

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

Linda Evans, Chair
City of La Quinta

Stan Henry, Vice Chair
City of Cathedral City

Scott Matas
City of Desert Hot Springs

Richard Balocco
City of Indian Wells

Elaine Holmes
City of Indio

Jan Harnik
City of Palm Desert

Geoff Kors
City of Palm Springs

G. Dana Hobart
City of Rancho Mirage

V. Manuel Perez
County of Riverside

Joint Meeting JPA Executive Committee & CVB Board of Directors AGENDA

Greater Palm Springs CVB - Boardroom
70100 Highway 111
Rancho Mirage, CA 92270

Regular Meeting
Friday, January 26, 2018 – 8:00 a.m.

Call to Order

Evans

Roll Call

Evans

Pledge of Allegiance

Evans

Confirmation of Agenda

Evans

Public Comment

Evans

At this time members of the public may address the JPA Executive Committee on items that appear within the Consent Calendar or matters that are not listed on the Agenda. Please complete a "Request to Speak" form and limit your comments to three (3) minutes. When you are called to speak, please stand and state your name for the record.

For all Business Session matters or Departmental Reports on the Agenda a completed "Request to Speak" form should be filed with the Secretary of the Board prior to the JPA Executive Committee beginning consideration of that item.

Presentation

Evans

- Passenger Rail Service Update – Anne Mayer, Executive Director, Riverside County Transportation Commission

Approval of Minutes

Evans

- JPA-CVB Board of Directors Joint Meeting Minutes dated December 15, 2017 (all vote)

Consent Calendar (JPA Executive Committee Only Votes)

Evans

- Warrants and Demands Dated December 31, 2017
- Procurement Policy – Revised January 2018
- Travel, Entertainment & Business Meals Policy – Revised January 2018
- Resolution #2018-001 Wells Fargo Bank Signatory Changes

- JPA Executive Committee Items Evans
- Updates from the Chair
 - Independent Auditor's 2017 Annual Financial Report (and Communication Letter from Vavrinek, Trine, Day & Co., LLP dated December 18, 2017) – Presentation by Phillip White, CPA

- CVB Board of Directors Chairman's Report Tabler
- CVB 2018 Goals

- CEO/President's Report White
- Board Report through January 2018
 - 2018 Sales & Marketing Plan and Goals
 - Convention Sales – Mark Crabb
 - Partnership – Davis Meyer
 - Travel Industry Sales – Gary Orfield
 - Marketing and Communications – Bob Thibault
 - Destination Development
 - Regional Collaborations
 - Education CTA Program
 - Transportation
 - Health & Wellness
 - Outdoor Adventure
 - Culinary
 - Arts & Culture
 - Tourism Economics Study: [Revitalized Salton Sea](#)
 - Monthly Summary Financial Report & Treasurer's Report – Nov 2017

- Industry Updates Tabler
- Brief updates on any new developments

Future Meeting Date
Friday, Mar. 16, 2018 – 8:00a.m.

Adjournment Evans

Public Notices

- **The Greater Palm Springs Convention & Visitors Bureau is handicapped accessible. If special equipment is needed for the hearing impaired, please contact Revae Reynolds at (760) 969-1309 or rreynolds@gpscvb.com at least forty-eight (48) hours in advance of the meeting and accommodations will be made.**
- **If special electronic equipment is needed to make presentations to the CVB Board of Directors, arrangements should be made in advance by contacting Revae Reynolds at (760) 969-1309 or rreynolds@gpscvb.com. A one (1) week notice is required.**
- **Any writings or documents provided to the JPA Executive Committee and CVB Board of Directors regarding any item(s) on this agenda will be made available for public inspection at the Greater Palm Springs CVB located at 70-100 Highway 111, Rancho Mirage, CA 92270, during normal business hours.**