

MOUNT SAN JACINTO WINTER PARK AUTHORITY

Minutes of the adjourned meeting of the Mount San Jacinto Winter Park Authority held October 29, 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
Rachel Anderson, PR/Special Events Manager

Guests:

Maryanne Coury, The Jones Agency
Janet DeSoto, MSJSP
Martin Foster, The Jones Agency
John Fritch, Elevated Experiences
Frank Jones, The Jones Agency
Spencer Street, Townsend Public Affairs

CALL TO ORDER – MAGANA-CUELLAR

Meeting called to order at 9:29 a.m.

ROLL CALL – PURDY

PLEDGE OF ALLEGIANCE

WELCOME OF GUESTS – MAGANA-CUELLAR

APPROVAL OF AGENDA – MAGANA-CUELLAR

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

PUBLIC COMMENTS

None

APPROVAL OF MINUTES – MAGANA-CUELLAR

Upon Motion by Hoy, seconded by Virgen and carried, to approve meeting minutes dated June 18, 2025 was unanimously approved.

LEGISLATIVE ADVOCACY REPORT – Spencer Street -Townsend Public Affairs

Street gave a report on bills from the 2025 California and Federal legislative sessions and a look ahead at what can be expected in 2026. Will continue to pursue federal funding for the Tramway. Last year, submitted the Long Valley Gateway Project to our representatives, but it was not picked up. Remaining vigilant for anything impacting the Tram's enabling legislation. Reviewed California ballot initiative 50 and, if it passes, the Tram would be moved into District 48.

ADMINISTRATIVE REPORTS

BUDGET AND FINANCE REPORT

Meinke asked if the Authority had received and reviewed the financial reports and narrative for August 2025 and September 2025 and asked if there were any questions. There were none.

Concessions – Fritch reported on Elevated Experiences for September 2025 and October 2025, stating group activity has increased and Peaks is serving an extra 30-40 people per night from the same time a year ago.

MARKETING REPORT

Sales & Public Relations – Purdy reported that the Tram ended September 2025 with 6,563 visitors, which was 36.9% less than budget and 36.2% less than September 2024 actual. Year-to-date totals were 17.3% less than budget and 16.0% less than 2024. Group sales were up \$206 compared to September 2024. He also reported on the Snow Guessing Contest and the Tram Road Challenge. The inaugural AutumnFest went very well with 288 combo tickets sold plus Elevated Experiences sold an additional 102 a la carte meals. Purdy reported on the current state of the U.S. tourism industry overall and the attraction industry specifically. Discussed strategies the Tram is employing to target today's most-likely customer, especially the value-driven consumer.

Public Relations – Purdy introduced new Public Relations and Special Events Manager Rachel Anderson, who gave a brief description of her background and what representing the Tram means to her.

Advertising – Frank Jones introduced his team then presented Core and Snow Guessing print and TV ads from the new campaign, as originally presented to the Ad Committee. The Core campaign is also in Spanish.

Projects Report – Whitmore reported during shutdown employee training was conducted such as sexual harassment, hazmat, first aid, CPR/AED and Workers Comp to name a few. Tramway Systems exchanged the one tram carriage, performed annual control systems check and adjustments with the manufacturer's representative. Annual state compliance and testing for permitting was completed. The upper haul rope was replaced, slack rope testing was conducted, and magnetic resonance testing of the ropes was performed. Facilities Maintenance installed new metal-reinforced slat walls and replaced a problematic roll-up door in the Valley Gift Shop. Tram Way, parking lots, pedestrian walkway and wastewater treatment areas were repaired and resurfaced. Retail conducted inventories and audits. Information Technology installed unmoderated

Whitmore reviewed the following Minute Orders and asked for their approval.

Upon motion by Magana-Cuellar, seconded by Stuart and carried, to approve the following Minute Orders was unanimously approved.

Minute Order 2025-5, approving \$34,000.00 for the Valley Station's Wastewater Treatment Facility Total Dissolved Solid Study additional costs and this amount be added to the Capital Improvement budget for Fiscal Year 2025-26.

Minute Order 2025-6, approving the purchase of two coin-operated telescopes, one ADA accessible telescope and one standard telescope not to exceed \$12,000.00 and this amount to be added to the Operations Budget for this fiscal year under Furniture, Fixtures and Equipment.

