

MOUNT SAN JACINTO WINTER PARK AUTHORITY

Minutes of the regular meeting of the Mount San Jacinto Winter Park Authority held June 21, 2016 at the Palm Springs Aerial Tramway, Palm Springs, CA.

Authority Members

Bary Freet
Jan Oliphant
Nancy Stuart

Staff

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

Absent:

Jon Sheinberg
Jerry Ogburn

Guests:

Kyle Radke, The Jones Agency
Chris Demora, Aramark
Todd Friedman, California State Parks

Legal Counsel:

Robert Hargreaves

CALL TO ORDER -- FREET

Meeting called to order at 9:34 a.m. Hargreaves stated that the Authority may have discussions and share information but that no formal action could be taken as the Authority did not have a quorum.

ROLL CALL -- DE LA CRUZ

PLEDGE OF ALLEGIANCE - FREET

WELCOME OF GUESTS -- FREET

APPROVAL OF AGENDA -- FREET

The agenda was not approved as the Authority did not have a quorum.

PUBLIC COMMENTS

None.

APPROVAL OF MINUTES -- FREET

The meeting minutes dated May 17, 2016 were not approved as the Authority did not have a quorum.

ADMINISTRATION REPORTS

BUDGET & FINANCE

Meinke asked if the Authority had received and reviewed the financial reports and narrative for May 2016. Meinke stated that the May 2016 year-to-date ridership was 27,834 more than May 2015 year-to-date. Meinke asked if there were any questions. There were none.

Concessions – Demora reported that fiscal year 2015-16 year-to-date totals were \$296,110 more than fiscal 2014-15 year-to-date.

Freet asked Demora about Restaurant Week sales. Demora stated that sales were good and that they offered two different menus to provide customers more options.

GENERAL MANAGER REPORT

Parkins stated the same issue has come up again concerning placement in the National Register of Historic Places. Parkins stated that the item should be carried forward to the next opportunity. Parkins stated that the approval of the minute orders would also need to be carried forward. He deferred to Whitmore to provide the Authority with more information regarding the minute orders.

Whitmore stated an oven purchased in 2008 needed to be replaced. Freet asked him how critical it was to get the new stove. Whitmore stated that was very critical and that he would fund the expenditure from the capital projects budget and then present the minute order at the next meeting for ratification by the Authority.

Whitmore stated that Terra Nova was working on the CEQA for the Treehouse project. He stated that there were two sections that needed to start immediately: the avian evaluation and the topographical map of the area. He stated that before the Authority could proceed with the Treehouse project that the mapping and evaluation would have to be conducted. Whitmore stated that he would fund the expenditure from the capital projects budget and present the minute order at the next meeting for ratification by the Authority.

MARKETING REPORT

Stuart stated the Jones Agency was there to present the 2016-2017 advertising campaign. She then deferred to Radke.

Advertising- Radke presented the 2016-2017 advertising campaign. She stated that tourism was projected to increase and that the agency was looking into various opportunities to expand their advertising reach. Freet asked Radke about the possibility of advertising on channel 17. Radke stated she would look into it and report back to the Authority.

Discussion ensued regarding the new campaign, website and other advertising opportunities.

CALIFORNIA STATE PARKS

Freidman stated that the State Park was hiring for a new superintendent. He stated that all applications had been submitted to Sacramento and that interviews were due to be scheduled, though a time frame for selection had not yet been set.

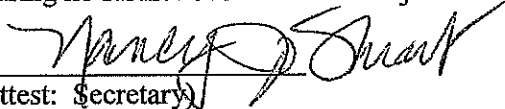
AUTHORITY MEMBER COMMENTS

Oliphant stated that the tramway had an outstanding year and that she felt much of that was due to expanded and diverse advertising and she thanked everyone for their efforts.

Stuart stated she was anxious to see the year end numbers and thanked the advertising partners, tram staff and Parkins for a great job.

ADJOURNMENT

Hearing no further business Chair adjourned the meeting at 10:06 a.m.


(Attest: Secretary)