

**MOUNT SAN JACINTO WINTER PARK AUTHORITY  
and the  
MOUNT SAN JACINTO WINTER PARK CORPORATION**

Minutes of the joint meeting of the Mount San Jacinto Winter Park Authority and the Mount San Jacinto Winter Park Corporation held January 16, 2019 at the Palm Springs Aerial Tramway, Palm Springs, CA.

**Authority Members:**

Brian Conley – via Teleconference  
Bary Freet  
Sandra Magana-Cuellar  
Jerry Ogburn  
Jeff Ohlfs  
Nancy Stuart – via Teleconference  
(9:35 a.m. joined)

**Absent:**

Brian Nestande

**Legal Counsel:**

Robert Hargreaves

**Staff:**

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

**Guests:**

John Fritch, Elevated Experiences  
Lyle Pierceall, Maryanov, Madsen, Gordon & Campbell  
Todd Friedman, MSJSP  
Steve Nichols, Guest  
Kyle Radke, The Jones Agency  
Michael McCulloch, former Board Member  
Steve Rotman, Guest  
Dennis Woods, Guest  
Dan Kugle, Guest  
Keith Kincaid, Guest

**CALL TO ORDER – OGBURN**

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

**ROLL CALL – PURDY**

**PLEDGE OF ALLEGIANCE - FREET**

**WELCOME OF GUESTS – OGBURN**

**APPROVAL OF AGENDA – OGBURN**

Nichols requested a change to the agenda moving Agenda Item 9. – Election of Officers to immediately after Agenda Item 7. – Approval of Minutes.

**Upon Motion by Ohlfs, seconded by Freet and carried, to accept today's agenda with change. Conley-Aye; Magana-Cuellar-Aye; Freet-Aye; Ohlfs-Aye; Ogburn-Aye. Motion approved.**

## **PUBLIC COMMENTS**

Woods commended staff on resolving the Apple Maps routing issue through the Little Tuscany Neighborhood. He also suggested a peer review or citizens committee to review plans for Mountain Station remodel.

(Steve) Nichols discussed his family's involvement with the creation of the Tramway. He expressed his appreciation, on behalf of his family, for the long and constructive relationship with the Tramway. He also called to the Board's attention that 2020 is the 20<sup>th</sup> anniversary of the creation of the Santa Rosa and San Jacinto Mountains National Monument, and that the Tramway may want to help celebrate.

## **APPROVAL OF MINUTES – OGBURN**

**Upon Motion by Freet, seconded by Ohlfs and carried, to approve meeting minutes dated October 17, 2018 and December 10, 2018. Conley-Aye; Magana-Cuellar-Aye for December/Abstain for October; Freet-Aye; Ohlfs-Aye for December/Abstain for October; Ogburn-Aye; Stuart-Aye. Motion approved.**

## **ELECTION OF OFFICERS**

**Upon Motion by Freet, seconded by Magana-Cuellar and carried, Nancy Stuart, Chair; Brian Nestande, Vice Chair; Bary Freet, Secretary; and Jerry Ogburn, Treasurer, were elected unanimously for the Mt. San Jacinto Winter Park Authority and to the degree where it is consistent with the Authority to provide those positions in the Corporation as well. Conley-Aye; Magana-Cuellar-Aye; Freet-Aye; Ohlfs-Aye; Stuart-Aye; Ogburn-Aye. Motion approved.**

## **ADMINISTRATIVE REPORTS**

### **BUDGET AND FINANCE REPORT**

Meinke asked if the Authority had received and reviewed the financial reports and narrative for October 2018, November 2018 and December 2018, and asked if there were any questions. Hearing none she stated that year-to-date ridership through December 2018 was 3,249 less than through December 2017 year-to-date ridership. 2018 year-to-date revenues, however, were \$500,000 more than December 2017 year-to-date due to increased parking price and interest on investments. Meinke noted that at the end of November, we were 15,606 behind in ridership, so major gains were made in December.

