

**Morongo Basin Storefront**  
73475 Twentynine Palms Hwy  
Twentynine Palms, CA 92277

**Coachella Valley Office**  
201 N. Palm Canyon Drive, Ste 220  
Palm Springs, CA. 92264



[www.jtgca.org](http://www.jtgca.org)  
[info@jtgca.org](mailto:info@jtgca.org)

*Our mission is to provide economic growth and development via collective impact in an emerging recreation/rural economy.*

ADVOCATE.  
INNOVATE.  
COLLABORATE.  
EDUCATE.

## FOR IMMEDIATE RELEASE

**Joshua Tree Gateway Communities Alliance Hosts Inaugural Board Meeting: Aiming to Transform the Region's Tourism Landscape**

[Joshua Tree, CA] – [December 2, 2024 – The Joshua Tree Gateway Communities Alliance (JTGCA) will be conducting its inaugural board meeting on Friday, December 6, 2024, at 4:00 p.m., at our Coachella Valley Office located at The Block in Palm Springs. The board meeting will be open to the public to attend in person or online. On Friday, we will be marking the beginning of an exciting new chapter in the region's efforts to promote tourism, economic growth, community development. Focused on creating a unified marketing and community development strategy for the Joshua Tree Gateway Communities, the Alliance is committed to increasing awareness and visitation to this unique and vibrant desert region, which has historically lacked a cohesive destination marketing effort. The Alliance will also introduce their 'Top 5 for 2025 Initiatives' which will be a priority to implement as we move into the new year.

### **A Vision for Destination Marketing and Shining a Spotlight on Community Development**

Despite its world-renowned natural beauty, the Joshua Tree Gateway Communities — which includes the towns surrounding Joshua Tree National Park, such as Morongo Valley, Yucca Valley, Twentynine Palms, Joshua Tree, and the Hi-Desert region — have long suffered from a lack of coordinated tourism promotion and have lacked regional oversight when it comes to economic and community development. The region's potential as a sought-after travel destination has been seen by many travel bloggers and social media influencers, but there have been fragmented marketing and community development efforts that have failed to keep pace with the unprecedented demand on the region during the explosion of short-term rentals in the Morongo Basin communities.

"Tourism is the number two driver of our economy, and the post-pandemic AirBnB boom and bust have gone unchecked with little to no intervention at a regional level, and we need to do better to ensure we are prepared for our future. We lack sufficient oversight and accountability from San Bernardino County when it comes to destination marketing and ensuring we are meeting the needs of our communities which bear the burden of struggling to meet the most basic infrastructure demands of the region. At our first meeting, it became clear that the need for a well-organized, targeted approach to tourism marketing in our region is immediate," said Eric Menendez, President and Founder of the JTGCA. "With Joshua Tree National Park as the crown jewel of our region, it's astonishing that we have not yet fully capitalized on its draw when it comes to terms of community development, infrastructure support and supporting our local residents. Our goal is to create an organization similar to Visit Greater Palm Springs, where the entire region can benefit from a cohesive, professional marketing plan that promotes all that our area has to offer. We have over 3.2 million visitors traversing SR-62 to get to Joshua Tree National Park who pass through many unique communities such as Morongo Valley, Yucca Valley, Joshua Tree, and Twentynine Palms, but yet the burden of tourism destination marketing has been shouldered upon the backs of two very small, but resourceful, incorporated towns who have failed to receive adequate representation from San Bernardino County.

The inaugural board meeting of the JTGCA will emphasize the immediate need for a unified, professional approach to destination marketing, akin to the successful model of Visit Greater Palm Springs. Visit Greater Palm Springs has become a powerful force in Southern California tourism by presenting the region as a world-class travel destination, with a focus on collaborative partnerships, innovative marketing strategies, and a consistent, engaging brand identity. Additionally, emphasis will be placed on establishing the framework to engage with our Coachella Valley neighbors who border the opposite side of the Joshua Tree National Park and forming a broad coalition of community

stakeholders to promote overall economic development and community wellness within our region. The JTGCA is seeking to replicate this success, establishing a robust infrastructure to foster tourism, promote local businesses, and create sustainable economic growth through a dedicated regional marketing campaign. By doing so, the Alliance hopes to enhance the visibility of the Joshua Tree Gateway Communities, attract a diverse range of visitors, and drive tourism dollars into the local economy.

#### **The JTGCA's vision includes the creation of:**

**A Centralized Marketing Strategy:** Promoting the entire Joshua Tree Gateway region as a single destination, from the iconic Joshua Tree National Park to the local arts scene, vibrant small towns, hiking trails, and more.

**Collaborative Partnerships:** Working with local businesses, hotels, restaurants, and cultural organizations to create an inclusive tourism ecosystem that benefits the entire region.

**Targeted Promotion:** Using digital marketing, social media, traditional advertising, and event-driven campaigns to raise awareness and attract visitors year-round.

**A Strong Regional Brand:** Developing a unified brand identity that positions the Joshua Tree Gateway Communities as an unforgettable desert destination for outdoor enthusiasts, art lovers, families, and wellness tourists alike.

#### **The Path Forward:**

As the Alliance moves forward, the JTGCA will begin laying the groundwork for key initiatives, including hiring a dedicated executive director, building strategic partnerships with local businesses and organizations, and developing a comprehensive marketing plan for the region. The board also intends to seek funding opportunities and potential grants to support its initiatives, ensuring that the Alliance can implement a world-class destination marketing strategy. Menendez says, "Speaking from someone who has spent over two decades in the public health sector, I am confident that we can work together to build bridges between our hi-desert communities and create sustainable partners with our neighboring communities within the Coachella Valley."

#### **About Joshua Tree Gateway Communities Alliance:**

The Joshua Tree Gateway Communities Alliance (JTGCA) is a newly formed nonprofit organization aimed at promoting tourism, economic development, and community enrichment in the Joshua Tree Gateway region. Comprised of local stakeholders, business owners, and community leaders, the Alliance is dedicated to creating a sustainable and vibrant tourism economy through collaborative efforts and innovative marketing strategies.

For more information about JTGCA and how you can get involved, please visit [www.jtgca.org](http://www.jtgca.org) or contact us via email at [media@jtgca.org](mailto:media@jtgca.org).

### END ###

For more information, to arrange interviews, or for media inquiries, please contact:

Contact:

Eric Menendez

442-637-4100

[eric@jtgca.org](mailto:eric@jtgca.org)

Joshua Tree Gateway Communities Association

About Joshua Tree Gateway Communities Association:

Joshua Tree Gateway Communities Alliance (JTGCA) is a newly-formed, 501 3(c) not for profit, community-based organization, founded to foster the spirit of community advocacy and collaboration. Our mission is to provide economic growth and development via collective impact in an emerging recreation/rural economy.

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**Joshua Tree Gateway Communities Alliance (JTGCA)**  
**Initial Board Meeting Agenda**  
Friday, December 6, 2024, 4:00 P.M.

Meeting Location:  
201 N. Palm Canyon Drive, Ste. 220  
Palm Springs, CA 92264

**Virtual Attendance via Web**  
**Microsoft Teams** [Need help?](#)  
[Join the meeting now](#)  
Meeting ID: 240 793 420 84  
Passcode: oD28MG24

**1. Call to Order**

- **Time:** 1600
- **Presiding:** Eric Menendez
- **Welcome and Introductions**
  - Introduction of initial board members and stakeholders.
- **Acknowledgements**
  - Visit Greater Palm Springs
  - Mon Forest Towns (introduced via Amber Laird/NPS in 2022 at JTGC meeting hosted by Glenn Harris)
  - Greater Coachella Valley Chamber of Commerce
  - Palm Springs Chamber of Commerce / CoWork PS
  - Palm Springs VillageFest Board and Staff.
  - VillageFest volunteers
  - Local Businesses Advoacy Groups and Tourism Partners (Rediscover 29, Yucca Valley SBA, Visit 29 Staff and Board (past/present), CWC/DARTA Staff and Board (past/present), YV Chamber of Commerce, SB Co Supervisor Dawn Rowe and Field Staff).
  - Morongo Basin Conservation Association
  - Town of Yucca Valley
  - City of 29 Palms

**2. Approval of Agenda**

- **Action:** Motion to approve the agenda (not required as this is initial meeting)
  - Motion: n/a
  - Second: n/a

**3. Review of Organizational Vision, Mission, and Values**

- **Discussion:** Overview of the nonprofit's mission, vision, and core values. Refer to attached working document.
- **Discuss Desert Beacon, Community Concept and history/re: closure in 2023, Good Neighbor VHR Education Program**
- **Action:** Vote to approve the mission and vision statement.
  - Motion: [Board Member Name]
  - Second: [Board Member Name]
  - Approval: [Y/N]

#### 4. Overview of Nonprofit's Formation Process

- **Discussion:**
  - Review current status of nonprofit formation (e.g., Articles of Incorporation, 501(c)(3) status, etc.).
  - Update on legal and regulatory steps.
- **Action:** Approve the filing of necessary documents (e.g., incorporation papers, tax-exempt status application).

