



JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

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 Westin Mission Hills Golf Resort & Spa in Rancho Mirage, CA.

Roll Call

The roll call is recorded on the following page.

SEPTEMBER 24, 2021

JOINT POWERS AUTHORITY

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

Visit GPS 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

Eddy Estrada
 Smarter Property Management

David Fellman
 VRON Palm Springs

Rob Hampton
 Palm Springs Convention
 Center

Amanda Hoffmann
 Vacasa

Todd Hooks
 Agua Caliente Band of
 Cahuilla Indians

Location: Westin Mission Hills Golf Resort & Spa
 71333 Dinah Shore Drive
 Rancho Mirage, CA 92270
 Regular Meeting
 Friday, September 24, 2021, 8:30am – 10:00am

		PRESENT	NOT/YTD
CITY OF PALM SPRINGS	Geoff Kors, Council Member, Chair Christy Holstege, Mayor	X	
CITY OF DESERT HOT SPRINGS	Gary Gardner, Coun. Mbr, Vice Chair Roger Nunez, Council Member	X	
CITY OF CATHEDRAL CITY	Ernesto Gutierrez, Mayor Pro Tem Mark Carnevale, Council Member	X	
CITY OF INDIAN WELLS	Greg Sanders, Council Member Dana Reed, Mayor Pro Tem	X	
CITY OF INDIO	Waymond Fermon, Mayor Pro Tem Elaine Holmes, Mayor		1
CITY OF LA QUINTA	Linda Evans, Mayor Robert Radi, Council Member	X	
CITY OF PALM DESERT	Jan Harnik, Mayor Pro Tem Gina Nestande, Council Member		1
CITY OF RANCHO MIRAGE	Charles Townsend, Mayor Pro Tem Iris Smotrich, Council Member		2
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District Steven Hernandez, Chief of Staff		2
VISIT GPS 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	

Visit GPS Board of Directors
 (continued)

Jerry Keller
 Lulu California Bistro

Jay Mainthia
 Indio Super 8 and Suites

Michael McLean
 McLean Company Rentals

Allen Monroe
 The Living Desert

Lee Morcus (Emeritus)
 Kaiser Restaurant Group

Michael Murray
 Hotel Paseo

Liz Ostoich
 FARM and Tac/Quila

Brad Poncher
 Retired Hospitality Executive

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

Boris Stark
 Palm Desert Vacation Properties

Kelly Steward
 The Ritz-Carlton Rancho Mirage

Joe Tormey
 CSU San Bernardino
 Palm Desert Campus

Peggy Troth
 Kimpton Rowan Palm Springs

Mike Waddell
 Hyatt Regency Indian Wells

Doug Watson
 College of the Desert

Kate Anderson, Agua Caliente Band of Cahuilla Indians	E	
Lorraine Becker, Cabot's Pueblo Museum	X	
Celeste Brackley, ACE Hotel & Swim Club	X	
Tony Bruggemans, Le Vallauris		2
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	
Eddy Estrada, Smarter Property Management	X	
David Feltman, VRON Palm Springs	X	
Rob Hampton, Palm Springs Convention Center	X	
Amanda Hoffmann, Vacasa	E	
Todd Hooks, Agua Caliente Band of Cahuilla Indians		2
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	E	
Lee Morcus (Emeritus), Kaiser Restaurant Group	E	1
Michael Murray, Hotel Paseo	X	
Liz Ostoich, FARM and Tac/Quila Palm Springs	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, Palm Springs Power Baseball	X	
Barb Smith, Eventis Destination Services	X	
Boris Stark, Palm Desert Vacation Properties	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
Mike Waddell, Hyatt Regency Indian Wells Resort	E
Doug Watson, College of the Desert	X

STAFF/ATTORNEY

Scott White, President and CEO	Stefanie Kilcoyne, Director of Operations
Bill Judson, Vice President Finance and Administration	Davis Meyer, Director of Partnership
Jeff Miraglia, Chief Brand Officer	Gary Orfield, Director of Tourism Development
Colleen Pace, Chief Marketing Officer	Reva Reynolds, Executive Administrative Assistant
Erica Abarca, Partnership Manager	Julie Sinclair, Director of Brand Communications
Andy Cloutier, Director of Human Resources	
Kimber Foster, Director of Palm Springs Tourism	
Joyce Kiehl, Director of Communications	Lena D. Wade, Legal Counsel

GUESTS

Erick Martin, Davis Farr Accountants
Ajit Acharya, Miramonte Resort
Tim Pyne, Renaissance Esmeralda
Brooke Beare, City of Indio

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. There were none.

