

## **MOUNT SAN JACINTO WINTER PARK AUTHORITY**

Minutes of the Regular Meeting of the Mount San Jacinto Winter Park Authority held August 16, 2017, at the Palm Springs Aerial Tramway, Palm Springs, CA.

### **Authority Members**

Jerry Ogburn  
Nancy Stuart  
Bary Freet  
Jan Oliphant  
Brian Nestande  
Jon Sheinberg – via  
Teleconference 760-969-4380  
(9:40 a.m. disconnect)

### **Staff**

Jim Whitmore, Executive VP  
Tara Meinke, VP Finance  
Gary Aberg, VP Technology  
Greg Purdy, VP Marketing & Public Affairs  
Paul Wright, Technology Manager

### **Absent:**

None

### **Guests:**

Mark Hudgens, MSJSP  
Kyle Radke, The Jones Agency  
Ben Kandora, The Jones Agency  
Justin Post, The Jones Agency  
Brad Kain, Guest  
David Dry, Guest  
Dennis Woods, Guest  
Robert Rotman, Guest  
Marty Rotman, Guest  
Shelly Rotman, Guest

### **Legal Counsel:**

Robert Hargreaves

### **CALL TO ORDER – OGBURN**

Meeting called to order at 9:33 a.m.

### **ROLL CALL – PURDY**

### **PLEDGE OF ALLEGIANCE - STUART**

### **WELCOME OF GUESTS – OGBURN**

### **APPROVAL OF AGENDA – OGBURN**

Whitmore requested adding Agenda Item 10.C – Conference with Legal Counsel – Anticipated Litigation, GC 54956.9 – Number of potential cases: 1, as an item which arose subsequent to the posting of the agenda.

**Upon Motion by Oliphant, seconded by Nestande and carried, to accept today's agenda with change was unanimously approved.**

## **PUBLIC COMMENTS**

Dry discussed proposed continuation of Mirage House at Desert Palisades and asked board to investigate and then oppose this request to Planning Commission. Dennis Woods discussed Mirage House continuation and asked that we also oppose City's release of Desert Palisades' bond.

## **APPROVAL OF MINUTES – OGBURN**

**Upon Motion by Nestande, seconded by Stuart and carried, the meeting minutes dated June 21, 2017, were approved.**

## **ADMINISTRATIVE REPORTS**

### *BUDGET AND FINANCE REPORT*

Meinke asked if the Authority had received and reviewed the financial reports and narrative for June 2017 and July 2017 and asked if there were any questions. Hearing none she stated she had mailed the Authority the security and parking return on investment report and asked if there were any questions. There were none.

*Concessions* – No report

### *MARKETING REPORT*

*Sales & Public Relations* - Purdy reported for June 2017 year-to-date visitor attendance was 630,007 compared to 599,035 year-to-date June 2016. He stated this was a new attendance record. Purdy reported July 2017 visitor attendance was 60,355 compared to 56,708 in July 2016.

*Advertising* – Radke reviewed status of Escape and Elevate campaigns. Radke stated agency was working on holiday and Olympic Opening Ceremonies event.

### *GENERAL MANAGER REPORT*

*Mobile App Presentations* – Purdy explained process by which three bids were obtained and that two were present for in-person presentations. Purdy introduced Radke, Post and Kandora for The Jones Agency presentation.

The Jones Agency presented their app proposal which included custom locator map, GPS enabled map and audio tours.

Discussion ensued regarding app ownership.

**Upon Motion by Oliphant, seconded by Nestande and carried, general manager employment contract, was unanimously approved.**

### **CLOSED SESSION**

Chair adjourned regular meeting at 11:06 a.m. to reconvene in Closed Session, Item 10.C – Conference with legal counsel – Anticipated Litigation, GC 54956.9

### **CLOSED SESSION ITEMS (If Any)**

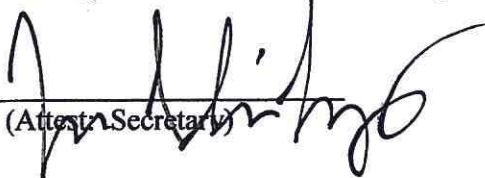
Chair reconvened regular meeting at 11:35 a.m. There were no reportable actions.

### **AUTHORITY MEMBER COMMENTS**

Stuart asked that Security spot check any traffic impact on Tram Way in connection to the Mirage House. She asked that if there was any current negative impact, a letter should be sent to Planning Commission before they review the application to extend the Mirage House. She asked Tram staff to verify that Desert Palisades boulder placement was according to staff's understanding before the bond is released by the city; Ogburn reported about his meeting with Agua Caliente Chief Planning and Development Officer Tom Davis, property owner Steve Nichols and City Councilmember Chris Mills regarding Tram Gateway idea. He advised them that the Tram would not be a source of investment for the project at this time. He added that it is a visionary project and we are a participant, but not a catalyst.

### **ADJOURNMENT**

Hearing no further business Chair adjourned the meeting at 11:45 a.m.

  
(Attest: Secretary)