#### 5. Selection of Board Officers

- **Discussion:**
  - Nomination and election of officers. Seek shared input on formation of initial voting board, as well as community input on establishing a secondary non-representative Community Advisory Board (CAB). See attached working document.
- **Action:**
  - Vote to elect board officers and nominate Community Advisory Board (CAB).
  - Motion: [Board Member Name]
  - Second: [Board Member Name]
  - Approval: [Y/N]

#### 6. Financial Overview and Budget Planning

- **Discussion:**
  - Transparency and Accountability.
  - Review of proposed revenue sources (e.g., donations, grants, events).
  - Financial oversight responsibilities.
  - Review start up expenses to date, regulatory requirements, filing of CT-1 to comply with established guidelines.
- **Action:** Approve initial budget and financial plan.
  - Motion: [Board Member Name]
  - Second: [Board Member Name]
  - Approval: [Y/N]

#### 7. Fundraising Strategy and Development Plan

- **Discussion:**
  - Overview of proposed fundraising goals and strategies.
  - Identify key funding opportunities and partnerships.
- **Action:** Approve fundraising strategy and committee formation.
  - Motion: [Board Member Name]
  - Second: [Board Member Name]
  - Approval: [Y/N]

#### 8. Establishment of Committees

- **Discussion:**
  - Propose key committees (e.g., Fundraising, Shared Governance JPA Committee, Programs, Marketing).
  - Assign board members to committees.
  - Regional Tourism Development Impact Survey Implementation
- **Action:** Approve committee structure and assignments.
  - Motion: [Board Member Name]
  - Second: [Board Member Name]



- Approval: [Y/N]

### **9. Review of Nonprofit's Strategic Plan and Goals. Introduce working document entitled "TOP FIVE INITIATIVES FOR 2025"**

- **Discussion:**
  - Set initial short-term and long-term goals.
  - Identify key programs, services, or advocacy efforts to focus on.
  - VillageFest Staffing and Expanded Programming
  - Digital Passport Launch
  - TouchStay Digital Guide role out
- **Action:** Approve initial strategic plan outline.
  - Motion: [Board Member Name]
  - Second: [Board Member Name]
  - Approval: [Y/N]

### **10. Legal and Compliance Requirements**

- **Discussion:**
  - Review of required legal compliance (e.g., state filings, federal tax status).
  - Overview of nonprofit governance policies (e.g., bylaws, conflict of interest policy).
- **Action:** Approve bylaws and policies.
  - Motion: [Board Member Name]
  - Second: [Board Member Name]
  - Approval: [Y/N]

### **11. Timeline and Next Steps**

- **Discussion:** Open discussion and emphasize importance actively seeking a broad spectrum of community involvement in relation to geography, industry, and municipal agency input.
- **Action:** Approve timeline and set deadlines.
  - Motion: [Board Member Name]
  - Second: [Board Member Name]
  - Approval: [Y/N]

### **12. Open Discussion**

- **Discussion:**
  - Any additional topics or concerns from the board members.

### **13. Adjournment**

- **Time:** [Insert Time]
- **Next Meeting Date:** [Insert Date]
- **Action:** Motion to adjourn the meeting.
  - Motion: [Board Member Name]
  - Second: [Board Member Name]
  - Approval: [Y/N]

### **Important Documents for Review**

- Draft of Mission & Vision Statement
- Bylaws
- Articles of Incorporation
- Proposed Budget
- Fundraising Strategy Outline

- Compliance & Legal Documents

This agenda serves as a structured template for a nonprofit startup's first board meeting, ensuring that foundational topics are covered, such as governance, legal matters, and fundraising strategy. Feel free to customize the agenda to suit your nonprofit's specific needs.

DRAFT

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## **TOP FIVE FOR 2025**

### **Initiative 1: Building the Bridge Between Hi-Desert and the Coachella Valley**

- **Objective:** Strengthen connections and refine drive-market collaboration between two regions across two counties served by one major international airport (PSP)
- **Steps:**
  - Organize community events that encourage cross-regional participation (PS VillageFest, JTGCA mixers to be held in hi- and low- desert locations).
  - Develop a shared online platform for resources, events, and information.
  - Establish partnerships between local businesses and organizations to promote joint ventures.

### **Initiative 2: Developing Collaboration Within Hi-Desert Communities**

- **Objective:** Foster unity and collaborative efforts among Hi-Desert communities.
- **Steps:**
  - Hold regular meetings or forums to discuss common goals and challenges.
  - Create working groups focused on specific issues (e.g., tourism, infrastructure, community health, housing).
  - Promote local projects that require multi-community collaboration.

### **Initiative 3: Developing a Roadmap for Sustainability and Eco-Tourism/Eco-Stewardship**

- **Objective:** Create a sustainable approach to tourism and environmental stewardship.
- **Steps:**
  - Conduct a survey to assess community attitudes toward eco-tourism.
  - Identify key natural resources and areas for preservation and promotion.
  - Collaborate with environmental organizations to develop educational programs and sustainable practices.

### **Initiative 4: Drafting a Plan for Community Health and Wellness**

- **Objective:** Improve overall health outcomes for the community.
- **Steps:**
  - Assess current health needs through surveys and community input.
  - Partner with healthcare providers to offer wellness programs and screenings.
  - Develop initiatives focused on mental health, nutrition, and physical activity.

### **Initiative 5: Initiate the Conversation for Future JTGCA Joint Powers Authority Agreement**

- **Objective:** Create a formal agreement to promote regional economic development.
- **Steps:**
  - Organize stakeholder meetings to discuss the benefits of a Joint Powers Authority (JPA).
  - Draft a preliminary proposal outlining goals and governance structures to include representatives from every incorporated and unincorporated community within the hi-desert.
  - Engage legal and economic experts to ensure the agreement's viability.

These initiatives could significantly enhance community cohesion and development, and forming cross-county relationships which will make the Hi-Desert and Coachella Valley more resilient and sustainable.

## JOSHUA TREE GATEWAY COMMUNITIES ALLIANCE

# REGIONAL TOURISM DEVELOPMENT SURVEY DRAFT

SURVEY PERSPECTIVE	GOALS	SURVEY FOCUS
Visitor	Capture perspectives from those visiting JTGC region and attain baseline expectations of visit, seek input and insight.	
Resident	Engage community members to become involved to identify address any and all concerns relating to tourism and it's negative and positive impacts to our region. Focus to include infrastructure, responsible tourism, development, STR/VHR operation guideliens, jobs, education, community devleopment.	
Business Owner	Establish a regional dialogue between area businesses to identify key challenges faced by our business community, establish common goals and encourage collaboration between business types, i.e. retail, restaurant/dining, specialty shops, galleries, etc.	
Vacation Rental/Lodging Operator	Obtain pespectives from STR/VHR operators and lodging operators in which we can assess municipal permit processes, code/complaint compliance expectations, regional support expectations, etc.	
Nonprofit Sector / Community Resources	<b>Obtain input from all community service organization, nonprofit entities and other community-interest based entities in which provide critical services to residents, visitors and community as a whole.</b>	



**BOOK DIRECT. STAY LOCAL. GIVE LOCAL.**

## OUR MISSION

At Desert Beacon our mission is to balance the unique needs of our local Joshua Tree Gateway area community with the needs of the property owners and the many visitors they host annually. Our goal is to foster the spirit of eco-stewardship and offer services which are vital to the local community members to whom we pledge to provide a living wage, paid time off, employee benefits, and opportunities for professional growth within our organization. We are also proud to work with local property owners and hosts to ensure that the guests we serve are well taken care of and are provided the resources they need to ensure that tourism can continue to be a sustainable part of our local economy.



## COMMUNITY ADVOCACY WORK

The Desert Beacon strives to make a presence at the hi-desert regulatory meetings within the Morongo Basin areas of the Town of Yucca Valley, City of Twentynine Palms, and within the County of San Bernardino unincorporated communities of Joshua Tree, Landers, Pioneertown, and Wonder Valley. Regulatory updates are provided regularly to our property owners. We perform various engagement efforts to make a presence in the community, by attending various outdoor markets, interacting with local business owners, nonprofit organizations, and we

strive to be a resource within the hi-desert communities. Desert Beacon also partnered with the downtown businesses in Twentynine Palms and formulated the Downtown Business Association (DBA) of Twentynine Palms, known as Rediscover 29, which is a membership organization that repre-

sents businesses, community members, and property owners in the community. We foster a thriving downtown economy based on cooperation, between local businesses, governmental agencies, and the residential community. We are committed to achieving pragmatic growth and lasting opportunity.





# Community-Based Direct Booking

## BOOK DIRECT. STAY LOCAL. GIVE LOCAL.

The Desert Beacon is committed to giving back to our community. When guests are directly with us, they can save nearly 20% on third party online travel agents (OTA's). Desert Beacon also has and will continue to offer the ability to offer direct booking options which allow our owners to donate a small percentage of the traditional OTA booking fee amount to local, grass-roots community organizations. We want to support tourism and also protect the community in which we serve. Each property is unique and each property owner supports an organization of their choice, many of whom are vital to the well-being and sustainability of our local community which hosts upwards of four million tourists annually. It is a win-win.

# Property and Guest Management

## SOLUTIONS TAILORED TO YOUR NEEDS. ONE SIZE DOES NOT FIT ALL.

Desert Beacon is a local, family-owned company and the core of our business model is to employ quality, background-screened employees who share in our commitment to community and hospitality service.

Desert Beacon also has many strategic community-partnerships. All of our local vendors and skilled-labor/professional contractors share in our commitment to the community and match our employment standards.



In 2021 Desert Beacon was voted #1 for Best of the Best reader's choice awards in Hospitality Services/Tourism and 3rd place for Property Management in the Morongo Basin.

