

GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU

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 28, 2018 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

Geoff Kors
City of Palm Springs

Charles Townsend
City of Rancho Mirage

V. Manuel Perez
County of Riverside

Call to Order – Meeting was called to order at 8:08 a.m. by Linda Evans, JPA Chair and Mayor of the City of La Quinta, in Salons 1&2 at The Ritz Carlton Rancho Mirage, Rancho Mirage, CA.

JPA ROLL CALL	Present at Meeting	Not Present YTD
CITY OF LA QUINTA Linda Evans, Mayor, Chair Robert Radi, Council Member	X	
CITY OF CATHEDRAL CITY Stan Henry, Mayor, Vice Chair Mark Carnevale, Council Member	X	
CITY OF DESERT HOT SPRINGS Scott Matas, Mayor Jan Pye, Council Member		3
CITY OF INDIAN WELLS Richard Balocco, Council Member Ted Mertens, Mayor Pro Tem	X	2
CITY OF INDIO Elaine Holmes, Council Member Lupe Ramos Watson, Council Member	X	1
CITY OF PALM DESERT Jan Harnik, Council Member Sabby Jonathan, Mayor	X	2
CITY OF PALM SPRINGS Geoff Kors, Council Member Robert Moon, Mayor	X	1
CITY OF RANCHO MIRAGE Charles Townsend, Council Member Iris Smotrich, Mayor Pro Tem	X	2
COUNTY OF RIVERSIDE V. Manuel Perez, Supervisor, 4 th District Steven Hernandez, Chief of Staff	X	1

CVB Board of Directors Roll Call

Present at Meeting

Tom Tabler, Chair, J.W. Marriott Desert Springs Resort & Spa	X
Rolf Hoehn, Vice Chair, Indian Wells Tennis Garden	E
Robert Del Mas, Secretary, Empire Polo Club	X
Affab Dada, HIBC Treasurer, Hilton Palm Springs Resort	X
Bruce Abney, El Morocco Inn & Spa	X
Rick Axelrod, Coachella Valley Economic Partnership (CVEP)	X
Lorraine Becker, Cabot's Pueblo Museum	E
Celeste Brackley, ACE Hotel & Swim Club	X
Tony Bruggemans, Le Vallauris	X
Jamey Canfield, Palm Springs Convention Center	X
Gary Cardiff, Cardiff Limousine & Transportation	X
Jay Chesterton, Fantasy Springs Resort Casino	X
Stephen D'Agostino, Hyatt Regency Indian Wells	X
Tim Ellis, Palm Mountain Resort	X
Jerry Keller, Lulu California Bistro	X
Abe Liao, Kimpton Rowan	X
Jay Mainthia, Indio Super 8 Motel	X
Michael McLean, McLean Company Rentals	X
Dr. Shari McMahan, Provost, CSU San Bernardino	X
Allen Monroe, The Living Desert	E
Lee Morcus (Emeritus), Kaiser Restaurant Group	
Tom Nolan, Palm Springs International Airport	X
Brad Poncher, Homewood Suites by Hilton, La Quinta	X
Greg Purdy, Palm Springs Aerial Tramway	E
Christoph Roshardt, Renaissance Indian Wells Resort	X
Tom Scaramellino, Westin Mission Hills Golf Resort & Spa	
Bob Schneider, Desert Adventures Red Jeep Tours & Events	X
Barb Smith, Access Palm Springs	E
Kelly Steward, The Ritz-Carlton, Rancho Mirage	X
Doug Watson, Doubletree by Hilton	E
Elie Zod, Renaissance Palm Springs	X

(X = present, E = excused)

Staff/Attorney:

Scott White, President and CEO
 Jeff Miraglia, Chief Brand Officer
 Bob Thibault, Chief Destination Development Officer
 Mark Crabb, Chief Sales Officer
 John Kirby, Chief Financial Officer
 Joyce Kiehl, Director of Communications
 Jill Philbrook, Director of Destination Services
 Andy Cloutier, Director of Human Resources
 Danae Sheehan, Associate Director of Destination Services
 Marissa Willman, Digital Content Manager
 Davis Meyer, Partnership Manager
 Krystal Kusmieruk, Social Media Manager
 JP Zapata, Media Relations Manager
 Amber Warren, Brand Coordinator
 Erica Abarca, Marketing Administrative Assistant
 Revae Reynolds, Executive Administrative Assistant
 Steve Quintanilla, Legal Counsel
 Colin Kirkpatrick, Legal Counsel

Guests:

Sherry Barkas, Desert Sun
Dermot Connolly, LQ Resort & Spa
Pet Cooper, Supervisor Perez' office
Peter Freymuth, PS Airport Commission
PJ Gagajena, City of Indio
Elyssa Goldberg, BG's El Paseo
Steve Hernandez, City of Coachella
Paulina Larson, Palm Springs Life
Sean Smith, City of Rancho Mirage
Thomas Soule, City of Palm Desert

Pledge of Allegiance

Chair Evans lead the Pledge of Allegiance.

