



JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

Call to Order

Meeting was called to order at 8:07 a.m. by Linda Evans, JPA Chair and Mayor of the City of La Quinta, at the JW Marriott Desert Springs Resort & Spa, Springs Ballroom Salons A-C, in Palm Desert, CA.

Roll Call

The roll call is recorded on the following page.

OCTOBER 25, 2019

JOINT POWERS AUTHORITY

Location: JW Marriott Desert Springs
 74855 Country Club Drive
 Palm Desert, CA 92260

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

Regular Meeting
 Friday, October 25, 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 X
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District Steven Hernandez, Chief of Staff	2 X

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, M.D.
 Coachella Valley Economic
 Partnership

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
 TravelHost Palm Springs

Michael Facenda
 Agua Caliente Resort Casino

Rob Hampton
 Palm Springs Convention
 Center

Jerry Keller
 Lulu California Bistro

Jay Mainthia
 Indio Super 8 and Suites

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)Michael McLean
McLean Company RentalsAllen Monroe
The Living DesertLee Morcus (Emeritus)
Kaiser Restaurant GroupThomas Nolan
Palm Springs International
AirportBrad Poncher
Homewood Suites by Hilton,
La QuintaGreg Purdy
Palm Springs Aerial TramwayChristoph Roshardt
Renaissance Indian WellsTom Scaramellino
Westin Mission Hills Golf Resort
& SpaBob Schneider
Desert ConsultingBarb Smith
Access Palm SpringsKelly Steward
The Ritz-Carlton Rancho
MirageJoe Tormey
CSU San Bernardino
Palm Desert CampusPeggy Trott
Kimpton Rowan Palm SpringsDoug Watson
Riviera Palm SpringsElie Zod
Retired Hospitality Executive

Bruce Abney, El Morocco Inn & Spa	X	
Rick Axelrod, Coachella Valley Economic Partnership (CVEP)	X	
Lorraine Becker, Cabot's Pueblo Museum	X	
Celeste Brackley, ACE Hotel & Swim Club		X
Tony Bruggemans, Le Vallauris		X
Gary Cardiff, Cardiff Limousine & Transportation	X	
Jay Chesterton, Fantasy Springs Resort Casino		X
Tim Ellis, TravelHost Palm Springs	X	
Michael Facenda, Agua Caliente Resort Spa / Spa Resort Casino		X
Rob Hampton, Palm Springs Convention Center (new)	X	
Jerry Keller, Lulu and Acqua California Bistros	X	
Jay Mainthia, Indio Super 8 Motel	X	
Michael McLean, McLean Company Rentals	X	
Allen Monroe, The Living Desert		X
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	
Joe Tormey, CSU San Bernardino Palm Desert Campus (new)		
Peggy Trott, Kimpton Rowan Palm Springs	X	
Doug Watson, Doubletree by Hilton		X
Elie Zod, Retired Hospitality Executive	X	

STAFF/ATTORNEY

Scott White, President and CEO	Alex Mercado, Convention Sales Admin Asst
Mark Crabb, Chief Sales Officer	Davis Meyer, Partnership Manager
Bill Judson, Vice President Finance and Administration	Anne Marie Mourhess, National Sales Manager
Jeff Miraglia, Chief Brand Officer	Joanne Ohanesian, Marketing Coordinator
Colleen Pace, Chief Marketing Officer	Gary Orfield, Director Travel Industry Sales
Bob Thibault, Chief Development Officer	Rob Osterberg, Director of Convention Sales
Suzanne Aed, National Sales Manager	Jill Philbrook, Director of Destination Services
Erica Abarca, Partnership Manager	Reva Reynolds, Executive Administrative Assistant
Genoa Aleman, Brand Manager	Mary Ryan, National Sales Manager
Matt Bark, National Sales Manager	Danae Sheehan, Assoc Director of Destination Services
Tammy Bucklin, Associate Director of Sales	Julie Sinclair, Director of Brand Communications
Miranda Caudell, Copywriter	Amber Warren, Brand Coordinator
Andy Cloutier, Director of Human Resources	Marissa Willman, Director of Digital Marketing
Joyce Kiehl, Director of Communications	
Rebecca Kirkpatrick, Business Analyst	Steve Quintanilla, Legal Counsel
Krystal Kusmieruk, Social Media Manager	Colin Kirkpatrick, Deputy Legal Counsel

