



JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

Call to Order

The meeting was called to order at 8:32 a.m. by Geoff Kors, JPA Chair and Council Member, City of Palm Springs, at the Ritz-Carlton Rancho Mirage in Rancho Mirage, CA.

Roll Call

The roll call is recorded on the following page.

JUNE 25, 2021

JOINT POWERS AUTHORITY

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

Location: Ritz-Carlton Rancho Mirage
 68900 Frank Sinatra Drive
 Rancho Mirage, CA 92270
 Regular Meeting
 Friday, June 25, 2021, 8:30am – 10:00am

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

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

Kate Anderson
 Agua Caliente Band of
 Cahuilla Indians

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
 Ellis Hospitality Services

Rob Hampton
 Palm Springs Convention
 Center

Todd Hooks
 Agua Caliente Band of
 Cahuilla Indians

Jerry Keller
 Lulu California Bistro

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

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

Kate Anderson, Agua Caliente Band of Cahuilla Indians	-	
Lorraine Becker, Cabot's Pueblo Museum	X	
Celeste Brackley, ACE Hotel & Swim Club	X	
Tony Bruggemans, Le Vallauris		1
Gary Cardiff, Cardiff Limousine & Transportation	X	
Jay Chesterton, Fantasy Springs Resort Casino	E	
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		1
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	E	
Lee Morcus (Emeritus), Kaiser Restaurant Group	X	1
Brad Poncher, Homewood Suites by Hilton, La Quinta	X	
Greg Purdy, Palm Springs Aerial Tramway	X	
Tom Scaramellino, Westin Mission Hills Golf Resort & Spa	X	
Bob Schneider, Palm Springs Power Baseball	X	
Barb Smith, Eventis Destination Services	X	
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	

STAFF/ATTORNEY

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
Joyce Kiehl, Director of Communications

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 (phone)

GUESTS

Brooke Beare, City of Indio
Peter Freymuth, Palm Springs Airport Commission
Sheldon Peterson, Riverside County Transportation Commission
Tom Kirk, Coachella Valley Association of Governments

PLEDGE OF ALLEGIANCE

Chair Kors led the Pledge of Allegiance.

CONFIRMATION OF AGENDA

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

PUBLIC COMMENT

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. The Executive Administrative Assistant read the public comments that were submitted via email by Mr. Brad Anderson of Rancho Mirage, CA.

PRESENTATIONS

Sheldon Peterson, Rail Manager, Riverside County Transportation Commission Update

Chair Kors introduced Sheldon Peterson, Rail Manager at Riverside County Transportation Commission (RCTC). Mr. Peterson shared a video about the Coachella Valley-San Gorgonio Pass Rail Corridor. The second busiest rail corridor in the nation is the Los Angeles north/south corridor. The east/west line would begin at Union Station in Los Angeles and stop in Fullerton, Riverside, San Gorgonio pass (maybe Cabazon), Palm Springs, mid-Coachella Valley and end in Indio or Coachella. More information can be found on the RCTC website.

The rail project has completed its Tier 2 Environmental Impact Report and is seeking public comments, which can be submitted May 21 – July 6, 2021.

Mr. Peterson shared information about population and employment growth, the use of state funds, alternatives considered, and a possible route to Phoenix. Public hearings can be access through the RCTC website.

Questions:

Tim Ellis asked about branding the line. RCTC would welcome input from the CVB.

Tom Tabler encouraged more public comments. A link will be sent to the board. He noted Goldenvoice would surely support the project.

Scott White noted this information should be sent to the chambers of commerce.

Linda Evans asked whether Oak View Group is aware of the rail project.

Lee Morcus asked about the anticipated completion date. A: ten years. Obstacles include funding, political will, knowledge of the project.

Bob Schneider asked if more comments from people in Los Angeles would help, too. A: Yes, reach out to contacts in Los Angeles and encourage them to submit comments.

Tom Kirk, Executive Director, Coachella Valley Association of Governments (CVAG)

Tom Kirk gave an update on CVAG's CV 200 program which addresses people experiencing homelessness.

