

## MOUNT SAN JACINTO WINTER PARK AUTHORITY

Minutes of the Regular Meeting of the Mount San Jacinto Winter Park Authority held October 19, 2016 at the Palm Springs Aerial Tramway, Palm Springs, CA.

### **Authority Members**

Bary Freet  
Brian Nestande  
Jerry Ogburn  
Jan Oliphant  
Jon Sheinberg  
Nancy Stuart

### **Staff**

Rob W. Parkins, President  
Jim Whitmore, Executive VP  
Nancy Nichols, VP Sales  
Tara Meinke, VP Finance  
Marjorie De La Cruz, VP HR & Risk Mgmt.  
Greg Purdy, Public Affairs Manager

### **Absent:**

None

### **Guests:**

Skip Descant, The Desert Sun  
James Forneris, NHA  
Todd Friedman, MSJSP  
John Fritch, Elevated Experiences  
Vince Llacer, NHA  
Kyle Radke, The Jones Agency  
Robert Rotman, Guest  
Dennis Woods, Guest

### **Legal Counsel:**

Robert Hargreaves

### **CALL TO ORDER – FREET**

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

### **ROLL CALL – NICHOLS**

### **PLEDGE OF ALLEGIANCE - NESTANDE**

### **WELCOME OF GUESTS – FREET**

Chair introduced the new Authority Member, appointed by the County of Riverside, Brian Nestande.

### **APPROVAL OF AGENDA – FREET**

**Upon Motion by Stuart, seconded by Ogburn and carried, to accept today's agenda was unanimously approved.**

### **PUBLIC COMMENTS**

None.

## **APPROVAL OF MINUTES – FREET**

**Upon Motion by Oliphant, seconded by Sheinberg and carried, the meeting minutes dated August 16, 2016 were unanimously approved.**

## **ADMINISTRATION REPORT**

### *BUDGET & FINANCE*

Meinke asked if the Authority had received and reviewed the financial reports and narrative for July 2016 and August 2016 and asked if there were any questions. There were none. She stated the annual financial audit was being conducted so the September 2016 financial report was delayed.

Meinke stated attendance for August 2016 year-to-date was 2,986 more than August 2015-year-to-date.

*Resolution 2016-2* - De La Cruz reviewed Resolution No. 2016 stating it was necessary to be IRS Compliant and recommended its approval.

**Motion by Oliphant, seconded by Stuart and carried, Resolution No. 2016-2 adopting the amended and restated Mount San Jacinto Winter Park Authority (D/B/A Palm Springs Aerial Tramway) Cafeteria Plan, was unanimously approved.**

*Concessions* – Fritch reported food and beverage sales for September 2016 were the same as September 2015 even though the Tram was closed for maintenance an additional 7 days this year. He reported a new Peaks Restaurant menu had been created, October banquet bookings were up from last October and unlike other concerts in the Valley, Desert Trip may have increased restaurant business.

Discussion followed regarding advertising for Desert Trip.

### *MARKETING REPORT*

Nichols reported September 2016 year-to-date attendance was 3,541 less than year-to-date 2015, mainly because of the Tram's 19-day annual maintenance shutdown. Nichols reported September 2016 year-to-date group sales were \$30,436 more than 2015 year-to-date.

*Minute Order 2016-8* - Nichols reviewed Minute Order 2016-8 awarding the social media services contract to Graphtek Interactive and recommended its approval.

Discussion followed on the scope of work covered, who is responsible for postings and social media analytics.

**Motion by Stuart, seconded by Sheinberg and carried, to approve Minute Order 2016-8 authorizing the award of the lowest and best bid for the purpose of providing Social Media Services to Graphtek Interactive in the amount of \$29,600, was unanimously approved.**

*Advertising* - Radke stated had produced snow guessing, banquet and road challenge ads and was working on holiday creative.

#### GENERAL MANAGER REPORT

Parkins reviewed Resolution 2016-3 amending the Mt. San Jacinto Winter Park Authority By-laws to reflect a change of meeting day from Tuesday to Wednesday and recommended its approval.

**Motion by Stuart, seconded by Ogburn and carried, approving Resolution 2016-3 designating regular board meetings days to be Wednesday, was unanimously approved.**

*Projects Report* – Whitmore reported the tree house contract was written and sent to Treemendous for review. The mountain station project RFP was sent to the attorneys for review and if approved there would be a walk-thru scheduled with the project manager. He reported receipt of the evaluations of the waste water project were still pending; the mountain station crane had to be replaced and the Edison project along Tram Way having to do with the Desert Palisades development should be completed prior to Tram Road Challenge event.

Discussion followed on the Edison project, the other proposed development along Tram Way, and Mike Fontana, the mountain station project manager.

#### CALIFORNIA STATE PARKS

Friedman thanked the Tram staff for continuing maintenance on the concrete trail into Long Valley. He reported the trail crews would be working on Round Valley trails until November 1, 2016.

Discussion followed on Hidden Lake, Forest Service trail closures and inviting a Forest Service representative to the January 2017 meeting.

#### **AUTHORITY MEMBER COMMENTS**

Ogburn welcomed Nestande to the Authority. Hargreaves reminded the Authority that the required ethics training would be following this meeting after a 10-minute break.

#### **ADJOURNMENT**

Hearing no further business Chair adjourned the meeting at 10:15 a.m.

  
(Attest: Secretary)