

MOUNT SAN JACINTO WINTER PARK AUTHORITY

Minutes of the regular meeting of the Mount San Jacinto Winter Park Authority held June 21, 2023 at the Palm Springs Aerial Tramway, Palm Springs, CA.

Authority Members:

Bary Freet
Sandra Magana-Cuellar - Via Teleconference
Jerry Ogburn
Jeff Ohlfs
Nancy Stuart

Staff:

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
Brian Nestande

Legal Counsel:

Robert Hargreaves
Craig Hayes

Guests:

Kelly Elliott, California State Parks
John Fritch, Elevated Experiences
Frank Jones, The Jones Agency
Maryanne Coury, The Jones Agency
Kris Miller
Dan Hall
Dennis Woods
Robert Rothman
Christopher Shirley

CALL TO ORDER – OHLFS

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

ROLL CALL – PURDY

PLEDGE OF ALLEGIANCE

WELCOME OF GUESTS – OHLFS

APPROVAL OF AGENDA – OHLFS

Upon Motion by Stuart, seconded by Ogburn and carried, to accept today's agenda was unanimously approved. Freet-Aye; Magana-Cuellar-Aye; Ogburn-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.

PUBLIC COMMENTS

None.

APPROVAL OF MINUTES – OHLFS

Upon Motion by Stuart, seconded by Freet and carried, to approve meeting minutes dated April 19, 2023 were unanimously approved. Freet-Aye; Magana-Cuellar-Aye; Ohlfs - Aye Stuart-Aye; Ogburn - Aye. Motion approved.

ADMINISTRATIVE REPORTS

BUDGET AND FINANCE REPORT

Meinke asked if the Authority had received and reviewed the financial reports and narrative for April 2023 and May 2023, and asked if there were any questions? Hearing none, she thanked the Authority.

Concessions – Fritch reported that total Elevated Experience food and beverage sales for May 2023 were \$693,816.

MARKETING REPORT

Sales & Public Relations – Purdy reported that attendance for May 2023 was 59,545 which was 1.3% more than budget and 5.4% more than May 2022. Year-to-date attendance was 4.4% over budget and 9.5% over 2023. May 2023 group sales were \$118,902 compared to \$45,597 in 2022 and \$130,677 in 2019. Purdy stated the Palm Springs Chamber of Commerce Mixer will be held at the Tram on July 13th. Staff will be exhibiting at the HR Star conference at the L.A. Convention Center promoting the Alpine Club membership to the over 700 HR professionals in attendance.

Purdy reported had just completed a photo shoot for Visit Greater Palm Springs Summer Social Media Campaign. In promoting the Tram's 60th anniversary staff did a presentation to Palm Springs Women's Press Club; hosted the Palm Springs Desert Resorts Concierge Association monthly meeting and will be doing a presentation to the La Quinta Rotary.

Purdy introduced Public Relations Manager Madison Morgan. He stated Senior Sales Manager Gabriele Madison was retiring after 23 years and Sales Assistant Monica Murillo will become Sales Manager.

Advertising – Frank Jones reported on current and upcoming ads designed. He presented the Tram's Spanish language commercial that recently won the gold at the Pacific Southwest Chapter of the National Academy of Television Arts & Sciences awards ceremony.

60th Anniversary Committee – Stuart presented the final invitation design, stated "Save the Date" card had been mailed; invitations would be mailed June 25; and self and valet parking would be available. She presented the changes to the design boards and reported SHAG was still working on the anniversary art which should be available mid-July. She gave a brief outline of the program and stated a menu card would be available on the luncheon tables with the history of Tram on the back.

Projects Report – Whitmore reported during the months of May and June the Tramway completed the daily, monthly and weekly maintenance checks and preventative maintenance for both facilities and Tramway systems. Tramway systems found and repaired during a regular maintenance check was one of the sheave assemblies slightly out of alignment and will be doing NDT on the towers. In facilities, the testing and fine tuning of the waste water treatment facilities continue, and both the mountain and valley systems were in compliance with our waste water permits.

He reported a water line at the Valley Station broke under the stairs leading to the tunnel which entailed removal of the concrete stairs, the line was repaired and the stairs were replaced. In addition, a shutoff valve was installed in case of a future break.

He stated a snapshot of the past month on the trail counter indicates that we have an average of 67 users of our trail per day during the week and 62 on the weekend. The data shows the hikers begin at 5:00am with one or two, then the majority hiking from 7:00am-9:00am with another peak at in the afternoon ending at about 6:00pm. During peak hours (7am to 7pm), we have a mean average of 14 people per hour during the week and 13 per hour on the weekend.

Whitmore reviewed Minute Order 2023-8 and recommended its approval.

Upon motion by Ogburn, seconded by Stuart and carried, to approve Minute Order 2023-8 retroactively authorizing the expenditure of \$10,684.08 to replace the Air Conditioning Unit and power supply transformer to the computer server room and this cost to be added to the Capital Budget for this fiscal year. Freet-Aye; Magana-Cuellar-Aye; Ogburn-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.

Whitmore reviewed Minute Order 2023-9 and recommended its approval.

Upon motion by Stuart, seconded by Ogburn and carried, to approve Minute Order 2023-9 authorizing the expenditure of \$125,601.20 during fiscal year 23-24 for the network switch replacements and this cost to be added to the '23-'24 Capital Budget. Freet-Aye; Magana-Cuellar-Aye; Ogburn-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.

GENERAL MANAGER REPORT

Nichols reviewed Minute Order 2023-10 and recommended its approval.

Upon motion by Freet, seconded by Ogburn and carried, to approve Minute Order 2023-10 approving the rescheduling of the August 16, 2023 regular meeting of the Mt. San Jacinto Winter Park Authority to September 13, 2023. Freet-Aye; Magana-Cuellar-Aye; Ogburn-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.

General Manager's Review Committee Report – Ohlfs reported he and Authority Member Magana-Cuellar had met with the General Manager. There were no deficiencies to report and all she does for the Tram was duly noted by the Authority. Ohlfs stated she was indispensable to the Tram and the committee highly values her work. Freet then confirmed that her contracted compensation package would continue.

CALIFORNIA STATE PARK REPORT

Elliott explained the role of Operational Liaison/Park Manager Donnell Norwood. She stated that State Parks was moving towards non-badge superintendents. She reported the Mt. San Jacinto State Park had celebrated its 86th birthday on June 19.

AUTHORITY MEMBER COMMENTS

Stuart expressed her confidence in Nichols. She also asked if more outreach could be done with the Trampsters Club to local youth organizations. Ohlfs questioned the status of the former Tramway mascot, Trambi, and asked about restriping of Tram Way. Freet questioned if the NDT was through an outside contractor and asked about restriping Tram Way. He stated the new fireplace inserts were acceptable. Ogburn reported that vehicles weren't using the second security gate lane and asked if anything could be done to increase usage. Ohlfs reminded everyone that World Ranger Day is July 31. Ohlfs expressed our appreciation for all the people who manage all of our protected areas. This year a memorial will be at Pt. Reyes National Seashore, he will be attending, and will include the remembrance of a State Park Ranger who lost his life 50 years ago.

ADJOURNMENT

Hearing no further business, Chair adjourned the meeting at 10:14 a.m.


(Attest: Secretary)