

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

Linda Evans, Chair
City of La Quinta

Stan Henry, Vice Chair
City of Cathedral City

Joint Meeting JPA Executive Committee & CVB Board of Directors September 22, 2017 MINUTES

Scott Matas
City of Desert Hot Springs

Richard Balocco
City of Indian Wells

Elaine Holmes
City of Indio

Jan Harnik
City of Palm Desert

Robert Moon
City of Palm Springs

G. Dana Hobart
City of Rancho Mirage

V. Manuel Perez
County of Riverside

Call to Order – Meeting was called to order at 8:27 a.m. by Linda Evans, JPA Chairman and Mayor of the City of La Quinta, in the CVB Boardroom.

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

CVB Board of Directors Roll Call

Present at Meeting

Tom Tabler, Chairman, J.W. Marriott Desert Springs Resort & Spa	X
Rolf Hoehn, Vice Chairman, Indian Wells Tennis Garden	X
Robert Del Mas, Secretary, Empire Polo Club	X
Aftab Dada, Treasurer, Hilton Palm Springs Resort	E
Bruce Abney, El Morocco Inn & Spa	E
Rick Axelrod, Coachella Valley Economic Partnership (CVEP)	X
Lorraine Becker, Cabot's Pueblo Museum	X
Sharon Brown-Welty, CSU San Bernardino Palm Desert Campus	X
Tony Bruggemans, Le Vallauris	X
Jamey Canfield, Palm Springs Convention Center	X
Gary Cardiff, Cardiff Limousine & Transportation	E
Jay Chesterton, Fantasy Springs Resort Casino	X
Tim Ellis, Palm Mountain Resort	X
Jerry Keller, Lulu and Acqua California Bistro	X
Lance Levitt, Enterprise Rent-A-Car	E
Jay Mainthia, Indio Super 8 Motel	E
Harold Matzner, Spencer's Restaurant	
Michael McLean, McLean Company Rentals	X
Allen Monroe, The Living Desert	X
Lee Morcus, Kaiser Restaurant Group	E
Tom Nolan, Palm Springs International Airport	X
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, Desert Adventures Red Jeep Tours & Events	E
Barb Smith, Access Palm Springs	E
Kelly Steward, The Ritz-Carlton, Rancho Mirage	X
Kari Stout-Smith, Agua Caliente Casino Resort Spa • Spa Resort Casino	X
Doug Watson, Doubletree by Hilton	E
Eli Zod, Renaissance Palm Springs	X
Linda Evans, JPA Executive Committee Chair	X
Stan Henry, JPA Executvice Committee Vice Chair	E

(X = present, E = excused)

Staff/Attorney:

Scott White, President and CEO
 Revae Reynolds, Executive Administrative Assistant
 Bob Thibault, Vice President of Marketing
 Jeff Miraglia, Vice President of Brand Development
 Andy Cloutier, Director of Human Resources
 Gary Orfield, Director of Travel Industry Sales
 Joyce Kiehl, Director of Communications

Guests:

Barbara Ben-David, FIND Food Bank
 Patricia Cooper, County Supervisor Manuel Perez' office
 Drew Fremont, Empire Polo Club
 Peter Freymuth, Palm Springs Airport Commission
 PJ Gagajena, City of Indio
 Lisa Houston, FIND Food Bank
 Pauline Larson, Palm Springs Life
 Eric Newman, CSU San Bernardino Palm Desert Campus
 Sean Smith, City of Rancho Mirage

Pledge of Allegiance

Evans led the Pledge of Allegiance.

Confirmation of Agenda

The agenda was accepted with no changes.

Public Comment

None

Presentation - FIND Food Bank

Chair Evans introduced FIND Food Bank Development Officer, Barbara Ben-David who invited all to take a tour of the food bank. Ben-David reported that FIND Food Bank has been the regional food bank for the Coachella Valley for 33 years and, yet, many people do not know who they are or what they do. They gather food from various resources (USDA, local farmers, retailers, etc.) and redistribute it to pantries and shelters, soup kitchens, senior centers, school programs, etc. FIND benefits from its location here in an agricultural area.