# The Lobby by Desert Beacon

## A REFRESHING TAKE ON THE FIVE-STAR TRAVEL EXPERIENCE...

### Guest Services

The Lobby by Desert Beacon is open seven days a week for any and all guest needs you may have during your visit to the Joshua Tree Gateway Area. Guests in our properties enjoy exclusive access to our local concierge, package shipping/receiving, and having access to our team of property and hospitality professionals.

### Local Concierge

The Lobby by Desert Beacon features a wide variety of locally and regionally-sourced items for any occasion. We proudly feature fresh-roasted coffee from Joshua Tree Coffee Company Joshua Tree Candle Company candles, and so many other great items which support our local economy and are featured in our properties. Stop in and check out our offerings.





Stop. Collaborate. Listen.

# COMMON GOALS, STRONGER TOGETHER

## Regional Marketing Collaboration Proposal Initial Draft/Concept

Presented by Eric Menendez (formerly Desert Beacon)



## Shared Goals

- Responsible Tourism
- Educational Opportunities
- Community and Environmental Stewardship
- Economic Growth and Development via Community Partnerships, both Hi- and Low- Desert.

## Strategic Partnerships

- Co-Branded Marketing Efforts
- Co-Branded Routine Community Presence (weekly presence at PS Village Fest)
- Exploring shared governance and cohesive short- and long-term objectives that bring us together as a region.
- Utilizing existing community resources to expand our workforce via education, community service and volunteer opportunities.

## Hi-Desert Municipal Stakeholders (City, County, State, Federal)

- Yucca Valley, California Welcome Center (DRTA/YV)
- Twentynine Palms, Visit 29! / City of Twentynine Palms Tourism Board Improvement District (29/TBID)
- Joshua Tree Gateway Communities (DRTA), County of San Bernardino
- Joshua Tree National Park Association who supports JTNP

## Hi/Low Desert Regional Partners

- VillageFest Palm Springs
- Twentynine Palms Downtown Business Association
- Yucca Valley Chamber of Commerce
- Joshua Tree National Park Association
- Visit Greater Palm Springs?
- Discover Inland Empire/Visit California
- Morongo Basin Vacation Rental Organization
- Desert Beacon
- Copper Mountain College?
- MCGCC 29 Palms?



## Situation:

Currently, there are three distinct areas/sphere of influence when it comes to tourism marketing supported by some form of transient occupancy tax (TOT).

- City of Twentynine Palms (TOT 9%→TBID 1.5%))
- Town of Yucca Valley (TOT 12%))
- County of San Bernardino (TOT 7%)

City of Twentynine Palms has a separate portion of their TOT (1.5%) which goes specifically to support the TBID budget and operations of Visit 29 and various marketing initiatives and event sponsorships.

The Town of Yucca Valley collects TOT. There is not a dedicated percentage that goes towards their tourism marketing/programs but they do contribute to the support operation of the California Welcome Center Yucca Valley.

The County of San Bernardino collects TOT. There is not a dedicated percentage that goes toward tourism/marketing programs. Furthermore, TOT funds collected go into SB County's General Fund, and there are many local residents/businesses who express concern that the monies generated from our local tourism economy is not distributed equitably to our local area. This is a major concern.

## Background:

As a local community-based property management company with emphasis on promoting local tourism and direct booking, I attended multiple regional municipal meetings (council meetings, BOS meetings, planning meetings). I also attended multiple business and commerce related regional meetings (chamber meetings, JTGC/DRTA meetings, county economic development meetings). During the course of the last three to four years, I have developed a unique perspective on tourism and marketing efforts undertaken throughout the Morongo Basin, and how these activities are funded and executed by the various regional stakeholders involved.

## Assessment:

During the period of 2019-2023,, we have experienced significant fluctuations in market demand during and after the effects of the pandemic. As we entered 2024, we are in the midst of a market correction in a sense, with regional as well as national data indicating a return to pre-pandemic levels. I would also add that I attended multiple national conventions in the travel/vacation rental arena, and can report that we are not alone when it comes to the challenges we face as a region relating to travel/tourism, vacation rentals (oversaturation/housing concerns), and regulatory issues. Specific to our region, what I found very interesting, is that we all have very similar goals when it comes to protecting our environment, communities and residents. Despite these common goals and despite the fact that we have two extraordinary teams in place (Visit 29 and California Welcome Center YV), we are missing out on some key opportunities when it comes to marketing opportunities, conservation/education efforts, and cooperation/collaboration amongst our most crucial stakeholders and community partners.

Twentynine Palms is the only hi-desert community in which we have a functioning TBID which allows us to operate our Visit 29 visitor center, market our city as a premier desert destination, and sponsor events. Under the direction of its Board and city government, the TBID allows us a unique opportunity to benefit our community as a whole when it comes to the economic benefits generated by direct and indirect tourism spending.

As of August 8, 2024, I am deferring remarks on the California Welcome Center/Yucca Valley at this time until I can further discuss things with their town representatives and members of the DRTA board which oversee CWC operations. However, I can unequivocally state that they do very strong work for being in a position to not only support tourism on behalf of the Town of Yucca Valley, but they also serve the same function for the entire unincorporated areas of SB County to include Joshua Tree, Yucca Mesa/uninc. YV, Landers, Morongo Valley, etc.

## Recommendations:

Pending discussion!



# DESERT BEACON NEWSLETTER

THE BEACON NEWS ISSUE: FEBRUARY 2022 VOL. 9

6530 Split Rock Ave, Twentynine Palms, CA 92277 • 760-865-0085 • desertbeacon.com • @thedesertbeacon

**Book Direct. Stay Local. Give Local.**

**THE LOBBY**  
BY DESERT BEACON

## STOP IN!

The Lobby by Desert Beacon is open to serve you. We have a variety of great items from Joshua Tree Coffee, Simpson & Vail National Park Teas, Joshua Tree Candles, great gift ideas, and yummy treats. Come see us!

**COFFEE • TEA • CARDS •  
GIFTS • CANDY**

Open Mon - Fri 8am to 7pm and Sat  
& Sun 10am to 7pm • Location:  
73475 29 Palms Hwy, Twentynine,  
CA 92277.

## FEATURED PROPERTY: AMBROSIA HOUSE



Desert Beacon would like to recognize the Ambrosia House! This amazing desert sanctuary is located in Wonder Valley, east of Twentynine Palms, California.

This is a Mid Century Modern classic with brick wall features, beamed ceilings, and comfortable open floor plan. Located approx 25 mins from Joshua Tree National Park and 15 minutes from Downtown 29 Palms, with restaurants, coffee shops, grocery stores, and boutiques, art galleries, and other amenities.

The Ambrosia House is a three bedroom, two bath oasis situated on a five acre, sprawling lot. Whether it's the 360 mountain views perfect to watch sunrise and sunset or the mid century interior accents, The Ambrosia House is a magical desert getaway experience.

Originally built in 1954 as a desert homestead, The Ambrosia House sleeps 6 comfortably.

This timeless home comes with upgraded kitchen, bedroom, and bonus room perfect for a lounge/game room/art + yoga den, or extra guest sleeping quarters. Situated on 5 acres with panoramic, expansive views in every direction, yet still private with no nearby neighbors. Spread your arms... breathe deeply... and enjoy the space as you lounge beneath the warm desert sun. Take in the views of the Joshua Tree National Park hills that illuminate in the distance from your covered patio, or stargaze at some of the brightest starlit nights in the California sky! This is the chic hi-desert hideout that many seek and few find!

The Ambrosia House is professionally-managed by The Desert Beacon, and our staff are available to assist our occupant needs during their stay. You are also welcome to visit our local concierge at The Lobby at Desert Beacon, located at 6530 Split Rock Ave. in downtown Twentynine Palms. To learn more about this property at: [www.airbnb.com/rooms/48854356](http://www.airbnb.com/rooms/48854356)

Photos of The Joshua Tree Rock House located in Joshua Tree, CA.



## STVR SAFETY TIPS

While every vacation rental has its own specific safety needs, these five important safety features are a good starting place for creating a safe space for travelers:

**1. Carbon monoxide and smoke detectors:** Carbon monoxide has no odor, color, or taste, so it's hard to identify without a detector. A carbon monoxide leak in your home could be very dangerous for travelers as it could lead to sickness or loss of life.

**2. Fire extinguisher:** Place fire extinguishers throughout your vacation rental in places with a particular fire risk, like kitchens and near any fireplaces or BBQ areas. And don't forget to include the operating instructions for each one.

**3. First aid kit:** Provide at least one fully stocked first aid kit for emergencies, and make sure guests know where it is. If your vacation rental is large, place two or more kits throughout the house. Be sure to restock the kit after every booking.

**4. Door and window locks:** All exterior doors and windows should have working locks — we recommend deadbolt locks. Consider a smart lock for your main entrance: It's convenient for occasions when you can't welcome your travelers in person and allows you to allocate different entry codes for each guest and set exact times for when the property can be accessed. Be sure to test your locks often, regularly replace batteries in your smart locks, and repair any missing or broken hardware.

**5. Exterior safety Lighting:** Having a well-lit exterior helps your guests find their way in the dark. It reduces risk of accidents, enhances security, and helps with easy access at arrival. If you have outdoor lighting, check it regularly and replace as needed. Consider motion-sensor lights.

**6. Meet regulations** Be sure you're familiar with your local requirements and that your vacation rental meets them, both indoors and outdoors. Our terms require property owners to abide by all safety-related laws.

