

# **JOINT MEETING JPA EXECUTIVE COMMITTEE & VISIT GREATER PALM SPRINGS BOARD OF DIRECTORS MINUTES**

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## **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 Hilton Palm Springs, CA.

## **Roll Call**

The roll call is recorded on the following page.

**NOVEMBER 19, 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 Chesterlon  
 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: Hilton Palm Springs  
 410 E. Tahquitz Canyon Way  
 Palm Springs, CA 92262  
 Regular Meeting  
 Friday, November 19, 2021, 8:30am – 10:00am

		PRESENT	NOT/YTD
CITY OF PALM SPRINGS	Geoff Kors, Council Member, <b>Chair</b>	X	
	Christy Holstege, Mayor		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Coun. Mbr, <b>Vice Chair</b>	X	
	Roger Nunez, Council Member		
CITY OF CATHEDRAL CITY	Ernesto Gutierrez, Mayor Pro Tem		
	Mark Carnevale, Council Member	X	
CITY OF INDIAN WELLS	Greg Sanders, Council Member	X	
	Dana Reed, Mayor Pro Tem		
CITY OF INDIO	Waymond Fermon, Mayor Pro Tem		2
	Elaine Holmes, Mayor		
CITY OF LA QUINTA	Linda Evans, Mayor	X	
	Robert Radi, Council Member		
CITY OF PALM DESERT	Jan Harnik, Mayor Pro Tem	X	1
	Gina Nestande, Council Member		
CITY OF RANCHO MIRAGE	Charles Townsend, Mayor Pro Tem		3
	Iris Smotrich, Council Member		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District		2
	Steven Hernandez, Chief of Staff	X	
<b>VISIT GPS BOARD OF DIRECTORS ROLL CALL</b>		<b>PRESENT</b>	<b>EXCUSED</b>
	Tom Tabler, <b>Chair</b> - J.W. Marriott Desert Springs Resort & Spa	E	
	Rolf Hoehn, <b>Vice Chair</b> - Indian Wells Tennis Garden	X	
	Robert Del Mas, <b>Secretary</b> - Empire Polo Club & Events	X	
	Aftab Dada, <b>Treasurer</b> - Hilton Palm Springs Resort	X	

Visit GPS Board of Directors  
(continued)

	Kate Anderson, Agua Caliente Band of Cahuilla Indians		
Jerry Keller Lulu California Bistro	Lorraine Becker, Cabot's Pueblo Museum	E	
Jay Mainthia Indio Super 8 and Suites	Celeste Brackley, ACE Hotel & Swim Club	X	
Michael McLean McLean Company Rentals	Tony Bruggemans, Le Vallauris	X	2
Allen Monroe The Living Desert	Gary Cardiff, Cardiff Limousine & Transportation	X	
Lee Morcus (Emeritus) Kaiser Restaurant Group	Jay Chesterton, Fantasy Springs Resort Casino	X	
Michael Murray Hotel Paseo	Dermot Connolly, La Quinta Resort & Club	X	
Liz Ostoich FARM and Tac/Quila	Tim Ellis, Ellis Hospitality Services	E	
Brad Poncher Retired Hospitality Executive	Eddy Estrada, Smarter Property Management	E	
Greg Purdy Palm Springs Aerial Tramway	David Feltman, VRON Palm Springs	E	
Tom Scaramellino Westin Mission Hills Golf Resort & Spa	Rob Hampton, Palm Springs Convention Center	X	
Bob Schneider Palm Springs Power Baseball	Amanda Hoffmann, Vacasa	E	
Barb Smith Eventis Destination Services	Todd Hooks, Agua Caliente Band of Cahuilla Indians		3
Boris Stark Palm Desert Vacation Properties	Jerry Keller, Lulu and Acqua California Bistros	X	
Kelly Steward The Ritz-Carlton Rancho Mirage	Jay Mainthia, Indio Super 8 Motel	X	
Joe Tormey CSU San Bernardino Palm Desert Campus	Michael McLean, McLean Company Rentals	E	
Peggy Trott Kimpton Rowan Palm Springs	Allen Monroe, The Living Desert	E	
Mike Waddell Hyatt Regency Indian Wells	Lee Morcus (Emeritus), Kaiser Restaurant Group	E	1
Doug Watson College of the Desert	Michael Murray, Hotel Paseo	E	
	Liz Ostoich, FARM and Tac/Quila Palm Springs	E	
	Brad Poncher, Homewood Suites by Hilton, La Quinta	X	
	Greg Purdy, Palm Springs Aerial Tramway	X	
	Tom Scaramellino, Westin Mission Hills Golf Resort & Spa	E	
	Bob Schneider, Palm Springs Power Baseball	X	
	Barb Smith, Eventis Destination Services	E	
	Boris Stark, Palm Desert Vacation Properties	E	
	Kelly Steward, The Ritz-Carlton, Rancho Mirage	E	

