.m. by Geoff Kors, JPA Chair and Council Member, City of Palm Springs, at the Renaissance Esmeralda Resort in Indian Wells, CA.

### Roll Call

The roll call is recorded on the following page.

**MAY 21, 2021**

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JOINT POWERS AUTHORITY

Location: Renaissance Esmeralda Indian Wells  
 44-400 Indian Wells Lane  
 Indian Wells, CA 92210  
 Regular Meeting  
 Friday, May 21, 2021, 8:30am – 10:00am

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

Ernesto Gutierrez  
 City of Cathedral City

Greg Sanders  
 City of Indian Wells

Waymond Fermon  
 City of Indio

Linda Evans  
 City of La Quinta

Jan Harnik  
 City of Palm Desert

Charles Townsend  
 City of Rancho Mirage

V. Manuel Perez  
 County of Riverside

		PRESENT	NOT/YTD
	Geoff Kors, Council Member, <b>Chair</b>	X	
CITY OF PALM SPRINGS	Christy Holstege, Mayor		
	Gary Gardner, Coun. Mbr, <b>Vice Chair</b>	X	
CITY OF DESERT HOT SPRINGS	Roger Nunez, Council Member		
	Ernesto Gutierrez, Mayor Pro Tem	X	
CITY OF CATHEDRAL CITY	Mark Carnevale, Council Member		
	Greg Sanders, Council Member	X	
CITY OF INDIAN WELLS	Dana Reed, Mayor Pro Tem		
	Waymond Fermon, Mayor Pro Tem	X	
CITY OF INDIO	Elaine Holmes, Mayor		
	Linda Evans, Mayor	X	
CITY OF LA QUINTA	Robert Radi, Council Member		
	Jan Harnik, Mayor Pro Tem	X	
CITY OF PALM DESERT	Gina Nestande, Council Member		
	Charles Townsend, Mayor Pro Tem		1
CITY OF RANCHO MIRAGE	Iris Smotrich, Council Member		
	V. Manuel Perez, Supervisor, 4th District	X (phone)	
COUNTY OF RIVERSIDE	Steven Hernandez, Chief of Staff		

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  
 Retired Hospitality Executive

Kate Anderson  
 Agua Caliente Band of  
 Cahuilla Indians

Rick Axelrod, M.D.  
 Coachella Valley Economic  
 Partnership

Lorraine Becker  
 Cabot's Pueblo Museum

Celeste Brackley  
 Ace Hotel & Swim Club

Tony Bruggemans  
 Le Vallauris

Gary Cardiff  
 Cardiff Limousine &  
 Transportation

Jay Chesterfon  
 Fantasy Springs Resort Casino

Dermot Connolly  
 La Quinta Resort & Club and  
 PGA West

Tim Ellis  
 Ellis Hospitality Services

Rob Hampton  
 Palm Springs Convention  
 Center

Todd Hooks  
 Agua Caliente Band of  
 Cahuilla Indians

Jerry Keller  
 Lulu California Bistro

CVB BOARD OF DIRECTORS ROLL CALL	PRESENT	EXCUSED
Tom Tabler, <b>Chair</b> - J.W. Marriott Desert Springs Resort & Spa	X	
Rolf Hoehn, <b>Vice Chair</b> - Indian Wells Tennis Garden	X	
Robert Del Mas, <b>Secretary</b> - Empire Polo Club & Events	X	
Aftab Dada, <b>Treasurer</b> - Hilton Palm Springs Resort	X	

CVB Board of Directors  
(continued)

Jay Mainthia  
Indio Super 8 and Suites

Michael McLean  
McLean Company Rentals

Allen Monroe  
The Living Desert

Lee Morcus (Emeritus)  
Kaiser Restaurant Group

Brad Poncher  
Homewood Suites by Hilton,  
La Quinta

Greg Purdy  
Palm Springs Aerial Tramway

Christoph Roshardt  
Renaissance Esmeralda Indian  
Wells

Tom Scaramellino  
Westin Mission Hills Golf Resort  
& Spa

Bob Schneider  
Palm Springs Power Baseball

Barb Smith  
Eventis Destination Services

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, Retired Hospitality Executive

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Kate Anderson, Agua Caliente Band of Cahuilla Indians

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Rick Axelrod, Coachella Valley Economic Partnership