Ben-David reported that their operations "look like Costco." Food banks have evolved from "delivering what they receive" to proactively soliciting more fresh fruits and vegetables, which now represent 50% of their deliveries. She dispelled some myths about typical clients of food banks. Their food is distributed across the Coachella Valley to the homeless (5%), children (46%), working families (29%), and seniors (20%). The senior population will grow due to demographics.

FIND has an outreach program to educate people about CalFresh (food stamps) and other services. FIND has a robust volunteer program engaging 3,000 people. Their staff is 26. Food safety is important, so volunteers are needed to sort incoming donations. \$1 donated = 7 meals. Ben-David introduced the CEO and President, Lisa Houston.

Houston reported that food insecurity is a community problem with a community solution and there may be people we know or employ who are food insecure. Our public schools have food programs. It is estimated that a family must earn 313% of the official "poverty level" to make ends meet, so many do not. 75% of FIND's deliveries are fresh, healthy foods – meats, eggs, produce, etc. September is Hunger Action Month. FIND is asking community members to consider their own "house." Houston thanked Marriott and Ritz Carlton for their participation. Employers can help give employees access to resources. FIND welcomes partnership opportunities with CVB and JPA members. All are encouraged to take a tour, learn more about their resources, visit the kids' farmers market, and see the faces of their recipients. Houston has one unfulfilled vision, a billboard along I-10 that reads, "Hunger-free Zone".

Evans encouraged everyone to visit if they have not already. Evans thanked presenters for their time and passion. The CVB will send out contact information to the whole team.

Approval of Minutes (all vote)

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated June 23, 2017, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting (Perez / Holmes).

Consent Calendar (JPA Exec Committee Only Votes)

1. Warrants and Demands Dated June 30, 2017
2. Warrants and Demands Dated July 31, 2017
3. Warrants and Demands Dated August 31, 2017

The Consent Calendar was approved unanimously based on the roll call taken at the beginning of the meeting (Homes / Harnik).

JPA Executive Committee Items

- Updates from the Chair
Chair Evans deferred to the "round table" discussion later in the meeting.

CEO/President's Report

- Board Report through August 2017

Scott White noted the new Visitors Guide is available. Palm Springs Life develops the content and works with the CVB team. A new format was developed about three years ago and the ads are advertorial in nature. It is also available online.

Convention Sales – White noted the presentation today will be less organized around departments and more on DDP topics.

STR data for June July and Aug fluctuated a bit this year. June occupancy was up compared to last year, July was a bit lower and August was somewhat flat. The rate up about \$2.00. Group business is the area positioned for growth and is somewhat dependent upon air service. There are groups who meet in the summer and air service in summer is key to bringing them here.

White noted that without Desert Trip this year, the CVB promoted group business and leisure. White attended the ASAE Five Star weekend and brought three clients. There were about 300 people in attendance. IMEX is in Las Vegas this year with 2,500 buyers and lots of suppliers. The CVB will have a booth in conjunction with the Palm Springs Convention Center. Partners who will participate include: Palm Springs Convention Center, La Quinta Resort & Club and PGA WEST, BMW Performance Driving Center West, JW Marriott Desert Springs Resort & Spa, Doubletree by Hilton Golf Resort Palm Springs, Renaissance Palm Springs, Hyatt Regency Indian Wells Resort & Spa, Hotel Paseo.

White reported he is traveling to Chicago next week to meet with representatives from United Airlines.

White noted on page 7 of the Board Report, the year-to-date leads are up and the pace is good. October is ahead of last year. March 2018 is doing very well and July is good.

White noted the CVB is promoting new opportunities to local meeting planners with brief videos which are shared thru social media and will be updated as necessary. The [video](#) for Hotel Paseo was shown. Kimpton Rowan in Palm Springs is opening in November 2017. The CVB [promotional video](#) was shown. The third video shown was the BMW Performance Driving School and the link [is here](#).

Travel Industry Sales - Gary Orfield thanked everyone for their participation in the CVB's FAMs and noted that Christoph Roshardt wrote thank you notes in German to the Swiss tour operators who visited Renaissance Indian Wells.