He summarized the history of services in the Coachella Valley. Short-term homelessness is easier to address. The chronically homeless use the bulk of community resources, so CVAG identified 200 such people and created CV 200.

He described the services of the Mobile Access Center which was acquired using grant funding.

Questions:

Gina Nestande noted that the 200 number is not stagnant. A: Most of the people are from our community, not coming from outside.

Ernesto Gutierrez asked how willing these people are to receive help. A: The program tracks success. Currently 2/3 have been successfully housed.

Tom Scaramellino asked how often the family is not supportive. A: Addiction is a common problem. Families are more likely to receive them when they demonstrate desire to rejoin family.

APPROVAL OF THE MINUTES (JPA and CVB Board of Directors Vote)

JPA-CVB BOARD OF DIRECTORS JOINT MEETING MINUTES DATED MAY 21, 2021 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated May 21, 2021, were presented for approval. Chair Kors asked for a motion to approve. Linda Evans of La Quinta made a motion to approve the minutes and Gary Gardner of Desert Hot Springs seconded. There was no additional discussion. There were no voting members on a phone line, so the motion passed according to the roll call taken at the beginning of the meeting with the Indio Alternate, Elaine Holmes, abstaining.

Aye: Evans, Gardner, Gutierrez, Kors, Nestande, Sanders, Townsend, Becker, Brackley, Cardiff, Connolly, Dada, Del Mas, Ellis, Hampton, Hoehn, Keller, Mainthia, McLean, Morcus, Poncher, Purdy, Scaramellino, Schneider, Smith, Steward, Tabler, Tormey, Trott, Watson.

Nay: 0

Absent: Bruggemans, Chesterton, Hooks, Monroe, Riverside County.

Abstain: Holmes

JPA EXECUTIVE COMMITTEE ITEMS (JPA Executive Committee Only Votes)

RESOLUTION NO. JPA 2021-004: CARRYING OVER FUNDS

Kors noted there were two items for the JPA Executive Committee to vote on. Evans proposed that the vote be combined for both items; it was agreed. Evans made a motion to approve both the Resolution No. JPA 2021-004 regarding the carrying over of funds and the Warrants and Demands dated May 2021. The motion was seconded by Gardner. There was no additional discussion. The vote was unanimous based on the roll call taken at the beginning of the meeting.

Aye: Evans, Gardner, Gutierrez, Holmes, Kors, Nestande, Sanders, Townsend.

Nay: 0

Absent: Riverside County.

Abstain: 0

WARRANTS AND DEMANDS DATED MAY 2021

The Warrants and Demands dated May 2021 were approved as noted above.

CVB BOARD OF DIRECTORS ITEMS (CVB Board of Directors Only Votes)

NOMINATING COMMITTEE

Eddy Estrada, Smarter Property Management (Short-Term Vacation Rental (STVR))

David Feltman, Vacation Rental Owners & Neighbors of Palm Springs (STVR)

Amanda Hoffmann, Vacasa (STVR)

Boris Stark, Palm Desert Vacation Properties (STVR)

Michael Murray, Hotel Paseo (TBID Hotel)

Mike Waddell, Hyatt Regency Indian Wells (TBID Hotel)

Elizabeth Ostoich, FARM Palm Springs & Tac/Quila (Restaurants)

Chair Tabler noted the distinguished guests and invited Tim Ellis, Chair of the Nominating Committee, to introduce them.

Tim Ellis noted that the board bylaws were updated in May 2021 to expand the board and increase the representation by the vacation rental sector. The bylaws now require a minimum representation of 14 members from TBID hotels and 5 members from vacation rentals. Seven candidates are on the slate today.

Ellis invited each of the seven to provide a brief introduction as to their experience and interest in serving on the board. David Feltman was out of town, so Ellis provided an introduction on his behalf.

Ellis shared additional housekeeping notes about board membership. Namely, if a member retires from their employment, they may remain on the board for one year if they so desire, unless the board overrides the one-year limit. The purpose is to ensure that the board is comprised of those active in the industry. On that note, Bruce Abney and Elie Zod have retired and resigned from the board.