Confirmation of Agenda

The agenda was accepted unanimously.

Public Comment

There were no comments from the public.

Chair Evans introduced Dermot Connolly, Interim General Manager of the La Quinta Resort. He plans to return to Puerto Rico when his property there reopens.

Tom introduced Dr. Shari McMahan, Provost of CSU San Bernardino, who is here today representing the university.

Presentation – Brian Nestande, Riverside County – Salton Sea Update

Linda Evans introduced Brian Nestande, Deputy CEO, Riverside County. Nestande gave a brief summary of the history of the Salton Sea and various efforts over the years to obtain funding to work toward resolving the problem of increasing salinity. His presentation is attached to these minutes.

The solution is complicated and involves various stakeholders including water districts, the Salton Sea Authority, the county, state, and Torres Martinez tribe. The proposed project protects the north shore. He described some funding sources including tax increment financing and an Enhanced Infrastructure Financing District (EIFD) bond.

Nestande noted that the State of California has funds that could be assigned to this project. He thanked the CVB for the study showing the benefit of a viable Sea.

Nestande was asked how board members can help and he emphasized the importance of public support for the currently proposed project. He is willing to meet with people to discuss how they can help.

Scott White asked about cost of the proposed barrier– \$350 million. The anticipated capacity of the bond is estimated at \$1.5 billion. Perez agreed with the recommendation and noted that Riverside County would welcome formal support from all cities in the county to support the MOU.

Approval of Minutes (all vote)

The JPA-CVB Board of Directors Joint Meeting Minutes dated June 22, 2018 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated June 22, 2018, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting (Balocco / Perez).

Consent Calendar (JPA Exec Committee Only Votes)

1. Warrants and Demands Dated June 30, 2018
2. Warrants and Demands Dated July 31, 2018
3. Warrants and Demands Dated August 31, 2018

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

JPA Executive Committee Items

- Updates from the JPA Members

Richard Balocco, Indian Wells – They will break ground in January on a new hotel project at Miles Avenue and Highway 111, which will include a hotel, condos, and villas, designed to capture the millennial market. The Sands Hotel is now open; it was renovated from time shares to a hotel. The city is continuing to work on the property east of the Miles Avenue project, too. Looking forward to the pickleball championship and the Ironman event is sold out.

Elaine Holmes, Indio – The restaurant at The Sands, Pink Cabana, is great. Marriott Fairfield Inn will open in Indio in mid-October. Hampton Inn by Hilton is breaking ground soon. Tamale Festival is the same weekend as Ironman, hotels will be full. The State of the City will be held at Fantasy Springs on October 26. The Haagen/mall development project is underway and there will also be a Halloween event there for children. The Taste of Indio will take place Nov. 1 at Jackalope Ranch. Nov. 2-4 is an event at Big Rock Pub: rock and roll live music, antique car auction, concerts, BBQ, food trucks, etc. Nov. 3 is Dia de los Muertos at the Coachella Valley Museum. Nov. 15 is the Small Business expo at Fantasy Springs Resort Casino. Nov. 23-25 is the Pow Wow at Fantasy Springs.

Geoff Kors, Palm Springs – Modernism Week has a preview weekend plus a few days which begins Oct. 18. The Wanderlust event, Wellspring, is the weekend of Oct. 26-28. Nov. 4 is Pride Weekend with the parade on Sunday. Palm Springs Unified School District is moving its administration building to a location on Gene Autry Trail. Their land adjacent to the convention center is being sold. Kors reported that Aftab Dada has approached the large hotels with a proposal to increase the TOT to raise money so the convention center can buy the land. The plan is to have this on the ballot for June 2019; they need to determine which properties would participate, hotel size, etc. There will be another update on this at our December Board/JPA meeting.

Jan Harnik, Palm Desert – The city is rolling out a new marketing effort. Oct. 7 is "Why Be Fit" and Oct. 15 is Paint El Paseo Pink.

