

## **MOUNT SAN JACINTO WINTER PARK AUTHORITY**

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

### **Authority Members:**

Brian Conley – Via Teleconference  
Bary Freet  
Jonathan Hoy  
Sandra Magana Cuellar  
Jerry Ogburn  
Nancy Stuart – Via Teleconference  
Jeff Ohlfs – Via Teleconference

### **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.  
Jamison Moore, IT Manager  
Madison Morgan, Public Relations Manager

### **Legal Counsel:**

Craig Hayes

### **Guests:**

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

## **CALL TO ORDER – MAGANA CUELLAR**

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

## **PLEDGE OF ALLEGIANCE**

## **ROLL CALL – DE LA CRUZ**

Conley and Stuart attended via teleconference under the just cause exception of AB2449 (health). Ohlfs attended via teleconference under the just cause exception of AB2449 (government-mandated travel).

## **WELCOME OF GUESTS – MAGANA-CUELLAR**

## **APPROVAL OF AGENDA – MAGANA-CUELLAR**

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

## **PUBLIC COMMENTS**

None.

## **APPROVAL OF MINUTES – OHLFS**

Upon Motion by Conley, seconded by Ohlfs and carried, to approve meeting minutes dated June 26, 2024. Conley-Aye; Freet-Aye; Hoy-Aye; Magana-Cuellar-Aye; Ogburn-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 June 2024 and asked if there were any questions. She reported the Tram had 53,300 more visitors than during the previous fiscal year.

*Concessions* – Fritch reported that total Elevated Experiences' sales were \$740,519 in June 2024 and \$595,069 in July 2024.

### MARKETING REPORT

*Sales & Marketing Report* – Nichols reported that hot temperatures negatively affected attendance in both June and July. June was 4.1% more than budget, but 5% less than last year. Groups were up 31% for June. The July 18 P.S. Chamber Mixer was a huge success. Fritch added that a number of group inquiries have resulted from this event.

*Public Affairs Report* – Morgan reported that the Chamber Mixer generated a lot of social media activity from local residents, as well as inquiries for other group events. Next year's Chamber mixer has been set for July 17. Palm Springs Life Magazine did a photo shoot with designer and architectural historian Brad Denning in the Valley Station for a feature to run in their October issue. Total Military Days attendance was up about 15% from 2023.

*Advertising* – Jones reported that they had worked on campaigns for First Responders Days, and Tram Road Challenge, as well as creative for the Tram's maintenance closure and reopening. There has been new creative work done for the website to be rolled out in the coming months. Jones also reported on the status of the I-10 billboard including revised creative and financial credits offered by Lamar until the new one is constructed.

*Projects Report* – Whitmore requested a change to Minute Order 2024-8 to move the expense from the 2025/2026 Capital Improvement Budget to the 2024/2025 Capital Improvement Budget.

**Upon Motion by Freet, seconded by Magana-Cuellar and carried, to approve an amount of \$19,335.99 for the backup server, software, hardware, battery back up in case of power loss, and essential care with the extended warranty. The expenditure will be added to the Capital Improvement Budget for fiscal year 2024-25 and the same amount will be removed from the fiscal year 2025-26 Capital Improvement Budget. Conley-Aye; Freet-Aye; Hoy-Aye; Magana-Cuellar-Aye; Ogburn-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.**

Whitmore reported that, in addition to regular preventative maintenance items, the haul rope was shortened due to normal stretching. The a/c system in the Valley Station is awaiting the activation of the new distribution pump. There has been a lot of work getting ready for shutdown including equipment fabrication and other projects to facilitate the socket pour and track rope slip. 320 feet of the sidewalk, leading to Long Valley has been demolished and concrete poured to replace it, which will continue through shutdown. The new pedestrian counter is in-house and awaiting installation into a steel-lined, concrete bollard at the bottom of Tram Way.

### GENERAL MANAGER REPORT

Nichols reviewed Minute Order 2024-9, adding that it has not been necessary during the past several years, but it is to cover unanticipated contracts during shutdown.

**Upon Motion by Magana-Cuellar, seconded by Conley and carried, authorizing the General Manager to approve contracts during the Palm Springs Aerial Tramway's September 2024 annual maintenance shutdown and report back at the October 21, 2024 Board meeting. Conley-Aye; Freet-Aye; Hoy-Aye; Magana-Cuellar-Aye; Ogburn-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.**

Hayes reported that it was time to schedule AB1234 Ethics Training and asked the board if they preferred Zoom, in-person or online training. Online was the preferred option.

Nichols stated the next board meeting is scheduled for October 16, 2024, would like to move it to October 30, 2024. She stated would reach out in the next week on which date is the most convenient.

### CALIFORNIA STATE PARK REPORT

Norwood reported that they had hired a park aid for Long Valley. They are getting ready for annual park signage and trails work. A new version of "Reserve California" has launched to reserve campsites in State Parks. Reserving wilderness sites should be online in the fall. Stuart asked if Norwood could plan and/or report on events occurring on the Tramway side of Mt. San Jacinto State Park. Norwood replied that events were in the works and he would bring an interpretative ranger to the next meeting to review.

### **AUTHORITY MEMBER COMMENTS**

Ogburn thanked Tram and Elevated Experiences staffs, along with Ranger Stephen James for the wonderful experiences everyone provided to the two groups he referred to the Tram. Nichols added her thanks for Ranger Steve's work with these groups, as well as to all rangers for their ongoing great work with our patrons. Ohlfs thanked Magana-Cuella for chairing the meeting in his absence.

### **ADJOURNMENT**

Hearing no further business, Magana-Cuellar adjourned the meeting at 10:01 a.m.

  
(Attest: Secretary)