Tim Ellis moved to adopt the slate as presented. Rolf Hoehn seconded. There was no additional discussion and the nominations were approved unanimously based on the roll call taken at the beginning of the meeting.

Aye: Becker, Brackley, Cardiff, Connolly, Dada, Del Mas, Ellis, Hampton, Hoehn, Keller, Mainthia, McLean, Morcus, Poncher, Purdy, Scaramellino, Schneider, Smith, Steward, Tabler, Tormey, Trott, Watson.

Nay: 0

Absent: Bruggemans, Chesterton, Hooks, Monroe.

Abstain: 0

CEO/PRESIDENT'S REPORT

CVB UPDATE

Travel Unity

Scott White described the diversity, equity and inclusion training, Travel Unity, which will be shared with the CVB staff and completed by the fall.

Air Service

Gary Orfield gave an update on the new air service routes to Austin, Sacramento, Chicago, Dallas and Portland.

For the first two weeks in June, PSP recovered 121% of June 2019 traffic levels. This coming summer, PSP will have more than 50% more seats in the market than summer 2019 (May to September).

Vacation Rentals

Davis Meyer thanked the cities and their respective staff members for their help with the new vacation rental TBID partners. The CVB has established an advisory group with 24 members so far. Updates can be found at www.GPSTBID.com. The CVB will track new marketing data, such as where guests originate. Vacation rental ADR and Occupancy are up compared to 2020.

TEAM GPS

Davis Meyer summarized the TEAM GPS training program designed to help front-line staff and others to become destination experts. More information can be found at GoTeamGPS.com. She will be reaching out to the hotels to welcome staff and train them.

TEAM GPS is also partnering with College of the Desert expanding their hospitality offerings. White added that these classes can be offered complimentary as the tourism foundation would cover the cost of the COD courses.

TEAM GPS also developed a Hiking Safety Card. Meyer noted the need for hiking safety guidelines. The brochures will be widely distributed across the Coachella Valley. Linda Evans asked about a pdf version that could be emailed.

Marketing Updates

Colleen Pace shared an overview of Summer 2021 marketing/media partners including Adara, Pandora, Expedia, Visit California, iHeart Radio and others. The 2021 Summer Campaign should generate 1 billion impressions over the summer. There are seven Co-op Partners. Three television spots were shown: updated Sing for the drive market, updated Flusters for the drive market, and Poet updated version for Oakland/Southwest Airlines/Check In Chill Out.

Pace provided updates on billboards, Expedia, TripAdvisor, Adara and Centro digital advertising, TravelZoo, SpaFinder, Edge Media, Nativo, Pandora and iHeart Radio, Weather Channel, and Palm Springs Life.

Pace noted that the CVB is partnering with Visit California and also the Desert Hills Outlets.

The Summer Eats Pass, launched in June, allows users to access restaurant deals and discounts.

The Win Big Giveaway promotes the new Southwest Airlines service. There are also other promotions around the new Southwest air service.

Pace reported that Convention Sales is targeting Cvent, ASAE, SmartMeetings, PCMA and others. The CVB's digital ads launched in May targeting meeting planners and executive-level decision makers. The ads generated over 1 million impressions in May. Some of the organizations include: USAE, Smart Meetings, and publications such as Forbes, The New York Times, The Washington Post, Politico, and Business Insider.

Convention Sales

Celebrating June 15 "re-opening" day, the CVB sponsored Marilyn Monroe and Sammy Davis, Jr. impersonators at the MPI/WEC conference in Las Vegas. This was the first in-person conference since the beginning of the pandemic. The publicity created a spike in the CVB's website traffic.

The CVB sent a monthly e-newsletter to over 8,200 planners which celebrated the opening on June 15th.

Pace summarized the 2021 bookings by year (2021 through 2024).

Leads and projected room nights are strong.

PR & Communications

Joyce Kiehl summarized the media coverage from six media outlets.

United Plates of America will be in 40 million homes this fall. The program was in the destination taping at the Ritz-Carlton and Larkspur Grill. Air date not yet known.