Stan Henry, Cathedral City – Reported that the Mary Pickford theater is 100% sustainable with solar panels on the roof and other features. It is the only 100% green movie theater in the state and maybe in the country. The new bridge on Date Palm should be done by October. It will have three lanes and a walkway on each side and will connect to CV Link. Then, the City will add a bridge on Cathedral Canyon and another on Ramon Road, over the wash. For Veterans Day, Ace Hardware is selling flags for the display "Healing Field" honoring soldiers fallen since 2001. Nov 16-18 is the hot air balloon festival, tethered flights, balloon glow, 25 food trucks, and concert.

Charles Townsend, Rancho Mirage – There is a meatball contest next weekend benefiting the Boys & Girls Club. The city is sponsoring Modernism Week. Del Webb is building 1,100 homes in Section 31 "Annenberg Lot" including a hotel. Attendance at the observatory is beyond expectation; there are waiting lists to get into programs. It is a wonderful resource for the City and the Coachella Valley. Ferrari bought three parcels for their new dealership and they are building a new facility there.

Linda Evans, La Quinta – The State of the City luncheon is Oct. 12 at noon at Embassy Suites.

Manuel Perez, County of Riverside – He visited Oaxaca, Mexico, this summer as the County is considering a bilateral agreement with them. They met with tourism and private entities. The benefit for both parties is the exchange of opportunities around education, cultural arts and economics. A contingent is coming to the United States for Dia de los Muertos. The County may take a delegation there. A similar agreement is being negotiated with Guadalajara, expected to be complete by April or May 2019. Perez will contact the CVB about a possible event with a Mariachi Philharmonic group.

CEO/President's Report

- New Research

White noted two new studies: a relocation study regarding young adults in Southern California who reported that they would relocate to the Coachella Valley if there were more jobs here. The other study is the economic impact of Canadian visitors to the destination.

Scott White mentioned that the Board Report for September (included in the board members' meeting packet) highlighted all the promotions and new staff coming on board.

- Marketing and Communications

Mark Crabb summarized the 2018 Image and Awareness Study of meeting planners which included 435 respondents. The top three attributes important to meeting planners in choosing a destination are quality of hotels, room rates, ease of getting there. Top three attributes of Greater Palm Springs were relaxing atmosphere, luxuriousness, and quality of hotels. 60% believe GPS can host a successful meeting, 2/3 are very familiar with our destination and almost 44% said they are likely to hold a meeting here. Specific meeting types that fit our destination include LGBTQ and health & wellness, which also fits our focus and we will focus more attention on the LGBTQ market. 60% said GPS is appealing or very appealing. For those meeting planners who have not been to GPS, their challenge is geographic location, airport and lift.

Bob Thibault summarized the 2018 Consumer Image and Awareness Study which included 7,600 participants. Perceptions have improved since the 2011 survey. The reasons people come here align with our pillars, namely, health and wellness, a place to be pampered, and outdoor activities. Travelers fall into these five groups: successful boomers, hidden getaways, value seekers, traditionalists and pampered families. Successful boomers and pampered families like our destination and they spend more. Pampered families rate us above average in all categories. The research gives us direction for our marketing strategy, namely, images and message that appeal to these categories of visitors: pampered families like water images and successful boomers liked images of water and architecture. Favored tag lines include "an oasis of luxury" and "breathe in, chill out".

- Convention Sales and Travel Industry Sales

Mark Crabb reported that his team generated 500 new leads in 2018, coming from corporate, association, SMERF and then government sources, in that order. The majority comes from California. The sales team added Barb Quigley to focus on the Chicago market.

Destination Services is implementing a new Site Experience initiative to train DOSM and sales people to focus on the planners' needs more than the amenities of the property.

Sales is launching a new social media awareness campaign on Facebook, Instagram and LinkedIn.

The CVB is unveiling a new tradeshow booth at IMEX in Las Vegas. 90% of appointments are full. The team is also doing group presentations.

Travel Industry Sales - The team is launching a new initiative called the Southern California road trip at the first of the year featuring Greater Palm Springs, Santa Monica and San Diego. Launching in German first.

There will be a dedicated California section in Visit California's International Guide and Brand USA marketing. The luxury market segment will feature GPS in the Nov/Dec issue of Virtuoso Life.

- Marketing and Communications

Marketing - Bob Thibault summarized the 2018 Summer Chill Campaign numbers. The combined total of TV spots, digital impressions and out-of-home impressions totaled over 20.7 billion impressions. Thibault also shared the numbers from Expedia which included 25,077 room nights booked and a return on ad spend of 84.1. The number of hotel room nights booked on Expedia were up for each of the months May through August.

Thibault summarized the SMARI results for the Summer Chill Campaign. 500 people completed the survey. The increase in awareness was 37%. The top 10% noted GPS was a place to relax. There was a 17-point lift for aware travelers for intent to visit.