**7. Maintenance and hazards:** Keep your equipment safe and in working order with regular maintenance.

## WHAT'S HAPPENING THIS MONTH

### 3/6/22 Sidewalk Stroll Rediscover29

Event Date: Sun, Mar. 5th  
Event Time: 11A – 4P  
Venue Address: Downtown 29 Palms Hwy, Twentynine Palms, CA 92277 adjacent to The Lobby by Desert Beacon. This is a great community event! There will be live music, and local arts and crafts. Meet your local farmers and buy fresh fruits and vegetables that come straight from the farm to your shopping bag.  
<https://www.facebook.com/29palmsfarmersmarket/>

### 3/12/22 Party At The Plaza Rediscover29

Event: Sat, Mar 12th  
Event Time: 7A - 11P  
Venue Address: 73551 Freedom Plaza, Twentynine Palms, CA 92277 in Downtown 29 Palms. There will be vendors, a beer garden, live music, food trucks, and so much more. A great place to meet others.  
<https://www.rediscover29.com/>

### 3/19/22 LBGTQ+ Networking Mixer & Pride Planning

Event: Sat, Mar 19th  
Event Time: 5P - 7P  
Venue Address: 73475 29 Palms Hwy, Twentynine Palms, CA 92277 in Downtown Twentynine Palms at The Lobby by Desert Beacon and will be available virtually. Rediscover29 the LBGTQ+ Networking Mixer & Pride Planning. All are welcome to participate with other like-minded people in our hi-desert community. Get Involved and help plan our 29 Palms Pride Weekend!

## REGULATORY UPDATE

The Desert Beacon continues to make a presence at the hi-desert regulatory meetings within the Morongo Basin areas of the Town of Yucca Valley, City of Twentynine Palms, and County of San Bernardino.

Jan. 31st, the City of Twentynine Palms Vacation Home Rental Ad Hoc Advisory Committee met virtually. The committee addressed the number of overnight vehicles allowed at a VHR to one vehicle per a bedroom, violations toward owners who operate without a permit, each permit will have a noise mitigation plan, and prior to receiving the permit the owner and/or agent shall provide evidence that they have completed certified (live or virtual) classes with instructions on how to be a responsible host. Violations will be categorized as procedural, disturbance, and safety. The Ad Hoc recommendations will now go to the Planning Commission in March 2022.

Feb. 3rd, the San Bernardino County Planning Commission released a redline draft update of the County's Short-Term Rental (STR) Ordinance. At the meeting, the public input was received on the proposed County's draft policies. The Planning Commission will consider all public input and decide if further revisions are necessary before they forward the STR Ordinance to the Board of Supervisors for consideration, where the public will once again be able to provide their input.

Feb. 15th, the Town of Yucca Valley Town Council meeting approved updates to their housing code, based on input from several months of public hearings. The Town limited the number of short-term rentals to ten percent of the town's total housing stock. The number of guests allowed at a short-term rental is limited to eight, though larger houses may seek a special permit to allow for more guests. All new vacation rentals must have an owner or agent available to respond to reasonable complaints against the rental within 15 minutes by phone or 30 minutes in person. Noise monitoring hardware must be installed in all new rentals. All outdoor lighting must be fully shielded. And disciplinary fines against problematic short-term vacation rentals have been increased, and range from \$1500 to \$5000, with the town still able to completely revoke permits. Finally, the town moved the section of code relating to vacation rentals out of the development section and into the general section, allowing for easier updates to the code as needed.



# DESERT BEACON NEWSLETTER

THE BEACON NEWS ISSUE: JULY 2021 VOL. 2

**Book Direct. Stay Local. Give Local.**

## THE LOBBY by DESERT BEACON

### *We're OPEN!*

The Lobby by Desert Beacon is now officially open to serve you. Come and discover our new store in downtown Twentynine Palms, CA across from the 29 Palms Visitor Center. We have a variety of great items from Joshua Tree Coffee, National Park Teas, and great gift ideas. Come see us!

**COFFEE • TEA • CARDS •**



## FEATURED PROPERTY: JOSHUA TREE ROCK HOUSE



Desert Beacon would like to recognize the Joshua Tree Rock House! This amazing house was originally a homestead cabin in the 1950's, then expanded by songwriters Biff Jones and Chuck Meyer, the house has a rich musical history. Biff and Chuck had songs recorded by Edith Piaf, Ella Fitzgerald and Bing Crosby, to name a few. The Rock House sleeps six people comfortably, and offers two bedrooms, a den with extra sleeping areas, a spacious living area, a large eat-in kitchen with an antique wood-burning stove. The Rockhouse is an iconic desert dwelling, with 12" thick rock walls, saltillo tile floors and artistic accents everywhere. In addition to the layout noted above the kitchen also offers a regular electric stove for those city-slickers, and a truly amazing bathroom with a large sunken grotto with tub and shower for you and a few of your closest friends.

Open Mon - Fri 8am to 7pm and Sat & Sun 10am to 7pm • Location: 73475 29 Palms Hwy, Twentynine, CA 92277.



The Desert Beacon strives for a five-star guest experience. Our guest reviews are essential to us. We care about what people experience, and value what they say. We believe there is always room for improvement and development. Which is why we appreciate customer feedback.

This is our wonderful Desert Beacon team member Jordyn Nutter, Property Capitan.

*TIPS*

Photos of The Joshua Tree Rock House located in Joshua Tree, CA.

As for the outside, there is plenty of room to relax with your family and friends, and there is a truly amazing cowboy pool situated on top of a 1966 Ford flatbed. There are several cozy outdoor spaces offering sun, shade, privacy and views in every direction. The property is fenced, in an established residential area 2 miles from downtown.

For more information on the rich musical history and the architecture behind the house, you can find more about the Joshua Tree Rock House on the web. The house is professionally-managed by The Desert Beacon, and our staff are available to assist you with anything you need during your stay. Our guests are also invited to visit our local concierge at The Lobby at Desert Beacon, located at 6530 Split Rock Ave. in downtown Twentynine Palms. To learn more about this property at:

[www.airbnb.com/rooms/48854356](http://www.airbnb.com/rooms/48854356)

## WHAT'S HAPPENING THIS MONTH

### 7/3/21 29 Palms Farmer's Market

Event Date: Sat, July 3rd  
Event Time: 8A – 1P  
Venue Address: Desert Queen Ave, Twentynine Palms, CA 92277 next to 29 Palms Visitor Center. For some fresh produce, live music, and local arts and crafts. Meet your local farmers and buy fresh fruits and vegetables that come straight from the farm to your shopping bag.  
<https://www.facebook.com/29palmsfarmersmarket/>

### 7/10/21 Joshua Tree Night Market

Event: Sat, June 10th  
Event Time: 5P - 10P  
Venue Address: 61877 29 Palms Hwy, Joshua Tree, CA 92252 in downtown Joshua Tree behind Zannedelions Boutique. There will be arts, crafts, jewelry, knickknacks, tchotchkes, music, food, souvenirs, and so much more. A great place to meet others.  
<https://www.facebook.com/joshuatreenightmarket/>



## REGULATORY UPDATES

The Desert Beacon continues to make a presence at the hi-desert regulatory meetings within the Morongo Basin areas of the Town of Yucca Valley, City of Twentynine Palms, and County of San Bernardino. At the June 15th Twentynine



**Fire Extinguishers** should be properly mounted inside and outside a rental. Properly mounted fire extinguishers are a necessity in short-term rental properties. You must have one for the kitchen or near fireplaces/stoves – additional ones on every floor of the rental are recommended. They must be mounted at least 3 feet off the floor as required by international building codes.

**No Fireworks.** Fireworks don't fly in hi-desert areas of San Bernardino County. The County Fire investigators will issue \$1,250 administrative citations to those caught using illegal fireworks. To find out if fireworks are legal or not in your area:

[www.sbcounty.gov/Uploads/SBCFire/content/fire\\_marshal](http://www.sbcounty.gov/Uploads/SBCFire/content/fire_marshal)

If you have an address where you witnessed **fireworks** being ignited by someone, please report on the new reporting system located on the SBC Fire website at

<https://bit.ly/3wzJRFW> or directly at <https://bit.ly/3wunDoS>.

Palms City Council meeting there was a consideration of an emergency ordinance which would place a moratorium on new Vacation Home Rental (VHR) permits for three months while the council and staff considered possible new enforcement policies for VHR violations. It was decided to move to vote on the moratorium during the August 24th regular meeting to consider possible new enforcement policies for VHR violations. On June 22nd, Desert Beacon staff attended the San Bernardino County Board of Supervisors meeting. They voted unanimously to tighten enforcement and penalties on short term rentals in the county's unincorporated areas. The new rules reclassify violations of the county's short-term rental ordinance enacted in late 2019, as criminal misdemeanors. They also stepped up increase fines, from \$100 for first-time citations to \$1,000. Second and third citations will now be subject to up to penalties of \$2,000 and \$5,000 respectively. These new rules went into effect immediately. State law requires that such an intermediate ordinance receives a four-fifths vote and expires after 45 days. The Desert Beacon will continue its engagement efforts and to be a resource for our hi-desert communities.

Top is a photo of the June 22nd SBC Board of Supervisors meeting. Middle speaker at the Twentynine Palms Planning Commission meeting is Eric Menendez, Desert Beacon's Chief Executive Officer. Below speaker is Amanda White, Property Steward at Desert Beacon. Below is a photo of the SBC Board of Supervisors meeting from Joshua Tree location.