PRESENTATIONS

None.

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

JPA-Visit GPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED JUNE 25, 2021 (all vote).

The JPA Executive Committee and Visit GPS Board of Directors Joint Meeting Minutes dated June 25, 2021, were presented for approval. Chair Kors asked for a motion. Gary Gardner, Desert Hot Springs, made a motion to approve the minutes and Ernesto Gutierrez, Cathedral City, seconded. There was no additional discussion. The motion passed according to the roll call taken at the beginning of the meeting. Individual roll was taken for members participating via phone: Evans, Becker and Steward each voted Aye.

Aye: Kors, Gardner, Gutierrez, Sanders, Evans, Becker, Brackley, Cardiff, Chesterton, Connolly, Dada, Del Mas, Ellis, Estrada, Feltman, Hampton, Hoehn, Keller, Mainthia, Murray, Ostoich, Poncher, Purdy, Scaramellino, Schneider, Smith, Stark, Steward, Tabler, Tormey, Trott, Watson.

Nay: 0

Absent: Indio, Palm Desert, Rancho Mirage, Riverside County, Bruggemans, Hoffmann, Hooks, McLean, Monroe, Morcus, Waddell.

Abstain: 0

JPA EXECUTIVE COMMITTEE SPECIAL MEETING MINUTES DATED JUNE 25, 2021 (JPA Only Vote)

The JPA Executive Committee Special Meeting Minutes dated June 25, 2021, were presented for approval. Chair Kors asked for a motion to approve. Linda Evans, La Quinta, made a motion to approve the minutes and Gary Gardner, Desert Hot Springs, seconded. There was no additional discussion. The motion passed unanimously according to the roll call taken at the beginning of the meeting. Individual roll was taken for Linda Evans participating via phone. She voted Aye.

Aye: Kors, Gardner, Gutierrez, Sanders, Evans.

Nay: 0

Absent: Indio, Palm Desert, Rancho Mirage, Riverside County.

Abstain: 0

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

RESOLUTION NO. JPA 2021-006: MEETING DATES 2022

Chair Kors noted the proposed meeting dates for 2022. Gary Gardner, Desert Hot Springs, made a motion to approve Resolution No. JPA 2021-006 regarding meeting dates for 2022. The motion was seconded by Linda Evans, La Quinta. There was no additional discussion. The vote was unanimous based on the roll call taken at the beginning of the meeting. Individual roll was taken for Evans participating via phone. She voted Aye.

Aye: Kors, Gardner, Gutierrez, Sanders, Evans.

Nay: 0

Absent: Indio, Palm Desert, Rancho Mirage, Riverside County.

Abstain: 0

MOTION TO ACCEPT THE INDEPENDENT AUDITOR'S ANNUAL FINANCIAL REPORT FOR YEAR ENDED JUNE 30, 2020.

Bill Judson introduced today's guest, Erick Martin, from Davis Farr LLC. Judson explained that the company's annual audit was a bit later than usual because the previous auditing firm went through a merger. As a result, Visit Greater Palm Springs decided to choose a different firm, went through the selection process and Davis Farr was selected. They specialize in governmental and public entities.

Erick Martin of Davis Farr thanked Judson for the introduction. He noted that this was not an internal control audit, but they do make recommendations if they see any irregularities. Their "unmodified opinion" means the financials satisfied the regulations and that they were prepared in accordance with Government Auditing Standards, criteria and principles.

Martin thanked White and Judson for the opportunity to work together and looks forward to the relationship continuing into the future. There were no questions from the audience.

White added that Visit GPS is hiring a company called CFO By Design which specializes in Destination Management Organizations. Their purpose is to evaluate internal procedures and recommend efficiencies.

