

## MOUNT SAN JACINTO WINTER PARK AUTHORITY

Minutes of the Regular Meeting of the Mount San Jacinto Winter Park Authority held August 16, 2016 at the Palm Springs Aerial Tramway, Palm Springs, CA.

### **Authority Members**

Bary Freet  
Jan Oliphant  
Jerry Ogburn – via teleconference  
865 Bordeaux Way, Napa, CA  
Jon Sheinberg - via teleconference  
8840 Wilshire Blvd, Beverly Hills, CA  
Nancy Stuart - via teleconference  
1037 Tamarisk Rd, Palm Springs, CA

### **Absent:**

None

### **Legal Counsel:**

Jill Tremblay

### **CALL TO ORDER – FREET**

Meeting called to order at 8:24 a.m.

### **ROLL CALL – NICHOLS**

### **PLEDGE OF ALLEGIANCE - FREET**

### **WELCOME OF GUESTS – FREET**

### **APPROVAL OF AGENDA – FREET**

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

### **PUBLIC COMMENTS**

Robert Rotman introduced himself as a Palm Springs resident. Dennis Woods introduced himself as a Palm Springs resident and stated he felt the Tramway was like an amenity for his neighborhood, which was adjacent to Tram Way.

### **Staff**

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

### **Guests:**

Skip Descant, The Desert Sun  
John Fritch, Elevated Experiences  
James Forneris, NHA  
Mark Hudgens, MSJSP  
Vince Llacer, NHA  
Kyle Radke, The Jones Agency  
Robert Rotman, Guest  
Paul Wright, PSAT Employee  
Dennis Woods, Guest

## **APPROVAL OF MINUTES – FREET**

**Upon Motion by Stuart, seconded by Ogburn and carried, the meeting minutes dated July 26, 2016, were unanimously approved.**

## **ADMINISTRATION REPORT**

*Finance-* Meinke asked if the Authority had received and reviewed the financial reports and narrative for June 30, 2016 fiscal year-end and asked if there were any questions. Hearing none she continued with her report.

Meinke reported visitor attendance was almost 600,000 for the fiscal year-end June 2016. She reported the final visitor count was 599,035, which was 28,216 more than fiscal year-end June 2015.

*Concessions* – Fritch reported sales for July 2016 were 20% higher than July 2015, with total sales of \$412,491.75.

## **MARKETING REPORT**

Nichols stated the July 2016 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 July 2016 visitor attendance was 56,708 which was another record for monthly attendance. July 2016 attendance was 9% more than July 2015. Nichols reported July 2016 group sales were \$122,270 which was 51% more than July 2015.

Nichols stated the Greater Palm Springs CVB and Palm Springs Chambers' Joint Mixer was being hosted by and at the Tram, September 8, 2016 and invited the Authority Members to attend.

Nichols stated at the last board meeting Authority Member Stuart had questioned where the Tram's summer visitor was from. Nichols reported based on the Tram's zip code survey conducted in June and July, 26% of visitors were from Outside California, 23% from Los Angeles County, 18% Other Countries, 13% Coachella Valley with the remainder from other Southern California Counties.

*Advertising* - Radke stated because the board meeting was early this month she did not have a report.

## **GENERAL MANAGER REPORT**

Parkins deferred to Whitmore. Whitmore reviewed Minute Order 2016-6 and recommended its approval.

Discussion followed on the estimated final cost and how long of a closure would be required.

**Upon Motion by Stuart, seconded by Ogburn and carried, Minute Order 2016-6 authorizing the expenditure of \$26,265 to inspect, reevaluate and recommend replacement or upgrading of the Waste Water Treatment System, was unanimously approved.**

Parkins reviewed Minute Order 2016-7 and recommended its approval.

**Upon Motion by Ogburn, seconded by Oliphant and carried, Minute Order 2016-7, authorizing the General Manager to approve contracts during the Tramway's annual maintenance shutdown September 2016 and report back at the October 18, 2016 board meeting, was unanimously approved.**

Parkins stated the required mandatory ethics training would be held after the October 18, 2016 board meeting and would be approximately 2 hours in length.

Parkins deferred to Whitmore regarding the project report.

*Project Report* - Whitmore stated had found and intended to hire a project manager for the Mountain Station project. His name is Michael Fontana and he has worked extensively with the City of Palm Springs. He was involved in the Palm Springs Convention Center and in the Palm Springs Visitors Center remodel, which is a Frey building. Whitmore reported he has sent an agreement, identical to the agreement with Desert Palisades, to Crescendo representatives and is waiting for their comments.

Parkins withdrew Closed Session Item 9.A. per Government Code 54956.8.

## **STATE PARKS**

Hudgens introduced himself as the New Sector Superintendent for Mt. San Jacinto State Park and Wilderness Area. He stated he has been working at Lake Perris for the past 14 years.

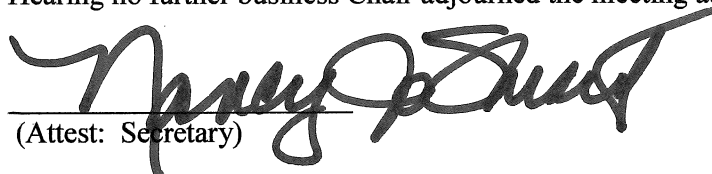
Sheinberg joined the meeting via teleconference at 8:35am.

## **AUTHORITY MEMBER COMMENTS**

Stuart thanked Whitmore on his selection of Fontana for the Mountain Station project. She welcomed Hudgens and thanked staff. Ogburn stated Fontana was a good choice for the Mountain Station project.

## **ADJOURNMENT**

Hearing no further business Chair adjourned the meeting at 8:40 a.m.

  
(Attest: Secretary)