*"Never let your memories be greater than your dreams." - Douglas Inverster*



# DESERT BEACON NEWSLETTER

THE BEACON NEWS ISSUE: JUNE 2021 VOL. 1

## Book Direct. Stay Local. Give Local.

### ABOUT US

The Desert Beacon's mission is to balance the unique needs of our local communities through the Joshua Tree Gateway area with the needs of property owners, their neighbors, and the many visitors they host annually. We are committed to fostering the spirit of eco-stewardship and offering services which are vital to the local community members to whom we pledge to provide a living wage, paid time off, employee benefits, and opportunities for professional growth within our organization. We pride ourselves on offering our customers responsive, competent, and excellent service. Our customers are the most important part of our business, and we work tirelessly to ensure your complete satisfaction is met.

The Desert Beacon is also committed to giving back to our community. When you

### FEATURED PROPERTY: LAZY J DESERT RANCH



Desert Beacon would like to welcome the Lazy J Desert Ranch! This beautiful home features two spacious bedrooms and one full bath with a separate extra-deep tub and tile shower. The living room area opens to a hilltop terrace, where you have amazing views of the canyon below. There is a dining area for four off of the galley kitchen, which features an induction cooktop range and oven, refrigerator, microwave and all the essentials you need to have a home-cooked meal.

The terrace features a wonderful area to lounge around and enjoy watching the wildlife who come to enjoy a self-filling watering hole/birdbath off in the distance. The terrace is equipped with misters perfect for a hot summer day.

For entertainment, the outdoor area sports a bocce ball court and horseshoes pit. It is a dog-friendly property.

This home is the perfect spot for your desert getaway, and is located just 15 minutes from world-famous Pioneertown and attractions such as Pappy and Harriet's and Red Dog Saloon. This two bedroom home features a comfortable living area which opens to a private terrace overlooking the canyon below.

The Lazy J Desert Ranch is adjacent to Bureau of Land Management land which is available for hiking, with convenient access to such from the backyard.

Guests will have access to the entire home and fenced-in

book directly with us, visitors pay **NO BOOKING FEES** and **NO SERVICE FEES** to large booking platforms and their shareholders. This allows us to offer lower prices compared to larger booking platforms, and we are able to pass a portion of the booking proceeds on to local non-profit and community-based organizations. Each property is unique and each property owner supports an organization of their choice, many of whom are vital to the well-being and sustainability of our local hi-desert community which hosts upwards of four million tourists annually. It is a win-win!



Photos of the Lazy J Desert Ranch located in Yucca Valley, CA.

outdoor area, but we ask that you be courteous and respectful of the neighbors by not approaching or trespassing on their property.

The owners enjoy their time on “the Mesa” with easy trips to Rimrock, Pipes Canyon to Pioneertown, and hiking at Black Rock Canyon.

They highly recommend visiting the Noah Purifoy Outdoor Sculpture Museum, hiking to the Rhythm of Life earthwork installation (visible from the south side of the property), trying the delicious seitan tacos at Crossroads Cafe, checking out the ever-changing Pappy and Harriets offers live music and enjoying a frosty beer at the Red Dog Saloon. You will feel like you are on top of the world at Lazy J Desert Ranch.

Enjoy expansive views looking out towards Pipes Canyon and Pioneertown high atop the edge of Yucca Mesa. To learn more about this property at: [www.airbnb.com/rooms/49482729](https://www.airbnb.com/rooms/49482729)

## WE STRIVE FOR FIVE!

The Desert Beacon strives for guests’ stay to be a five-star experience and we appreciate reviews. If our guests feel that their visit is anything less than five stars, we recommend that they reach out to us directly, so we can make every effort to make it right. ★★★★★



Here are photos of our amazing Desert Beacon Team Sarah and Rebecca at the top. The bottom photo is our Maintenance Manager, Albert.

## WHAT'S HAPPENING THIS MONTH

**6/05/21**

**Wooden Nickel Flea Market & Craft Fair**

Event Date: Sat, June 5th  
Event Time: 9A – 3P  
Venue Address: 53722 Pioneertown Rd, Pioneertown, CA 92268 next to Wild West Theater and Pappy & Harriets. The Wooden Nickel craft fair and flea market will have crafts, art, jewelry, souvenirs, and other types of vendors.

**6/12/21**

**Joshua Tree Night Market**

Event: Sat, June 12th  
Event Time: 5P - 10P  
Venue Address: 61877 29 Palms Hwy, Joshua Tree, CA 92252 in downtown Joshua Tree behind Zannedelions Boutique. There will be arts, crafts, jewelry, knickknacks, tchotchkes, music, food, souvenirs, and much more.

**6/18/21**

**Desert Beacon's 1-Year Anniversary**

Event: Fri, June 18th  
Event Time: 10A - 6P  
Venue Address: 73475 29 Palms Hwy, Twentynine Palms, CA 92277 in downtown Twentynine Palms. This is a Customer Appreciation event. Feel free to stop by for some goodies and enter to win an America the Beautiful National Park Annual Pass.

## REGULATORY UPDATE

### Desert Beacon Regulatory Update

The Desert Beacon is committed to following local regulatory issues around vacation home rentals and sharing the benefits of short-term property rentals with our desert neighbors.

We regularly attend public meetings and public hearings in Yucca Valley, Twentynine Palms, and the County of San Bernardino. We advocate for the positive impacts that vacation rentals have on our community. We also regularly attend the 29 Palms Tourism Business Improvement District and Planning Commission meetings.

## QUICK TIPS

### Our Good Neighbor Policy

Sound carries very easily in the desert, so we ask occupants to respect our neighbors and the natural surroundings by keeping noise at a minimal level during the day and especially in the evening. Quiet hours are between 10 PM and 8 AM.

**No Fireworks.** The San Bernardino Fire investigators will issue \$1,250 administrative citations to those caught using illegal fireworks. Please have neighbors call our **24-Hour Emergency Contact** at **(760) 865-0085**

The Desert Beacon is proud to work with local property owners and hosts to ensure that the guests we serve are well taken care of and are provided the resources they need to ensure that tourism can continue to be a sustainable part of our local economy.

We know that there is a lot of opposition from our local communities surrounding short-term rentals. We absolutely support our local neighbors and are here to be a resource. A few bad owners shouldn't ruin short-term rentals for everyone. We believe that we can find a common ground with those who have legitimate concerns about the impact vacation rentals have on our community.

The Desert Beacon will continue our engagement efforts throughout the Joshua Tree Gateway and we strive to be a resource within the community.



Top speaker at the Twentynine Palms Planning Commission meeting is Anita M. Petke, Community Engagement Specialist at Desert Beacon. Bottom speaker is Eric Menendez, Desert Beacon's Chief Executive Officer.

## COMING SOON...

"The Lobby" by Desert Beacon is launching soon! More to come.... Stay tuned!

*One of my favorite places to vacation is a place where I can sit under a Joshua tree. - Desert Beacon*





# DESERT BEACON NEWSLETTER

THE BEACON NEWS ISSUE: NOVEMBER 2021 VOL. 6

**Book Direct. Stay Local. Give Local.**



☆ 2021 Morongo Basin  
Best of the Best  
Readers' Choice Awards

Your vote is your voice! Desert Beacon would like to give a big THANK YOU to all those who voted for us in the 2021 Morongo Basin BEST of the BEST Readers' Choice Awards! We received 1st Place for Hospitality Services/Tourism and 3rd Place for Property Management. Desert Beacon is the Morongo Basin's only community-oriented short term rental property management team!

We are immensely grateful to our staff, customers, and supporters who took their time and effort to vote for Desert Beacon. We would also like to thank our opponents for a competitive work environment and for working together to make our community a better place for everyone.



## PROPERTY: IVANPAH RETREAT

Desert Beacon would like to welcome the Ivanpah Retreat! This beautiful home features three spacious bedrooms, plus a separate sitting room, and two full baths. This property sleeps up to eight guests comfortably, and is beautifully-decorated with a fully-equipped kitchen which opens to the living area. The backyard is an entertainer's delight with plenty of seating and is perfect for relaxing after a long day in the park. With the open grassy area and covered patio space with a brand new hot tub where you can enjoy the bountiful stars above you.

Ivanpah Retreat is located minutes from Joshua Tree National Park in the popular Indian Cove Neighborhood of Twentynine Palms, CA. The Indian Cove area is a popular camping location for rock climbing. The Indian Cove Boy Scout Trail is around five minutes to a secluded hiking area with a large campground, surrounded by rock formations popular with the climbers, as well as, seven minutes away from the Indian Cove Amphitheater.

Our guests are invited to visit our local concierge at The Lobby at Desert Beacon, located at 73475 Twentynine Palms Hwy. in downtown Twentynine Palms. Guests are welcomed to enjoy the magnificent murals, local merchants, restaurants, amazing art galleries, an ice-cold ale, homemade pastries; all of this and more can also be found in the downtown Twentynine Palms area. Ask a Desert Beacon representative on how to find more during your stay in the hi-desert.

To learn more about this property at:  
<https://www.airbnb.com/rooms/52705717>

Photos of the Ivanpah Retreat located in Twentynine Palms, CA.

## EMPLOYEE OF THE MONTH



The Desert Beacon would like to recognize Heather Harvel for October 2021 Employee of the Month for her hard work, dedication, and support.

