

**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 19, 2022 via teleconference at the Palm Springs Aerial Tramway, Palm Springs, CA.

**Authority Members:**

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  
Marjorie De La Cruz, VP HR & Risk Mgmt.  
Greg Purdy, VP Marketing & Public Affairs

**Absent:**

Brian Conley

**Guests: All Via Teleconference**

Brady Her, MSJSP  
Kyle Radke, The Jones Agency  
John Fritch, Elevated Experiences  
Eric Thronson, Townsend Public Affairs  
Christopher Townsend, Townsend Public Affairs

**Legal Counsel:**

Robert Hargreaves - Via Teleconference

**CALL TO ORDER – FREET**

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

**ROLL CALL – PURDY**

**ADMINISTRATIVE ACTION – FREET**

**Upon motion by Ohlfs, seconded by Nestande and carried, to approve Minute Order 2022-1 authorizing the Board of Directors of the Mount San Jacinto Winter Park Authority to hereby find that the State of California continues in a Governor-declared state of emergency to combat the Covid epidemic and state and local health officials are recommending social distancing, and consequently the Authority Board and its other Brown-Act bodies will continue to employ remote teleconferencing under Government Code Section 54953(e). Freet-Aye; Magana-Cuellar-Aye; Nestande-Aye; Ogburn-Aye Ohlfs-Aye; Stuart-Aye. Motion approved.**

**APPROVAL OF AGENDA – FREET**

**Upon Motion by Stuart, seconded by Magana-Cuellar and carried, to accept today's agenda with the addition of State Park Agreement update under item 10.C. General Manager's Report. Freet-Aye; Magana-Cuellar-Aye; Nestande-Aye; Ogburn-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.**

## **PUBLIC COMMENTS**

Purdy read the following emailed message from David Milewski into the record:

My name is David Milewski and I am a Palm Springs resident and tramway fan. The tramway does not currently offer annual passes, which is understandable given the pandemic circumstances. Regardless, the tramway is often underutilized on off-peak, mid-week days. Many ski areas face similar underutilization on off-peak days, and now offer off-peak, mid-week only annual passes. These passes are not valid on weekends or during holiday periods. These passes maximize both revenue and community benefit. Will the Palm Springs tramway consider offering such a mid-week, off-peak annual or seasonal pass? Thank you, David Milewski.

## **APPROVAL OF MINUTES – FREET**

**Upon Motion by Nestande, seconded by Stuart and carried, to approve meeting minutes dated November 10, 2021. Freet-Aye; Magana-Cuellar-Abstain; Nestande-Aye; Ogburn-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.**

**LEGISLATIVE ADVOCACY REPORT** – Christopher Townsend introduced Eric Thronson, who will serve as our new representative at Townsend Public Affairs. Thronson gave a recap of his background and then what activities Townsend performed on behalf of the Tramway in 2021. He then reviewed their 2022 plan in regards to available grants, and monitoring State and Federal legislation that could impact the Authority.

## **ADMINISTRATIVE REPORTS**

### **BUDGET AND FINANCE REPORT**

Meinke asked if the Authority had received and reviewed the financial reports and narrative for October, November and December 2021 and asked if there were any questions. For the six months, ending December 31, 2021 the Tram had a positive net income of almost \$1.5 million. Nestande inquired about amount of loan drawdown to date. Meinke answered that we have not drawn any more than the initial \$5 million because we have been able to maintain the \$9.5 million reserve requirement. Any additional drawdowns will depend upon capital project needs and/or any disruption to our expected ridership.

*Concessions* – Fritch reported that Elevated Experiences sales in December 2021 totaled \$493,307. Revised hours of each outlet were discussed along with the ongoing staffing challenges, but Fritch felt confident he could maintain the current schedule with his current staff availability.

### **MARKETING REPORT**

*Sales & Public Relations* – Purdy reviewed individual and group numbers for December 2021. Filming activity has increased with approximately six pending projects. Website sessions and social media reach spiked in December due to both snow and holiday events. Also discussed was status of annual pass sales and the reasons for current hold. Nestande inquired about mobile app

usage, so Purdy gave a recap of completed and planned upgrades, cost offsets and usage percentages.

*Advertising* – Radke reported that advertising was being evaluated day-to-day due to current Covid conditions and consumer sentiment. Suggested that, while concepts continue to be worked on for the new campaign, we should perhaps push the next Ad Committee meeting from February to March, and the committee concurred. Greg will reach out for possible March dates.

*Grand Opening Committee* – Stuart reported that the committee held a Zoom meeting in December to discuss a grand opening event. Because of the impact of Covid, questions about available budget to produce such an event and final construction projects, it was decided to hold on any definite plans until the new fiscal year and reconvene the committee then.

### GENERAL MANAGER REPORT

Nichols reported that State Parks agreement has been approved and was ready for signature. It is not on today's agenda as a resolution is required and the board must approve, so that will be held for the February meeting. In the meantime, the agreement will be mailed to all members. Many thanks to the sub-committee, BB&K and Townsend Public Affairs for their efforts on getting this approved.

De La Cruz reminded members that Form 700 would be due April 1, 2022 and asked that an original be returned to her by that date.

Whitmore reported that research continues on the optimal trail counter to purchase for the bottom of the road. Based upon the unique set of circumstances that exist on how people enter and exit the road (via sidewalk, via the center of the road, via trail from Racquet Club, etc.), a beam activated mechanism will probably be the best option, but a specific recommendation will be presented at the next board meeting.

*Projects Report* – Whitmore reported that the Colorado Regional Water Quality Control Board for the Valley Station Waste Water Treatment system required an additional study, as well as additional items are now required by the State Fire Marshall. These items have added to the cost of the Mountain Station and Valley Waste Water Treatment systems. Whitmore recommended the approval of Minute Order 2022-2.

**Upon motion by Nestande, seconded by Magana-Cuellar and carried, to approve Minute Order 2022-2 authorizing an additional \$176,800.00 to the construction budget of the Mountain Station Waste Water Treatment Facility inclusive of the Valley Station Waste Water Treatment Facility TDS Study. Freet-Aye; Magana-Cuellar-Aye; Nestande-Aye; Ogburn-Aye Ohlfs-Aye; Stuart-Aye. Motion approved.**

Whitmore summarized the status of the Mountain Station elevator and Kone's request to be let out of their maintenance contract due to their inability to make the necessary repairs. The Tram was in the process of contracting with TKE, who have all the parts and programming required to restore the elevator's operation. They have recommended a modernization plan and, in the near term, an immediate repair.

**Upon motion by Nestande, seconded by Ohlfs and carried, to approve Minute Order 2022-3 authorizing an amount not to exceed \$300,000.00 for the repair of and for future modernization of the Mountain Station Elevator. Freet-Aye; Magana-Cuellar-Aye; Nestande-Aye; Ogburn-Aye Ohlfs-Aye; Stuart-Aye. Motion approved.**

**CALIFORNIA STATE PARK REPORT**

No report this month.

**ELECTION OF OFFICERS**

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

**AUTHORITY MEMBER COMMENTS**

Stuart was happy to see all the patron posts included on the "Other Social Media Mentions" page of the PR report. They are providing the Tramway wonderful advertising via Facebook and Instagram.

**ADJOURNMENT**

Hearing no further business, Chair adjourned the meeting at 10:22 a.m.

M. Jeff Ohlfs  
(Attest: Secretary)