Live Your Wellest - Jeff Miraglia introduced the new fall campaign "Live Your Wellest." Promotional efforts ran July through September and "wellest season" is October through December. The CVB has created a "Live Your Wellest" section on the website and there are special offers associated with the season. Social media will use the hashtag #LiveYourWellest. The "Wellest Challenge" is a 10-day challenge beginning September 10th with 20-minute fitness activities presented daily.

The fall TV coop Partners include Palm Springs, BMW Performance Center West, La Quinta California, and Preferred Palm Springs Small Hotels. Some examples of the fall creative were shown.

Digital Marketing - Marissa Willman summarized the website performance citing organic sessions more than doubled from last summer and the website is outperforming industry averages on key engagement metrics.

She summarized the summer promotional "Chill Deals" which led to over 138K pageviews. The CVB has partnered with a data co-op called Adara which will track how many viewers actually complete a booking. In 30 days, the CVB has been responsible for 900 room nights with a total estimated revenue of over \$195K.

Through partnering with Ares Travel, there is a new Booking Widget now included on the website which allows viewers of our website to click and book their hotel.

Social Media - Krystal Kusmieruk summarized the Summer Chill campaign noting 1.6 million impressions. The Chill Challenge campaign had 1.1 million impressions.

For the theme "Live Your Wellest", the CVB partnered with Passion Passport, a community of travel-minded influencers. On Twitter, there were 180 chat participants which reached 590K accounts.

Video Series - Anndee Laskoe summarized the third season of the CVB's original series Chill Chaser citing segments on Pickleball, the observatory in Rancho Mirage, ModSquad and Modernism, Night Golf in Indian Wells, El Paseo Art and Vintage Shopping. The WanderList series will include segments on the Mineral Springs and Palm Oasis Preserves, Unique Boutiques and Historical Small Hotels, Wild and Unique Vacation Rentals, and Desert Harvest. Videos were shown of Scorpions, Chef Leanne and Chill Chaser's Farmers Market.

Public Relations - Joyce Kiehl introduced new employee, JP Zapata, Media Relations Manager and LGBTQ market specialist.

Kiehl reported that the CVB is making a transition to measuring media coverage using a new system that was developed in Barcelona and is called the Barcelona Principles. It is a point system which quantifies the quality of coverage. The highest score is 10 with potential bonus points for a total of 12. The elements evaluated include the number of images, type of mention (brief or featured piece), whether the article is mentioned on the cover of the publication, etc. Kiehl also shared the list of upcoming events her department is hosting and/or attending. Individual media visits to date total 148; group visits total 233.

Collaboration - With respect to the Arts & Culture pillar, Jeff Miraglia introduced the app "artsGPS" being developed in conjunction with the California Desert Arts Council. The app will help visitors find, search, and visit public art installations. It will include a map and calendar sections and will cross-promote the dining opportunities in GPS. The app was developed by Hunter Martin who is a Cathedral City high school student.

The 2018 Visitor Guide is in circulation. It is a collaborative project with Palm Springs Life magazine. There were 129K copies printed. This year, each of the nine cities is featured in its respective section.

BrandWeek - Ad Week created an event called BrandWeek which was hosted here in Rancho Mirage for the first time. Representatives from many large companies attended and many of them were in the destination for the first time.

Wellspring – This Wanderlust event is in the destination for the first time Oct 26-28, 2018. There will be 200 classes, panel discussions, activities, and inspiring speakers all focused on wellness.

Joyce Kiehl reported that the CVB is the first domestic DMO to join the Wellness Tourism Association. Joyce attended their conference in Quebec City September 22-24, 2018. They completed a survey about wellness vacations and found respondents wanted an overall reboot, to connect with self, and a mental health break.

LGBTQ - The national convention of the NLGJA (National Lesbian and Gay Journalists Association) was held in GPS September 6-9, 2018.

Partnership - Davis Meyer reported that the next Meet & See will be October 25 at the Old Polo Estate. The Meet & See on November 6 will be Shots in the Night at the Indian Wells Golf Resort. The CVB holiday party will be Thursday, December 6. The CVB hosted an ADA Compliance and Title III Bootcamp on September 25th at the Riviera Palm Springs for businesses interested in learning more about this area of law.

- CTA Update

Bob Thibault announced that Donna Sturgeon will join the CVB next week as the CTA Program Manager. She has an excellent background and will be reviewing curriculum and the survey results.

- Transportation

Scott White shared the new seasonal air service from Air Canada, Flair Air, United, Delta, Sun Country, jetBlue and Frontier. These airlines will be increasing their frequency to the destination: United, Delta, Alaska Airlines and American Airlines. Service to the destination will be extended by Air Canada, Delta and jetBlue.