## REGULATORY UPDATE

### Desert Beacon Regulatory Update

On Oct. 19th, the Town of Yucca Valley Council held a public hearing regarding policies around short-term vacation rentals. The Town presented the results of the Community Livability Survey by True North Research. Next steps from the results of this study will include strategic planning workshops and informal community input to best address and prioritize initiatives consistent with the identified needs and desires of the community. It is anticipated that the priorities identified will be incorporated into the Council's 2021 Strategic Plan. Two members of the town council recused themselves for potential conflicts of interest. The remaining council members heard comments from residents on all sides of the vacation rental issue, with the majority speaking in favor of more stringent regulations and even a moratorium on new vacation rental permits. After hearing comments, the council asked town staff to identify ways that they could quickly act to amend ordinances regarding guest occupancy, increase punitive fees for problematic rentals, and improve the enforcement of existing codes.

The Desert Beacon continues our engagement efforts throughout the Morongo Basin and we strive to be a resource within the hi-desert communities.

## THE LOBBY BY DESERT BEACON

With Halloween behind us, it's full steam ahead! The Lobby by Desert Beacon has a wonderful selection of Holiday gift ideas from Joshua Tree candles, National Park Teas, Joshua Tree coffee, and much more.

The Lobby is a community resource location which provides referrals within the Morongo Basin to local short term stays, restaurants, yoga, sound bath therapy, community events, art galleries, and more. Stop in or tune in on the last Wednesday of the month for THE LOBBY LIVE broadcast at 6:00 PM on Facebook & Instagram

## WHAT'S HAPPENING THIS MONTH

11/06/21 29 Palms Farmer's Market	11/12/21 & 11/24/21 29 Palms Sunset Stroll	11/18/21 Joshua Tree Day Market
Event: Sat, Nov 6th Event Time: 8A – 1P Venue Address: Desert Queen Ave, Twentynine Palms, CA 92277 next to 29 Palms Visitor Center. For some fresh produce, live music, and local arts and crafts. Meet your local farmers and buy fresh fruits and vegetables that come straight from the farm to your shopping bag.	Event: Fri, Nov 12th & 24th, Event Time: 5P – 9P Venue Address: Downtown 29 Palms Hwy, Twentynine Palms, CA 92277 in downtown Twentynine Palms between Desert Queen Ave and Yucca Ave. There will be arts, crafts, jewelry, knickknacks, tchotchkes, music, food, souvenirs, and so	Event: Sat, Nov 18th, Event Time: 6P – 10P Venue Address: 61877 29 Palms Hwy, Joshua Tree, CA 92252 in downtown Joshua Tree behind Zannedelions Boutique. There will be arts, crafts, jewelry, knickknacks, tchotchkes, music, food, souvenirs, and so much more. A great place to meet



@thelobby.29.

This show is for everyone who likes to keep informed about our beautiful hi-desert area. Tune in like, share and follow us! The next virtual show will be on Wed., Nov. 24th, 2021 at 6:00 PM.

The Lobby at Desert Beacon, located at 73475 Twentynine Palms Hwy. in downtown Twentynine Palms, CA.



<https://www.facebook.com/29palmsfarmersmarket/>

much more. A great place to meet others.  
<https://hidesertdaydream.com/pages/about-the-hi-desert-daydream>

others.  
<https://www.facebook.com/joshuatreenightmarket/>

**"Travel is the only thing you buy that makes you richer"**



# DESERT BEACON NEWSLETTER

THE BEACON NEWS ISSUE: OCTOBER 2021 VOL. 5

## Book Direct. Stay Local. Give Local.

### FEATURED PROPERTY: STARLETTO DWELL



Photos of the Starletto Dwell located in Joshua Tree, CA.

Desert Beacon would like to welcome you to Starletto Dwell! Starletto Dwell is a totally reimagined hi-desert ranch style home with a cool hip vibe with 3 bedrooms and 2 bathrooms. Designed by Bravo TV's "Best Room Wins" designer. You'll have over 1,026 square feet of living space. Situated on 1/2 acre approximately, with stunning views of the mountains. Mature native desert landscaping including two Mesquite trees and rock garden, new hot tub and cold tub. New sliding doors and rear windows. Brand new appliances and furniture throughout. Perfect place for a relaxing getaway.

The outdoor area is completely fenced in with lounge chairs, a picnic table, hot tub, cowboy tub and hammocks. At night, you can feast on the breathtaking views of the Joshua Tree's nightly array of stars, and watch the night sky turn into a glittering dome peppered with stars, planets, and passing meteors.

Starletto Dwell is a five minute drive from the downtown area of Joshua Tree to restaurants, cafes, gift shops, yoga, coffee & wine shops, art galleries, and the weekly Saturday Joshua Tree Farmers Market. You are only ten minutes from the Joshua Tree National Park West entrance. Enjoy a relaxing drive through the park and enjoy the spectacular desert views of the rock formations and Joshua trees. If you're looking for a relaxing desert getaway this is the property for you!

To learn more about this property visit: <https://www.airbnb.com/rooms/42964894>

### THE LOBBY BY DESERT BEACON

**THE LOBBY LIVE** is brought to you by The Lobby by Desert Beacon and it is broadcasted live online through social media platforms like Facebook and Instagram during their networking event. The show is hosted by Anita & Molly. These ladies are hi-desert locals and they provide updates from their community engagement efforts throughout the Morongo Basin. Get updates on community events, new businesses, charities, art shows, coming attractions, workshops, what's going on at the Joshua Tree National Park, and much more. This show is for hi-desert locals, visitors and patrons who like to keep informed about our beautiful hi-desert area.

**THE LOBBY LIVE** broadcasts live on the last Wednesday of the month at 6:00 PM on Facebook & Instagram @thelobby.29. Tune in like, share and follow us! The next virtual show will be on Wednesday, October 27th, 2021 at 6:00 pm.

Join us for **THE LOBBY LIVE HALLOWEEN SPOOKTACULAR!** We will raffle and giveaway a Halloween gift basket compliments of the Desert Beacon, so make sure to tune in to win!



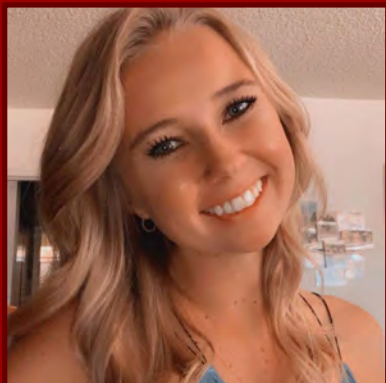
## WE STRIVE FOR FIVE!

Desert Beacon is recognized as a Superhost for being the best in the hospitality industry, as well as top-rated and most experienced host. We've hosted 100s of guests with 1000 nights' stays. Five

★★★★★ Overall Rating

WE STRIVE FOR ★★★★★

## EMPLOYEE OF THE MONTH



The Desert Beacon would like to recognize Jordyn Nutter for September 2021 Employee of the Month for her hard work, dedication, and support.

## QUICK TIPS

**How can we protect ourselves from the desert?**

Dress appropriately: Because of extreme temperatures – high heat during the day and cold at night—be aware of the risk for heat stroke and hypothermia. Protect yourself from the sun's rays with a **hat, sunglasses, and sunscreen**. Bring an extra

## WHAT'S HAPPENING THIS MONTH

10/2/21 29 Palms Farmer's Market	10/16/21 Joshua Tree Night Market	10/9/21 - 10/10/21 Community Yard Sale
Event: Sat, Oct 2nd Event Time: 8A – 12P Venue Address: Desert Queen Ave, Twentynine Palms, CA 92277 next to 29 Palms Visitor Center. For some fresh produce, live music, and local arts and crafts. Meet your local farmers and buy fresh fruits and vegetables that come straight from the farm to your shopping bag. <a href="https://www.facebook.com/29palmsfarmersmarket/">https://www.facebook.com/29palmsfarmersmarket/</a>	Event: Sat, Oct 2nd, Event Time: 6P - 10P Venue Address: 61877 29 Palms Hwy, Joshua Tree, CA 92252 in downtown Joshua Tree behind Zannedelions Boutique. There will be arts, crafts, jewelry, knickknacks, tchotchkes, music, food, souvenirs, and so much more. A great place to meet others. <a href="https://www.facebook.com/joshuatreenightmarket/">https://www.facebook.com/joshuatreenightmarket/</a>	Event: Wed, Oct 9th & 10th Event Time: 8A - 3p Venue Address: 6530 Split Rock Ave, Twentynine Palms, CA adjacent to Desert Beacon. This is a two day event and 10x10 spaces are available. Vendor spaces are \$15. All donations will go to the Action Council 29 Palms - Oasis of Murals and Public Art Twentynine Palms, CA. To participate as a vendor email for a registration form: anita@thedesertbeacon.com There will be lots of great items for sale!

## REGULATORY UPDATE

### Desert Beacon Regulatory Update

On Sept. 7th, the Town of Yucca Valley Council was presented the results of the Community Livability Survey by True North Research. Next steps from the results of this study will include strategic planning workshops and informal community input to best address and prioritize initiatives consistent with the identified needs and desires of the community. It is anticipated that the priorities identified will be incorporated into the Council's 2021 Strategic Plan.

On Sept. 17th, the Twentynine Palms City Council held their first Twentynine Palms City Council Vacation Home Rental Advisory Committee - Special meeting discussion around the Brown Act and the requirements of committee members was given. They cure and correct the meeting from September 10, 2021. City Manager Luckino provided a recap of the September 10, 2021, meeting for Brown Act purposes. An Introduction of each committee member, individual background, and top 3 items in the Ordinance that each committee member believes needs improvement, changed, or deleted, as well as background/purpose of the committee and timing of the completion of the ordinance. The committee structure (Chair and Facilitator) was appointed. Mayor Mintz was appointed as Chair of the Committee. The committee was formulated to discuss policy

jacket with you in case you're out after dark when temperatures can plummet. Hydration in the desert is a top priority for all backpackers. Always carry water with you when walking the desert terrain.

recommendations for enforcement, ownership, operation standards, and a possible percentage cap.





