

**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 21, 2026 at the Palm Springs Aerial Tramway, Palm Springs, CA.

Authority Members:

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

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

Legal Counsel:

Craig Hayes

Guests:

Janet DeSoto, MSJSP
Martin Foster, The Jones Agency
John Fritch, Elevated Experiences
Frank Jones, The Jones Agency

CALL TO ORDER – MAGANA-CUELLAR

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

ROLL CALL – PURDY

Conley stated he was appearing remotely under the just cause teleconferencing exception due to an ADA accommodation that will not allow him to participate in person today.

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 Stuart and carried, to approve adjourned meeting minutes dated October 29, 2025 was unanimously approved.

ADMINISTRATIVE REPORTS

BUDGET AND FINANCE REPORT

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

Concessions – Fritch reported that Elevated Experiences liquor sales were \$196,755; non-alcoholic sales were \$115,104; total food sales were \$619,682 and commission to Tram was \$111,642 for December 2025. He stated groups have been very strong. Stuart and Magana-Cuellar commented that the buffet display at Tree Lighting was a great option. Ohlfs complimented food and service during his December visits. Conley complimented Fritch on the combined holiday and granddaughter birthday dinner he had at Peaks in December.

MARKETING REPORT

Sales & Public Relations – Purdy reported that, while attendance was down in December, demand seemed to be holding and that, were it not for the two closure days, we would have been close to meeting budget. Also, with December occupancy being down in the destination, we may be outperforming the market thanks to our affordable price point and targeted Southern California marketing. Groups were up in December and have almost caught up with last year's year-to-date numbers. Tree Lighting, Breakfast with Santa and Christmas Day Ride 'n' Dine were all up this year, and choirs had very strong attendance. Purdy showed the official 2026 Modernism Week poster, which is an illustration of the Tramway by SHAG.

Advertising – Frank Jones presented three new ads. One was a print ad for Modernism Week and the other two were TV ads for Snow along with the newest iteration of the Core campaign.

Projects Report – Whitmore reviewed unscheduled closures during fiscal years '24-'25 and '25/'26, and described the causes for each. Discussion ensued about preventative maintenance procedures and communication practices for past and future closures. Also, due to recent earthquake activity, there was discussion about Tramway protocols after a seismic event. Magana-Cuellar added that she appreciates the Tram's conservative approach to safety and shutting down whenever there is a concern.

GENERAL MANAGER REPORT

Nichols deferred to De La Cruz to discuss the next two agenda items.

De La Cruz reported on the new online procedure for annual filing of board members' Form 700. De La Cruz also reported that the Tramway is now a Certified Autism Center by the International Board of Credentialing and Continuing Education Standards. All hourly personnel went through extensive training to familiarize themselves with the neuro-sensory community and managerial staff had additional training. She is now the official ADA coordinator for the Tramway.

GENERAL MANAGER REPORT – continued

Ogburn excused himself from the meeting for discussion and vote on the following item due to a conflict.

Nichols deferred to Ohlfs to report on the Long Valley Gateway Project Committee. Ohlfs stated that the ad hoc committee had reviewed the four proposals and made their recommendation. Whitmore stated that it is recommended that Minute Order 2026-1 be approved.

Upon motion by Magana-Cuellar, seconded by Stuart and carried, Minute Order 2026-1 authorizing the General Manager to negotiate and enter into a Professional Services Agreement with MSA Consulting, Inc for a Conceptual and Schematic Design for the Long Valley Gateway Project in an amount not to exceed \$350,000.00 and authorize the General Manager or designee to execute all necessary documents. **Conley-Aye; Hoy-Aye; Magana-Cuellar-Aye; Ogburn-Abstain; Ohlfs-Aye; Stuart-Aye; Virgen-Aye. Motion approved.**

Ogburn rejoined the meeting.

CALIFORNIA STATE PARK REPORT

No report.

ELECTION OF OFFICERS

Nichols stated officer recommendations for the 2026 Mt. San Jacinto Winter Park Authority Slate of Officers, were based on past practices.

Upon Motion by Ohlfs, seconded by Magana-Cuellar and carried, Nancy Stuart, Chair; Jonathan Hoy, Vice Chair; Jerry Ogburn, Secretary; and Giovanni Virgen, 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.

AUTHORITY MEMBER COMMENTS

Ohlfs stated that the holiday events were great. Kudos to staff. And thanks to staff for handling the recent shutdown. Ogburn said the feedback for the holiday events was wonderful. The guests he has sent to the Tram have all had great experiences. The Tram has a great corporate culture. Stuart concurred with Ogburn about the culture, which is evident with longevity of the people who remain a part of this team. She cannot thank everyone enough. Her tree lighting guests had an amazing time. Hoy said tree lighting was great. Food was wonderful and everyone was amazing. He was also at the Tram during Thanksgiving and saw a couple get engaged outside the restaurant window then it immediately started to snow. Glad to hear we are now autism certified.

AUTHORITY MEMBER COMMENTS – continued

Magana-Cuellar said that, living in Corona, she is surprised how often people in her network are texting her photos of her board photo on the wall and how many members of the Corona community are now visiting the Tram, so messaging is definitely being heard.

ADJOURNMENT

Hearing no further business, Chair adjourned the meeting at 10:25 a.m.

A large, stylized handwritten signature in black ink, written over a horizontal line. The signature is highly cursive and loops around itself.

(Attest: Secretary)