Gary Gardner, Desert Hot Springs, made a motion to accept the auditor's report. Ernesto Gutierrez, Cathedral City, seconded, and the vote passed unanimously according to the roll call taken at the beginning of the meeting. Individual roll was taken for Linda Evans participating via phone. She voted Aye.

Aye: Kors, Gardner, Gutierrez, Sanders, Evans.
Nay: 0
Absent: Indio, Palm Desert, Rancho Mirage, Riverside County.
Abstain: 0

JPA OFFICERS FOR 2022 NOMINATIONS

Linda Evans, La Quinta, noted that the JPA Executive Committee will vote at the next meeting for their officers: Chair and Vice Chair. She recommended the current officers continue with Geoff Kors as Chair and Gary Gardner as Vice Chair. There were no other nominations.

JPA CITY TOURISM GRANT - DISCUSSION

Scott White noted that the nameplates at each seat list the areas of focus for Visit Greater Palm Springs. When the company worked with Destination Next, one of the outcomes was the importance of developing new attractions. The "city tourism grant" is a program to help cities fund the attractions they identify. The funds cannot be used for marketing. Each city can submit applications and the Chairman's Committee will review them. White noted that he sent a message to each city manager to make them aware of these funds. The program will be voted on at the November board meeting. White noted that the first year would be a test year.

WARRANTS AND DEMANDS DATED JUNE, JULY AND AUGUST 2021

Kors introduced the warrants and demands that were included in the board packet. Linda Evans, La Quinta, moved to approve. Gary Gardner, Desert Hot Springs, seconded. The vote passed unanimously according to the roll call taken at the beginning of the meeting. Individual roll was taken for Linda Evans participating via phone. She voted Aye.

Aye: Kors, Gardner, Gutierrez, Sanders, Evans.
Nay: 0
Absent: Indio, Palm Desert, Rancho Mirage, Riverside County.
Abstain: 0

VISIT GPS BOARD OF DIRECTORS ITEMS (Only VISIT GPS Board of Directors Vote)

RESOLUTION NO. BOD 2021-002: MEETING DATES 2022

Tabler noted the meeting dates for 2022 were provided for all to review. Rolf Hoehn moved to approve Resolution No. BOD 2021-002 regarding the meeting dates for 2022. Doug Watson seconded. The vote was unanimous based on the roll call taken at the beginning of the meeting. Individual roll call was taken for board members participating on the phone: Lorraine Becker did not reply. Kelly Steward did not reply.

Aye: Brackley, Cardiff, Chesterton, Connolly, Dada, Del Mas, Ellis, Estrada, Feltman, Hampton, Hoehn, Keller, Mainthia, Murray, Ostoich, Poncher, Purdy, Scaramellino, Schneider, Smith, Stark, Tabler, Tormey, Trott, Watson.
Nay: 0
Absent: Becker, Bruggemans, Hoffmann, Hooks, McLean, Monroe, Morcus, Steward, Waddell.
Abstain: 0

NOMINATING COMMITTEE UPDATE

Tim Ellis noted the Nominating Committee met and discussed their interest in increasing the diversity of board and representation by industry. They also discussed the representation by city, noted that Palm Springs is well-represented. Another consideration is to encourage young professionals to become more active in their industry. There will be nominations on the November board meeting agenda.

CEO/PRESIDENT'S REPORT

VISIT GPS UPDATE

Visit GPS Staff Update

Colleen Pace introduced Kimber Foster, Director of Palm Springs Tourism. Pace noted that, about two years ago, the City of Indian Wells opted to fund a marketing position and the City of Palm Springs has opted to do something similar. Foster will work closely with Rob Hampton and Visit GPS. Foster introduced herself and has over twenty years of experience in Destination Marketing Organizations.

Pace also mentioned the other recent hires at Visit GPS: Jenna Conrad, Digital Marketing Coordinator; Anthony Ruiz, Digital Marketing Specialist; Elizabeth Jamison, Destination Experiences Specialist; Josh Heinz, Partnership Coordinator; Alissa Meagher, Brand Communications Specialist; and Thomas Sutton, Operations Coordinator.

Summer Campaign

Pace summarized the 2021 summer STR (Smith Travel Research) report numbers which show that Average Daily Rate for 2021 was higher than both 2019 and 2020.

