

MOUNT SAN JACINTO WINTER PARK AUTHORITY

Minutes of the regular meeting of the Mount San Jacinto Winter Park Authority held October 19, 2022 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
Jerry Ogburn
Jeff Ohlfs – Via Teleconference
Brian Nestande – 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: None

Legal Counsel:

Craig Hayes – Via Teleconference

Guests: All Via Teleconference

John Fritch, Elevated Experiences
Frank Jones, The Jones Agency
Eric Thronson, Townsend Public Affairs
Maryanne Coury, The Jones Agency

CALL TO ORDER – OGBURN

Meeting called to order at 9:32 a.m.

ROLL CALL – PURDY

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA – OGBURN

Upon Motion by Nestande, seconded by Stuart 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 – OGBURN

Upon Motion by Conley, seconded by Stuart and carried, to approve meeting minutes dated August 17, 2022. Conley-Aye; Freet-Aye; Magana-Cuellar-Aye; Nestande-Aye; Ogburn-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.

LEGISLATIVE ADVOCACY REPORTS

Conley reported on his D.C. trip. Met with Ben Goldeen of Townsend Public Affairs while there. Discussed different funding opportunities and grants for which the Tram may qualify.

Thronson from Townsend gave a report on current legislation and the possible impacts of redistricting, both congressional and assembly. Also discussed project fundraising priorities. He would like to generate community support for possible funding opportunities via a vis board member contacts. Conley asked about funding for a bicycle path. Freet asked about upgrades and/or additions to Tram's electric vehicle charging stations. Thronson then discussed how we might qualify for such funding, which would include letters of support from the community.

ADMINISTRATIVE REPORTS

BUDGET AND FINANCE REPORT

Meinke asked if the Authority had received and reviewed the financial reports and narrative for August and September 2022, and asked if there were any questions? She explained that while we are under budget on ridership, we are over budget on revenue and this is due to higher average per rider pricing.

PARS Retirement Plan Amendment – De La Cruz reviewed the components of the amendment and recommended its approval.

Upon motion by Stuart, seconded by Freet and carried, to approve the Third Amendment to the Palm Springs Aerial Tramway Public Agency Retirement System (PARS) Defined Contribution Plan. Conley-Aye; Freet-Aye; Magana-Cuellar-Aye; Nestande-Aye; Ohlfs-Aye; Ogburn-Aye; Stuart-Aye. Motion approved.

Concessions – Fritch reported \$171,000 in food and beverage sales for September, which is very good considering the Tram was only open 11 days for the month. And Peaks Restaurant generated a higher percentage of sales than usual. The new menu has been delayed due to low availability of certain necessary products.

MARKETING REPORT

Sales & Public Relations – Purdy reported on attendance, both overall and group. Tram Road Challenge is returning this weekend for the first time since 2019. The Tram co-sponsored, along with the Tribe, the CVB's first Los Angeles media dinner in three years with 24 media in attendance. Staff recently attended the Cal Travel Summit, which was held in Palm Desert this year. There were great networking opportunities with their record attendance, along with excellent speakers and workshops. The Tram has been busy with filming including a "SoCal Scene" segment, which will air on Spectrum News One (date TBD) and is hosted by Alison Martino. Finally, tree lighting is scheduled for Sunday, December 4 with UFC Hall of Famer Cub Swanson serving as this year's celebrity tree lighter. Invitations to the event and reception following will go out shortly.

Advertising – Frank Jones reported on the advertising for Tram Road Challenge and Snow Guessing (radio, TV and print). In November, will continue with Snow Guessing, and begin ads for Thanksgiving and Tree Lighting. Completed a photo and video shoot the prior day at the Tram, which turned out very well. The weather was spectacular for the shoot and everyone was very pleased with the new content.

GENERAL MANAGER REPORT

Nichols reminded everyone of the AB1234 Ethics Training taking place when today's meeting is adjourned.

Projects Report – Whitmore reported on shutdown projects. The exterior stairway and telescope viewing deck at the Mountain Station were repaired; electrical system for the new Mountain Station wastewater treatment facility was commissioned; and electrical for the sequencing batch reactor is almost complete, awaiting the delivery of a few remaining parts. The permit for the wastewater treatment facility was approved by the Regional Water Quality Control Board last week. A couple of items remain on the Mountain Station remodel including a replacement air handler (original was defective) and a steel support for a men's room partition. All new signage has been installed. New chairs for Pines Café have been delivered and installed to replace the defective ones. State Park inspectors have signed off on 100% of the remodel project including fire inspections. Ranger station restrooms have been remodeled. Concrete path handrail has been repaired. Concrete patches were poured and a new gate was installed in the Skagit area. Annual preventative maintenance at both Valley and Mountain Stations were completed including weeding along the roadway; windows and carpets cleaned; cleaning of the culverts along the road; water tanks drained, flushed and cleaned; and Wilmer Way prepared for concrete installation to repair flood damage. Benches in both Valley and Mountain Stations were refinished, and a new turnstile was installed at the Mountain Station. In tramway systems, new sheaves were installed, track rope supervision system was rewired on all towers and all State inspections were completed. Also, all sockets were inspected and cabin dome windows were replaced. Several slack carriers were removed and reinstalled. Slack rope testing was done. Training on emergency evacuations at both stations and on tram car were conducted, as was CPR training. We received the trail counter for the bottom on Tram Way and it is currently being programmed. The online retail store is now operational.

CALIFORNIA STATE PARK REPORT

No report this month.

AUTHORITY MEMBER COMMENTS

Stuart thanked staff for getting the PARS retirement plan updated. She also complimented ticketing staff on the customer service provided to a friend of hers who recently purchased an annual pass.

ADJOURNMENT

Hearing no further business, Chair adjourned the meeting at 10:20 a.m.


(Attest: Secretary)