



JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

Call to Order

Meeting was called to order at 8:05 a.m. by Linda Evans, JPA Chair and Mayor of the City of La Quinta, at the Hilton Palm Springs, Plaza Ballroom C-D, in Palm Springs, CA.

Roll Call

The roll call is recorded on the following page.

JUNE 28, 2019

JOINT POWERS AUTHORITY

Linda Evans, Chair
 City of La Quinta

Geoff Kors, Vice Chair
 City of Palm Springs

Ernesto Gutierrez
 City of Cathedral City

Gary Gardner
 City of Desert Hot Springs

Richard Balocco
 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
 Coachella Valley Economic
 Partnership

Lorraine Becker
 Cabot's Pueblo Museum

Celeste Brackley
 Ace Hotel & Swim Club

Tony Bruggemans
 Le Vallauris

Jamey Canfield
 Palm Springs Convention
 Center

Gary Cardiff
 Cardiff Limousine &
 Transportation

Jay Chesterton
 Fantasy Springs Resort Casino

Dermot Connolly
 La Quinta Resort & Club and
 PGA West

Stephen D'Agostino
 Hyatt Regency Indian Wells

Tim Ellis
 TravelHost Palm Springs

Michael Facenda
 Agua Caliente Resort Casino

Dr. Ron Fremont
 CSU San Bernardino
 Palm Desert Campus

Location: Hilton Palm Springs
 410 East Tahquitz Canyon Way
 Palm Springs, CA 92262

Regular Meeting
 Friday, June 28, 2019, 8:00am – 10:00am

JPA ROLL CALL PRESENT	PRESENT	NOT/YTD
CITY OF LA QUINTA	Linda Evans, Mayor, Chair Robert Radi, Council Member	X
CITY OF PALM SPRINGS	Geoff Kors, Council Member, Vice Chair Robert Moon, Mayor	X
CITY OF CATHEDRAL CITY	Ernesto Gutierrez, Council Member Mark Carnevale, Mayor Pro Tem	X
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council Member Jan Pye, Mayor Pro Tem	X
CITY OF INDIAN WELLS	Richard Balocco, Council Member Ted Mertens, Mayor	X
CITY OF INDIO	Elaine Holmes, Council Member Waymond Fermon, Council Member	X
CITY OF PALM DESERT	Jan Harnik, Council Member Gina Nestande, Mayor Pro Tem	X
CITY OF RANCHO MIRAGE	Charles Townsend, Council Member Iris Smotrich, Mayor	3
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District Steven Hernandez, Chief of Staff	2
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)

	Bruce Abney, El Morocco Inn & Spa	X
Jerry Keller Lulu California Bistro	Rick Axelrod, Coachella Valley Economic Partnership (CVEP)	X
Jay Mainthia Indio Super 8 and Suites	Lorraine Becker, Cabot's Pueblo Museum	X
Michael McLean McLean Company Rentals	Celeste Brackley, ACE Hotel & Swim Club	X
Allen Monroe The Living Desert	Tony Bruggemans, Le Vallauris	X
Lee Morcus (Emeritus) Kaiser Restaurant Group	Jamey Canfield, Palm Springs Convention Center	X
Thomas Nolan Palm Springs International Airport	Gary Cardiff, Cardiff Limousine & Transportation	X
Brad Poncher Homewood Suites by Hilton, La Quinta	Jay Chesterton, Fantasy Springs Resort Casino	X
Greg Purdy Palm Springs Aerial Tramway	Stephen D'Agostino, Hyatt Regency Indian Wells	X
Christoph Roshardt Renaissance Indian Wells	Tim Ellis, TravelHost Palm Springs	X
Tom Scaramellino Westin Mission Hills Golf Resort & Spa	Michael Facenda, Agua Caliente Resort Spa / Spa Resort Casino	X
Bob Schneider Desert Consulting	Ron Fremont, CSUSB Palm Desert Campus	X
Barb Smith Access Palm Springs	Jerry Keller, Lulu and Acqua California Bistros	X
Kelly Steward The Ritz-Carlton Rancho Mirage	Jay Mainthia, Indio Super 8 Motel	X
Peggy Troff Kimpton Rowan Palm Springs	Michael McLean, McLean Company Rentals	X
Doug Watson Riviera Palm Springs	Allen Monroe, The Living Desert	X
Elie Zod Retired Hospitality Executive	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
	Doug Watson, Doubletree by Hilton	X
	Elie Zod, Retired Hospitality Executive	X