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	Davis Meyer, Director of Partnership
Bill Judson, Vice President Finance and Administration	Gary Orfield, Director of Tourism Development
Jeff Miraglia, Chief Brand Officer	Revae Reynolds, Executive Administrative Assistant
Colleen Pace, Chief Marketing Officer	
Andy Cloutier, Director of Human Resources	Lena D. Wade, Legal Counsel
Joyce Kiehl, Director of Communications	

#### GUESTS

Jeffrey Bernstein, Destination PSP  
 Sejal Bhakta, Hampton Inn & Suites  
 Tim Pyne, Renaissance Esmeralda

Charles McClendon, City of Cathedral City  
 Peter Castro, City of Indian Wells  
 Bryan Montgomery, City of Indio  
 Brooke Beare, City of Indio  
 Thomas Soule, City of Palm Desert  
 Justin Clifton, City of Palm Springs  
 Gabe Coddling, City of Rancho Mirage

#### 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. One comment was received by email on November 19, 2021, at 1:50am and is attached to these Minutes as Addendum #1.

#### APPROVAL OF THE MINUTES (JPA and Visit GPS Board of Directors Vote)

**JPA-Visit GPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED SEPTEMBER 24, 2021** (all vote).

The JPA Executive Committee and Visit GPS Board of Directors Joint Meeting Minutes dated September 24, 2021, were presented for approval. Chair Kors asked for a motion to approve. Linda Evans of La Quinta made a motion to approve the minutes and Rolf Hoehn seconded. There was no additional discussion. The motion passed according to the roll call taken at the beginning of the meeting.



**Aye:** JPA: Kors, Gardner, Carnevale, Sanders, Evans.  
Board: Brackley, Bruggemans, Cardiff, Chesterton, Connolly, Dada, Del Mas, Hampton, Hoehn, Keller, Mainthia, Poncher, Purdy, Schneider, Tormey, Trott, Watson.

**Nay:** 0

**Absent:** JPA: Indio, Rancho Mirage.  
Board: Becker, Ellis, Estrada, Feltman, Hooks, McLean, Monroe, Morcus, Murray, Ostoich, Scaramellino, Smith, Stark, Steward, Tabler, Waddell.

**Abstain:** JPA: Harnik, Hernandez.

#### CONSENT CALENDAR (only JPA Executive Committee votes)

#### WARRANTS AND DEMANDS

The Warrants and Demands dated September and October 2021 were presented for approval. Gary Gardner of Desert Hot Springs made a motion to approve. Linda Evans seconded. Chair Kors asked if there were any discussion. There was none. The Warrants and Demands for the months of September and October 2021 were approved according to the roll call vote at the beginning of the meeting.

**Aye:** Kors, Gardner, Harnik, Carnevale, Sanders, Evans, Hernandez.

**Nay:** 0

**Absent:** Indio, Rancho Mirage.

**Abstain:** 0

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

#### DISCUSSION AND ACTION REGARDING REDISTRICTING

White noted that the state redistricting commission is proposing potential voting district lines that would end up splitting the Coachella Valley. From a tourism perspective, this is not in our best interest. Visit Greater Palm Springs has done a lot of work to create collaboration between the east and west ends of the valley. Kors noted that no one on the redistricting commission is located in the Coachella Valley. Kors' position is not to take one, but he supports the region to remain in one district. General discussion concluded the same. We need to have one voice and it does not have to be political or partisan. White will develop a letter for the commission sharing this view, citing developments in tourism.

