

MOUNT SAN JACINTO WINTER PARK AUTHORITY

Minutes of the regular meeting of the Mount San Jacinto Winter Park Authority held September 13, 2023 at the Palm Springs Aerial Tramway, Palm Springs, CA.

Authority Members:

Bary Freet
Brian Nestande
Jerry Ogburn
Jeff Ohlfs

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

Absent:

Brian Conley
Sandra Magana-Cuellar
Nancy Stuart

Guests:

Donnell Norwood, California State Parks
John Fritch, Elevated Experiences
Frank Jones, The Jones Agency
Maryanne Coury, The Jones Agency
Martin Foster, The Jones Agency
Jacqueline Borboa, California Citrus State Park
Lisa M. LaFlame
Steve Cole

Legal Counsel:

Craig Hayes

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 Nestande, seconded by Ogburn and carried, to accept today's agenda was unanimously approved.

PUBLIC COMMENTS

None.

APPROVAL OF MINUTES – OHLFS

Upon Motion by Freet, seconded by Ogburn and carried, to approve regular meeting and study session minutes dated June 21, 2023, was unanimously approved.

ADMINISTRATIVE REPORTS

BUDGET AND FINANCE REPORT

Meinke asked there were any questions about the June 2023 and July 2023 financials, and there were none. She stated this was the first year in Tram history where total revenues exceeded \$20 million.

De La Cruz reviewed Minute Order 2023-8 and recommended its approval.

Upon motion by Nestande, seconded by Freet and carried, Minute Order 2023-11 authorizing an additional \$214,841.81 be added to the Fiscal Year 23-24 budget for commercial lines of insurance, was unanimously approved.

Concessions – Fritch reported that total Elevated Experience food and beverage sales for August 2023 were \$135,742.

MARKETING REPORT

Sales & Public Relations – Purdy reviewed ridership, group sales for August and upcoming special events.

Advertising – Jones reviewed the current ads running and those in development. Jones stated that the ad placement focus had been on the seven markets of Southern California: Coachella Valley, Inland Empire, Los Angeles, Orange County, San Diego, High Desert and San Bernardino/Redlands,

60th Anniversary Committee – Freet reported on upcoming 60th anniversary luncheon on September 28. Discussion following on RSVPs.

Projects Report – Whitmore reported on shutdown projects including new roof on Mountain Station; new deck coatings applied at both stations; fireplace and all tiled surfaces at Mountain Station cleaned and sealed; selected walls repainted; picnic tables and benches on Culver Nichols Patio refinished; repairs made to concrete path; Tram Way and parking lots restriped; new signage installed; 700 feet of roadway repaired and resurfaced; 280 feet of new curbing and gutter installed on Wilmer Way to redirect mud and rain flows; three new EV charging stations installed in parking lot; old EV charging station moved to employee lot; Cascade Café Patio drainage system upgraded, new landscape lighting installed and new split rail fencing installed; Cascade Café had new flooring installed and counter over stairwell removed (to ease congestion on crowded days); boarding room restroom remodeled; new drinking fountain installed in waiting room; annual State testing of Tramway systems completed; annual testing done of tram systems; cabin interiors cleaned and repainted; required employee training completed; and both stations deep cleaned along with the three busses.

Whitmore reviewed Minute Order 2023-12 and recommended its approval.

Upon motion by Nestande, seconded by Ogburn and carried, Minute Order 2023-12 approving retroactively the expenditure of \$111,938.85 for Door Replacements and Road Repair and that this amount be added to the Capital Improvement budget for FY 23-24, was unanimously approved.

GENERAL MANAGER REPORT

Whitmore reviewed Resolution 2023-2 and recommended its approval.

Upon motion by Ogburn, seconded by Ohlfs and carried, Resolution 2023-2 adopting 2023 CEQA Guidelines, was unanimously approved.

CALIFORNIA STATE PARK REPORT

Norwood reported that trail signage was upgraded during shutdown. Hurricane Hilary undid a lot of the trail work that had been done, so the crews are working to make those repairs. As part of the Long Valley Management Plan, they are preparing for the revitalization of the corrals, so did an inventory of all State Park property. They are considering guided interpretative hikes to Hidden Lake to regulate visitation to that area. Another park aide was hired. The Park was recently featured in an article in Group Travel Leader Magazine. Discussion followed about limiting hikers to Hidden Lake with Ogburn, Nestande and Ohlfs requesting further discussion with Norwood on the subject.

AUTHORITY MEMBER COMMENTS

Freet asked about new EV charging stations and if there is a fee. Whitmore replied that they have the capacity to accept credit cards, but that functionality has not yet been enabled.

ADJOURNMENT

Hearing no further business, Chair adjourned the meeting at 10:15 a.m.


(Attest: Secretary)