GUESTS

Peter Freymuth, Palm Springs Airport Commission
Irene Rodriguez, Cabot's Pueblo Museum
PJ Gagajena, City of Indio
Jan Hulahan, JW Marriott Desert Springs
Deborah McGarrey, Southern California Gas Company
Dr. Jake Zhu, CSU San Bernardino Palm Desert Campus

PLEDGE OF ALLEGIANCE

Chair Evans lead the Pledge of Allegiance.

CONFIRMATION OF AGENDA

Agenda was accepted unanimously.

PUBLIC COMMENT

There were no comments from the public.

PRESENTATION

Deborah McGarrey, Public Affairs Manager, Southern California Gas Company

Ms. McGarrey summarized the large geographic area of the gas company and its stakeholders including cities, elected officials and rate payers. She distributed a blue packet of information (attached to these minutes) including a printed copy of her presentation.

A number of California laws are focused on reducing emissions to meet the climate goals of the state. The Gas Company does not oppose the climate-related legislation, but some have proposed to eliminate all gas appliances, for example. The Gas Company is in favor of choice, supporting the development of solar, wind, electric, hydrogen, and compressed natural gas (CNG). The Gas Company has a goal of developing 5% renewable natural gas by 2022. They have invested \$500 million in dairy-related technology toward this end. Another goal is de-carbonizing their pipeline. They are also working on waste water treatment plants.

McGarrey encouraged all cities to pass a resolution in support of affordable and balanced strategies to reduce emissions from buildings and that call on state policymakers to preserve consumers' ability to choose either natural gas or electric appliances for their homes and businesses.

APPROVAL OF MINUTES (All Vote)

The JPA-CVB Board of Directors Joint Meeting Minutes dated June 28, 2019 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated June 28, 2019, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting (Gardner / Kors) with two abstentions (Hernandez and Smotrich) who are alternates today and were not present at the June meeting.

CONSENT CALENDAR (JPA Exec Committee Only Votes)

1. Warrants and Demands Dated June 2019
2. Warrants and Demands Dated July 2019
3. Warrants and Demands Dated August 2019
4. Warrants and Demands Dated September 2019

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

JPA EXECUTIVE COMMITTEE ITEMS (JPA Executive Committee Only Votes)

VOTE FOR JPA EXECUTIVE COMMITTEE OFFICERS FOR 2020 (Nomination: Chair – Linda Evans, Vice Chair – Geoff Kors)

The slate of officers was approved as presented and the vote was unanimous based on the roll call taken at the beginning of the meeting (Balocco / Holmes).

RESOLUTION NO. JPA 2019-004 – MEETING DATES 2020

The date for the January 2020 meeting was changed from January 31 to January 24. The 2020 meeting dates were then approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Kors / Balocco).

UPDATES FROM THE JPA MEMBERS

Iris Smotrich – summarized events in Rancho Mirage. Council is reviewing a master plan for a proposed 16-acre, mixed-use project. Another project is a grand oasis crystal lagoon, 34-acre body of water for recreational activities including small craft sailing, with pedestrian walkways, public beach, public park, beach club homes of various sizes, and commercial and office spaces. Hotels will flank the lagoon. The City will schedule public hearings in the near future.

