

MOUNT SAN JACINTO WINTER PARK AUTHORITY

Minutes of the regular meeting of the Mount San Jacinto Winter Park Authority held April 15, 2026 at the Palm Springs Aerial Tramway, Palm Springs, CA.

Authority Members:

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

Absent:

Giovanni Virgen

Legal Counsel:

Craig Hayes

Staff:

Nancy Nichols, General Manager
Joe Rose, VP Maintenance
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
Martin Foster, The Jones Agency
John Fritch, Elevated Experiences
Stephen James, MSJWPA
Frank Jones, The Jones Agency

CALL TO ORDER – STUART

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

ROLL CALL – PURDY

Conley stated that 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. There are no other attendees in the room at his location.

Magana-Cuellar stated that she was appearing remotely under the just cause teleconferencing exception due to a childcare issue that will not allow her to participate in person today. There are no other attendees in the room at his location.

PLEDGE OF ALLEGIANCE

WELCOME OF GUESTS – STUART

APPROVAL OF AGENDA – STUART

Nichols requested adding February 2026 Financials to Agenda item 8.A.1.

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

PUBLIC COMMENTS

None

APPROVAL OF MINUTES – STUART

Upon Motion by Hoy, seconded by Ohlfs and carried, to approve meeting minutes dated March 18, 2026. Conley-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 February and March 2026. She asked if there were any questions and there were none. She noted that we are getting closer to our budgeted ridership and, hopefully, by June will surpass it.

Concessions – Fritch reported that Elevated Experiences sales for March 2026 were a record month totaling \$1,063,609. Fully booked in Peaks almost a week in advance throughout March and into April until Coachella began. Discussed customer trends, recent social and legacy media coverage, and participation with the Visit Greater Palm Springs mentorship program.

MARKETING REPORT

Sales & Public Relations – Purdy reported that for February, the Tram's visitor count was 24.3% more than budget, but 4.5% less than last March. Year-to-date attendance was 7% less than budget and 5% less than last year. Group sales were 43.9% above last March and are now 23% ahead of last year's year-to-date. Record attendance of 505 for Sunrise Service. Reviewed recent tradeshow and civic event attendance and the Tramway's new quarterly e-newsletter.

Advertising – Frank Jones showed print ads for Core and Summer Pass. The unused snow budget was redirected to hyper-local outlets within the drive market. The Advertising Committee met this past month and Jones thanked Chair Stuart and Authority Member Conley for their constructive feedback on the 2026/2027 plan.

Ad Committee – Chair Stuart extended her thanks to Maryanne Coury for the excellent work on the advertising plan and for her explanations of the reasons behind the placement decisions. The Advertising Committee recommends approval of the proposed plan and advertising budget of \$643,884, which increases total media impression from 130 million in '25/'26 to nearly 141 million in '26/'27. The proposed plan largely mirrors the '25/'26 plan except for several discontinued outlets. Stuart also extended her praise for the excellent new Summer Pass ad. Conley expressed his pleasure with The Jones Agency stating they have done an excellent job and their visuals are wonderful.

Projects Report – Rose reported that, throughout the month, consistently high customer traffic required the maintenance team to prioritize preventive maintenance activities, ensuring that all equipment remained in safe and reliable working conditions. On March 24, during a scheduled closure, maintenance staff completed several key projects.

Projects Report (continued) - The most significant of these was the shortening of the upper haul rope, with approximately 4.5 meters removed to maintain optimal system performance and uphold safety standards. The closure period also allowed crews to address a variety of groundskeeping and facility maintenance needs. Weeding was carried out along Tram Road as part of fire abatement efforts, and the entryway carpet was replaced to improve both durability and guest experience. In addition, staff performed general cleaning, painting, and other upkeep tasks throughout the facility.

GENERAL MANAGER REPORT

Nichols reviewed Resolution 2026-1 regarding the fiscal 2026/2027 budget, stating that the budget is always extremely conservative. With economic uncertainties, she was uncomfortable increasing ridership, which made for a conservative revenue projection and caused the departments to budget accordingly. The budget is inclusive of The Jones Agency contract, the union agreement and capital projects.

Upon motion by Ogburn, seconded by Ohlfs and carried, Resolution 2026-01 adopting the budget for the 2026/27 fiscal year inclusive of the Agreement with the Union, The Jones Agency contract and provides for Capital Projects. Conley-Aye; Hoy-Aye; Magana-Cuellar-Aye; Ogburn-Aye; Ohlfs-Aye; Stuart-Aye. Motion approved.

The next board meeting is scheduled for June 17. Ohlfs stated that he will be unavailable for that meeting.

CALIFORNIA STATE PARK REPORT

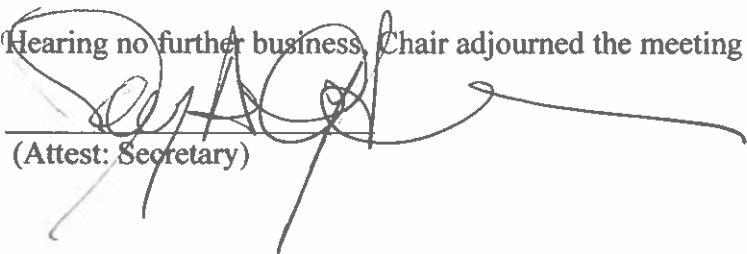
Ranger James thanked the Tram for helping to facilitate the Mountaintop Communications Group meeting the prior week. This is a collection of agencies and organizations who share the mountain and meet quarterly to discuss emergency planning. Everyone loved holding the meeting at the Tram. The Park is transitioning to Wilderness Camping Permits being available through Reserve California. The program is scheduled to go live on June 15. Nichols added that included in the board packet was the "Inland Empire District Highlights & Beyond" annual review that District Superintendent Kelly Elliott wanted to share with the Authority.

AUTHORITY MEMBER COMMENTS

Ogburn reported on business community discussions about possible uses for the privately-owned property near the Visitor's Center at the bottom of Tram Way. Nichols added that this is not an Authority project, but—if so indicated—we could reauthorize the Chino Cone Ad Hoc Subcommittee to review impacts to Tramway operations.

ADJOURNMENT

Hearing no further business, Chair adjourned the meeting at 10:04 a.m.


(Attest: Secretary)