# DESERT BEACON NEWSLETTER

THE BEACON NEWS ISSUE: SEPTEMBER 2021 VOL. 4

**Book Direct. Stay Local. Give Local.**

## FEATURED PROPERTY: BLUEHEMIAN RHAPSODY



Photos of the Bluehemian Rhapsody located in Joshua Tree, CA.

The Desert Beacon would like to welcome you to Bluehemian Rhapsody, your dreamy desert vacation retreat overlooking stunning views of the magnificent mountains on a large corner lot.

This mid-century modern meets boho-chic escape is located just minutes from the entrance to Joshua Tree National Park. The property is a 1,379 square foot house sitting on a 0.5 acre lot and features 2 bedrooms, 2 bathrooms, and can occupy up to 6 people. There is a large master suite with en-suite bath, and an amazing outdoor living area equipped with a large, private hot tub perfect for unwinding after a day hiking in the park.

Upon entry, a bright and spacious living area welcomes you with geometric accented doors. You'll be surrounded by an eclectic mix of wood furnishings, artisan crafts with colorful rugs and accessories that gives a comfortable relaxed vibe yet subtly edgy and trendy decor design. The crisp white walls with large windows in all directions lend an airy and open feel, a sense of bringing the outdoors in. All windows have floor-to-ceiling draperies for privacy.

The home features seamless outdoor access, a patio with living and dining plus outdoor TV, a hot tub overlooking the desert's natural beauty, wildlife and magnificent mountain views. Take a quick afternoon nap on the large hammock, toss bean bags in the cornhole, play bocce ball, grill some steak for dinner, soak in the hot tub at night while stargazing or gather around the fire pit and indulge in s'mores.

This is truly the perfect desert getaway for relaxing, stargazing, entertaining and unwinding, given the comforts of the local town while still experiencing the uncanny dark-remoteness and the incomparable sound of silence in the high desert. There are a variety of fascinating plants and wildlife that roam the property. We highly recommend visiting the downtown Joshua Tree area and visiting our local restaurants and merchants. To learn more about this property visit: <https://www.airbnb.com/rooms/49160754>



The Desert Beacon is in the process of forming a Morongo Basin Vacation Rental Organization (MBVRO) group. We are looking for hi-desert short-term vacation rental property owners, local residents, nonprofits, and businesses who would like to join and become a MBVRO committee member.

As a MBVRO member, you will represent and advance the interest of short-term rental operators and vacation rental owners in the Morongo Basin, while providing members with the educational, networking, and other resources they need to run responsible and profitable businesses.

MBVRO works on behalf of residents, property managers, supplier members, and local merchants to advance the vacation rental industry through education, information, networking, research, and advocacy.

For more information about the MBVRO, please visit: [mbvro.org](http://mbvro.org)

If you would like to become a MBVRO Committee Member Email: [mbvro29@gmail.com](mailto:mbvro29@gmail.com) or by phone at (760) 865-0056



## WE STRIVE FOR FIVE!

### Desert Beacon would like to recognize the following 1 Year Employee Anniversaries:

- Stacy Brewer-Herrera, Front Desk Agent
- Alfredo Nicasio, Executive Assistant
- Albert Martinez, Operations Manager
- Debby Valdez, Director of H/R

### We also would like to Welcome the following New Employees:

- Angelina Williams, Front Desk Agent
- Marissa Bass, Housekeeping Assistant
- Albert Wright, Housekeeping Assistant

## EMPLOYEE OF THE MONTH



The Desert Beacon would like to recognize Albert Martinez for August 2021 Employee of the Month for his dedication and support.

## WHAT'S HAPPENING THIS MONTH

### 9/4/21 29 Palms Farmers Market

Event:  
Sat, Sept 4th  
Event Time:  
8A –12P  
Venue  
Address:  
Desert Queen  
Ave,  
Twentynine  
Palms, CA  
92277 next to  
29 Palms  
Visitor Center.  
For some  
fresh produce,  
live music, and  
local arts and  
crafts.

### 9/29/21 Net- working Event

Event:  
Wed, Sept  
29th  
Event Time:  
5P  
Networking  
mixer  
hosted by  
The Lobby  
by Desert  
Beacon.  
Businesses,  
nonprofits  
and artists  
are  
welcome.

### 10/9 & 10/10/21 Community Yard Sale

Event:  
Sat, Oct 9th  
&  
Sun, Oct  
10th  
Event Time:  
8A-3P  
The Desert  
Beacon will  
be hosting a  
Community  
Yard Sale at  
6530 Split  
Rock Ave,  
Twentynine  
Palms, Ca.

## REGULATORY UPDATE

*Email sent in response to Twentynine Palms City Council in Opposition of Moratorium:*

Desert Beacon is happy to announce that the Twentynine Palms City Council did not impose any moratorium on Vacation Home Rentals (VHR's), as only two out of four council members were in support of a temporary moratorium to allow time to make updates to the VHR ordinance. A moratorium would have required 4/5 council members. Since one council member had to recuse himself, it would have required a unanimous vote. The council also made the change that any future and outstanding appeals of VHR applications would no longer go before the planning commission and instead would go directly before the City Council. The council also reinstated the \$305 appeal fee, so that means any resident who wishes to file an appeal to a VHR application would now be required to submit such a fee for their appeal to be heard before the council.

This means that any applications pending/in process will continue to be processed and move forward as usual. New applications for VHR permits can continue to be accepted. For applications currently with pending appeals, we are awaiting further direction from the City on this, but it is our understanding that all pending and future appeals would go directly before the City Council if the appellant remits the reinstated appeals fee (we are not sure completely on this process and will advise those affected individually on this).

Mayor Mintz and Mayor Pro Tem O'Gilvie were not in support of a moratorium. Mayor Mintz pointed out that due to the current backlog of 4+ weeks on current applications created by the current moratorium discussion, any new applications would not likely even be processed until sometime well-beyond the proposed moratorium. Mayor Pro Team O'Gilvie, who is a nurse, used the analogy of the human body... in a sense that things need to keep flowing. As a nurse myself, I love Mayor Pro Tem O'Gilvie's analogy, as when things stop flowing within the body then that only leads to more problems down the road. A moratorium will only cause hardship on those with pending applications and those currently in process of making an investment in our community.

All council members were in agreement that the current VHR code needs to be updated, and at Desert Beacon we are 100% in complete agreement. We want to make sure that Vacation Home Rentals can continue to operate responsibly as they play a vital role in the development of our growing economy and revitalizing our downtown. As most of you know, Desert Beacon has recently invested in a new commercial space downtown and has launched The Lobby by Desert Beacon. We are excited to be forming several great retail partnerships and plan to redevelop our building/space to open up a community coffee shop/cafe with outdoor dining on the Paseo which is soon to be a part of the Project Phoenix redevelopment. Project Phoenix is a multi-million dollar development which will bring a new JTNP visitor center, a community meeting and exhibition space, and a new outdoor public space/paseo which will contribute greatly to the revitalization of our downtown.

**We also want to take this opportunity to stand in solidarity with all of our neighbors, including those who are representatives of the 29 Palms Neighbors group who have many valid concerns about the expansion/growth of vacation home rentals within their neighborhood. Desert Beacon represents several properties in that neighborhood: we want to assure the residents of this community that we hear their concerns and we want them to know that the properties we represent will be closely managed to ensure that they do not cause any problems within that neighborhood. We also would like to pledge our services to the residents of their neighborhoods to be a resource for any VHR-related issue with any property in that neighborhood, regardless of whether or not it is a property of which we are contracted to manage.**

In closing, we would like to thank all of our clients, staff, neighbors, visitors and community-members as a whole for allowing us an opportunity to be a part of this community, no matter what their positions may be on VHRs. We look forward to working together as a community to contribute to our continued prosperity as we move forward into the future.

Sincerely,

Eric M. and the Team at Desert Beacon





# DESERT BEACON NEWSLETTER

THE BEACON NEWS ISSUE: AUGUST 2021 VOL. 3

6530 Split Rock Ave, Twentynine Palms, CA 92277 • 760-865-0085 • desertbeacon.com • @thedesertbeacon

## Book Direct. Stay Local. Give Local.

### FEATURED PROPERTY: DESERT GOLD



Photos of the Desert Gold located in Joshua Tree, California.

Desert Beacon would like to welcome the Desert Gold! Your boho chic desert getaway at Joshua Tree National Park! Spend your days at the Park, then relax at your comfy, spacious home away from home. Cook dinner in the remodeled kitchen with new stainless steel appliances. Catch up on your favorite shows on the Roku Smart TV. Get a great night's sleep on your Tuft & Needle mattress. Wake up early to watch the sunrise over the mountains from the back patio. Enjoy all the comforts of home at your desert getaway.