White reported that the CVB will create a co-op for marketing air service with five participating airlines (Delta, jetBlue, American Airlines, WestJet and Air Canada), promoting the destination in their markets and working directly with the airlines.

The 30-second spot was shown which will start airing next month, promoting the jetBlue non-stop service.

- Monthly Summary Financial Report & Treasurer's Report – July 2018

White noted that the financial statements were included in the Board meeting materials and everyone should have had an opportunity to review the documents. The budget is tracking according to plan. Anyone with questions is invited to contact John Kirby.

CVB Board of Directors Update

- Updates from the Chair

Tabler thanked the Ritz Carlton team for hosting the meeting this morning. He noted that the Chairman's Committee met with Congressman Raul Ruiz and discussed transportation (air and rail), education and workforce development, Salton Sea and Joshua Tree National Park, and international travel. The Congressman said it would be most effective for us to submit to him some specific proposals and he could then forward them to the appropriate offices for review and action.

- Brief Updates on New Developments

Tabler requested members share only specific updates.

Affab Dada - PS Resorts is focused on buying the building at 980 East Tahquitz. It is the last contiguous piece of land near the convention center.

Mike McLean – Palm Springs had a lucrative summer with events and music concerts. Vacation rentals brought in \$8 million which is ¼ of the total TOT in Palm Springs. McLean reported that Palm Springs created the first formal ordinance regarding vacation rentals in the Coachella

Valley. They are tracking how much TOT the vacation rentals produce, the number of code enforcement calls, citations written, citations given, etc. and comparing monthly and year-over-year. He hopes other cities might duplicate this system. Scott White suggested he work with the CVB to draft a list of best practices that could be shared with other cities.

Jerry Keller – reported that the Acqua California Bistro location was slower than Palm Springs, but all around good over the summer.

Jay Chesterton – reported that Fantasy Springs Resort Casino had a record September.

Jay Mainthia – (dba Indio Super 8 and Suites) reported that there was considerable construction on Highway 111, but the work would be completed by October.

Brad Poncher – reported that the Homewood Suites by Hilton La Quinta had 8,000 room nights this summer.

Tom Nolan – demand is up for ridership at the airport and thanked the CVB for its role in this development. The cost of operation is low at the airport and capacity for seats is up double digits.

Jamey Canfield – is excited to welcome the Wellspring (Wanderlust) event to the convention center in October. Some projects underway at the center include installing electronic signage, and enhancing the security system. He supports the planning for the future expansion of the convention center.

Tim Ellis – announced that he has decided to retire from Palm Mountain, but is not leaving the area. He is joining TravelHost Magazine as a partner as of January 1, 2019.

Tony Bruggemans – reported that Le Vallauris enjoyed a successful season last year and is looking forward to another.

Abe Liao – had no new business update from the Kimpton Rowan Palm Springs, but is looking forward to joining the work of the CVB.

Kelly Steward – noted that the Ritz Carlton is happy to host today's meeting. They had a remarkable summer and this month has been the best September in their history. She is pleased with their new and dynamic sales team and is looking forward to IMEX in Las Vegas.

Robert del Mas – reported that BrandWeek brought two events to the Empire Polo Club. He encouraged meeting planners to keep such "double-headers" in mind for corporate groups.

Celeste Brackley – had no specific update from Ace Hotel and Swim Club. They had a good summer.

Rick Axelrod – CVEP signed an agreement with Palm Desert regarding the Palm Desert iHub which should leverage and attract businesses in the technology industry. It is located within walking distance of CSU San Bernardino Palm Desert Campus.

Bob Schneider – reported that Desert Adventures and Jeep Tours has a new venue to showcase, a larger space that can accommodate up to 700 people. They also added new trails to their tours. They will have an open house on October 24. He is also co-chairing the golf tournament by Palm Springs Hospitality Association which raises money for the Palm Springs Boys & Girls Club.

Future Meeting Date

Friday, December 14, 2018. Location TBD.

Adjournment

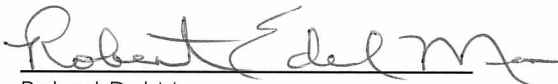
The meeting was adjourned at 10:01 a.m.

Prepared by:



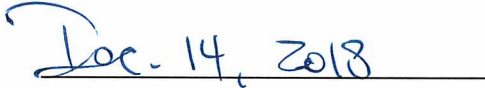
Revae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:



Robert Del Mas

Approval Date:



Dec. 14, 2018