Palm Springs International Airport saw a record summer in passenger traffic this past summer. PSP has been trending significantly above 2019 level since June 2021.

Media partners for summer 2021 included Adara, Centro, Nativo, Pandora, Expedia, SpaFinder, Visit California, iHeart Radio, TripAdvisor, TravelZoo, Edge Media Network, The Weather Channel and Palm Springs Life.

The summer campaign expanded to reach these markets: Los Angeles, San Diego, Phoenix, Las Vegas, San Francisco, Oakland, Seattle, Portland, Dallas, Denver and Salt Lake City and had 10 billion impressions.

The summer television campaign included these same markets and had over 3 billion impressions.

The summer co-op television partners included the Westin Mission Hills Golf Resort & Spa, The Ritz-Carlton Rancho Mirage, City of La Quinta, Hyatt Regency Indian Wells Resort & Spa, City of Palm Springs, Renaissance Esmeralda Resort & Spa, and Omni Rancho Las Palmas. The video spot featuring the Westin was shown.

The summer billboard campaign had 98 million impressions.

A new campaign this summer was the Desert Hills Outlets which had 4.6 million impressions July-August 2021.

Visit Greater Palm Springs generated 21 new blogs during June-August garnering over 210,000 page views and an average 3:48 minutes on the site.

The Summer Eats Pass focused on restaurants and was downloaded 2,821 times with 10.8 million impressions.

Visit GPS created consumer newsletters during June-August, sending out 14,096 with an open rate of 28.27%. The industry average is 16.73%.

In social media, Visit GPS created a Southwest Airlines give-away on Instagram and TikTok generating 6,200 new followers.

Visit GPS also created a media plan dedicated to Southwest Airlines. The plan launched in July and will continue to run through October 2021.

Fall Campaign Preview

Jeff Miraglia summarized the new fall campaign featuring the tagline, "What will you find?" The Brand department will create fun, short videos to help inspire curiosity about the destination.

Pace shared the fall media program including Adara, Centro, AARP, Expedia, Bandwango, Visit California, TripAdvisor, TravelZoo, SpaFinder, The Weather Channel and Palm Springs Life. The markets are expanded to include the direct flight destinations such as Atlanta, Austin, Boise, Boston, Chicago, Dallas, Vancouver, Winnipeg, Toronto, Calgary, and others.

Miraglia introduced a couple of new video spots. One featured the Annenberg Center, PS Aerial Tramway, and others set to the "open spaces" original song. Second was the "breathe in the air" voice over featuring yoga, etc.

Another new video features the "quirky" features of the destination including the banana museum, and an "adventure" video featured the BMW Experience, jeep tours, and ladder canyon hike. There is also a video featuring mid-century modernism.

New this fall will be a shopping pass promoting retail shops through the holiday season. Shoppers can enter to win a grand prize shopping spree. There is also a feature that will generate donations to Find Food Bank.

Signature events will be supported by digital billboards running in Los Angeles and San Diego markets promoting the BNP Paribas Open, Modernism Week Fall Preview, Greater Palm Springs Pride, just to name a few. A short video was shown featuring the BNP Paribas tennis tournament, polo, film festival, tamale festival and more. Signature event blogs and landing pages will also be created.

New co-op opportunities for 2022 are available with TV/Billboards, Digital/Audio, and Social Media.

Convention Sales

Pace summarized the convention sales campaign will be working with Cvent, Centro, HelmsBriscoe, SmartMeetings, ASAE, Connect, PCMA, CalSAE, Northstar USAE, and ConferenceDirect.

Convention Sales sent a monthly newsletter to over 8,000 meeting planners and received positive feedback. The newsletter included FAQs (frequently asked questions) indicating the destination is at 84% vaccination. People feel safe visiting here.

Convention Sales advertising highlights include a PCMA webinar about "hidden gems" in Greater Palm Springs and ads in USAE's newsletter.

Year-to-date bookings as of August 2021 are 42 for 2021 representing 10,955 room nights and 39 for 2022, representing 26,280 room nights.

By category, the bookings are 47% corporate, 30% associations and 23% SMERF and leads are strong for 2022.

