

MOUNT SAN JACINTO WINTER PARK AUTHORITY

Minutes of the regular meeting of the Mount San Jacinto Winter Park Authority held February 15, 2017 at the Palm Springs Aerial Tramway, Palm Springs, CA.

Authority Members

Jerry Ogburn
Bary Freet
Brian Nestande
Jan Oliphant
Nancy Stuart

Staff

Rob W. Parkins, President
Jim Whitmore, Executive VP
Nancy Nichols, VP Sales & Marketing
Tara Meinke, VP Finance
Greg Purdy, Public Affairs Manager

Absent:

Jon Sheinberg

Guests:

Todd Friedman, MSJSP
John Fritch, Elevated Experiences
Mark Hudgens, MSJSP
Kyle Radke, The Jones Agency

Legal Counsel:

Robert Hargreaves

CALL TO ORDER – OGBURN

Meeting called to order at 9:30 a.m.

ROLL CALL – NICHOLS

PLEDGE OF ALLEGIANCE - FREET

WELCOME OF GUESTS – OGBURN

APPROVAL OF AGENDA – OGBURN

Upon Motion by Oliphant, seconded by Freet and carried, to approve today's agenda, was unanimously approved.

PUBLIC COMMENTS

None.

APPROVAL OF MINUTES – OGBURN

Upon Motion by Stuart, seconded by Nestande and carried, the meeting minutes dated January 18, 2017, were unanimously approved.

PRESENTATION TO PAST CHAIR - PARKINS

Parkins presented Bary Freet, 2016 Chair, with a gift and thanked him for his service to the Authority. Freet thanked the Authority.

ADMINISTRATION REPORTS

BUDGET & FINANCE

Concessions – Fritch reported sales for the month of January 2017 were up 30% from the previous January. Peaks and Cascade Café had the majority of the sales.

Discussion followed on offering more selections and Valentine's Day.

MARKETING REPORT

Nichols stated the Sales, Marketing and Public Affairs report had been sent to the Authority and asked if there were any questions. Hearing none she continued with her report.

Nichols reported for January 2017 visitor attendance was 64,701 which was 1% more than January 2016. January 2017 year-to-date attendance was 3% more than January 2016 year-to-date.

Nichols reported group sales for January 2017 were \$103,697 which was 2.5% more compared to January 2016 and 2017 year-to-date group sales were \$589,273 which was 7% more than January 2016 year-to-date.

Nichols reported on the "Ladies who Sang at the Follies" show on March 9th at 7pm at the Mountain Station. This event was created to generate evening business when visitor attendance was slower. She reported the Tramway History Museum was almost complete in the Valley Station and invited the Authority members to visit.

Advertising – Radke reported had created and placed special advertising for the "Ladies who Sang" at the Follies" show and was now working on Easter.

Discussion followed on Easter Sunrise Service and the Follies show.

GENERAL MANAGER REPORT

Gateway Project - Parkins deferred to Ogburn.

Ogburn reviewed a proposed project located at Tram Way and Highway 111. He stated the project potentially could include a preserve and business campus and would be the gateway both for the Tramway and the Coachella Valley. He stated representatives of the City of Palm Springs and the Aqua Caliente Band of Cahuilla Indians have plans to ask for shared funding from their respective Councils in order to retain a consultant to undertake a consensus-building effort among stakeholder groups. The objective being to create an overall development and conservation program for this area. He stated before seeking shared funding, both representatives had requested assurance from the Mt. San Jacinto Winter Park Authority that the Authority would be supportive, participate with the consultant and consider a potential future presence within the Campus, if feasible.

Upon Motion by Freet, seconded by Stuart and carried, the Authority hereby agrees to be supportive of the work program for the project currently named the Mt. San Jacinto Scenic Wilderness Preserve and Mt. San Jacinto Gateway Campus, if needed; agrees to participate with the consultant and would consider a potential Tram presence within the Mt. San Jacinto Gateway Campus component, if feasible, was unanimously approved.

Parkins recommended a sub-committee work with the respective parties on this project and he recommended the Chair and Authority Member Stuart and they both agreed.

Discussion ensued on the CV Link, other landowners in the area and a bike trail up Tram Way.

Projects Report – Whitmore reported the final walk through was completed with the architect and project manager for the Mountain Station infrastructure improvements and would now submit to a planner and an estimator. He stated the Desert Palisades project on Tram Way was finishing their emergency exit road and once completed a security gate would be installed. He reported the final Tram parking lot was going to be resurfaced and the wastewater project was still waiting for the 2nd estimate.

CALIFORNIA STATE PARKS

Hudgens reported rangers had been very busy this season and had several rescues. He thanked tram staff for their assistance during these times. He stated there had been 3 film shoots in the park this month. He extended an invitation to Authority Members to attend the trail surveys on March 23 and 24 and/or April 24 and 25, depending on snow conditions. These surveys will allow Parks to assess the damage and subsequent repairs needed for the Willow Creek Trail. He stated Hidden Lake Preserve should be open by mid-summer and was working on an entry permit procedure for the area.

AUTHORITY MEMBER COMMENTS

None.

ADJOURNMENT

Hearing no further business Chair adjourned the meeting at 10:09 am.

(Attest: Secretary)