#### RESOLUTION NO. JPA 2021-007: APPROPRIATING VISIT GPS FUNDS TO THE GREATER PALM SPRINGS TOURISM FOUNDATION

Chair Kors invited White to elaborate about the tourism grant. In following the Destination Development Plan, the tourism grant would allow money to support the TEAM GPS ambassador program, training programs for the hospitality industry, scholarships for these educational programs, workforce development, etc. It would be a pilot program this year and then evaluated.

Linda Evans of La Quinta moved to approve Resolution No. JPA 2021-007. Jan Harnik of Palm Desert seconded. Kors asked if there were additional discussion. There was none. Resolution No. JPA 2021-007 was approved according to the roll call vote taken at the beginning of the meeting.

**Aye:** Kors, Gardner, Harnik, Carnevale, Sanders, Evans, Hernandez.

**Nay:** 0

**Absent:** Indio, Rancho Mirage.

**Abstain:** 0

## ELECTION OF JPA OFFICERS FOR 2022

Chair Kors noted that it was recommended at the September 2021 meeting that Kors (Palm Springs) and Gardner (Desert Hot Springs) continue as Chair and Vice Chair, respectively, for 2022.

Linda Evans of La Quinta made a motion to approve Kors and Gardner as officers for 2022 noting that the pandemic was an unusual year. Jan Harnik of Palm Desert seconded. The vote was unanimous based on the roll call taken at the beginning of the meeting.

**Aye:** Kors, Gardner, Harnik, Carnevale, Sanders, Evans, Hernandez.

**Nay:** 0

**Absent:** Indio, Rancho Mirage.

**Abstain:** 0

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

### RESOLUTION NO. BOD 2021-003: APPROPRIATING VISIT GPS FUNDS TO THE GREATER PALM SPRINGS TOURISM FOUNDATION

Vice Chair Hoehn noted that this Resolution is the same as the Resolution discussed above for the JPA. Bruggemans made a motion to approve Resolution No. BOD 2021-003. Del Mas seconded. There was no additional discussion. The vote was unanimous based on the roll call vote taken at the beginning of the meeting.

**Aye:** Brackley, Bruggemans, Cardiff, Chesterton, Connolly, Dada, Del Mas, Hampton, Hoehn, Keller, Mainthia, Poncher, Purdy, Schneider, Tormey, Trott, Watson.

**Nay:** 0

**Absent:** Becker, Ellis, Estrada, Feltman, Hooks, McLean, Monroe, Morcus, Murray, Ostoich, Scaramellino, Smith, Stark, Steward, Tabler, Waddell.

**Abstain:** 0

## NOMINATING COMMITTEE UPDATE

Brad Poncher, representing the Nominating Committee, acknowledged the long service to the Board by Tony Bruggemans. Bruggemans thanked the Board, noting his involvement since its inception and remarked at the growth of the organization and the destination. He wished everyone all the best for the future. He reported that Le Vallauris Restaurant is being renovated and should be finished maybe in January 2022. The restaurant will have the same chef. He thanked all for their help and dedication. White noted that Bruggemans is welcome to continue attending the meetings.

Poncher reported that the Nominating Committee recommends the following individuals for membership on the Visit Greater Palm Springs Board of Directors: Jeffrey Bernstein, President, Destination PSP; Sejal Bhakta, Owner, Hampton Inn & Suites (Indio and Palm Desert); and Tim Pyne, General Manager, Renaissance Esmeralda Resort & Spa.

Poncher reported that Amanda Hoffman has resigned from the Board. She has taken a position in Dallas, Texas, and is moving there.

Poncher reported that the Committee met and discussed various criteria including the required representation of TBID hotels and the vacation rental industry as listed in the Board Bylaws. Other considerations included balancing representation from the various cities, diversity of industries represented and diversity of the individuals, as well.

Poncher invited the nominees to introduce themselves.