Elaine Holmes – announced that Indio has hired Brooke Beare as their Director of Communications and Marketing. The City recently completed an update to its general plan which will direct the evolution of Indio's growth. Its State of the City event is on Halloween. A new Hampton Inn is under construction. The City is in discussions with Coachella Valley Economic Partnership for an iHub in downtown Indio; it fits well with College of the Desert, as well. The college has purchased a third site in Indio for a new Child Development Center. The Indio BBQ State Championship event is November 2, 2019.

Richard Balocco – reported the relaunch of the remodeled Vue Grille & Bar took place last evening. There have been updates to Shots in the Night that facilitate group activities. The hotel project for the corner just west of Miles Avenue is moving along; planning for 139 rooms, 56 condos, 31 villas, and also restaurants. Financing and other details are progressing, expecting finalization in two years. The Renaissance Indian Wells is rebranding as Renaissance Esmeralda. Hyatt Regency Indian Wells is in progress to create a water theme park.

Gina Nestande – reported on the development at Desert Willow, Desert Surf Resort, which will be a 15-acre resort with a 5-acre surf lagoon. There is only one other such development in the United States, in Texas. It will include an up-scale hotel with villas and will be an economic game changer for the whole valley bringing visitors in the summer. The City met with the developers yesterday and their next meeting is November 14, 2019. The monthly "First Weekend" series of events for Palm Desert begins November 1.

Geoff Kors – reported that Palm Springs had a good summer and occupancy was up. The City just finished the Modernism Week Fall Preview. Tickets for Modernism Week in the spring will go on sale November 1. Next week is Palm Springs Pride with 140,000 people expected to attend. There will be an entertainment district and Palm Canyon will be closed for the festival. The new arena is expected to open September 2021 including a resident hockey team. They will break ground in January 2020. As the City is working on DestinationNEXT, they are starting to think about possible multi-city events, sports events, for example, that could be developed.

Ernesto Gutierrez – Cathedral City is breaking ground on the bridge on Cathedral Canyon soon. The City budget has been updated and there are a number of road improvement projects upcoming. Gutierrez met the director of tourism for the city of Guadalajara, Mexico, and they discussed a potential direct flight into Palm Springs. Upcoming events in Cathedral City: Halloween Spectacular is October 27, Dia de Los Muertos is November 2 at the Palm Springs cemetery. November 9-16 is the Healing Fields which is a tribute to veterans who paid the ultimate price since 2001. The Balloon Festival and associated food trucks will be held November 22-24 featuring 30 hot air balloons, lots of entertainment and food.

Gary Gardner – reported that the TOT in Desert Hot Springs has increased and parking lots in the summer were frequently full. DHS has \$11M in its reserve budget now. The Tyson Ranch project is pursuing phase one permits. The Tyson music festival expects 10,000 people to attend in March 2020. The City is anticipating the Hot Springs conference the first week in November 2019 welcoming owners and operators of hot springs across the nation. Spa tours will be brought back in the spring. The City is hiring a new development director to grow the tourism and retail sectors. Next week, Gardner is meeting with the Bureau of Land Management and the forest service to discuss park headquarters for Sands to Snow National Monument.

Steven Hernandez – Supervisor Perez is in Sacramento working to secure \$20M for the North Lake Plan (Salton Sea). The fire in the eastern end of the Coachella Valley is 30% contained. It is a mulch fire stemming from illegal land use. The Bureau of Indian Affairs fire service is the lead agency working on that fire. Supervisor Perez was instrumental in arranging the Mariachi event at the McCallum Theatre last weekend. Perez supports aligning mariachi events across the Coachella Valley.

Linda Evans – The date for the Ironman is December 8, 2019. There are a number of construction projects in La Quinta including flood control; various streets are being improved. On the City's website there are updated videos of the Montage project taken by drone. American Express is the new sponsor for the golf classic. The City is working on a plan for the Highway 111 corridor between Washington and Jefferson, including a CV Link component.

CVB BOARD OF DIRECTORS (CVB Board of Directors Only Vote)

UPDATES FROM THE CHAIR

Rolf Hoehn noted that the CVB's remote sales people are in town and invited those in attendance today to introduce themselves.

