

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

Minutes of the regular meeting of the Mount San Jacinto Winter Park Authority held February 19, 2025 at the Palm Springs Aerial Tramway, Palm Springs, CA.

### **Authority Members:**

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

### **Absent:**

Brian Conley

### **Legal Counsel:**

Craig Hayes

### **Staff:**

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

### **Guests:**

Eden Casareno, Eadie Payne LLP  
Maryanne Coury, The Jones Agency  
Kelly Elliott, MSJSP  
Martin Foster, The Jones Agency  
John Fritch, Elevated Experiences  
Stephanie Gutierrez, MSJSP  
Brady Her, MSJSP  
Panida Kongpetch, Eadie Payne LLP  
Angela Tang, PARS

## **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 Stuart, seconded by Ohlfs and carried, to accept today's agenda was unanimously approved.

## **PUBLIC COMMENTS**

None

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

Upon Motion by Ohlfs, seconded by Hoy and carried, to approve meeting minutes dated January 15, 2025 was unanimously approved.

## **PRESENTATION TO PAST CHAIR & RETIRING AUTHORITY MEMBER**

Magana-Cuellar presented 2024 Chair Jeff Ohlfs and retiring Authority Member Bary Freet with gifts and thanked them for their service.

## **ADMINISTRATIVE REPORTS**

### **BUDGET AND FINANCE REPORT**

Meinke introduced Eden Casareno and Panida Kongpetch of Eadie Payne LLP who reported on the financial statements for the fiscal year 2023/2024.

*Financial Statements* – Casareno and Kongpetch reviewed management and auditor responsibilities for the audit and issued a clean opinion. As the first year auditing the Tramway, a realignment was made on three items from the previous year's audit. As required by audit standards, a risk assessment was conducted and none were found. Board discussion ensued concerning segregation of duties, accounting oversight and staffing.

*Pension Plan Review* - De La Cruz introduced Angela Tang 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 total Elevated Experiences sales for January 2025 were \$898,358.50. The Saturday and Sunday of President's Weekend were record days.

### **MARKETING REPORT**

*Sales & Public Relations* – Purdy reported that the Tram welcomed 61,865 guests in January 2025. This was 16.9% more than budget, but 4% less than January 2024. Groups sales were \$109,509 this January and \$130,411 in January 2024. Reviewed upcoming special events and tradeshow attendance. Announced that we were the shoot location for South Coast Plaza's Spring Look Book. Reviewed social media statistics and performance of recent posts which generated high traffic.

*Advertising* – Martin Foster shared ads for upcoming Sunrise Service and Easter Ride 'n' Dine.

*Projects Report* – Whitmore reported the Adventure Center transformer was upgraded and freshwater tank monitoring systems were installed at Mountain and Valley Stations. The pedestrian counter recorded approximately 1,701 walkers from January 13 to February 13, with a daily average of 60, this was up 12% from December.

Whitmore gave a brief history of our freshwater storage at the Valley Station and the Desert Water Agency's recent recommendation for additional water storage capacity. He reviewed Minute Order 2025-2 for building and plumbing a second freshwater reservoir at the Valley Station and recommended its approval.

**Upon motion by Ogburn, seconded by Hoy and carried, to approve Minute Order 2025-2 authorizing \$450,000.00 for the building and plumbing of a second freshwater reservoir at the Valley Station and this amount be added to the Capital Improvement Budget to be spent over the next two fiscal years was unanimously approved.**

#### GENERAL MANAGER REPORT

10:29 a.m. Ohlfs left room for FEMA discussion due to a conflict.

Nichols explained that the Tram engages with FEMA and Cal-OES on reimbursement for emergencies. FEMA has authorized a payment to the Tram for Covid supplies, but they do not have a current signatory sheet, so are requesting approval of Resolution 2025-1 authorizing the General Manager, the VP of Finance and the VP of Human Resources as authorized agents to sign for these funds, which totals \$135,000 and recommended its approval.

**Upon motion by Hoy, seconded by Magana Cuellar and carried, to approve Resolution 2025-01 authorizing the designated agents as signatories for the FEMA reimbursement. Hoy-Aye; Magana-Cuellar-Aye; Ogburn-Aye; Stuart-Aye; Virgen-Aye; Ohlfs-Abstain; Motion approved.**

10:31 a.m. Ohlfs returned to room.

Nichols reported on the following committees:

The Long Valley Gateway Project Committee oversees the Long Vally project. The committee was comprised of Ohlfs and Magana-Cuellar, but due to work commitments, the latter has asked to be replaced. Nichols recommended Authority Member Hoy and received consensus that Hoy would be her replacement.

Nichols provided background on the Chino Cienega Foundation Project Committee, which the Tram participated in as a stakeholder, but was subsequently disbanded due to lack of activity. She reported that the property owner of land adjacent to the Visitor's Center has asked the City to be the lead stakeholder in any planning. Consequently, the committee should be restarted, so the Tram remains informed on whatever may occur at that location. Nichols recommended Ogburn and received consensus that Ogburn will serve on the committee.

The Advertising Committee was previously comprised of Freet and Stuart. With the former's departure from the board, there is a vacancy. Nichols recommended Conley and received consensus that Conley would be Freet's replacement.

#### CALIFORNIA STATE PARK REPORT

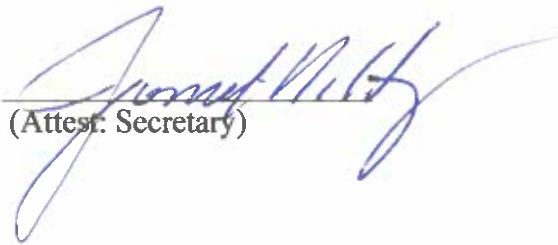
Elliott introduced District Administrative Chief Stephanie Gutierrez. She stated the Park is in good shape and visitation remains status quo. State Parks has had a budget crunch and there has been some reduced staffing levels throughout the District, but this Park was already fully staffed.

## **AUTHORITY MEMBER COMMENTS**

Stuart thanked Meinke for her commitment and work ethic. Stuart also brought a vintage stuffed toy raccoon that was previously sold in our gift shops as Rider Raccoon, the Tram's mascot. Nichols added that the Tram is currently getting quotes to bring the mascot back for sale. Magana-Cuellar thanked the team for making this so easy and helping her run the meeting. Also, a special thanks to Bary Freet and to Jeff Ohlfs for helping her with the transition to Chair.

## **ADJOURNMENT**

Hearing no further business, Chair adjourned the meeting at 10:43 a.m.

  
(Attest: Secretary)