E

Lorraine Becker, Cabot's Pueblo Museum

E

Celeste Brackley, ACE Hotel & Swim Club

X

Tony Bruggemans, Le Vallauris

E

Gary Cardiff, Cardiff Limousine & Transportation

X

Jay Chesterton, Fantasy Springs Resort Casino

X

Dermot Connolly, La Quinta Resort & Club

X

Tim Ellis, Ellis Hospitality Services

X

Rob Hampton, Palm Springs Convention Center

X

Todd Hooks, Agua Caliente Band of Cahuilla Indians

X

Jerry Keller, Lulu and Acqua California Bistros

X

Jay Mainthia, Indio Super 8 Motel

X

Michael McLean, McLean Company Rentals

E

Allen Monroe, The Living Desert

X

Lee Morcus (Emeritus), Kaiser Restaurant Group

X

Brad Poncher, Homewood Suites by Hilton, La Quinta

X

Greg Purdy, Palm Springs Aerial Tramway

X

Christoph Roshardt, Renaissance Esmeralda Indian Wells

X

Tom Scaramellino, Westin Mission Hills Golf Resort & Spa

E

Bob Schneider, Palm Springs Power Baseball

X

Barb Smith, Eventis Destination Services

X(phone)

Kelly Steward, The Ritz-Carlton, Rancho Mirage

X

Joe Tormey, CSU San Bernardino Palm Desert Campus

X

Peggy Trott, Kimpton Rowan Palm Springs

X

Doug Watson, College of the Desert

X

Elie Zod, Retired Hospitality Executive

X



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## STAFF/ATTORNEY

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Scott White, President and CEO  
Bill Judson, Vice President Finance and Administration  
Jeff Miraglia, Chief Brand Officer  
Colleen Pace, Chief Marketing Officer  
Andy Cloutier, Director of Human Resources

Stefanie Kilcoyne, Director of Operations  
Davis Meyer, Partnership Manager  
Gary Orfield, Director of Tourism Development  
Reva Reynolds, Executive Administrative Assistant  
Julie Sinclair, Director of Brand Communications

Lena D. Wade, Legal Counsel

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## GUESTS

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Brooke Beare, City of Indio  
Katie Brown, PGA West  
Peter Freymuth, Palm Springs Airport Commission  
Stone James, City of Cathedral City  
Dennis Woods, City of Palm Springs

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## PLEDGE OF ALLEGIANCE

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Chair Kors led the Pledge of Allegiance.

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## CONFIRMATION OF AGENDA

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Chair Kors asked whether there were any changes to the agenda. Hearing none, the agenda was confirmed as presented.

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## PUBLIC COMMENT

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This Public Comment period is for items that appear within the Consent Calendar or matters that are not listed on the Agenda.

Chair Kors called for public comments. There were none.

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## PRESENTATIONS

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### **Mike McGuire, California State Senator, RE: SB 555: Local Agencies and TOT/Short-Term Facilitator/Collection**

Senator Mike McGuire summarized the intent of his bill, SB 555. Cities and counties levy a bed tax on hotel stays, but few have agreements with the short-term rental companies. SB 555 provides an option for cities to delegate the collection authority to the California Department of Tax and Fee Administration (CDTFA) which would facilitate the collection and return the funds to the city. Senator McGuire also introduced SB 285, the California Tourism Recovery Act, which would require the California Travel and Tourism Commission to implement a program aimed at reversing the impact of the COVID-19 pandemic on the California travel and tourism industry.

Q&A: White asked whether SB 555 would allow our Tourism Business Improvement District (TBID) assessment to be included. McGuire is interested in talking more about crafting language to make this possible. Kors asked whether the state might want to keep the collections at some point in the future. McGuire responded that he came from local government and knows that bed tax is important and sometimes outpaces sales tax revenue for a city. He noted there is a clause in the bill that cities can opt out with a 30-day notice.

White thanked Senator McGuire for addressing the group this morning.