BOARD MEMBER TERMS – VOTE DURING NOVEMBER 2019 MEETING

Hoehn noted that the CVB board membership will be on the agenda for the November 2019 meeting. Some members will be renewed and some of those will need their term limits waived, as indicated on the handout in the board packet. The Board Officers serve a two-year term and are in the middle of their terms this year, so there will not be a Board Officer election this year.

NOMINATING COMMITTEE – NEW MEMBERS (Joe Tormey, Rob Hampton)

Chair of the Nominating Committee, Tim Ellis, reported that the Committee is recommending two new members to the board. The first is Joe Tormey who could not attend today's meeting. Mr. Tormey is the Director of the Hospitality program at CSU San Bernardino Palm Desert Campus. Attending from the campus is the new Dean, Dr. Jake Zhu. The second recommendation is Rob Hampton, General Manager of the Palm Springs Convention Center, who introduced himself and gave a brief history of his experience. The motion to accept these two new members was unanimous based on the roll call taken at the beginning of the meeting (Hoehn / Cardiff).

Ellis noted that Board Member Stephen D'Agostino, General Manager of the Hyatt Regency Indian Wells, is moving to Dallas. The new GM at the Hyatt will be Mike Waddell who is coming from Scottsdale.

RESOLUTION NO. BOD 2019-001 – MEETING DATES 2020

The Board of Directors noted the change in the January meeting date from January 31 to January 24 and the meeting dates for 2020 were accepted unanimously according to the roll call taken at the beginning of the meeting (Dada / Mainthia).

VISIT CALIFORNIA MARKETING RENEWAL REFERENDUM – LETTER AND FLYER

Scott White noted that this update on the Visit California Marketing Renewal Referendum will be discussed during the CVB Update later in this meeting.

CEO/PRESIDENT'S REPORT

BOARD REPORT FOR OCTOBER 2019

Destination NEXT – Bob Thibault

Thibault noted the guest experience survey that was completed by Paul Ouimet of NextFactor Enterprises. Mr. Ouimet is working on a new project, a Destination Experience Plan for the individual cities and has visited each one, meeting with most city officials. The project encourages each city to think strategically about potential developments and events to come. He will present his results after the first of the year.

Thibault also reported on the results of the CVB's study of the employees in our tourism industry and in which zip code they reside, noting that 92% of them live in the Coachella Valley.

Thibault also reported that the Airport Roundtable conference will take place in the destination January 15-17, 2020. This is a gathering of airline route planners and airline marketing professionals. It is beneficial to have them experience the destination.

Thibault also shared statistics on our Palm Springs airport passengers, hotel occupancy and revenue per available room (RevPAR) which are all up for the months of May through August 2019.

Travel Industry Sales – Gary Orfield

Orfield offered congratulations to the Hyatt Regency Indian Wells and appreciation for the Convention Sales and Destination Services teams and the CVB's Paris office for securing the CEDIV annual travel conference here from France in June 2020. This conference will be attended by over 200 French travel agencies.

Orfield shared the marketing collaboration this year between Greater Palm Springs, West Hollywood and San Diego working together to promote "Road Trip 2020" in Australia. There are a number of components to the initiative including the Cool Cousins app.

Orfield reported on the targeted strategy to promote the destination in Ireland. Working with the CVB office in London, the CVB has trained half of the travel professionals in Ireland. Marketing efforts have increased awareness of the destination and its brand pillars.

Orfield noted the upcoming programs and those in which Partners can participate.

Convention Sales – Mark Crabb

Crabb noted the CVB's progress toward its room night goals and how they will be achieved; the CVB is on track.

The IMEX 2019 trade show was a success with 98 one-on-one appointments and 214 clients in the booth had discussions with CVB team members.