STAFF/ATTORNEY

Scott White, President and CEO	Sean Smith, Director of Indian Wells Sales and Marketing
Jeff Miraglia, Chief Brand Officer	Marissa Willman, Director of Digital Marketing
Bob Thibault, Chief Development Officer	Davis Meyer, Partnership Manager
Colleen Pace, Chief Marketing Officer	Krystal Kusmieruk, Social Media Manager
Mark Crabb, Chief Sales Officer	Erica Abarca, Partnership Manager
Bill Judson, Vice President Finance and Administration	Amber Warren, Brand Coordinator
Joyce Kiehl, Director of Communications	Reva Reynolds, Executive Administrative Assistant
Julie Sinclair, Director of Brand Communications	Steve Quintanilla, Legal Counsel
Anndee Laskoe, Director of Brand Content	Colin Kirkpatrick, Deputy Legal Counsel

GUESTS

Peter Freymuth, Palm Springs Airport Commission
Nancy Cohee, Tallgrass Hiking & Tours
Chris Cotugno, Access Destination Services
Mark Jeffrey, Riviera Palm Springs
Nona Watson, Palm Springs Chamber of Commerce
Richard Kip Serafin, Locations 760 / The KIP Group
Joe Wallace, Coachella Valley Economic Partnership
Pat Farrell, College of the Desert
Bob Wright, East Valley Coalition (Riverside County)
John-Michael Cooper, PS Bureau of Tourism
Erica Felci, Coachella Valley Association of Governments
Gabe Coddling, City of Rancho Mirage
Chris Parman, City of Cathedral City
Chris George, La Quinta Resort / PGA West
Rick Leson, Palm Springs Convention Center
Katie Camarena, City of La Quinta
Angela Ferreira, City of La Quinta
Marty Grant, Westin Mission Hills
Martin Alvarez, City of Palm Desert
Amy DiPierro, The Desert Sun
Irene Rodriguez, Cabot's Pueblo Museum
Janet Haire, ANA Inspiration
Paulina Larson, Palm Springs Life
Stone James, City of Cathedral City
Jan Pye, City of Desert Hot Springs

PLEDGE OF ALLEGIANCE

Chair Evans lead the Pledge of Allegiance.

CONFIRMATION OF AGENDA

Chair Evens invited Scott White to explain the agenda supplement. White reported that after the agenda was posted for this June meeting, staff became aware of the need for a resolution to replace the names of "agents authorized to give instructions for financial transactions within the Local Agency Investment Fund." The next regular meeting will not be held until October and there may be a need for additional signatories between now and then. With the addition of this agenda item, the agenda was accepted unanimously (Gardner / Gutierrez).

PUBLIC COMMENT

There were no comments from the public.

APPROVAL OF MINUTES (ALL VOTE)

The JPA-CVB Board of Directors Joint Meeting Minutes dated May 17, 2019 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated May 17, 2019, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting (Hoehn / Gardner).

Resolution No. JPA 2019-003 – Replacing the Agents Authorized to Give Instructions for Financial Transactions Within the Local Agency Investment Fund – was approved unanimously based on the roll call taken at the beginning of the meeting (Kors / Mertens).

CONSENT CALENDAR (JPA EXEC COMMITTEE ONLY VOTES)

1. Warrants and Demands Dated May 31, 2019
2. Monthly Summary Financial Report & Treasurer's Report – April 2019

The consent calendar was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Kors / Gardner).

CVB BOARD OF DIRECTORS (CVB BOARD OF DIRECTORS ONLY VOTE)

F/Y 2019-2020 PROPOSED BUDGET

Rolf Hoehn invited Scott White to introduce the budget discussion. White noted that Aftab Dada is Chair of the Budget Committee. Dada reported that the budget is a conservative and achievable budget. He is confident the CVB will exceed the projected numbers. White explained the slide with the pie chart depicting the revenue sources and their respective percentages. The growth in the budget for 2019-2020 will go toward marketing and air service. Members complimented Bill Judson on the completion of his first budget at the CVB.

The F/Y 2019-2020 budget was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (D'Agostino / Dada).

TBID ANNUAL REPORT (by Civitas) – Required by the State of California

Rolf Hoehn invited Scott White to summarize the TBID Annual Report. White explained that the State of California requires that the CVB submit an annual report on the Tourism Business Improvement District and the CVB hires Civitas to create this report.

The TBID Annual Report was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Schneider / Gutierrez).

JPA EXECUTIVE COMMITTEE ITEMS (JPA EXECUTIVE COMMITTEE ONLY VOTES)

UPDATES FROM THE JPA MEMBERS

Geoff Kors – reported that Splash House in Palm Springs only generated two noise complaints this year, an improvement over previous years. The event venues have implemented noise abatement measures. A number of people from the City of Palm Springs were in Sacramento last week to promote the importance of tourism. The City is excited to announce the development of an event arena with capacity for 10,000 to be built one block from the Hilton which will be an exciting indoor sports and entertainment facility. Issues around parking and traffic need to be worked out. The downtown parking garage is currently free, but will fill with an event.