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## Erin Francis-Cummings, President & CEO, Destination Analysts, RE: Greater Palm Springs Sentiment Report and Uber Media Dashboards

Francis-Cummings summarized the findings of the survey her company completed regarding adult travelers in eight key markets. A total of 2,400 people were surveyed, 300 in each of the eight markets. The objective was to identify those with the greatest potential to be converted to a (Greater Palm Springs) visitor the soonest and to understand their emotional attachments. She noted that many of the New Yorkers have never been to Greater Palm Springs, but still feel an awareness and familiarity, probably due to the CVB's marketing efforts. Very few people rate the area as unappealing. She summarized her slides. Of note, the question rating our destination's attributes and the importance of these attributes to the respondents' destination selection are notably parallel. Deterrents to visiting include competition for attention from other destinations and respondents don't know enough about GPS yet. This data shows that San Diego is our strongest competitor. Interesting that the timing of travelers' next trip here would include the summer months. Roughly half said they would be traveling with someone under 17 years of age. Data includes preferred lodging, daily spend, length of trip, etc.

Tips on how to market to these respondents include using multiple channels and enticing videos.

Francis-Cummings described briefly the geolocation data analysis of GPS visitors that her company is also working on. She will have more conclusions to share at a later date, but the level of detail will be helpful.

Q&A: Harnik noted the respondents that were not excited to visit and asked what the explanation might be. Francis-Cummings offered to look more closely at the data, but supposed it had to do with competition from other destinations and not knowing enough about GPS. Connolly asked why those eight comparison cities were chosen. White responded that most of the cities were chosen based on the CVB's current marketing. White thanked Francis-Cummings for sharing these results and looks forward to the Uber data dashboards.

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## CVB BOARD OF DIRECTORS (CVB Board of Directors Only Vote)

Tom Tabler thanked Christoph Roshardt and the Renaissance team for hosting the meeting today and for all those who attended the Tourism Foundation fund-raising golf tournament yesterday.

He noted that the Chairman's Committee met a few weeks ago to review the Bylaws and the 2021-2022 proposed budget.

### RESOLUTION NO. BOD 2021-001: UPDATED BOARD OF DIRECTORS BYLAWS

Tabler invited Legal Counsel, Lena Wade, to summarize the proposed changes to the CVB Board of Directors bylaws. Wade noted the changes primarily addressed the recent inclusion of vacation rentals in the TBID and increasing the board membership by four positions, to accommodate greater presentation from the vacation rental industry.

Tabler asked for a motion to approve the Resolution regarding the updated bylaws. Dada made the motion, seconded by Hoehn. There was no additional discussion. The Resolution was approved according to the following roll call vote:

**Aye:** Tabler, Hoehn, Del Mas, Dada, Brackley, Cardiff, Chesterton, Connolly, Ellis, Hampton, Hooks, Keller, Mainthia, Monroe, Poncher, Purdy, Roshardt, Schneider, Smith, Steward, Tormey, Trott, Watson, Zod.

**Nay:** 0

**Absent:** Abney, Axelrod, Becker, Bruggemans, McLean, Morcus, Scaramellino.

**Abstain:** 0

### PROPOSED 2021-2022 BUDGET

Aftab Dada summarized the meeting of the Chairman's Committee which reviewed this proposed budget. White explained that this budget includes \$1.2 million in projected vacation rental revenue due to the new 1% vacation rental TBID which starts July 2021. The rest of the budget is very close to pre-COVID numbers.

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Tabler asked for a motion to approve the proposed budget. Hoehn made the motion, seconded by Watson. There was no additional discussion. The budget was approved according to the following roll call vote:

**Aye:** Tabler, Hoehn, Del Mas, Dada, Brackley, Cardiff, Chesterton, Connolly, Ellis, Hampton, Hooks, Keller, Mainthia, Monroe, Poncher, Purdy, Roshardt, Schneider, Smith, Steward, Tormey, Trott, Watson, Zod.

**Nay:** 0

**Absent:** Abney, Axelrod, Becker, Bruggemans, McLean, Morcus, Scaramellino.

**Abstain:** 0

#### APPROVAL OF THE MINUTES (JPA and CVB Board Vote)

##### JPA-CVB BOARD OF DIRECTORS JOINT MEETING MINUTES DATED MARCH 26, 2021 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated March 26, 2021, were presented for approval. Chair Kors asked for a motion to approve. Evans made a motion to approve the minutes and Harnik seconded. There was no additional discussion. The minutes were approved according to the following roll call vote:

**Aye:** Evans, Fermon, Gardner, Gutierrez, Harnik, Kors, Perez, Sanders, Brackley, Cardiff, Chesterton, Connolly, Dada, Del Mas, Ellis, Hampton, Hoehn, Hooks, Keller, Mainthia, Monroe, Poncher, Purdy, Roshardt, Schneider, Smith, Steward, Tormey, Trott, Watson, Zod.

