

## MOUNT SAN JACINTO WINTER PARK AUTHORITY

Minutes of the Regular Meeting of the Mount San Jacinto Winter Park Authority held April 18, 2018 at the Palm Springs Aerial Tramway, Palm Springs, CA.

### **Authority Members**

Jon Sheinberg  
Bary Freet  
Brian Nestande  
Jerry Ogburn  
Jan Oliphant  
Nancy Stuart

### **Staff**

Nancy Nichols, General Manager  
Jim Whitmore, Executive VP  
Tara Meinke, VP Finance  
Marjorie De La Cruz, VP HR & Risk Mgmt.  
Greg Purdy, VP Marketing & Public Affairs

### **Absent:**

None

### **Guests:**

John Fritch, Elevated Experiences  
Steven Berchenko, Guest  
Ray Connell, Guest  
Jim Forneris, NHA  
Robert Rotman, Guest  
Kyle Radke, The Jones Agency  
William Solylo, MSJWPA  
Dennis Woods, Guest  
Anthony Witinski, Guest

### **Legal Counsel:**

Robert Hargreaves

### **CALL TO ORDER – SHEINBERG**

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

### **ROLL CALL – PURDY**

### **PLEDGE OF ALLEGIANCE – NESTANDE**

### **WELCOME OF GUESTS – SHEINBERG**

### **APPROVAL OF AGENDA – SHEINBERG**

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

### **PUBLIC COMMENTS - NONE**

### **APPROVAL OF MINUTES – SHEINBERG**

**Upon Motion by Freet, seconded by Nestande and carried, the meeting minutes dated February 21, 2018, were unanimously approved.**

## **ADMINISTRATIVE REPORTS**

### **BUDGET AND FINANCE REPORT**

Meinke asked if the Authority had received and reviewed the financial reports for February and March 2018, and asked if there were any questions. Hearing none she stated that year-to-date ridership through March 2018 was 10,196 more than March 2017 year-to-date ridership.

*Concessions* – Fritch reported food and beverage sales for March were a record, but April has been flat. Group events near end of month, though, would help.

### **MARKETING REPORT**

*Sales & Public Relations* - Purdy stated the Sales, Marketing and Public Affairs report had been sent to the Authority and asked if there were any questions. Hearing none he stated visitor attendance for March 2018 was up 7.8% compared to March 2017. Year-to-date Tram attendance was up 2.2%.

Purdy reported group sales for March 2018 were up 2.3% compared to March 2017. Year-to-date, groups were up 11%.

Purdy reported Sunrise Service ticket sales hit a new record of 577; staff is attending a pre-Stagecoach promotion at Jackalope Ranch for KPLM radio station; and the international tradeshow for media and tour & travel, IPW is in May. The mobile tour had 1,658 downloads since launch in early March, which represented approximately a 2% download rate. Mobile tour signage around tram stations has been placed and the new user interface will be released soon. Discussion ensued about ways to enhance mobile tour experience. Website had 211,191 sessions in March with almost 68% from mobile devices.

*Advertising* – Radke reviewed reallocation of snow contingency monies. She reported having received bonus coverage in Wedding Planner and added advertising value for year-to-date was just under \$1,000,000. Finalizing push for Mother's Day and Summer Pass. Finishing up creative for this year and preparing new media plan for June presentation to board.

### **GENERAL MANAGER REPORT**

Nichols stated that, as in past years, budget attendance projections were very conservative. Most line item budgets for departments have not increased, with the exception of Maintenance due to septic system needs, and benefits and wages increase (health insurance went up 12%). Capital projects were also reviewed. Discussion ensued about balance sheet repair/replacement fund, net income calculations and how depreciation impacts profit/loss projections.

**Upon motion by Stuart, seconded by Ogburn and carried, Resolution 2018-1 adopting the budget for the 2018/19 fiscal year inclusive of the Agreement with the Union and provides for Capital Projects, and extension of the Jones Agency Advertising Contract, was unanimously approved.**

*Projects* – Whitmore reviewed Minute Order 2018-7 and recommended its approval.

**Upon motion by Oliphant, seconded by Nestande and carried, Minute Order 2018-7 authorizing the expenditure of \$230,000 to fabricate and install the support structure for the Mountain Station retrofit and that said funds be allocated to this year's Capital Improvement Budget, was unanimously approved.**

Whitmore reported the Mountain Station Remodel Subcommittee had met with the architect, the Tram general manager, the project manager and himself. Further discussion ensued about tentative permit and construction timeline. Ogburn requested Whitmore obtain a firm schedule from the architect. Sheinberg asked when the 18-month construction schedule would begin. Whitmore stated that it could probably be calculated from the last board meeting. Stuart asked about historical preservation approvals and Whitmore explained that the State Park has jurisdiction. Whitmore also reported the completion of the parking lot lighting upgrade program.

#### CALIFORNIA STATE PARK REPORT

Solylo stated that the State Parks had no report at this time.

#### **CLOSED SESSION**

Chair adjourned regular meeting at 10:09 a.m. to reconvene in Closed Session, Item 10. Public Employment-General Manager under GC 549057.

#### **CLOSED SESSION ITEMS (if any)**

Chair reconvened regular meeting at 10:25 a.m. There were no reportable actions.

#### **AUTHORITY MEMBER COMMENTS**

Stuart asked if the Tram had an equal opportunity employment and pay policy, and was it being utilized? De La Cruz stated that an EEO policy was in place and that ongoing training with staff was conducted to ensure full compliance. De La Cruz also discussed the compensation study being conducted to ensure that we are not only fair, but competitive in wages, especially with the minimum wage increases occurring in coming years. Ogburn reported attending a meeting at the Tribal Council Office to review the preliminary report of the Visitor Center proposal. He also congratulated staff on the great experience his recent group had at the Tram. Ogburn also discussed a Rotary Club Outreach program he was working on with the Palm Springs Boys & Girls Club to provide a monthly hiking and nature experience for 20-30 low-income youth. Sheinberg seconded Stuart's commitment to the Tram's EEO and diversity initiatives.

#### **ADJOURNMENT**

Hearing no further business Chair adjourned the meeting at 10:32 a.m.

  
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(Attest: Secretary)