

MOUNT SAN JACINTO WINTER PARK AUTHORITY

Minutes of the regular meeting of the Mount San Jacinto Winter Park Authority held April 20, 2022 at the Palm Springs Aerial Tramway, Palm Springs, CA.

Authority Members:

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

Staff:

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
Paul Wright, Technology Manager

Absent: Bary Freet

Legal Counsel:

Robert Hargreaves

Guests:

Frank Jones, The Jones Agency
John Fritch, Elevated Experiences
Kelly Elliott, MSJSP

CALL TO ORDER – OGBURN

Meeting called to order at 9:31 a.m.

ROLL CALL – PURDY

APPROVAL OF AGENDA – FREET

Upon Motion by Ohlfs, seconded by Ogburn and carried, to accept today's agenda with the addition of an appointment of a two-member sub-committee to evaluate the general manager's performance and contract under item 9. C.5. Conley-Aye; Magana-Cuellar-Aye; Nestande-Aye; Ogburn-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.

PUBLIC COMMENTS

None.

APPROVAL OF MINUTES – OGBURN

Upon Motion by Stuart, seconded by Ohlfs and carried, to approve meeting minutes dated February 16, 2022. Conley-Aye; Magana-Cuellar-Aye; Nestande-Aye; Ogburn-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.

PRESENTATION

Ogburn acknowledged 2020 MSJWPA Chair Brian Nestande's contributions to the Authority during a year that brought so many challenges to the Tramway. Ogburn extended the board's thanks for his outstanding leadership during such a difficult time period.

ADMINISTRATIVE REPORTS

BUDGET AND FINANCE REPORT

Meinke asked if the Authority had received and reviewed the financial reports and narrative for February 2022 and March 2022, and asked if there were any questions. Hearing none she reported that the financials were returning to normal levels.

Concessions – Fritch reported that March 2022 was a good month. Peaks Restaurant was now open for dinner, but could still use additional staff to accommodate increased patron volume. Ogburn extended his appreciation for the excellent food and service during his recent visit.

MARKETING REPORT

Sales & Public Relations – Purdy reviewed individual and group numbers for March 2022. He reported that March 2022 ridership exceeded budget by over 20%. Purdy introduced Stuart who gave a report on the recent Ad Committee Meeting and then introduced Frank Jones, owner of The Jones Agency.

Advertising – Jones announced that the former head of the agency had left and discussed how the transition would occur. He reviewed The Jones Agency's history and its decades-long association with the Tramway. He congratulated the board on its stewardship of this important landmark and expressed what he hoped his agency could continue to do in support of that mission. Stuart asked who will assume the account management of the Tramway account and Jones explained that, initially, it would be him, but that a person would be named, subject to the Tram's approval.

GENERAL MANAGER REPORT

Nichols reviewed Resolution 2022-2 regarding the fiscal 2022/23 budget and that the budget was inclusive of the union agreement.

Upon Motion by Conley, seconded by Stuart and carried, Resolution 2022-2 adopting the budget for the 2022/23 fiscal year inclusive of the Agreement with the Union and provides for Capital Projects. Conley-Aye; Magana-Cuellar-Aye; Nestande-Aye; Ogburn-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.

Nichols stated that The Jones Agency contract was separated out from the budget resolution this year in case there was any further discussion. Staff was recommending approval of the one-year contract and that it was \$4,800 more than the current fiscal year's contract.

Upon Motion Ohlfs, seconded by Magana-Cuellar and carried, approving the renewal of The Jones Agency contract, to provide Advertising and Marketing services for the Palm Springs Aerial Tramway, in the amount not to exceed \$580,720.00. Conley-Aye; Magana-Cuellar-Aye; Nestande-Aye; Ogburn-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.

GENERAL MANAGER REPORT – continued

Nichols deferred to Whitmore regarding the pedestrian counter at the bottom of Tram Way. Whitmore stated that the make and model of the one currently being used by the State Park at the bottom of the walkway was being considered. Variables affecting the accuracy of the counter were presented, as well as discussion about expected maintenance and security. The cost was estimated to be less than \$5,000. With the consensus of the Authority, Nichols will move forward with the project.

Projects Report – Whitmore reported that the Valley Station wastewater system was back online. The building housing the new Mountain Station wastewater system was almost complete and the full system should be completed in June. The Mountain Station remodel was nearing completion with signage now being installed by Best Signs. The turnover of all the new equipment (air conditioning system, etc.) has been done. Preliminary inspections by fire, ADA and others have begun. Desert Water Agency (DWA) had recommended water-saving measures for the Tram's Valley Station restrooms such as new toilet flush valves. This has been completed and DWA will be reimbursing the cost. We are presently working with a consultant on our online retail store, which we hope to have operational with a limited inventory early next fiscal year.

Ogburn questioned the Mountain Station remodel budget and Whitmore explained that we were currently within budget.

Ogburn discussed the need to appoint a sub-committee to review general manager contract and annual review. Ogburn appointed Stuart and Freet to the sub-committee.

CALIFORNIA STATE PARK REPORT

Elliott announced that the Mount San Jacinto Winter Park Authority was nominated and awarded the Partnership Award from California State Parks. The awards ceremony was pending and it would be held virtually, and would include a pre-recorded acceptance by Chair Ogburn. When the physical award arrives, it would be presented at a future Authority meeting. Additionally, a scientific collections study recently came in from Appalachian State University with the results of 70-80 tree samples from inside MSJSP. They found that some of the Sugar Pines were up to 628 years old and some of the Jeffrey Pines, up to 626 years old.

AUTHORITY MEMBER COMMENTS

Stuart asked about the availability of the State Park study information (tree ages) for sharing with our patrons and Elliott said she would provide when it was all received. Ogburn suggested that perhaps some signage be created to share this information.

CLOSED SESSION

Chair adjourned regular meeting at 10:15 a.m. to reconvene in Closed Session, Item 11. Anticipated Litigation under GC 54956.9 (d) (4).

CLOSED SESSION ITEMS (if any)

Chair reconvened regular meeting at 10:28 a.m. There were no reportable actions.

ADJOURNMENT

Hearing no further business, Chair adjourned the meeting at 10:29 a.m.

M. Jeff Orlop
(Attest: Secretary)