

**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 15, 2025 at the Palm Springs Aerial Tramway, Palm Springs, CA.

Authority Members

Jeff Ohlfs
Brian Conley
Jonathan Hoy
Sandra Magana-Cuellar
Jerry Ogburn
Nancy Stuart
Giovanni Virgen

Staff

Nancy Nichols, General Manager
Jim Whitmore, Executive VP
Marjorie De La Cruz, VP HR & Risk Mgmt.
Tara Meinke, VP Finance
Gary Aberg, VP Technology
Madison Morgan, Public Relations Manager
Jamison Moore, Technology Manager

Absent:

None

Guests:

John Fritch, Elevated Experiences
Frank Jones, The Jones Agency
Maryanne Coury, The Jones Agency
Martin Foster, The Jones Agency
Kelly Elliott, California State Parks
Brady Her, Mt. San Jacinto State Park

Legal Counsel:

Craig Hayes

CALL TO ORDER – OHLFS

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

Chair welcomed new Riverside County Appointee Giovanni Virgen.

ROLL CALL – MARJORIE DE LA CRUZ

Stuart stated she was appearing remotely under the just cause teleconferencing exception due to a physical issue that will not allow her to participate in person today.

PLEDGE OF ALLEGIANCE

WELCOME OF GUESTS - OHLFS

APPROVAL OF AGENDA – OHLFS

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

PUBLIC COMMENTS

None

APPROVAL OF MINUTES – OHLFS

Upon Motion by Stuart, seconded by Conley and carried, to approve meeting minutes dated October 30, 2024. Conley-Aye; Hoy-Aye; Magana-Cuellar-Aye; Ogburn-Aye; Stuart-Aye; Virgin-Aye; Ohlfs-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 2024 through December 2024 and asked if there were any questions. There were none.

Concessions – Fritch reported that Elevated Experiences liquor sales were \$208,382; non-alcoholic sales were \$99,067; total food sales were \$620,291 and commission to Tram was \$111,218.22 for December 2024. He stated January 2025 food and beverage sales had started strong. Ohlfs stated had a wonderful meal in Peaks at Tree Lighting.

MARKETING REPORT

Sales & Public Relations – Morgan reported attendance for Tree Lighting with Tree Lighter Abi Carter was 474 compared to 390 with Tree Lighter Judith Chapman; attendance for the holiday choirs generated \$3,505 in revenue from choir guest tickets compared to \$1,598 in 2023. She further reported all of the Tram's December holiday events for 2025 have been scheduled.

Madison reported that a new event has been added for 2025 in celebration of Oktoberfest. It will include an Oktoberfest Ride 'n' Lunch with a band in Pines Café from 11am to 3pm on Saturday, October 25. Madison provided updates on Tram Road Challenge, Valentine's Day and the Tram's Mascot Rider Raccoon.

Advertising – Frank Jones presented two new ads. One for Chinese New Year and the other an architectural ad covering the Tram's historic buildings to coincide with Modernism Week in Palm Springs.

Projects Report – Whitmore reported a new electrical supply line with heat tape to the Ranger Water Tanks was installed. He reported on-going projects were freshwater receivers at the Mountain Station were being upgraded and automated; the exterior trim around the windows of the Mountain Station were being repaired; and the copper caps on the exterior portion of the glue-laminated timbers supporting the roof of the Mountain Station were being replaced.

Projects Report-continued - Whitmore reviewed the holidays and the average daily customer count. He reported we had instituted a way of controlling the traffic on the road and notifying the customers of the wait time via the marquee and personal contact at the bottom of Tram Way. This significantly reduced wait time and provided better management of the parking lots and crowd control in the Valley Station.

Whitmore stated after reinstalling the pedestrian counter at the end of November the counts for December were 1524 hikers with an Average Daily Count of 54 hikers. For the month of January 1001 hikers with an Average Daily Count of 61 hikers. Discussion ensued on busiest times.

He reported the overhead parking lot lights in parking lot "A" had ceased to work. He reviewed Minute Order 2025-1 for main electrical feeder lines and the auxiliary lighting of Parking Lot "A" and recommended its approval.

Upon motion by Ogburn, seconded by Conley and carried, to approve Minute Order 2025-1 approving \$15,276.00 for the repair of the main feeder lines and the auxiliary lighting of Parking Lot "A" while the repairs were being accomplished and be added to the Maintenance Budget for this fiscal year. Conley-Aye; Hoy-Aye; Magana-Cuellar-Aye; Ogburn-Aye; Stuart-Aye; Virgen-Aye; Ohlfs-Aye; Motion approved.

GENERAL MANAGER REPORT

Nichols deferred to De La Cruz who stated she would be sending Form 700 pamphlets and documents to Authority members for completion and asked an original be mailed to her.

Nichols stated to BB&K attorney Craig Hayes who provided a review and refresher of the Mt. San Jacinto Winter Park Authority's electronic communications policy.

Nichols deferred to De La Cruz who asked if an Authority Member had taken AB1825/1661 training in the past year to please forward certificates. If not, they will need to take the training. It is required that each member have at least 2 hours of sexual harassment prevention training every 2 years. She would be sending out the link shortly and if any questions to contact her.

CALIFORNIA STATE PARK REPORT

Elliott reported the State Parks has First Day Hikes on January 1 each year. The one at the Tram is very popular and had the largest group of 49 join the Rangers and Interpreters this year. State Parks has taken their mascot Cali the Quail out of retirement and thought Rider Raccoon and Cali might make a good duo during State Parks Weeks June 11-15. Events have not been scheduled but would advise. She reported a pole to measure snow has been installed in front of the Long Valley Ranger Station. She stated State Parks was focused on the Los Angeles District because of the fires with staff assisting them. Ohlfs stated knew of some who have been impacted and to send best wishes and that the Authority was thinking of them.

ELECTION OF OFFICERS

Nichols stated officer recommendations, which were included in the Authority Members recent mailing, for the 2025 Mt. San Jacinto Winter Park Authority Slate of Officers, were based on past practices.

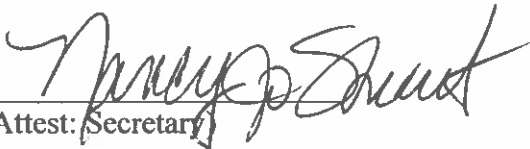
Upon Motion by Conley, seconded by Hoy and carried, Sandra Magana-Cuellar, Chair; Nancy Stuart, Vice Chair; Jonathan Hoy, Secretary; and Jerry Ogburn, Treasurer, were elected unanimously for the Mt. San Jacinto Winter Park Authority and, to the degree where it is consistent with the Authority, to provide those positions in the Corporation as well. Conley-Aye; Hoy-Aye; Magana-Cuellar-Aye; Ogburn-Aye; Stuart-Aye; Virgen-Aye; Ohlfs-Aye; Motion approved.

AUTHORITY MEMBER COMMENTS

Ohlfs thanked Tramway Staff for their assistance during his year as Chairperson. He thanked Authority Member Magana-Cuellar for stepping in when needed and look forward to supporting her this coming year.

ADJOURNMENT

Hearing no further business, Chair adjourned the meeting at 10:07 a.m.


(Attest: Secretary)