Aftab Dada made a motion to approve the three nominees. Jay Mainthia seconded. There was no further discussion. The vote was unanimous based on the roll call vote at the beginning of the meeting.



**Aye:** Brackley, Bruggemans, Cardiff, Chesterton, Connolly, Dada, Del Mas, Hampton, Hoehn, Keller, Mainthia, Poncher, Purdy, Schneider, Tormey, Trott, Watson.

**Nay:** 0

**Absent:** Becker, Ellis, Estrada, Feltman, Hooks, McLean, Monroe, Morcus, Murray, Ostoich, Scaramellino, Smith, Stark, Steward, Tabler, Waddell.

**Abstain:** 0

#### RENEWING VISIT GPS BOARD OF DIRECTORS FOR ANOTHER TERM

Poncher noted the Board members whose term is up for renewal: Brackley, McLean, Monroe and Purdy. Members serve 3-year terms and can serve three consecutive terms, more if the Board votes to extend their service. Rolf Hoehn made a motion to approve the renewal of the board terms. Jay Mainthia seconded. There was no further discussion. The vote was unanimous based on the roll call at the beginning of the meeting.

**Aye:** Brackley, Bruggemans, Cardiff, Chesterton, Connolly, Dada, Del Mas, Hampton, Hoehn, Keller, Mainthia, Poncher, Purdy, Schneider, Tormey, Trott, Watson.

**Nay:** 0

**Absent:** Becker, Ellis, Estrada, Feltman, Hooks, McLean, Monroe, Morcus, Murray, Ostoich, Scaramellino, Smith, Stark, Steward, Tabler, Waddell.

**Abstain:** 0

#### RENEWING VISIT GPS BOARD OF DIRECTORS AND WAIVING TERM LIMITS

Poncher read the names of Board members whose terms are up for renewal and term limits must be waived if they are to continue: Cardiff, Dada, Ellis, Hoehn, and Poncher.

Celeste Brackley made a motion to approve the renewal. Jay Chesterton seconded. There was no further discussion. The vote was unanimous based on the roll call at the beginning of the meeting.

**Aye:** Brackley, Bruggemans, Cardiff, Chesterton, Connolly, Dada, Del Mas, Hampton, Hoehn, Keller, Mainthia, Poncher, Purdy, Schneider, Tormey, Trott, Watson.

**Nay:** 0

**Absent:** Becker, Ellis, Estrada, Feltman, Hooks, McLean, Monroe, Morcus, Murray, Ostoich, Scaramellino, Smith, Stark, Steward, Tabler, Waddell.

**Abstain:** 0

#### STUDY SESSION

##### CORAGGIO STRATEGY EXERCISE – TREVER CARTWRIGHT

White noted that the room was set up in a different configuration to help facilitate this strategy session. Crescent tables seated about four people each. He noted that Visit GPS has worked with Coraggio before and White has also seen a similar strategy meeting conducted by Trever Cartwright. The Board members absent today need not worry; this will be a six-month process. White encouraged participants to think of our overall region today, not just this organization. Today's work will help Visit GPS, and our industry as a whole, set our goals and objectives.

White noted that it is appropriate to re-evaluate the impacts of the pandemic and update the strategic plan and the overall plan for the region.

Exercise:

1. Fast forward 5 years, as an entire destination and imagine: How has it evolved? How is it different? All groups recorded their responses. Some suggestions included: food destination, broad band, an arena will be built, expansion of higher education, extended seasons.
2. List the biggest challenges and biggest opportunities for the destination in the next two years. Challenges: Infrastructure, anything unforeseen, heat, climate change, energy grid. Opportunities: year-round amenities, CV Link, healthy living, Thermal Airport, East Valley increase in housing.
3. In a 5-year timeframe, what are some tangible ways we can improve and grow our tourism economy? Responses included: valley-wide broadband, customs at PSP airport, cannabis tourism, year-round attractions, education theme is strong.
4. What are the most important strategic priorities that VGPS should focus on in the next 2 years? Some responses included: Health and Wellness, family, international marketing, rail transportation, more drive-market marketing, workforce development. Cartwright noted that all of these require regional collaboration.