The CVB is working more intently with CVENT which is an online platform that automates and simplifies the entire meeting planning process used by 92,000 planners. It is a tool to integrate revenue management into the sales process. Crabb noted

the various metrics in the meeting planning industry, for example, smaller meetings are trending and he noted the demographic distribution of planners' ages, etc. The CVB has created a new ad campaign for use on the CVENT platform.

With respect to events coming up, Crabb noted the visit of industry leaders attending Brian Stevens (CEO of ConferenceDirect) event at the Ritz-Carlton next week and Meetings Today Live 2019 taking place at the JW Marriott Desert Springs, La Quinta Resort & Club, Omni Rancho Las Palmas Resort & Spa, and Westin Mission Hills Golf Resort & Spa. There are Site Experience trainings for General Managers and Directors of Sales and Marketing at ten different properties coming up soon.

Crabb noted the new hire of Angela Day, Northeast National Sales Manager, who starts her job at the CVB November 4.

Destination Marketing – Colleen Pace

Pace shared a wealth of data the CVB received from the market research company SMARI, including the type of trip visitors were on, types of lodging they chose, advertising awareness, and ad campaign return on investment (ROI). The main takeaway is that the CVB's campaigns are measurably effective, efficient and exceed industry averages. Board member Lee Morcus asked about the decrease in awareness and Pace responded that the goal is to reach more affluent audiences which explains the increases in trip spending and economic impact.

With respect to the Summer 2019 Co-op campaign, there were over 13.5 billion impressions and over 206K spots and there were twelve Partners who participated.

The 2019 Summer Chill campaign resulted in 18 billion total impressions with 17.8 billion TV impressions, 61.5 million digital impressions, 128 million out-of-home impressions and 842,000 print impressions.

The Fall Wellest Campaign started in September as a fully integrated campaign with a "Wellest" message across all channels and outlets. The Wellest-themed video was shown in which Wanderlust was involved.

Pace summarized the co-op opportunities for 2020 including streaming TV, such as Hulu, for the first time. Billboards will also be used and there is a new international co-op on Expedia. New co-ops for 2020 include social media, Locale, Adara and Pandora.

The new Visitor Guide is out and it is also available digitally. It is distributed throughout the destination in high traffic areas and the CVB has already mailed out 5,000 copies.

Digital Marketing – Marissa Willman

Willman noted that there has been a 37% increase in mobile traffic to the CVB's website, so the CVB will now track desktop and mobile traffic separately. This is one of the reasons the website will be redesigned, to be more mobile-friendly.

The hiking trail landing page went live last month. The CVB worked with the Bureau of Land Management and Friends of the Desert Mountains to develop one approved list of trails.

Willman reported that the CVB tracks its digital advertising impact via Adara which showed that \$2 million of revenue and over 11,000 room nights were generated by CVB digital ads during April to July 2019. The CVB also learned that the air service of Sacramento was in the top ten destinations even though it is new. Scott White noted that this is good data to support air service in the summer.

Social Media – Krystal Kusmieruk

Kusmieruk reported that the CVB worked with Sparkloff to quantify the results of the summer social media campaign. The CVB is able to retarget those who click on an ad. The "CHILLspiration" video was shown.

Kusmieruk noted that gpsNEXT is a Partner education campaign. The CVB held a training for Partners regarding the effective use of social media. Board member Greg Purdy reported that the class attended by employees of the Palm Springs Aerial Tramway was very informative and helpful. There will be future trainings on the topics of Public Relations and Pitching.

Communications – Joyce Kiehl

Kiehl reported that the CVB celebrated and promoted the inaugural flight of Contour Airlines September 16, 2019. Forty-five Sacramento-based media and meeting planners attended a reception to celebrate the event.

The CVB also joined with Visit California for its annual media mission to Canada. The team met with media in Toronto, Calgary and Vancouver.

Kiehl also reported that media dinners were held in both Los Angeles and San Francisco and six Partners participated in each event.

Kiehl summarized her department's progress toward their PR Quality Score as they are implementing the Barcelona Principles. They are on track to reach their goal.

