

MOUNT SAN JACINTO WINTER PARK AUTHORITY

Minutes of the Regular Meeting of the Mount San Jacinto Winter Park Authority held February 19, 2020 at the Palm Springs Aerial Tramway, Palm Springs, CA.

Authority Members:

Brian Conley
Bary Freet
Jerry Ogburn
Jeff Ohlfs
Brian Nestande
Nancy Stuart

Staff:

Nancy Nichols, General Manager
Jim Whitmore, Executive VP
Tara Meinke, VP Finance
Greg Purdy, VP Marketing & Public Affairs
Cara Youngman, Public Relations Manager
Phil Parker, Security Chief

Absent:

Sandra Magana-Cuellar

Legal Counsel:

Robert Hargreaves

Guests:

Kelly Elliott, California State Parks
John Fritch, Elevated Experiences
Ned Barker, Guest
Mark Lenning, MSA Consulting
Dennis Woods, Palm Springs City Council
Member
Robert Rotman, Guest
Steve Nichols, Property Owner

CALL TO ORDER – NESTANDE

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

ROLL CALL – PURDY

PLEDGE OF ALLEGIANCE – FREET

WELCOME OF GUESTS – NESTANDE

APPROVAL OF AGENDA – NESTANDE

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

PUBLIC COMMENTS

None.

APPROVAL OF MINUTES – NESTANDE

Upon Motion by Ohlfs, seconded by Conley and carried, to approve meeting minutes dated January 15, 2020, were unanimously approved.

PRESENTATION TO PAST CHAIR

Nestande presented Nancy Stuart, 2019 Chair, with a gift and thanked her for her service to the Authority. Stuart thanked the Authority and acknowledged the Tramway staff.

ADMINISTRATIVE REPORTS

BUDGET AND FINANCE REPORT

Meinke asked if the Authority had received and reviewed the financial reports and narrative for January 2020, and asked if there were any questions. Hearing none, she reported that attendance was down 28,057 from fiscal year 2018/19.

Concessions – Fritch reported that the Francis Crocker Banquet Room was now Forest View Restaurant. He reported sales were down approximately \$154,000 for January 2020 compared to January 2019. He stated a new menu was coming out in the following week.

MARKETING REPORT

Sales & Public Relations - Purdy reported that January 2020 attendance was down 18% compared to January 2019, with lack of snow this year being a primary reason. Groups were down 15.3%, which is partially attributable to the six events occurring in 2019 when the Francis Crocker Banquet Room was available. Purdy reported on staff's recent Palm Springs Historical Society presentation, which included a screening of the restored Tram movie "Miracle At Palm Springs". He reported staff attended the Los Angeles Travel & Adventure Show with the Palm Springs Bureau of Tourism. Stuart stated that the annual meetings of the marketing committee with the Jones Agency were upcoming.

Advertising – None

GENERAL MANAGER REPORT

Nichols reported on attending the first committee meeting of the National Monument's 20th Anniversary. She stated the plans were to begin the year-long celebration October 1st with an official ceremony on October 24 at the National Monument Visitors Center in Palm Desert. Nichols offered Tramway resources to help promote the 20th Anniversary. Ohlfs asked about a new logo, and Nichols stated they were doing a new general logo, but not an anniversary logo. Discussion ensued regarding a National Monument sign on Tram Way, and it would be in the 2020-2021 fiscal budget.

Nichols reported it would be beneficial to the Authority to know if there was legislation in Sacramento that could affect the Tram's operation. She stated the Tram is a state agency and most public agencies have Legislative Advocacy firms to monitor the impact of legislative actions and to interface with other appropriate agencies. She stated the Tram's attorney Hargreaves confirmed that the Authority's status allows for the hiring of a firm and asked for Board Member comments.

Board consensus was to proceed with a Legislative Advocacy Services Company request for proposals. Nichols explained proposals would be brought back to the board for their review and final decision. It was recommended that a subcommittee be formed to review proposals.

Upon motion by Ogburn, seconded by Conley and carried, to approve issuing a Request for Proposals to hire a legislative advocacy services company, was unanimously approved.

Nestande and Conley volunteered to serve on a sub-committee to review RFP responses and bring back their recommendations to the board for final selection.

Project Report – Whitmore stated that the Mountain Station museum has reopened and the interactive video wall was operating. Options are being discussed as it relates to the uneven floor in Phase 2 of the remodel. He reported plans for the Valley Station wastewater treatment plant are being submitted to the City; wastewater treatment monitoring wells and pumps have been installed and are operating; and design of the Mountain Station wastewater treatment facility is being readied for submission to the Regional Water Quality Control Board and to State Parks. New carpeting was being installed along with already installed fiber optic cable and new phone cable in the ranger’s station, and the phone system had been moved over to the new copper cable.

Whitmore discussed the following minute orders and recommended their approval:

Upon motion by Stuart, seconded by Ohlfs and carried, Minute Order 2020-5 ratifying the expenditure of not to exceed \$6,462.21 to refurbish and revitalize the Tramway’s Marquee Sign located at the corner of Highway 111 and Tram Way; and Minute Order 2020-6 ratifying the expenditure of not to exceed \$190,000.00 to replace the Multi-stack Chiller at the Valley Station (Funding to be provided by \$160,000.00 to be paid out of the fiscal year 2019-2020 Capital Budget and if necessary, additional funding of not to exceed \$30,000.00), was unanimously approved.

CALIFORNIA STATE PARK REPORT

Elliott stated she appreciated the upgrades to the ranger station. She reported her team has been working well with Tram staff on removal of dead trees. There will be a new staff member, environmental scientist, Harmony, the “go to” person for monitoring projects in Mt. San Jacinto State Park.

AUTHORITY MEMBER COMMENTS

None

ADJOURNMENT

Hearing no further business, Chair Nestande adjourned the meeting at 10:05 a.m.


(Attest: Secretary)