

**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 13, 2021 via teleconference at the Palm Springs Aerial Tramway, Palm Springs, CA.

**Authority Members:**

Brian Conley - Via Teleconference  
Bary Freet - Via Teleconference  
Sandra Magana-Cuellar - Via Teleconference  
Brian Nestande - Via Teleconference  
Jerry Ogburn - Via Teleconference  
Jeff Ohlfs - Via Teleconference  
Nancy Stuart – Via Teleconference

**Staff: All Via Teleconference**

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

**Absent:**

None

**Guests: All Via Teleconference**

Mark Hudgens, MSJSP  
Kyle Radke, The Jones Agency

**Legal Counsel:**

Robert Hargreaves – Via Teleconference

**CALL TO ORDER – NESTANDE**

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

**ROLL CALL – PURDY**

**APPROVAL OF AGENDA – NESTANDE**

**Upon Motion by Ohlfs, seconded by Magana-Cuellar and carried, to accept today's agenda. Conley-Aye; Freet-Aye; Magana-Cuellar-Aye; Nestande-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 – NESTANDE**

**Upon Motion by Conley, seconded by Stuart and carried, to approve meeting minutes dated October 21, 2020 and October 26, 2020. Conley-Aye; Freet-Aye; Magana-Cuellar-Aye; Nestande-Aye; 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 December 2020 and asked if there were any questions. She reported that budgets have been updated, but due to the ongoing closure, they were 'moving targets.'

Meinke then reviewed breakdown of cash and investments, which as of December 31, totaled \$16,283,000.

### MARKETING REPORT

*Sales & Public Relations* - Purdy reported that a television program titled "High Maintenance" that was filmed in May 2019 and which had aired in the U.S. and Canada in 2020, was just picked up for global distribution, thus providing great international PR exposure for the Tram. Social channels had been performing exceptionally well prior to the December shutdown. Purdy will be in contact with the ad committee to schedule a 2021 meeting date. Purdy also reviewed geographic sources of business for November, which showed that our visitor travel radius has been reduced with percentage increases within 100 miles.

*Advertising* – Radke reported that advertising has now been reduced substantially, except for a few ongoing contracts. And we've even taken a hiatus on the Desert Guide contract. The new airport contract includes a new bonus placement, which is good news. Otherwise, we are just standing by until we can reopen.

### GENERAL MANAGER REPORT

Nichols discussed Minute Order 2021-1 to continue the suspension of concessionaire commission.

**Upon motion by Magana-Cuellar, seconded by Freet and carried, Minute Order 2021-1 authorizing the suspension of concessionaire commissions from the Tramway's closing due to Covid and including from the opening October 9, 2020 for the period until inside dining in Peaks Restaurant and Pines Café is allowed. Conley-Aye; Freet-Aye; Magana-Cuellar-Aye; Nestande-Aye; Ogburn-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.**

Nichols referenced Whitmore's earlier survey on Covid-related price increases and/or surcharges with other attractions. Due to the mass cancellations we experienced immediately following the most-recent shutdown and not knowing what the market conditions will be in the future, it would be staff's recommendation that we reopen with the same price. At that point, we will assess demand and see if the market can bear a price increase. In our new budget, we will build in a ticket price increase. Also, we will do another pricing survey before we reopen. Freet thanked staff for putting together the information and felt comfortable that we have the necessary data now on file.



*Projects Report* – Whitmore stated that the Mountain Station remodel is progressing with the kitchen finished except for air balancing of the range hood exhaust. The restaurant level is mostly completed with some wall coverings still to be installed, but we do have our occupancy permit. The lower level is complete except for the HVAC, which is being worked on now. Construction of Phase 4 has started with the construction of back of the house and the Francis Crocker Room. Next will be the gift shop and the boarding areas. The Valley Station wastewater treatment plant is operational and will go online when we have sufficient effluent to test and activate the system. The Mountain Station wastewater treatment plant is currently in the permitting process with construction tentatively scheduled to begin in the spring. The newly-installed hauling cable has been shortened, as we expected would be required. On December 12, a guide wire for a power pole was damaged due to high winds. The Mountain Station remained on generator until a helicopter could be hired to make the necessary repairs. The entire power line was inspected prior to power being restored.

#### CALIFORNIA STATE PARK REPORT

Mark Hudgens reported that there have been some staffing changes including Interpreter Allison Barnes leaving for Joshua Tree. Andi Fitzpatrick will be helping out until a replacement is found. Todd Friedman also took a transfer to Ocotillo Wells and was replaced by Brady Her as supervising ranger, who loves the new position. Staff has been able to get a lot of projects done with the closure including trail signs being updated.

#### **ELECTION OF OFFICERS**

**Upon Motion by Magana-Cuellar, seconded by Conley and carried, Bary Freet, Chair; Jerry Ogburn, Vice Chair; Brian Conley, Secretary; and Jeff Ohlfs, 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; Freet-Aye; Magana-Cuellar-Aye; Nestande-Aye; Ogburn-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.**

#### **AUTHORITY MEMBER COMMENTS**

Nestande extended his congratulations to incoming chair Bary Freet.

Nichols extended an invitation for any board members to visit and tour the Mountain Station. Further, she extended her thanks to outgoing Chair Nestande and to the entire board for their ongoing input, comments and availability.

#### **ADJOURNMENT**

Hearing no further business, Chair adjourned the meeting at 10:00 a.m.

  
(Attest: Secretary)