

MOUNT SAN JACINTO WINTER PARK AUTHORITY

Minutes of the regular meeting of the Mount San Jacinto Winter Park Authority held February 21, 2024, at the Palm Springs Aerial Tramway, Palm Springs, CA.

Authority Members:

Brian Conley-Via Teleconference
Bary Freet
Sandra Magana-Cuellar
Jerry Ogburn
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 Nestande
Jeff Ohlfs

Guests:

John Fritch, Elevated Experiences
Martin Foster, The Jones Agency
Maryanne Coury, The Jones Agency
Donnell Norwood, MSJSP

Legal Counsel:

Craig Hayes

CALL TO ORDER – MAGANA-CUELLAR

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

ROLL CALL – PURDY

PLEDGE OF ALLEGIANCE

WELCOME OF GUESTS – MAGANA-CUELLAR

APPROVAL OF AGENDA – MAGANA-CUELLAR

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

PUBLIC COMMENTS

None.

APPROVAL OF MINUTES – MAGANA-CUELLAR

Upon Motion by Stuart, seconded by Conley and carried, to approve meeting minutes dated January 17, 2024. Conley-Aye; Freet-Aye; Magana-Cuellar-Aye; Ogburn-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 December 2023 and January 2024, and asked if there were any questions. She reported that we are 40,934 riders over previous January YTD. Stuart thanked Meinke for an excellent job in laddering the Tram's CDs and the excellent rates we are receiving.

Concessions – Fritch reported that Elevated Experiences sales in January 2024 totaled \$883,976.

MARKETING REPORT

Sales & Public Relations – Purdy reviewed individual and group numbers for January 2024 and fiscal year-to-date. Upcoming events were discussed including Sunrise Service and the Palm Springs Chamber Mixer on July 18.

Advertising – Martin Foster reviewed upcoming advertising that transitions from Snow to Sunrise Service and Easter Ride'n'Dine in mid-March. Currently working on 2024-2025 media plan. Reviewed advertising plan for March to attract Spring Break visitors.

Projects Report – Whitmore reported that Facilities has been busy with snow removal; remodel of ranger station restroom and shower; waterproofing of fabrication shop; and the upper road project for drainage measures. Roadwork was done on Tram Way by Granite Construction after a sinkhole appeared. Tramway Systems installed an auto-lubrication system to the lower haul rope and replaced a faulty slack carrier. New pedestrian counter was received and reinstalled.

Whitmore reviewed Minute Orders 2024-02, 2024-03, 2024-04 and 2024-05 and recommended their approval.

Upon motion by Freet, seconded by Ogburn and carried, to approve the following minute orders:

Minute Order 2024-02 approving an amount not to exceed \$24,577.50 to be added to the Capital Improvement Budget for fiscal year 23-24 for two portable light towers.

Minute Order 2024-03 approving that \$10,000.00 be added to the Capital Improvement budget for Fiscal Year 2023-24 for Valley Station roof repairs and \$150,000.00 budgeted for roof replacement be removed from FY 2024-25 Capital Improvement Budget.

Minute Order 2024-04 approving an amount not to exceed \$100,000.00 to replace the Maintenance Department Utility Vehicle and be added to this fiscal year Capital Improvement Budget.

Projects Report - continued

Minute Order 2024-05 approving an amount of \$126,000.00 for the Tram Way road repair and this amount be added to this fiscal year's 23-24 Capital Improvement Budget.

Conley-Aye; Freet-Aye; Magana-Cuellar-Aye; Ogburn-Aye; Stuart-Aye. Motion approved.

GENERAL MANAGER REPORT

Nichols reported last year's grant requests have lapsed. Our legislative advocacy company is recommending the bicycle trail and a second Valley Station water tank as having the best chances for obtaining project funding. Freet requested additional electric charging stations be added to list. Discussion ensued and board consensus was for the three items. Conley recommended fast tracking the water tank.

Aberg reported on cyber-security best practices for Authority member email and phones. He will reach out individually to board members to provide additional training. Discussion ensued.

CALIFORNIA STATE PARK REPORT

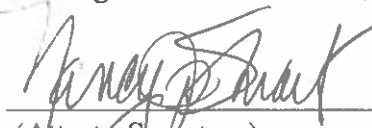
Norwood reported on the kick-off of their Adventure Pass programs, completed additional tree work at the Idyllwild campground and was getting ready to hire more park aides for the Long Valley Ranger Station. He stated Skyline Trail is now closed because of snow and ice danger. Will discuss Hidden Lake status at next meeting.

AUTHORITY MEMBER COMMENTS

Stuart complimented the Peaks dining experience and the great work they do with group meetings and events. Reported on the current Albert Frey exhibit at the Palm Springs Architecture Museum that includes mentions of the Tramway.

ADJOURNMENT

Hearing no further business, Chair adjourned the meeting at 10:01 a.m.


(Attest. Secretary)