Orfield reported that Visit California has recently updated its online training program, California Star. It is provided in various languages and Greater Palm Springs is featured there, reaching 26,000 agents across the globe.

Orfield noted Oct is the 5th Annual Travel Professional Appreciation month and the CVB has 30 offers online to reach travel professionals. There is still time to post an offer there, so see Gary. The webpage is not for the general public.

Orfield shared that the 2nd Annual TIS Marketplace and Client FAM will be held Oct 20-22 at the Hyatt Regency Indian Wells. The CVB will have a tradeshow and give our hotels and attractions the opportunity to present. Thirteen companies are confirmed to attend and 30 Partners are confirmed so far to participate.

Orfield reported that there are a number of co-op marketing opportunities: uTour is focusing on developing tours for the China market. There will be a comprehensive campaign the fourth quarter of this year. For the month of September there will be an Air New Zealand campaign throughout the UK with digital billboards in central London. Expedia is the dedicated booking resource.

- Destination Development

Health and Wellness

Thibault noted features of the CVB's website that focus on health and wellness (H&W). An advisory committee met and members brought in research regarding our "brand" on H&W and what feature/attractions need to be developed. There is digital advertising on SpaFinder which also promoted the CVB's Chill Pass offers. In print and television there is a "breath in, breathe out" campaign. Some of the CVB commercials will include H&W messaging. Kiehl reported that the Communications department is using social influencers. For example, Tim Robards, who was the first Australian "bachelor," has 9,500 views.

Outdoor Adventure

White noted the great hiking trails in the Coachella Valley and CVB is working with Friends of the Desert Mountains, CVAG and others, to increase wayfinding and improve the trails. Friends of the Desert Mountains has identified 50 trails to focus on. The long-term objective is to establish better signage for the trails. The CVB created a new web section for Outdoor Adventure and is looking for new content and calendar events. The Brand department is incorporating Outdoor Adventure themes in some of its video. Here's [an example](#). In Communications, Kiehl noted the team will use Brand's pieces and share them with her media clients. She reported that she is asked about Outdoor Adventure opportunities frequently, including golf courses and tennis, in addition to Joshua Tree National Park.

Eco Sustainability

White reported that Vicki Higgins, VP of Destination Development, has been aggregating information from local hotels and attractions to catalog the amenities that the destination already has. The CVB will do a study on the benefits if the Salton Sea is revitalized, both a 10-year plan and a long-term plan. In Communications, the CVB participated in World Environment Day and received good engagement on Twitter, etc. Communications will continue to engage online audiences and bring influencers, etc.

Arts & Culture

Miraglia reported there are many opportunities in Arts and Culture in our valley and collaboration is key. The CVB is interacting with many groups including the California Desert Arts Council (CDAC). This partnership is in its third year. The CDAC is developing the concept that sets our destination apart. CDAC has a number of initiatives, such as a public art mobile app, the creation of visitor itineraries, and events. They are hosting a workshop Oct. 12 "Big Strategies and Real Tactics for Connecting Artists, Audience, and Place." They also host Arts Salons, which are free monthly programs that move from city to city. They also assist artists with grants, etc. The next Art Salon is tonight "Art Race and Censorship" at Heather James Fine Art in Palm Desert. They are also reaching students interested in art careers. In Marketing, our destination was fabulous before "fabulous" was a thing. The [new video](#) featuring Arts & Culture was shown.

Kiehl reported that the CVB hosted 15 media guests to experience art in Greater Palm Springs in partnership with the Palm Springs Art Museum and Sunnyslands. The group visited exhibits included in Pacific Standard Time: LA/LA which is an exploration of Latin American and Latino art in Los Angeles and across Southern California. In November, the CVB will host Miss France. The group is staying at the La Quinta Resort & Spa, filming episodes that will air during the pageant. White added that Kiehl is overseeing the development of film opportunities in the valley with the assistance of Michelle Rodriguez. The CVB will provide incentives to encourage consideration of Greater Palm Springs as a filming destination.