Gary Gardner – reported that the vacancy on Desert Hot Springs' City Council was filled Tuesday night by Robert Griffith of the El Morocco Inn and Spa who will be sworn in next Tuesday. Mr. Griffith is also an Oasis Awards winner. The City will host the National Hot Springs Spa Conference the first week in November with 150 hot springs hotel owners from across the country. Tyson Ranch plans to have another pop-up music festival this year. They expect an increase over last year's 7,000 attendance.

Ted Mertens – reported that the Vue Grill and Bar at the Indian Wells Golf Resort is being remodeled to take advantage of the views. The dining room will be reconfigured to accommodate private events.

Ernesto Gutierrez – confirmed that he is in full support of the work of the CVB in the areas of air service and all marketing efforts in general.

Waymond Fermon – reported that the City of Indio has completed a Downtown Specific Plan. There will be a temporary train platform built in Indio in time for the 2020 music festivals, bringing concert goers from Los Angeles and Riverside. The passing of the City budget includes a sidewalk and road improvement program and other infrastructure and transportation improvements.

Jan Harnik – reported that the City of Palm Desert is considering a zoning overlay that would allow professional offices on the ground level of El Paseo businesses. Ground has been broken on the San Pablo project.

Linda Evans – reported that the City of La Quinta will find a new fine arts promoter and still hold an arts festival in March 2020. Ground has been broken on the Marriott Residence Inn project in front of Costco, with plans for 150 rooms. The earth movers are at work on the SilverRock/Montage project. There are other road and infrastructure projects happening in Old Town from now until October, including additional roundabouts.

RESOLUTION NO. JPA 2019-002: Authorizing the Vice President of Finance and Administration to Carry Over Certain Funds to the Next Fiscal Year

Linda Evans noted that the resolution to carry over funds is an annual requirement. Together with the proposed 2019-2020 Budget and the TBID Annual Report, she requested motions, the items were approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Kors / Gardner).

F/Y 2019-2020 PROPOSED BUDGET

This action was included above.

TBID ANNUAL REPORT (by Civitas) – Required by the State of California

This action was included above.

Scott White provided an update regarding air service to Sacramento by Contour. The planes feel like first class, the staff is friendly and service will run September through February with the possibility to extend into May. The CVB's goal would be for the service to continue year-round. The CVB executed a Minimum Revenue Guarantee (MRG) agreement to secure this service. He also noted that the CVB held a fundraiser for the CalTravel PAC. The chef at T&T at the JW Marriott Desert Springs prepared a memorable meal, 24 people attended and over \$4,000 was raised.

PRESENTATION

DESTINATION NEXT SURVEY, Paul Ouimet, NEXTFactor Enterprises, Inc.

White reported that DMAI (Destination Marketing Association International, now known as Destinations International) had a board meeting in Greater Palm Springs a while back and Paul Ouimet introduced the DestinationNEXT project at that time. White thanked the 481 people who recently took the DestinationNEXT survey designed for Greater Palm Springs and introduced Paul Ouimet who will provide a summary of the results.

Paul Ouimet founded NEXTFactor, a consulting business specializing in strategic planning and master planning for DMOs (Destination Marketing Organizations). Ouimet has been focusing on DestinationNEXT for the last four to five years. There are two components: A Futures Study which explores the trends and strategies impacting tourism. The second component is the Scenario Model & Assessment Tool, which Greater Palm Springs just completed. Recently, DestinationNEXT completed its 200th assessment in Honolulu.

Paul Ouimet delivered his presentation, a copy of which is provided with these minutes. At the conclusion of his presentation, Evans thanked him and White offered a copy of the presentation to anyone who is interested.

White invited Ouimet to discuss briefly the Futures Study:

Transformational opportunities for DMOs include: 1. Destination stewardship: balancing sustainable tourism, equitable economic development and quality of life. CVBs should become "management" focused and less "marketing" focused. CVBs should be proactive leaders. 2. Community Alignment: building public-private sector coalitions, regional collaboration and support for a shared vision. Elected officials need to be in alignment with tourism. 3. Digital engagement: connecting with consumers today is hyper-personalized, online and on-demand. Video is more effective because recall is 4x better compared to print.

Scott White proposed the possibility of DestinationNEXT to create city surveys for each of the nine cities, funded by the CVB. These results could be funneled into a regional plan.

FUTURE MEETING DATE

Friday, October 25, 2019. Location TBD.

ADJOURNMENT

The meeting was adjourned at 9:41 a.m.

Prepared by:


Revae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:


Robert Del Mas

Approval Date:

10/25/2019