**Nay:** 0

**Absent:** Abney, Axelrod, Becker, Bruggemans, McLean, Morcus, Scaramellino, Tabler, Rancho Mirage.

**Abstain:** 0

#### CONSENT CALENDAR (JPA Executive Committee Only Votes)

##### WARRANTS AND DEMANDS DATED MARCH 2021 AND APRIL 2021 (JPA only votes)

Chair Kors asked for a motion to approve the Consent Calendar. Gardner moved to approve and Evans seconded. There was no further discussion. The Consent Calendar was approved according to the following roll call vote:

**Aye:** Chair Kors, Vice Chair Gardner, Evans, Fermon, Gutierrez, Harnik, Perez, Sanders.

**Nay:** 0

**Absent:** Rancho Mirage

**Abstain:** 0

#### JPA EXECUTIVE COMMITTEE ITEMS (JPA Executive Committee Only Votes)

##### RESOLUTION NO. JPA 2021-003: UPDATED JPA BYLAWS

Chair Kors noted that the changes to the bylaws were necessary to reference the new 1% TBID for vacation rentals.

Kors asked for a motion to approve the Resolution regarding the updated bylaws. Harnik made the motion, seconded by Gardner. There was no further discussion and the Resolution was approved according to the following roll call vote:

**Aye:** Chair Kors, Vice Chair Gardner, Evans, Fermon, Gutierrez, Harnik, Perez, Sanders.  
**Nay:** 0  
**Absent:** Rancho Mirage  
**Abstain:** 0

## PROPOSED 2021-2022 BUDGET

Evans noted that the proposed budget numbers are not much different from 2019, indicating a strong recovery. White acknowledged the extensive work of Bill Judson and his team during the budget development process. Kors asked for a motion to approve the 2021-2022 budget. Evans made the motion, seconded by Holmes. There was no additional discussion. The budget was approved according to the following roll call vote:

**Aye:** Chair Kors, Vice Chair Gardner, Evans, Fermon, Gutierrez, Harnik, Perez, Sanders.  
**Nay:** 0  
**Absent:** Rancho Mirage  
**Abstain:** 0

## CEO/PRESIDENT'S REPORT

### CVB UPDATE

#### Tourism Foundation

White reported there was good turnout for the Tourism Foundation golf event yesterday and thanked the JW Marriott Desert Springs for their in-kind contributions. There were 112 players, over \$30,000 was raised. This will become an annual event.

#### 2020 Economic Impact Study

The CVB typically completes an economic impact study every other year, but made an exception for 2020 to quantify the impact of the pandemic. Compared to 2019, economic impact was down 52%, jobs were down 38%, the number of visitors was down 39%, day visitors were down 35%, and overnight visitors were down 44%.

#### Economic Impact of the Coachella Valley Arena

White reported that the proposed Coachella Valley Arena project will be reviewed by the County Board of Supervisors this coming Tuesday. If it is approved, it will bring an estimated 159 events per year, 1,572 new jobs, \$42 million additional income to local workers, \$11 million in state and local taxes and have an economic impact of \$141 million.

#### Summer Air Service

This coming summer, the destination will see a record number of seats in the market (2,611) as compared to 1,586 which was the previous record set in 2019. White and Orfield will meet with Southwest and American Airlines in Dallas in June.

#### Summer Chill 2021

Pace reported that the CVB's summer campaign includes a variety of platforms: Adara, Nativo, Pandora, Spa Finder, and more. The campaign is "Check in. Chill out." New videos capture the "chillosophy" theme. The CVB expects 1 billion impressions over the summer.

#### Desert Hills Outlets

The Desert Hills Outlets is a new media partner. The demographics of its patrons have shifted; many are drive-market customers.

#### Summer Co-op Partners

There are seven Partners in the summer co-op. Three new TV spots were shown: Renaissance Esmeralda Resort & Spa, The Westin Mission Hills Golf Resort & Spa, and Hyatt Regency Indian Wells Resort & Spa. The CVB also created three "brand" spots for different destinations.