CONCESSIONS – Fritch reported food and beverage sales for December were very good with \$616,000 in sales. Cascade Café in the Valley Station alone did \$105,000, which is a record.

*Financial Statements* – Pierceall reported that the financial statements for the fiscal year 2017/2018 were in compliance with general accounting practices.

Pierceall reviewed the statements of net assets, statement of revenues, expenses and changes in net assets, statements of cash flows, and notes to financial statements, which included concessions, for the period ending 6/30/18 along with comparisons to 2016/17.

Pierceall announced his retirement effective the end of April and Ogburn thanked him for his many years of service to the Authority.

10:02 a.m. – Pierceall left meeting.

### MARKETING REPORT

*Sales & Public Relations* - Purdy stated that October and November were down months noting that there was a fire closure in the latter. December, however, was a record December and we were up 21.1%.

Purdy reported group sales for October 2018 were down 26.2% and November 2018 were down 1%, but December 2018 were up 48.9%. We are now up 5% year-to-date for groups.

Purdy also reported on past and upcoming events, as well as tradeshow attended.

*Advertising* – Radke reported that they just completed a couple of hundred executions for Road Challenge, Thanksgiving, Christmas and dining. Valentine’s Day is done and spring advertising is around the corner. Finally, Radke reviewed monthly reports for new board members.

Ogburn asked about messaging during construction and discussion ensued. Stuart commended Youngman on her recent KESQ appearance promoting mid-week Tram visitation and asked if local advertising could emphasize this same thing? Radke will investigate.

### GENERAL MANAGER REPORT

Hargreaves reviewed AB 1661 Harassment Training and surveyed each board member on their preferred method for completing the required training. Freet, Magana-Cuellar, Conley and Stuart prefer online, and Ogburn and Ohlfs prefer in-person trainer.

De La Cruz reviewed Form 700 and the board members’ filing requirements. As filing officer, she is available to assist with the various required filings. April 2, 2019 is deadline for filing Form 700.

Nichols presented options to better accommodate Board member Conley's meeting attendance due to his mountain residence.

**Upon Motion by Freet, seconded by Ohlfs and carried, to leave the board meeting time as is. Conley-Aye; Magana-Cuellar-Aye; Freet-Aye; Ohlfs-Aye; Stuart-Aye; Ogburn-Aye. Motion approved.**

Whitmore reviewed Minute Order 2019-1 and recommended its approval.

**Upon motion by Freet, seconded by Magana-Cuellar and carried, Minute Order 2019-1 authorizing \$56,000 be added to the Capital Expense budget for the fiscal year for the purchase of a new bearing set. Conley-Aye; Magana-Cuellar-Aye; Freet-Aye; Ohlfs-Aye; Stuart-Aye; Ogburn-Aye. Motion approved.**

*Projects* – Whitmore reviewed status of Mountain Station upgrade project. Remodel team will meet with County officials for permitting and phasing. Scheduled to have next meeting on January 31 where construction plans will be presented.

#### CALIFORNIA STATE PARK REPORT

Friedman commended Tram employee Jorge [Valenzuela] for his work on picking up broken plastic sleds in the State Park. He stated that this is a great help to the rangers.

#### **CLOSED SESSION**

Chair adjourned regular meeting at 10:22 a.m. to reconvene in Closed Session, Item 10. Conference with Legal Counsel – Anticipated Litigation, GC. 54956.9(d)(1).

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

10:41 a.m. – Ogburn left meeting.


Chair (Freet) reconvened regular meeting at 10:42 a.m. There were no reportable actions.

#### **AUTHORITY MEMBER COMMENTS**

Conley reported that he had attended the January 7 inauguration of Governor Newsom. Also, he will be recognized on January 28 by the Big Bear Lake City Council on his appointment to the MSJWPA. Stuart thanked staff for the planning of the many Tram events, especially the new ones that showcase the Tram as an event magnet. This is especially good for attracting locals and their guests.

**ADJOURNMENT**

Hearing no further business, Chair adjourned the meeting at 10:45 a.m.

  
(Attest: Secretary)