With respect to upcoming initiatives, Kiehl summarized various conferences, dinners and events the Communications team is involved in.

Partnership – Davis Meyer

Meyer described the upcoming Partner events including a mixer at Villa Paradiso on October 30, Family Day at Desert International Horse Park on November 3, a Meet & See at Classic Club on November 14 and the CVB's Holiday Party on December 5.

Meyer reported the top-viewed Chill Deals over the summer. There were 403 in total and she noted that they are all free of charge to Partners.

The CVB hosted a Live Your Wellest kickoff event at the JW Marriott Desert Springs on September 20 with 135 attendees and industry guest speakers. There were information stations and activities hosted by Eisenhower Health, Spa Desert Springs, and Thrive Fitness Studio.

Certified Travel Ambassador (CTA) Program – Erica Abarca

Abarca thanked those in the room with whom she has been working since taking over the program four months ago. As of June, there were 162 people who had completed the program and now there are 376. Many organizations have hosted group trainings which has helped fill the classes. The program is growing with special events open only to CTAs and excursions designed to enhance their experience and awareness of our destination. There is also now a CTA digital newsletter. Three ways to get involved: 1. Become a CTA, 2. Explore business opportunities, 3. Support a student.

Visit California Marketing Renewal Referendum – Scott White

White explained the funding structure of Visit California and its periodic renewal which is voted upon by industry members across the state which gross \$1 million or more in revenue annually. Ballots will arrive in November and the deadline to vote is December 31, 2019. Please return your ballot and support Visit California, which is vital to our industry.

MONTHLY SUMMARY FINANCIAL REPORT & TREASURER'S REPORT – AUGUST 2019

White congratulated Bill Judson on the CVB's financial reports which continue to show the company in good standing. The annual audit is still in process and is going smoothly.

CVB BOARD OF DIRECTORS UPDATES

UPDATES ON NEW DEVELOPMENTS

Rolf Hoehn – reported that the Margaritaville National Pickleball National Championship will take place at the Indian Wells Tennis Garden November 2-10. They will use 49 courts and play 4,200 matches over nine days. Entry is \$5 or \$10. He also noted the Ironman in December and, of course, the tennis tournament in March 2020, for which tickets sales are ahead of pace.

Tim Ellis – encouraged members to support the Palm Springs Hospitality Association's Clubs for Kids golf tournament coming up which benefits youth in the Palm Springs area and provides student scholarships. He also noted that the Palm Desert golf cart parade is coming up and the CVB has a cart in the parade.

Rick Axelrod – noted the Coachella Valley Economic Partnership Economic Summit is November 19. He also encouraged everyone to attend or purchase a table for the LifeStream Blood Bank fundraising event November 21. Rita Coolidge will provide entertainment. The blood bank is giving seats to those who have donated 5 gallons or more.

Aftab Dada – added that the Clubs for Kids tournament has a goal to raise \$40,000 for the Boys & Girls Club of Palm Springs and scholarships for students in hospitality.

Jerry Keller – shared some upcoming events that LULU has planned including Halloween on Arenas in Palm Springs. Acqua is partnering with Musical Theater University in the production of Nunsense this Monday and the next two Mondays. Tickets are \$49 for the dinner and show package.

Scott White – noted that the strategic planning firm, Coraggio, completed an organizational assessment for the CVB last year which resulted in the hiring of additional staff. Coraggio has been contracted again, this time to complete an assessment of progress since that time and also to facilitate a leadership assessment and training.

White thanked the JW Marriott Desert Springs for hosting today's meeting and announced the location for next month's meeting is the Westin Mission Hills Golf Resort.

FUTURE MEETING DATE

Friday, November 22, 2019. Location: Westin Mission Hills Golf Resort

ADJOURNMENT

The meeting was adjourned at 9:54 a.m.

Prepared by:


Revae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:


Robert Del Mas

Approval Date:

Nov. 22, 2019