

**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 17, 2024 at the Palm Springs Aerial Tramway, Palm Springs, CA.

Authority Members:

Brian Conley
Bary Freet
Sandra Magana-Cuellar - Via Teleconference
Jeff Ohlfs
Nancy Stuart

Absent:

Brian Nestande
Jerry Ogburn

Legal Counsel:

Craig Hayes

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.
Joe Rose, VP Maintenance
Greg Purdy, VP Marketing & Public Affairs
Jamison Moore, IT Manager

Guests:

John Fritch, Elevated Experiences
Frank Jones, The Jones Agency
Martin Foster, The Jones Agency
Maryanne Coury, The Jones Agency
Donnell Norwood, MSJSP
Dennis Yu, PARS
Don Keesling, Maryanov, Madsen, Gordon & Campbell

CALL TO ORDER – CONLEY

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

ROLL CALL – PURDY

PLEDGE OF ALLEGIANCE

WELCOME OF GUESTS - CONLEY

APPROVAL OF AGENDA – CONLEY

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

PUBLIC COMMENTS

Dennis Woods reported on Tram visitors being misdirected into Little Tuscany Neighborhood by map programs.

APPROVAL OF MINUTES – CONLEY

Upon Motion by Stuart, seconded by Ohlfs and carried, to approve meeting minutes dated October 18, 2023. Conley-Aye; Freet-Abstain; Magana-Cuellar-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.

ADMINISTRATIVE REPORTS

BUDGET AND FINANCE REPORT

Meinke asked if the Authority had received and reviewed the financial reports and narrative for October 2023 and November 2023, and asked if there were any questions. She reported that we are 34,499 riders over previous YTD.

Meinke introduced Keesling from Maryanov, Madsen, Gordon & Campbell who reported on the financial statements for the fiscal year 2022/2023.

Financial Statements – Keesling said that it's a very clean audit and then reviewed new laws that affect the statements. Ohlfs asked about the segregation of duties note in audit report and Keesling explained that this is a consideration with all small businesses with lower staffing levels. Stuart asked about outsourcing any of these duties, but Meinke explained that this audit note would probably still remain in the report. Meinke expressed her gratitude for the many years of service MMG&C has given the Tram.

Pension Plan Review - De La Cruz introduced Dennis Yu with PARS, the Tramway's defined pension plan administrator, who gave a review of highlights of the plan and current funding.

Concessions – Fritch reported that Elevated Experiences sales in December 2023 totaled \$775,816. And January has started strong. The winter menu is out now. Ohlfs asked about staffing and Fritch reported that he only has a couple of openings and the existing team is very strong. Stuart offered her kudos about Elevated food and service.

MARKETING REPORT

Sales & Public Relations – Purdy reviewed individual and group numbers for December 2023. Holiday programs were recapped, as well as discussion of upcoming events. Ohlfs asked about transmitting choir performances into Peaks during the holiday season. Conley reported on seeing Tram coverage in Potomac Magazine in Washington D.C. He asked about the possibility of doing a Chinese New Year's Celebration at the Tram and inquired about how we track advertising results for events.

Advertising – Frank Jones reviewed holiday outreach and out-of-market advertising for holiday events including Inland Empire, San Diego, High Desert, Orange County and Los Angeles plus several niche ethnic markets. Discussion ensued on how we track advertising results via each channel and their geographic origin.

Projects Report – Whitmore reported on the recent heavy attendance averaging 2,700 visitors per day and the various methods by which road traffic is managed. Freet and Conley asked about actual traffic management protocols and Whitmore explained.

Whitmore reported on Minute Order 2024-1 for flood control measures and recommended its approval.

Upon motion by Ohlfs, seconded by Stuart and carried, to approve Minute Order 2024-1 Approving an amount not to exceed \$58,986.00 to be added to the Capital Improvement Budget for Fiscal Year 23-24 for additional flood control measures. Conley-Aye; Freet-Aye; Magana-Cuellar-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.

GENERAL MANAGER REPORT

Nichols advised that De La Cruz will be sending the Form 700 pamphlets and documents to Authority members for completion.

Due to the need to find a new auditing firm, an ad hoc committee will be formed to make a recommendation. 2023 Treasurer Magana-Cuellar and Authority Member Stuart, who has a background in banking, were approached to serve on this committee. There was a consensus to approve this committee who will review the RFPs and bring their recommendation back to the board for approval. Need new firm in place by July 1.

Nichols has reached out to our lobbyist and all the earmarks we put through for a bike lane and other items are now gone, but they are looking for other earmarks and grants moving forward.

CALIFORNIA STATE PARK REPORT

Norwood reviewed recent developments with State Parks including hiring a new park aide for Long Valley; the lifting of campfire restrictions; same-day reservations for camping; the protected species delisting of the Blue Curl plant; and an upcoming ABC10 News feature story on the Tram and State Park to air in the Sacramento area.

ELECTION OF OFFICERS

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

AUTHORITY MEMBER COMMENTS

Freet noted a tram malfunction at Heavenly Valley and asked if their mechanics are similar to ours? Nichols explained our gearbox inspection protocols and the additional back-up system we

have. Freet also reported on the recent rezoning of Agua Caliente Chino Cone properties. Ohlfs reported how Tram employees always make him feel 'at home' and appreciate what they do. He

may have jury duty for the February board meeting. He recently attended a 29 Palms Historical Society lecture by Steve Lesch who wrote the newly published book "Crocker's Folly." Nichols added that we have provided the author with a lot of historical records and are selling his book in our gift shop. Stuart suggested a book signing and/or personal appearance by the author. Stuart extended her congratulations to staff for the seamless planning of this year's tree lighting ceremony. Magana-Cullar added that tree lighting has become a highlight for her family and her and complimented the event's wonderful execution. Conley thanked security staff for their assistance with a family member's emergency health situation at tree lighting. He also expressed his appreciation for the past year's chairmanship and for the times Jeff filled in for him.

ADJOURNMENT

Hearing no further business, Chair adjourned the meeting at 10:45 a.m.


(Attest: Secretary)