

MOUNT SAN JACINTO WINTER PARK AUTHORITY

Minutes of the Regular Meeting of the Mount San Jacinto Winter Park Authority held July 26, 2016 at the Palm Springs Aerial Tramway, Palm Springs, CA.

Authority Members

Bary Freet
Jan Oliphant
Nancy Stuart
Jerry Ogburn

Staff

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

Absent:

Jon Sheinberg

Guests:

Kyle Radke, The Jones Agency
John Fritch, Elevated Experiences

Legal Counsel:

Robert Hargreaves

CALL TO ORDER – FREET

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

ROLL CALL –DE LA CRUZ

PLEDGE OF ALLEGIANCE - OGBURN

WELCOME OF GUESTS – FREET

APPROVAL OF AGENDA – FREET

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

PUBLIC COMMENTS

None.

APPROVAL OF MINUTES – FREET

Upon Motion by Stuart, seconded by Oliphant and carried, the meeting minutes dated May 17, 2016 and June 21, 2016 were unanimously approved.

ADMINISTRATION REPORT

Finance-Meinke stated that the June 30, 2016 financial statement was not included as she was still closing out the fiscal year. She stated she would provide the financial statement at the next meeting.

Discussion ensued regarding ridership for fiscal year 2015/16.

Concessions – Fritch reported that the current year-to-date totals were 14.5% higher than the previous year-to-date. He stated that Peaks Restaurant broke the record for seating for a single day not related to an event with 250 for lunch and 167 for dinner. Fritch stated that the online reservation platform Open-Table was now working.

Freet stated he recently booked his reservation through Open-Table successfully. Discussion ensued regarding new food suppliers and anticipated menu changes.

MARKETING REPORT

Stuart stated that the tramway recorded 599,035 paid riders for fiscal year 2015/16; which was 151,454 more than budgeted. She stated that ridership was up 5% compared to the previous fiscal year. She stated that group sales were up as well and that a new media schedule was approved for July 2016.

Radke arrived at 9:42 a.m.

Advertising- Radke stated that the Jones Agency was beginning to phase out one campaign and was preparing to start a new campaign in September 2016. She stated they were working on the Tram Road Challenge and snow guessing contest along with various other advertising projects.

Discussion ensued regarding upcoming campaigns and promotions.

GENERAL MANAGER REPORT

Parkins stated that Peter Moruzzi, Architectural Historian nominated the Tram's Mountain Station to the National Register of Historic Places. He deferred to Whitmore regarding the nomination. Whitmore stated that the Mountain Station has undergone several changes since it was constructed. He stated he was in the process of putting together a list of all of the changes that had occurred as several items listed in the registration form were no longer accurate.

Discussion ensued regarding the as-built drawings and footprint of the Mountain Station as listed in the registration packet.

Upon Motion by Ogburn, seconded by Oliphant and carried, the decision to object to the registering of the Tram's Mountain Station as a historical building, was unanimously approved.

Parkins deferred to Whitmore regarding Minute Order 2016-3. Whitmore stated that the damaged specialty oven was ten years old and needed to be replaced. Freet stated that this was a ratification of the previously purchased item.

Upon Motion by Ogburn, seconded by Stuart and carried, Minute Order 2016-3, was unanimously approved.

Parkins requested approval of Minute Order 2016-4 in order to move forward with the CEQA required related to the treehouse project.

Upon Motion by Oliphant, seconded by Stuart and carried, Minute Order 2016-4, was unanimously approved.

Parkins deferred to De La Cruz regarding Minute Order 2016-5. De La Cruz stated that Minute Order 2016-5 would allow the retirement plan administrator, PARS, to proceed with creating a second tier within the current defined contribution plan.

Discussion ensued regarding funding methods, benefit calculations and contributions.

Upon Motion by Ogburn, seconded by Oliphant and carried, Minute Order 2016-5, was unanimously approved.

Parkins deferred to Whitmore regarding the project report. Whitmore stated the biological report for the treehouse would be created soon. He stated a cultural CEQA would also need to be conducted.

Freet asked who was required to file a FPPC Form 700 and when was the next schedule for filing due. De La Cruz stated that all Authority Members were required to file annually. She stated that filing was also required any time an Authority Member assumed office or left office during the calendar year. She stated that the next filing date was April 1, 2017.

Hargreaves stated that AB1234 Ethics Training was due this year. De La Cruz stated that the training would be scheduled for October 2016 in order to comply with the two-year training requirement.

Freet asked if staff knew what the status of the recruitment process for the new State Park Superintendent was as no one from State Parks was present. Whitmore stated that applications had been received but nothing further was known.

Parkins stated that the next meeting was scheduled for Tuesday, August 16, 2016 at 9:30 a.m.

Parkins withdrew Closed Session Item 9.A. per Government Code 54956.8. Hargreaves stated no response from State Parks had been received.

AUTHORITY MEMBER COMMENTS

None.

ADJOURNMENT

Hearing no further business Chair adjourned the meeting at 10:14 a.m.


(Attest: Secretary)