### Summer Restaurant Pass – Bandwango

The CVB created this restaurant campaign to run June through August. People can use offers, check-in, and win prizes. Restaurants can upload their offers. There are various marketing outlets being used to promote the program.

### **Convention Sales**

#### Virtual FAM, May 11-13

Pace reported that the CVB hosted a virtual FAM last week with 75 clients over three days, involving nine Partners. Participants represented a variety of locations and provided very favorable feedback.

#### Convention Sales Campaign

The CVB had a soft launch of the sales campaign in April. The theme is "Meetings Mean More": More nonstop flights to Greater Palm Springs, More inspiration with unlimited outdoor space, etc. Platforms include Cvent, ASAE, CalSAE, ConferenceDirect, SmartMeetings, and more.

#### Bookings and Leads

The CVB is showing strong numbers for 2021 and especially 2022. Lead volume growth is 86% of 2019 levels. Pace summarized the breakdown by segment: 51% corporate, 30% association, 18% SMERF, and 1% government. Tentative room nights are also tracking strong for 2022.

### **Board Acknowledgements**

White noted the board members with birthdays in May. Tabler noted two retirements beginning with Christoph Roshardt. Hoehn reported that he knows Roshardt is a fan of Roger Federer, so Hoehn has a tennis ball for him signed by the tennis star. Roshardt thanked everyone for their hard work and support of tourism in the destination. Tabler also acknowledged the retirement of Brad Poncher and noted his many contributions to hospitality in the desert and this board of directors. Poncher reported that he is not planning to leave the valley and will do some consulting.

Tabler also acknowledged Linda Evans' many years of leadership on the JPA Executive Committee and thanked her for her assistance and everything she does for tourism. Evans said she was originally assigned by her city council to be the representative on the JPA Executive Committee and she is grateful because she has learned so much. White noted that Evans has been a mentor for him and a leader in the community. A gift from the CVB will be delivered to City Hall. Kors noted that Evans' enthusiasm is an asset to every organization with which she is involved.

## JPA EXECUTIVE COMMITTEE and CVB BOARD OF DIRECTORS UPDATES

### **ROUNDTABLE UPDATES**

**Rob Hampton** – Palm Springs Convention Center. Hampton thanked Pace for the virtual FAM, including the trade show component. The Convention Center received two solid leads from the event.

**Ernesto Gutierrez** – City of Cathedral City. The new Agua Caliente Casino is open and doing well. An additional 13.5 acres south of the casino will be breaking ground soon with a new development. The amphitheater was used last evening for the first time and the City plans many more events for this space in the future. City Council recently approved three events: Balloon Festival, Taste of Jalisco and LGBTQ Days. Building in the City is booming. Developments include 60 units of low income, veteran housing, another 50 units and a College of the Desert facility.

**Jan Harnik** – City of Palm Desert. Harnik reported that she is working with CVAG and others on enhanced broad band service, focusing on underserved communities. The San Pablo project just received an award from the Southern California Association of Governments for sustainability. The Unite Palm Desert program serviced businesses and community members with millions of dollars, focused on construction projects.

**Greg Sanders** – City of Indian Wells. Sanders reported that he is pleased the tennis tournament is going to take place this fall. It will be beneficial for the valley.

**Linda Evans** – City of La Quinta. Evans reported that work continues to resolve obstacles with the Pendry and Montage projects. The City passed an ordinance to put a hold on any new short-term vacation rentals; they will retain the existing



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rentals and allow renewal of those. The City is working hard to strike a balance between those who support and those who oppose vacation rentals in residential areas.

**Waymond Fermon** – City of Indio. Fermon reported that the City of Indio has a new city manager, Bryan Montgomery, who has some innovative ideas and has attended his first council meeting. The downtown area has momentum that started with the Food Park, which is expanding its hours of operation. The City is looking forward to the expansion of College of the Desert downtown which will open in the Spring of 2023. The Tamale Festival will return this year, Dec. 4 and 5. More developments include a brewery and tap room, coffee and pastry shops, as well. The City is collaborating with Goldenvoice regarding the music festivals set for next Spring.