Culinary & Nightlife

Thibault reported that, next year, the CVB will promote more options of things to do after people participate in Restaurant Week dinners. The CVB is creating a monthly Dine GPS newsletter.

Education

Thibault reported a cooperative project with California State University San Bernardino Palm Desert Campus on a study to research the impact of a larger university campus. A larger campus would help night life and workforce development, among other things. The study should give leverage to the university for state funding and other investments. The study would ask high school students what their dream job is and if we had jobs here, would the students stay here, or move here. Harnik asked whether the CVB was working with CVEP regarding the project, specifically the survey questions.

Transportation

White noted the CVB's partnership with InterVISTAS, an aviation, transportation and tourism consulting company. American Airlines has been slow to fill flights for the upcoming season. Monday, White is taking a presentation to United Airlines in Chicago and encouraging them to keep the Chicago flight through May and June. White noted that 2019 and beyond could be better as the airlines expect delivery of more aircraft in the coming year. Delta's service to Salt Lake City and Minneapolis is good. Alaska has shifted their Virgin planes to the San Francisco route. JetBlue may divert some service from the Caribbean to the west coast.

- Monthly Summary Financial Report & Treasurer's Report – July 2017

White provided an update on the financial statements as John Kirby is on vacation. There will be a recap in December or January on the last fiscal year. The CVB has healthy financial reserves.

CVB Board of Directors Chairman's Report

CVB Board Meeting Update

Tom Tabler welcomed a round of applause for the DDP development so far. He reported he shared the plan with many people and they are all supportive. He reported that the summer felt successful, even though the STR data was somewhat flat.

Tabler also reported that Christoph Roshardt, General Manager of the Renaissance Indian Wells Resort & Spa, was voted onto the CVB board at the first meeting this morning.

Industry/City Updates

- **Tabler** noted the "Do-not Disturb" campaign at the JW Marriott. The renovations at the property are coming along well.
- **Evans** reported Phil Michelson will return to the CareerBuilder Challenge golf tournament in the City of La Quinta and expected changes including two nights of concerts this tournament. White added that there were many opportunities for cross-promotions.

- **Hoehn** reported that ticket sales for the BNP Paribas Tennis Tournament at the Tennis Garden are on track. The Tennis Garden launched a new branding campaign, tying in the natural beauty of our destination to create more excitement for the destination.
- **Ellis** reported that Palm Mountain Resort was almost at 80% this summer which was wonderful and noted that page 103 of the new visitor guide is the Palm Mountain lobby.
- **Hobart** reported that Dickie's BBQ opened in Rancho Mirage and the Art Affaire will be November 4 and 5. The Speaker Series 2018 will feature General Wesley Clark, Lara Logan and Tab Hunter. Also, Sunnylands has reopened.
- **Poncher** reported that the extensive Homewood Suites La Quinta renovation is coming to a close the end of September.
- **Steward** reported that the Ritz-Carlton had a good summer. She is attending IMEX to meet with meeting planners. The hotel is signing a significant contract for 2019 which will bring many international visitors, but the details are not yet public.
- **Roshardt** is happy to represent the Renaissance Indian Wells on the CVB Board and is looking forward to working with everyone.
- **Zod** had no new report from the Renaissance Palm Springs.
- **Holmes** reported on a number of events in the City of Indio: Desert Oasis Music Festival Oct. 7 and 8, "Women Behaving Badly for Good" exhibit at the Coachella Valley History Museum on Oct. 15, Taste of Indio is Oct. 26, and the BBQ state championship will be Nov. 4. The new Fairfield Inn and Suites is also coming along.
- **Monroe** reported that The Living Desert is investing \$30 million in a new visitor center and entry complex which will open late summer 2018.
- **Harnik** – kicking off first weekend events on Nov. 3. The City of Palm Desert has a number of arts and cultural events. She thanked FIND Food Bank for their presentation and noted that the Coachella Valley Association of Governments (CVAG) is working on homelessness.
- **Becker** reported that Cabot's Pueblo Museum is launching a new audio tour.
- **Purdy** reported that two wonderful media events recently visited the Palm Springs Aerial Tramway and he thanked Joyce Kiehl for her efforts. The Tram is closed for maintenance, re-opening September 30. The Mount San Jacinto State Park announced a national history program that is sold out.
- **Axelrod** reported that the annual economic summit will be held Oct. 25 and eight of the nine cities are participating. iHub news is that one of their start-ups is being bought and the new business will be based in Palm Springs.
- **Canfield** reported that the Palm Springs Convention Center had a busy summer with multiple groups. This year they are experiencing the largest room-night producing year since he has been there. The convention center is projecting continued growth for the future with over 400,000 rooms booked.
- **Morcus** reported that Jackalope Ranch is looking forward to hosting the Taste of Indio event on October 26. He is looking forward to the season ahead. He thanked the CVB for its hard work.
- **Keller** commented that he considers membership on the CVB Board of Directors to be a unique experience and believes the work of the CVB will bring this valley to a new era. Lulu has done well this summer and he reopened Acqua California Bistro at The River. It is exceeding expectations. They are featuring the artwork of his wife's father.
- **McLean** reported that the topic of vacation rentals (VR) is being debated, especially in Palm Springs. Mayor Moon gave the State of the City update last week and explained the ordinance for Palm Springs and noted the \$7.5 million in revenue that vacation rentals bring to the city. In fact, there has been a 31% increase over a year ago. Vacation rentals account for 26% of all TOT collected by the City of Palm Springs. He noted that Mayor Moon is weighing vacation rentals with neighborhood concerns and VR advocates are meeting with the city subcommittee to iron out any obstacles. McLean is hopeful about resolving the debate.