Future pace for 2022 and 2023 targets were established by Tourism Economics and Visit GPS is ahead of those targets for both years, better than the national average.

Pace noted the upcoming tradeshow and events September through December including ConferenceDirect's Annual Partner Meeting, MPI Northern California Chapter, IMEX America, PCMA Northern California Chapter, Visit California, and Site Southern California.

White noted that Jeff Miraglia is volunteering time to the California Travel Association on branding projects. The Cal Travel Summit raised \$80,000 for the Political Action Committee, bringing their balance to \$500,000. White thanked all for their support in this effort.

Partnership

Davis Meyer provided an update on TEAM GPS noting that group classes are available and can take place on location, wherever the interest is.

TEAM GPS also hosts "group huddle" Zoom meetings where city representatives provide an update on new developments within their city.

Vacation Rentals

Meyer provided an update on the short-term vacation rental (STVR) Advisory Group which currently includes 15 individual owner/operators and 12 property managers and represents a good cross-section of the cities.

Visit GPS funded a research study by Tourism Economics in 2015 on the Economic impact of Vacation Rentals and is now embarking on two new studies: 2020 Economic Impact of Vacation Rentals and Effects of Vacation Rental Bans, which should be completed in early 2022.

White noted that as some cities continue to reduce vacation rentals, others have proven that STVRs can be managed. Reducing vacation rentals reduces visitation which has a trickle-down effect on all tourism related businesses. It will be interesting to see what impact limitation has had on other geographic areas.

Meyer noted that some locations utilize noise monitoring companies and the cities subsidize the system.

STVR data for June-Aug show summer of 2021 is down from last summer, but up from 2019.

A map of guest origination data shows where people come from and New York is growing.

Visit GPS has a landing page on AirBNB's website and VRBO, as well.

Tourism Development

Gary Orfield reported that the annual convention, IPW, just ended. Attendance was lower, but the announcement on Monday about international travel restrictions being lifted generated excitement on the convention floor.

PR/Communications

Joyce Kiehl noted an increase in interest from the media over the last few weeks. Articles have appeared in RedTricycle, Marie Claire, InsideHook, Food & Wine, Travel Awaits and Forbes in the last few months.

Visit GPS also has exposure in social media, Instagram stories and Summer Eats influencers.

The PR/Communications department is pitching and promoting various topics, hosting media, planning media outreach, re-engaging international offices, meeting media face-to-face and looking ahead to meet media where the trends are.

Trending topics include: pandemic travel trends (road trips, outdoor, sustainability, national parks, wellness), race and inclusivity topics, "micro-cations," and "slow" tourism.

White mentioned Visit GPS pledged a donation to ASAE's 30 Under 30 program in memory of Anne Heller: \$5,000 annually for five years. He noted that Greater Palm Springs is hosting the ASAE CEO Summit at the JW Marriott this coming year in April.

The board members with birthdays in September and October were acknowledged.

JPA EXECUTIVE COMMITTEE and VISIT GPS BOARD OF DIRECTORS UPDATES

ROUNDTABLE UPDATES

Tabler thanked Tom Scaramellino and the Westin team for hosting today's meeting. He also noted the Chairman's Committee is holding a retreat in January and an update will be provided afterward.

Linda Evans, La Quinta. The City is entertaining the short-term rental noise aware device and providing incentive to have access to the data so neighbors don't have to be the enforcers. She noted the Art show and Ironman competition coming up. She also thanked everyone for their support of the family of US Marine Corps Corporal Hunter Lopez following the tragedy in Kabul on Aug. 26, 2021.

Ernesto Gutierrez, Cathedral City. Next Saturday, Oct. 2, is the annual Battle of the Badges. The city approved a study regarding develop fees. The \$25 million bridge on Cathedral Canyon will be completed in 2022. Next week, council will discuss whether proof of COVID vaccine will be required for restaurants and bars.

Greg Sanders, Indian Wells. The City is looking forward to the BNP Paribas Open tennis tournament and the pickleball event in December, along with other events returning.