**Aftab Dada** – Hilton Palm Springs. Dada reported that passenger traffic for Palm Springs International Airport was way up for April over last year. May is tracking at 88% of pre-COVID numbers.

**Gary Gardner** – City of Desert Hot Springs. Gardner reported that the City had a closing party for Desert X last week. Data indicates over 500,000 total site visits during the art event. The City is looking forward to welcoming Desert X back again in two years. Boutique spas are enjoying good bookings and many of them have been sold out on the weekends. The Planning Commission recently approved a new high-end RV resort near Two Bunch Palms. Hiking trail development continues with a potentially new trail in the hills directly above DHS. Gardner thanked the CVB and others working on the hiking map. Gardner suggested training sessions or FAMs for hotel concierge workers and visitor center staff so they are prepared when visitors ask about hiking opportunities. Gardner reported on the media coverage of canna-tourism initiatives on NPR and NBC. More coverage of the new spas and the Long Canyon Trail, which was featured in Outdoor Magazine. Finally, Desert Hot Springs is proud to host an Independence Day celebration this year on Friday July 2nd at Mission Springs Park. There will be food trucks, too, and all are invited.

**Rolf Hoehn** – Indian Wells Tennis Garden (IWTG). Hoehn reported that the tennis tournament is confirmed for October with specific dates to be announced soon. Hoehn announced that the World Team Tennis championship will be held at IWTG Nov. 13-29, 2021 in Stadium 2. The pickleball tournament moved to December 6-14, 2021. They are expecting 2,500-3,000 players. Also, a portion of the Ironman event will take place at IWTG December 5, 2021.

**Geoff Kors** – City of Palm Springs. Kors reported that Senate Bill 314 (regarding alcoholic beverages in licensed areas) emerged from the Appropriations Committee last evening and is headed to the Governor's desk in August. The City is moving through its budget process. Short-term vacation rentals had the biggest growth last year and provided \$13 million to the City. Village Fest resumes July 1. The Police Chief announced his retirement; he is leaving in three months. Kors requested a Resolution supporting Senate Bill 555 to be voted on at the next JPA Executive Committee meeting.

**Robert Del Mas** – Empire Polo Club & Event Facility. Del Mas reported that some events have resumed at the facility including a weekend art show that drew 5,000 people both days. There have been a variety of events booking the space and wedding interest remains very strong. The Tack Room Tavern remains busy.

**G. Manuel Perez** – Riverside County. Perez thanked the CVB for its role in support the CV Arena project. He also thanked Mayor Pro Tem Harnik and Mayor Kelley of Palm Desert for their leadership. The Arena will come before the Board of Supervisors this coming Tuesday for approval. Perez appreciates hearing about short-term rentals as this is also a topic of discussion at the County. He is forming an ad hoc committee to address STVR to create a strategy that makes sense for all. The existing County Ordinance 927 addresses short-term rentals.

**Greg Purdy** – Palm Springs Aerial Tramway. Purdy reported that the Tram is open, but visitors are experiencing long waiting times for Uber and cab rides.

**Jerry Keller** – Lulu and Acqua California Bistros. Keller reported that Palm Springs is busy at all times of the day. The information in the consumer sentiment study shared today is very useful.

**Allen Monroe** – The Living Desert. Monroe announced the expected arrival of two rhinos in November. The new exhibit was developed during the pandemic.

**Dermot Connolly** – La Quinta Resort & Spa. Connolly reported stronger business recently. He has also noticed the Uber/taxi problem. In real estate, business is booming and listings are low because homes listed are selling quickly.

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**Tom Tabler** – JW Marriott Desert Springs Resort & Spa. Tabler thanked the CVB and the Board for their efforts to support tourism. He noted that his resort is having trouble with sufficient staffing and wondered if there was a way to incentivize people to get back to work.

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**FUTURE MEETING DATE**

Friday, June 25, 2021. Location: Ritz-Carlton Rancho Mirage.

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**ADJOURNMENT**

The meeting was adjourned at 10:24 a.m.

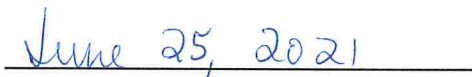
**Prepared by:**

  
Revae Reynolds  
Executive Administrative Assistant

**CVB Board of Directors Secretary:**

  
Robert Del Mas

**Approval Date:**

  
June 25, 2021