- **Stout-Smith** noted that the Spa Resort Casino is on the back cover of the new visitors guide. The new parking garage is now open and the grand opening was successful.
- **Chesterfon** reported that Fantasy Springs Resort Casino had a great summer. Scott White thanked Jay for hosting the CVB's team-building bowling activity.
- **Saramellino** reported that Mission Hills Resort hosted an amateur tournament this month with 2,500 golfers from all over the world. They played at both the Resort and Mission Hills Golf Club. In the area of Arts and Culture, they have hosted jazz concerts for about three years now and are sold out at almost every one. On Nov. 17, they will partner with Cathedral City for a dinner in conjunction with the balloon festival.
- **Schneider** reported that this will be the 30th season for Desert Adventures.
- **Matas** reported that the City of Desert Hot Springs will host its first pride festival on Oct 15. He also announced John Trudeau's resignation from Two Bunch Palms and encouraged all to visit the spa since its recent remodel. Two Bunch Palms will break ground on a new spa area and it has announced its new general manager.
- **Perez** acknowledged the CVB's advocacy for a revitalized Salton Sea and reported that the state legislature passed SB5, a bond for mitigation efforts at the Sea. He believes the governor will sign it. There are also other funds that the County of Riverside can apply for. With respect to transportation, the county is investing \$20 million now in improvements and the next round will be \$80 million.
- **Moon** noted that some restaurants in the City of Palm Springs required reservations in August. The Agua Caliente Spa has a new entrance and Dinner in the Canyons will have some interesting announcements soon. American Airlines will have new flights to Dallas and Chicago. The nightlife in downtown is good and downtown development is booming. The new Kimpton Rowan hotel will have a grand opening in November complete with fireworks.
- **Del Mas** reported that the street widening continues on routes leading to the Empire Polo Club and Events property. This project has been a commendable collaboration among CVAG, Coachella Valley Water District, Imperial Irrigation District, the cities, etc. Madison Avenue is next. They will pause construction during the concerts in April. The Desert Oasis concert is Oct. 7 and 8. Garth Brooks is a headliner for Stagecoach. Tickets go on sale at 11am today.

Future Meeting Date

Friday, December 15, 2017, 8:30 a.m. in the CVB Boardroom


Adjournment

The meeting was adjourned at 10:06 a.m.

Prepared by:


Revae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:


Robert Del Mas

Approval Date:

12/15/2017