Minute Order 2025-7 approving \$125,000.00 for the purchase of slack carrier sheaves plus associated costs and this amount be added to the Capital Improvement budget for Fiscal Year 2025-26. Also that \$50,000.00 be removed from the capital budget for Fiscal Years 2026-2027 and 2027-2028.

Minute Order 2025-8 retroactively approving \$13,870.00 for the cleaning and sealing of Peaks and Pines rockwork and this expenditure be added to the Fiscal Year 2025-2026 Maintenance Budget under Outside Services.

Minute Order 2025-9 retroactively approving \$9,945.84 for the replacement of the channel 2 radio repeater and channel 3 upgrade and this expenditure be added to the Fiscal Year 2025-2026 Maintenance Budget under Outside Services.

Minute Order 2025-10 approving \$150,000.00 for delivery of fresh water, until our regular fresh water supply can be restored and this expenditure be added to the Fiscal Year 2025-2026 Maintenance Budget under Outside Services.

GENERAL MANAGER REPORT

Nichols introduced Authority Member Ohlfs to provide an update on the Long Valley Gateway Project. Ohlfs reported that Request for Proposals were sent to six qualified firms. One declined to participate. A site walk-through and Q & A session were conducted with 15 representatives of the remaining five firms along with Tram staff and Inland Empire District Superintendent Elliott. Four firms submitted proposals. Staff is currently reviewing the proposals, and, upon completion of the review, the subcommittee will convene to conduct a more detailed assessment and will report back to the board on their findings.

Nichols deferred to Authority Member Stuart to report on the general manager review. Stuart announced that all is wonderful and extended her thanks to Nichols for making the review process so easy. Ogburn added his thanks.

Nichols reported on the Tram's Records Retention and Destruction Policy and, in accordance with that policy, recommended approval of Minute Order 2025-11.

Upon motion by Ohlfs, seconded by Magana-Cuellar and carried, to approve Minute Order 2025-11 authorizing the destruction of video and audio recordings of meetings of legislative bodies of public meetings made by or at the direction of the MSJWPA (e.g. Authority Board meetings) for preparation of meeting minutes from January 2024 through February 2025; ticket and retail daily reports up to and including fiscal year ending June 2021; and purchase orders and invoices up to and including fiscal year ending June 2021, per the Records Retention and Destruction Policy, was unanimously approved.

The next board meeting is scheduled for January 21, 2026.

CALIFORNIA STATE PARK REPORT

No report.

CLOSED SESSION

Chair adjourned regular meeting at 10:10 a.m. to reconvene in Closed Session, 10.A General Manager – Public Employment under GC 54957.

CLOSED SESSION ACTION ITEMS

Chair reconvened regular meeting at 10:21 a.m.

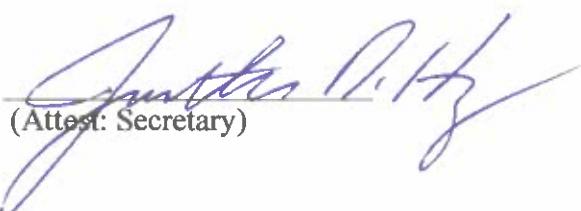
Upon motion by Ohlfs, seconded by Ogburn and carried, to approve third amendment to general manager contract was unanimously approved.

AUTHORITY MEMBER COMMENTS

Ohlfs commented that AutumnFest was a tremendous event. Many thanks to Tram staff and to the chef for the excellent food. Stuart commented that the earlier discussion about targeting value-based customers was a very good direction when we are trying new programs, like AutumnFest. Also, affordable programs like First Responder Days and Military Days are very good for the Tram to have on a regular basis. She also suggested that Authority Member Hoy discuss the upcoming CV Link Dedication. Hoy stated it will be November 7 at 3:00 p.m. at the Visitors Center. Stuart encouraged members and staff to attend. Magana-Cuellar reported that the recent visit by her daughter's Girl Scout troop went very well and that Ranger Dave was an incredible guide. She was very pleased with what the Tram and State Park has to offer.

ADJOURNMENT

Hearing no further business, chair adjourned the meeting at 10:28 a.m.


(Attest: Secretary)