Cartwright noted there was an additional sheet for each group. It listed different areas of concentration. He asked each group to rank the items. A rank of "a" means to stay the same, "b" means do less of this, and "c" means we should do more of this. Cartwright then wrapped-up the session.

White reported that Mesa, Arizona, is the first Autism Certified city. There is a training program for hospitals, businesses, tourism industries, etc. A hotel can become certified. Intel has done this and is attracting employees and business development as a result. White noted that VGPS is exploring this as an organization, or maybe the destination.

White thanked everyone for their participation today. The information will be aggregated and the process will continue in January with the Chairman's Retreat.

Kors thanked the city guests who participated today.

FUTURE MEETING DATE

Friday, January 28, 2022. Location: JW Marriott Desert Springs Resort & Spa


ADJOURNMENT

The meeting was adjourned by Tony Bruggemans at 9:59 a.m.

Prepared by:

  
 Revae Reynolds  
 Executive Administrative Assistant

Visit GPS Board of Directors Secretary:

DocuSigned by:  
  
 94325D99A68B4EE...  
 Robert Del Mas

Approval Date:

Jan. 28, 2022



## Addendum #1

### Joint Meeting of the JPA Executive Committee and Board of Directors of Visit Greater Palm Springs November 19, 2021: Public Comment (verbatim)

**From:** Brad Anderson <[ba4612442@gmail.com](mailto:ba4612442@gmail.com)>

**Sent:** Friday, November 19, 2021 1:50 AM

**To:** Revae Reynolds <[revae@visitgreaterps.com](mailto:revae@visitgreaterps.com)>

**Subject:** Public Comment (Please Read into the Record) for the "Visit GPS" Public meeting 11/19/2021

November 19, 2021

Greather Palm Springs Convention and Visitors Bureau (GPSCVB)

"Visit GPS"

70100 Hwy 111

Rancho Mirage, CA. 92270

(760) 770-9000

Attn: Clerk of the Board

Re: Written letter to be entered in to the Public record and made available to the general public for the scheduled GPSCVB (Visit GPS) open Public meetings for November 19, 2021 - Non-Agenda Public Comment  
(Please Read aloud Into the Record)

Dear "Visit GPS" Directors,

Please consider reviewing how this organization operates with regards to allowing citizens the opportunity to activity participate with verbal testimony during this special districts Public meetings.

As you are aware of the limitations that have been placed on member's of the Public to provide Public testimony on Consent Calendar agenda Items prior to the formal introduction of those Items to the member's and Public.

Please consider allowing citizens the opportunity to listen to and possibly addressing (allowing Public testimony with not less than 3 minutes of speaking time) on each and every agenda Item as the member's of this organization are considering them for review and or adopting them as a matter of record. This added language and or policy will guarantee transparency and allow for clear ethical guidelines for Public participation in this organizations Public meetings.

Please consider these other suggestions for greater transparency and Increased benefits for the Public. Replacing agenda bullet points with numbers and or letters to better Identify each agenda topic and or sub-topic.

Adding another Non-Agenda Public comment towards the end of the meeting agenda in addition to the current Non-Agenda Public comment towards the beginning of each Public meeting agenda. This would add greater flexibility for Residents that may enter a meeting early or late - to be heard by this board (potential verbal testimony by the Public)

With the current Virus narrative (COVID crisis) Free speech appears to be under attack from within our own governmental agencies. The State of California had mandated restrictions over safe guards (Brown Act) - that had helped limit corruption from elected and appointed officials. With those safeguards being eliminate and having local governmental agencies impediment potentially illegal requirements in regards to limiting "free speech" with unreasonable shortened time limits on Public meeting testimony and other radical elements to potentially limit the public's knowledge of certain agenda Items- Its critical that over zealous politicians and or bureaucrats and their special Interests (legal counsel's) act within the law and are morally sound to avoid acting to pontenally cause the civil rights of any Resident to be violated.

Sincerely,

Brad Anderson | 37043 Ferber Dr. Rancho Mirage, CA. 92270