

MOUNT SAN JACINTO WINTER PARK AUTHORITY

Minutes of the Regular Meeting of the Mount San Jacinto Winter Park Authority held October 17, 2018 at the Palm Springs Aerial Tramway, Palm Springs, CA.

Authority Members:

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

Staff:

Nancy Nichols, General Manager
Jim Whitmore, Executive VP
Gary Aberg, VP Technology
Tara Meinke, VP Finance
Greg Purdy, VP Marketing & Public Affairs
Cara Youngman, Public Relations Manager

Legal Counsel:

Robert Hargreaves
Jill Tremblay

Guests:

John Fritch, Elevated Experiences
Chris Mills, Prest-Vuksic Architects
Jeffrey Jurasky, Jeffrey Jurasky & Assoc.
Mike Fontana, Project Manager
Allison Barnes, MSJWPA
Kyle Radke, Jones Agency
Robert Rotman, Guest
Dennis Woods, Guest
James Pifer, Guest
Geoffrey Gregory, Guest

CALL TO ORDER – SHEINBERG

Meeting called to order at 9:05 a.m.

ROLL CALL – PURDY

PLEDGE OF ALLEGIANCE – MEINKE

WELCOME OF GUESTS – SHEINBERG

APPROVAL OF AGENDA – SHEINBERG

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

PUBLIC COMMENTS

None.

APPROVAL OF MINUTES – SHEINBERG

Upon Motion by Oliphant, seconded by Stuart and carried, the meeting minutes dated August 15, 2018, were unanimously approved.

MOUNTAIN STATION UPGRADE

Architect Chris Mills introduced Mountain Station Remodel Project Manager Mike Fontana and Interior Designer Jeffrey Jurasky; reiterated the design mission; and then presented renderings of the proposed remodel. Next, Jurasky reviewed sample boards and discussed design themes, and Fontana discussed timeline. Discussion ensued regarding design and timelines.

Upon motion by Ogburn, seconded by Freet and carried, to approve Mountain Station designs and to proceed with construction documents, was unanimously approved.

ADMINISTRATIVE REPORTS

BUDGET AND FINANCE REPORT

Meinke asked if the Authority had received and reviewed the financial reports for August 2018 and September 2018, and asked if there were any questions. Hearing none she stated that fiscal year-end ridership through September 2018 was 12,698 less than previous fiscal year.

Concessions – Fritch reported food and beverage sales were flat for the first 10 days of September, but October 2018 was \$30,000 ahead month-to-date. He reported the September Chamber Mixer held at the Tram's Mountain Station was hosted by Elevated Experiences and the Tram. He reported Elevated had a booth at the Chamber's "Taste of Palm Springs" event which had attendance of approximately 3,000.

MARKETING REPORTS

Sales & Public Relations – Purdy reported that September year-to-date attendance was down 10.2% from the previous fiscal year and September 2018 was down 1.3% when compared to September 2017. Groups sales were down 3% September year-to-date and were down 25.9% compared to September 2017. Attendance for Labor Day Weekend was up over 9% from previous year.

Purdy reported the Tram Road Challenge is October 27 and race organizer reports pre-registrations are ahead of last year. This year, the event included a food and trade fair. He reported the first Winemaker Dinner will be held October 20; this year's celebrity tree lighters are the hosts of HGTV's "Desert Flippers," Eric and Lindsey Bennett and Tree Lighting will be held on December 2.

Purdy stated that Palm Springs Councilmember Kors' "State of the City" video presentation and Supervisor Perez's "State of the County" video presentation were filmed here at the Tram. Tram staff attended both events. Staff attended the convention bureau's L.A. media dinner where 25 or so of the top travel writers in the L.A. area came to learn about our destination and what is new at the Tram. Staff attended a Chinese receptive tour operator dinner sponsored by the Palm Springs Bureau of Tourism.

Advertising – Radke reported on finalizing the Holiday campaign with the new “Escape” theme. In addition, she reported that the monthly documents distributed to the board are being revised to make them more consolidated. Finally, creative has been costlier due to the transition to the new campaign from the previous “Elevate” theme.

GENERAL MANAGER REPORT

Nichols introduced Jim Whitmore to present the shutdown report and other items.

Whitmore reviewed Minute Order 2018-11 and recommended its approval.

Upon motion by Nestande, seconded by Oliphant and carried, Minute Order 2018-11 retroactively authorizing the expenditure of \$1,850 for the recondition and cleaning of the multi-stack chiller, was unanimously approved.

Whitmore reviewed Minute Order 2018-12 and recommended its approval.

Upon motion by Stuart, seconded by Ogburn and carried, Minute Order 2018-12 authorizing the expenditure of \$16,430.75 for the repair of the Mountain Station 250 KW generator, was unanimously approved.

Whitmore reviewed the maintenance projects and the required training items that were completed during 2018 September shutdown.

CALIFORNIA STATE PARK REPORT

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

CLOSED SESSION

Chair adjourned regular meeting at 10:35 a.m. to reconvene in Closed Session, Item 10. Anticipated Litigation under GC 54956.9 (d) (1).

CLOSED SESSION ITEMS (if any)

Chair reconvened regular meeting at 10:55 a.m. There were no reportable actions.

AUTHORITY MEMBER COMMENTS

None.

ADJOURNMENT

Hearing no further business, Chair adjourned the meeting at 11:00 a.m.


(Attest: Secretary)