Kiehl summarized some upcoming projects including Digital Nomad Stays, Making a Racquet, Through the Lens, Meetings in Greater Palm Springs, and Regenerative Travel.

The Communications team was also involved in the COVID vaccination PR campaign with Riverside County.

CVB Name Change

White shared that most DMOs are dropping the "CVB" moniker. Our name is also frequently confused with the convention center itself. The company started considering a name change in 2018 and did some testing. The URL has been visitgreaterpalmsprings.com for ten years. It is proposed that the company drop "CVB" to become Visit Greater Palm Springs.

Google trends and digital searches indicate that people enter "Palm Springs" not "Coachella Valley." Once they find us, we can educate them about the nine cities. The marketing focus is about the destination as a whole. The CVB embarked on the DestinationNext project to find creative new ideas to incorporate into the destination. White and Board Treasurer, Aftab Dada, discussed the potential to use some of the JPA funds from 2021-2022 and give them back to the individual cities to develop their own projects, or the support might be in the form of a match. This idea will be finalized in the next 45 days or so.

White noted that he found out after the agenda was distributed that the name change required a Resolution and a vote, so the special meeting was created. He encouraged all JPA members to stay for that vote following the Regular Meeting.

Upcoming board member birthdays in June and July were acknowledged.

JPA EXECUTIVE COMMITTEE and CVB BOARD OF DIRECTORS UPDATES

ROUNDTABLE UPDATES

Geoff Kors invited JPA members to share tourism-focused updates.

Gary Gardner – Desert Hot Springs. Gardner reported that he shared last month's survey data with the spa hotels in Desert Hot Springs and they were pleased. He noted the success of Desert X for Desert Hot Springs. He thanked the CVB staff and CV Mountains Conservancy for working together to develop the three hiking maps which will be finished this fall. DHS also has its own map.

Charles Townsend – Rancho Mirage. Townsend gave updates on the section 31 development, Porcupine Creek, and In-and-Out Burger. He noted that the Del Webb development is phasing out its last section and the Hazelden Betty Ford Center is completing a \$30 million renovation. He summarized other developments in the city. The city's COVID support program has ended. Beginning in 2022, elections in Rancho Mirage will be held in November instead of April.

Linda Evans – La Quinta. With respect to tourism and events, the Art Celebration will be Nov. 1-14 and the American Express has been set for January 2022 with the concerts included. The Montage/Pendry project is still under way. The city is creating a Highway 111 Corridor Plan encompassing a 2-mile stretch including CV Link connectors. The city is working through vacation rental compliance matters.

Elaine Holmes – Indio. Holmes reported that the concerts are returning. Short-term vacation rentals are allowed in Indio and the city is using code enforcement to make them successful and maintain quality of life for all residents. The Tamale Festival will return better than before.

Greg Sanders – Indian Wells. Sanders reported that the BNP Paribas tennis tournament is returning and is hopeful it will be a full, two-week event.

Ernesto Gutierrez – Cathedral City. Gutierrez reported that housing, business, cannabis, and construction projects continue to be strong. Big League Dreams ownership transfer will be complete later this month. The new owner will be revealed in the future and will elevate the venue.

Geoff Kors – Palm Springs. Kors reported that the convention center has activity again and the two Splash House weekends sold out in 20 minutes. The Visitors Center, library and Village Fest are all re-opening. At last night's council meeting, the Andaz project was approved. The city will keep parklet and outdoor dining open. The "Forever Marilyn" statue is back in the city and 500-750 people attended the unveiling event.

Tom Tabler suggested that the Board of Directors save their updates to the next meeting in the interest of time.

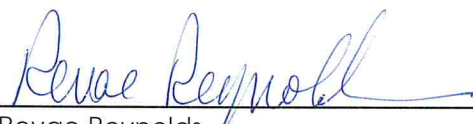
FUTURE MEETING DATE

Friday, September 24, 2021. Location: TBD

ADJOURNMENT

The meeting was adjourned at 10:18 a.m.


Prepared by:



Revae Reynolds

Executive Administrative Assistant

CVB Board of Directors Secretary:



Robert Del Mas

Approval Date:



September 24, 2021