

## **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)