

## MOUNT SAN JACINTO WINTER PARK AUTHORITY

Minutes of the regular meeting of the Mount San Jacinto Winter Park Authority held June 29, 2022 via teleconference at the Palm Springs Aerial Tramway, Palm Springs, CA.

### **Authority Members:**

Brian Conley – Via Teleconference  
Bary Freet – Via Teleconference  
Jerry Ogburn  
Jeff Ohlfs – Via Teleconference  
Nancy Stuart – Via Teleconference

### **Absent:**

Sandra Magana-Cuellar  
Brian Nestande

### **Legal Counsel:**

Robert Hargreaves – Via Teleconference

### **Staff: All Via Teleconference**

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

### **Guests: All Via Teleconference**

John Fritch, Elevated Experiences  
Brady Her, MSJSP  
Frank Jones, The Jones Agency  
Phillip Large, The Jones Agency  
Ben Kandora, The Jones Agency

### **CALL TO ORDER – OGBURN**

Meeting called to order at 9:33 a.m.

### **ROLL CALL – PURDY**

### **APPROVAL OF AGENDA – OGBURN**

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

### **PUBLIC COMMENTS**

There were no public comments submitted to the Authority Clerk by 9:00 a.m. to be read into the record.

### **APPROVAL OF MINUTES – OGBURN**

**Upon Motion by Stuart, seconded by Conley and carried, to approve meeting minutes dated April 20, 2022. Conley-Aye; Freet-Abstain; Ogburn-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.**

## ADMINISTRATIVE REPORTS

### BUDGET AND FINANCE REPORT

Meinke asked if the Authority had received and reviewed the financial reports and narrative for April 2022 and May 2022, and asked if there were any questions. Hearing none, she reported that the financials were looking good and that we are finishing the fiscal year with over 500,000 riders, which is good news.

*Concessions* – Fritch reported that May 2022 saw total alcoholic beverage sales of \$174,280, non-alcoholic beverage sales of \$66,835 and total food and beverage sales of \$554,521. This included Ride ‘n’ Dine sales of \$60,000.

### MARKETING REPORT

*Sales & Public Relations* – Purdy reported that May 2022 ridership exceeded budget by 11.4% and 102% more than May 2021. The Tram did \$45,597 in group sales in May with zero in May 2021. He reported that tradeshow attendance has resumed with our exhibiting the previous day at the HR Star Conference at the L.A. Convention Center in front of 700 HR professionals. Also, that he and Senior Sales Manager Gabriele Madison had exhibited at the IPW Show in Orlando at the start of the month with full appointment schedules for both the Media Marketplace and the tour and travel floor. Purdy shared recent editorial coverage in the Sunday L.A. Times. The Advertising Committee met on May 26 to make the final campaign selection and to finalize the FY ‘22/’23 media plan.

*Advertising* – Frank Jones thanked the Authority for the invitation to present the new campaign, “Adventure at Its Peak,” and introduced the campaign’s two creative directors, Ben Kandora and Phillip Large. Video was played showing elements of the new campaign along with discussion about the media plan. Conley emphasized the need for diversity in our photographic and video content. Stuart was happy that graphical representations of the new campaign were included in the video, especially the billboards. The billboard on the I-10 needs to be replaced with the new campaign soon due to fading.

### GENERAL MANAGER REPORT

Whitmore reviewed Minute Order 2022-7 and explained that winter delays increased Mountain Station Waste Water Treatment Facility construction costs.

**Upon motion by Conley, seconded by Stuart and carried, to approve Minute Order 2022-7 approving an additional \$595,500 to the construction budget of the Mountain Station Waste Water Treatment Facility (funding available from Capital Improvement Budget). Conley-Aye; Freet-Aye; Ogburn-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.**

*Projects Report* – Whitmore reported that the building housing the Mountain Station Waste Water Treatment Facility was complete. The electrical and the plumbing to the tanks, including the batch sequencing reactors, are being installed. The concrete slab has been laid for the new transformer. The new generator was delivered this morning.

*Projects Report continued* – The electrical is scheduled to be completed mid-July, and it is anticipated that the initiation and testing of the system should also begin mid-July. The operational run should begin right after shutdown. The Mountain Station remodel has a few items to be completed including the fire marshal's final approval and the historical board's final approval of the handrails. We have completed the installation of an arm-limiting single door into the Natural History Museum along with repairs of some cracked glass. Finally, we have to replace several motors in the new air handling system.

Ogburn asked about the mechanical issues causing the recent shutdown and Whitmore explained how the repairs were made.

#### CALIFORNIA STATE PARK REPORT

No report this month.

#### **AUTHORITY MEMBER COMMENTS**

Ohlfs wanted to remind everyone that July 31 is World Ranger Day and to express our appreciation to our partners at State Parks. Ohlfs will be with the director of California State Parks that day in San Diego. Ogburn reported that CVAG has broken ground for the western terminus of the CV Link and it will be completed by the end of August. The plans and renderings are very impressive.

#### **CLOSED SESSION**

Chair adjourned regular meeting at 10:00 a.m. to reconvene in Closed Session, Item 11.A Conference with Legal Counsel – Anticipated Litigation under GC 54956.9 (d) (4) Number of potential cases :2; 11.B Security Protocol Briefing – Potential Threats to Public Facilities under GC 54957; 11.C Represented and unrepresented employees – Conference with Labor Negotiators under GC 54957.6; and 11.D General Manager – Public Employment under GC 54957.

#### **CLOSED SESSION ITEMS**

Chair reconvened regular meeting at 11:07 a.m. There were no reportable actions.

#### **ADJOURNMENT**

Hearing no further business, Chair adjourned the meeting at 11:08 a.m.

  
(Attest: Secretary)