

MOUNT SAN JACINTO WINTER PARK AUTHORITY

Minutes of the adjourned meeting of the Mount San Jacinto Winter Park Authority held June 26, 2024 at the Palm Springs Aerial Tramway, Palm Springs, CA.

Authority Members:

Brian Conley
Bary Freet
Jonathan Hoy
Jerry Ogburn
Nancy Stuart
Jeff Ohlfs

Absent:

Sandra Magana Cuellar

Legal Counsel:

Craig Hayes

Staff:

Nancy Nichols, General Manager
Joe Rose, VP Maintenance
Tara Meinke, VP Finance
Gary Aberg, VP Technology
Marjorie De La Cruz, VP HR & Risk Mgmt.
Greg Purdy, VP Marketing & Public Affairs
Jamison Moore, IT Manager

Guests:

Frank Jones, The Jones Agency
Maryanne Coury, The Jones Agency
Martin Foster, The Jones Agency

CALL TO ORDER – OHLFS

Meeting called to order at 9:30 a.m. Chair Ohlfs welcomed new Authority Member Jonathan Hoy.

PLEDGE OF ALLEGIANCE

ROLL CALL – PURDY

WELCOME OF GUESTS - OHLFS

APPROVAL OF AGENDA – OHLFS

Upon Motion by Conley, seconded by Stuart and carried, to accept today's agenda was unanimously approved.

PUBLIC COMMENTS

None.

APPROVAL OF MINUTES – OHLFS

Upon Motion by Stuart, seconded by Freet and carried, to approve meeting minutes dated April 17, 2024 was unanimously approved.

ADMINISTRATIVE REPORTS

BUDGET AND FINANCE REPORT

Meinke asked if the Authority had received and reviewed the financial reports and narrative for March, April and May 2024, and asked if there were any questions. She reported the Tram had 55,900 more visitors than the previous fiscal year-to-date.

Concessions – Fritch reported that total Elevated Experiences' sales in May 2024 were \$709,202. Peaks Restaurant was full every night for Restaurant Week. The new summer menu was now out. Stuart and Ogburn reported on recent excellent experiences at Peaks.

MARKETING REPORT

Sales & Marketing Report – Purdy reported that group sales were up \$18,000 in May 2024. He reported on recent and upcoming events, and recently attended trade shows.

Advertising – Frank Jones of The Jones Agency reviewed the current year's campaign including creative and added value placements. The upcoming fiscal year 2024/2025 campaign and budget were then discussed with the three themes being Core, Restaurant and Snow. Discussion ensued about Lamar reader board, readability of billboard copy, Summer Pass sales and continuation of core campaign.

Projects Report – Rose reported that a new passenger bus has been put into service with a second on order to be delivered later this year. Representatives from the Maintenance Department attended the Clean Air Energy Transportation Expo and are researching green energy alternatives and feasibility for future transportation needs at the Tram. Maintenance staff was preparing to repair and replace sections of the concrete trail to Long Valley. Representatives from Doppelmayr and our wire rope manufacturer have both conducted site visits, inspections and annual tests in the last few weeks. The Valley chiller project was estimated to be finished in the coming weeks. Completion of the project was delayed due to the unavailability of the primary pumps but they are now installed and ready to go online. Discussion ensued regarding how the new bus was powered and the dates of the maintenance shutdown.

GENERAL MANAGER REPORT

Nichols reviewed Resolution 2024-2 regarding adoption of the 2025 CEQA guidelines and recommended its approval.

Upon motion by Conley, seconded by Stuart and carried, Resolution 2024-02 adopting 2024 CEQA Guidelines, was unanimously approved.

Nichols reported on the Tram's Records Retention and Destruction Policy and, in accordance with that policy, recommended approval of Minute Order 2024-7.

Upon motion by Ogburn, seconded by Conley and carried, to approve Minute Order 2024-7 authorizing the destruction of video and audio recordings of Authority meetings from January 2023 through February 2024, all of which have been approved, signed and are a part of the written record, per the Records Retention and Destruction Policy, was unanimously approved.

CALIFORNIA STATE PARK REPORT

No report was given.

Stuart reported that she, along with committee member Magana-Cuellar, met with Nichols to conduct the annual general manager review. She was happy to report that there were no deficiencies identified, adding that everything she does leads to the Tram's success. Further, the committee respects Nichols' sound judgement, leadership and positive demeanor that inspire both staff and Authority members. Other Authority members seconded those sentiments.

AUTHORITY MEMBER COMMENTS

Stuart reported on her June 13, 2024 presentation to the Palm Springs City Council. Tramway updates were provided. Ohlfs expressed his thanks to the fire fighters for containing and extinguishing the recent Tuscany fire. He also stated World Ranger Day is July 31, 2024, where we honor all those who work in our protected areas. He will be attending an anniversary memorial for two rangers killed in the line of duty.

ADJOURNMENT

Hearing no further business, Ohlfs adjourned the meeting at 10:02 a.m.


(Attest: Secretary)