Gary Gardner, Desert Hot Springs. He welcomed the new Visit GPS staff members. Tourism revenue continues to increase in DHS and there is a lot of interest in cannabis tourism. Azure Palm Hot Springs has been revitalized and the City has an incentive program to help revitalize closed facilities. Outdoor recreation continues to expand. Long Canyon Trail should open in late October.

Geoff Kors, Palm Springs. He reported that airport traffic has been record-breaking. The grocer's convention and the Dinah weekend are coming up. Splash House was a huge success this year with great feedback and no noise complaints. On his recent trip to France, every employee thanked him for visiting. All of us should thank tourists for visiting.

Brooke Beare, Indio. She is attending in place of Waymond Fermon, who is in Sacramento attending a city government meeting. Long awaited Sarbale Ke sculpture, formerly appearing at Coachella Valley Music and Arts Festival, will be installed at Dr. Carreon Park. There is a new development under construction at Jefferson and Avenue 50, with new retail and dining. Beare summarized the upcoming events in the City.

Rob Hampton, Palm Springs Convention Center. Hampton noted that the California Grocers Association is at the convention center this weekend. This is shaping up to be a solid year at the center. ESRI is having their first in-person meeting since the pandemic – 1,000 people. With regard to COVID vaccines, they are following mandates, namely, attendees must prove vaccination or provide a negative test. They have had no complaints.

Jay Chesterton reported that Fantasy Springs Resort Casino is busy.

Greg Purdy, Palm Springs Aerial Tramway. He noted the tram will open October 11. State parks are reopening following fire-related closure. The Tramway is wrapping up the mountain station remodel during the holidays.

Brad Poncher continues to work with Homewood Suites on acquisitions as they are investing in additional properties.

Rolf Hoehn, Indian Wells Tennis Garden. They are under the final countdown for the BNP Paribas Open. He thanked Visit GPS for all their support in promoting the event.

Tom Tabler, JW Marriott Desert Springs. Noted that conventions are back.

Tim Pyne, Renaissance Esmeralda Resort. He is glad to be back in the Coachella Valley having left in 2007.

Robert Del Mas, Empire Polo and Events. He is optimistic for the coming season. Their first wedding is tomorrow and they have many corporate events lined up.

Tom Scaramellino, Westin Mission Hills Golf Resort. The resort is almost finished with renovations; pool will be completed November 15. "Backyard at the Westin" will be held October 29 with a Halloween theme, benefitting Desert Cancer.

Liz Ostoich, FARM and Tac/Quila Palm Springs. They finished the parklet design and have been running a waiting list during the summer. Congratulations to the Visit GPS team on their fall ads. She likes the new tag line.

Jerry Keller, Lulu and Acqua California Bistro. The marketing by Visit GPS is amazing and business is good.

Joe Tormey, CSUSB Palm Desert. Students are back on campus in person, following COVID protocols.

Jay Mainthia, Super 8 Indio. He is looking forward to the BNP Paribas Open and all the events, having a good fall season.

Dermot Connolly, La Quinta Resort. Thanked the City of La Quinta for the recent developments regarding short-term rentals. Business travel is strong. Restaurants at the resort are back open, but positions are hard to fill. Destination has an opportunity to put additional focus on the environment, sustainability, windmills, etc.

Eddy Estrada, Smarter Property Management. His company is receiving 5-10 calls per day from people who want to come December-May. Inventory is booked, prices are escalating.

Mike Murray, Hotel Paseo. The new restaurant, Larkspur Grill is open 7 day/week.

David Feltman, VRON Palm Springs. Palm Springs has a deep level of engagement between the city and vacation rentals; they are able to solve problems working together. He spent time this summer playing pickleball in various local facilities; great outdoor opportunity for the Coachella Valley.

Boris Stark, Palm Desert Vacation Properties. There is strong demand for the season and they are running out of homes. Looking forward to the vacation rental studies from Tourism Economics. Vacation rentals and hotels have different shares of the market with little overlap.

Tom Tabler noted that the November meeting will be held at the Hilton Palm Springs.

FUTURE MEETING DATE

Friday, November 19, 2021. Location: Hilton Palm Springs

ADJOURNMENT

The meeting was adjourned at 10:21 a.m.

Prepared by:


Revae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:


Robert Del Mas

Approval Date:

November 19, 2021