Desert Gold is centrally located and just a 9-minute drive to the Joshua Tree National Park West Entrance. You'll be in a small, quiet neighborhood just off of the main highway and do not need to drive on any dirt roads. Your desert getaway is a newly-remodeled 3 bedroom / 2 bathroom home that sleeps up to 6 people. Desert Gold is perfect for families and small groups of friends. You'll have over 1,300 square feet of living space, a large kitchen, dining space, living room, and back patio. Looking east, you have an unobstructed mountain view. Take the trail that starts at the end of the road for a short walk. Keep your eyes out for coyotes and jackrabbits. In the backyard, you'll find lizards, iguanas, and quail.

Inspired by the desert, the home is decorated in warm earth tones and Insta-worthy murals. This is not some bland, soulless Airbnb. This is our vacation home too.

Desert Gold is powered by Tesla solar panels that provide power during the day for your eco-friendly stay. To learn more about this property visit: <https://www.airbnb.com/rooms/5293436>

### THE LOBBY BY DESERT BEACON

The Lobby @ Desert Beacon has a wide variety of great items from Joshua Tree Coffee, National Park Teas, assortment of candy, Joshua Tree Candles, bath products, souvenirs, pet treats, and a nice selection of gift ideas. We are located in downtown Twentynine Palms, CA across from the 29 Palms Visitor Center. Swing by and enter to win a National Park 'American the Beautiful Annual Pass', you can leave your business card for a chance to win a gift basket, or you can ask our friendly staff what's going on in the Morongo Basin.



Open Mon - Fri 8am to 7pm and Sat & Sun 10am to 7pm • Location: 73475 29 Palms Hwy, Twentynine, CA 92277.

## WE STRIVE FOR FIVE!



Meet the Desert Beacon Team, who have proudly hosted over 3,000 nights stayed in the Morongo Basin last year with an average five star rating of over 95%. Way to go, team!

## EMPLOYEE OF THE MONTH



The Desert Beacon would like to recognize Amanda White for July 2021 Employee of the Month for her dedication and support.

## QUICK TIPS

Here are some quick tips to save water:

- Use a hose with a shutoff nozzle.
- Take shorter showers.
- Install a low-flow showerhead to conserve water.
- Only flush the toilet when necessary
- Don't run dishwashers and washing machines with full loads.
- Turn off the faucet while shaving and brushing your teeth.
- Don't let faucets run if they are not being used.
- Build a desert garden.
- Recycle washing water.



## WHAT'S HAPPENING THIS MONTH

**8/7/21**  
**29 Palms Farmer's Market**

Event: Sat, Aug 7th  
Event Time: 8A – 1P  
Venue Address:  
Desert Queen Ave,  
Twentynine Palms, CA  
92277 next to 29  
Palms Visitor Center.  
For some fresh  
produce, live music,  
and local arts and  
crafts. Meet your local  
farmers and buy fresh  
fruits and vegetables  
that come straight  
from the farm to your  
shopping bag.  
<https://www.facebook.com/29palmsfarmersmarket/>

**Every Saturday**  
**Joshua Tree Night Market**

Event: Sat, Aug 7th,  
14th, 21st & 28th  
Event Time: 5P - 10P  
Venue Address:  
61877 29 Palms Hwy,  
Joshua Tree, CA  
92252 in downtown  
Joshua Tree behind  
Zannedelions  
Boutique. There will  
be arts, crafts,  
jewelry, knickknacks,  
tchotchkes, music,  
food, souvenirs, and  
so much more. A  
great place to meet  
others.  
<https://www.facebook.com/joshuatreenightmarket/>

**8/25/21**  
**Virtual Networking Mixer**

Event: Wed, Aug 25th  
Event Time: 6P  
This is a virtual  
networking mixer  
hosted by The Lobby @  
Desert Beacon.  
Businesses, nonprofits  
and artists are  
welcome. Feel free to  
pop in to share  
information about your  
business and updates  
on upcoming events.  
Visitors will be entered  
to win a great gift  
basket. Join Zoom:  
<https://zoom.us/j/7632080431?pwd=dERrTDAxTnZFZlRkZBaNGhIUvNGZz09> Meeting ID:  
763 208 0431  
Passcode: EQG4yg

## REGULATORY UPDATE

### Desert Beacon Regulatory Update

On July 27th, the Twentynine Palms City Council heard from several residents again urging to place a moratorium on the number of Vacation Home Rentals (VHRs) within the city. Residents are concerned about the increase of VHRs and asked for moratoriums on permits. The City's Planning Commission and the council continue to discuss and review options. The next council meeting will take place on August 24.

The Town of Yucca Valley recently concluded its Community Livability Survey, where residents provided valuable input on a variety of important Town topics, including Quality of Life, Tourism, Future Priorities, and Short Term Vacation Rentals. The Town Council will receive the full report with presentation on September 7, 2021 and invites the community to take part in the presentation and provide additional comments as part of the discussion. The agenda can be viewed prior to the meeting at:

<http://yuccavalleyca.igm2.com/Citizens/default.aspx>.

San Bernardino County fines are going up for hosts in the Morongo Basin who operate a short-term rental without a permit or whose guests violate code requirements. Fines for violating the short-term rental rules are now 10 times as high. Rather than \$100 for the first offense, \$200 for the second offense and \$500 for the third offense within 12 months, those fines are now \$1,000, \$2,000 and \$5,000. These new county ordinances went into effect immediately.

**Old fines 1st offense: \$100, 2nd offense: \$200, Third offense: \$500**

**New fines 1st offense: \$1,000, 2nd offense: \$2,000, Third offense: \$5,000**





## JOINT MEETING JPA EXECUTIVE COMMITTEE & VISIT GREATER PALM SPRINGS BOARD OF DIRECTORS MINUTES

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### Call to Order

The meeting was called to order at 8:33 a.m. by Gary Gardner, JPA Chair, at Agua Caliente Resort Casino Spa, in Rancho Mirage, CA.

### Roll Call

The roll call is recorded on the following page.

**MOST RECENT MEETING AGENDA FROM VGPS,  
USING AS EXAMPLE OF HOW WE CAN ADVOCATE  
FOR FORMING A REPRESENTATIVE BODY TO  
ADVOCATE FOR OUR REGION.**

**JUNE 14, 2024**



Location: Agua Caliente Resort Casino Spa  
Room: Cahuilla C, D & E  
32-250 Bob Hope Drive  
Rancho Mirage, CA 92270  
June 14, 2024  
8:30am – 10:00am

#### JOINT POWERS AUTHORITY

**Gary Gardner, Chair**  
City of Desert Hot Springs

**Waymond Fermon, Vice Chair**  
City of Indio

**Rita Lamb**  
City of Cathedral City

**Greg Sanders**  
City of Indian Wells

**Linda Evans**  
City of La Quinta

**Jan Harnik**  
City of Palm Desert

**Jeffrey Bernstein**  
City of Palm Springs

**Steve Downs**  
City of Rancho Mirage

**V. Manuel Perez**  
County of Riverside

#### VGPS BOARD OF DIRECTORS

**Rolf Hoehn, Chair**  
Indian Wells Tennis Garden

**Peggy Trott, Vice Chair**  
Kimpton Rowan Palm Springs

**Tom Scaramellino, Secretary**  
Westin Rancho Mirage Golf  
Resort & Spa

**Aftab Dada, Treasurer**  
Hilton Palm Springs Resort

**Kate Anderson**  
Agua Caliente Band of  
Cahuilla Indians

**Lorraine Becker**  
Cabot's Pueblo Museum

**Sejal Bhakta**  
Hampton Inn & Suites

**John Bolton**  
Oak View Group

**Celeste Brackley**  
The Line & Saguaro Hotels

**Gary Cardiff**  
Cardiff Limousine &  
Transportation

**Kenny Cassidy**  
Acme House Company

**Jay Chesterton**  
Fantasy Springs Resort Casino

**Dermot Connolly**  
La Quinta Resort and Club

**Tim Ellis (Emeritus)**  
Ellis Hospitality Services

**Eddy Estrada**  
Smarter Property Management

**David Feltman**  
VRON of Palm Springs

		PRESENT	NOT/YTD
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council Member, <b>Chair</b>	x	
	Roger Nunez, Council Member		
CITY OF INDIO	Waymond Fermon, Council Member, <b>Vice Chair</b>	x	
	Elaine Holmes, Council Member		
CITY OF CATHEDRAL CITY	Mark Carnevale, Mayor	x	
	Nancy Ross, Mayor Pro Tem		
CITY OF INDIAN WELLS	Greg Sanders, Mayor	x	
	Ty Peabody, Council Member		
CITY OF LA QUINTA	Linda Evans, Mayor	x	
	Steve Sanchez, Council Member		
CITY OF PALM SPRINGS	Jeffrey Bernstein, Mayor	x	
	Ron deHarte, Mayor Pro Tem		
CITY OF PALM DESERT	Jan Harnik, Mayor Pro Tem	x	
	Karina Quintanilla, Mayor		
CITY OF RANCHO MIRAGE	Steve Downs, Mayor	x	
	Meg Marker, Council Member		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District		
	Joaquin Tijerina, Economic Development Manager	x	
VISIT GPS BOARD OF DIRECTORS ROLL CALL		PRESENT	EXCUSED
	Rolf Hoehn, <b>Chair</b> - Indian Wells Tennis Garden	x	
	Peggy Trott, <b>Vice Chair</b> - Kimpton Rowan Palm Springs	x	
	Tom Scaramellino, <b>Secretary</b> - Westin Rancho Mirage Golf Resort	X	
	Aftab Dada, <b>Treasurer</b> - Hilton Palm Springs Resort		E



VGPS Board of Directors  
(continued)

**Shannon Gilbert**  
The Ritz-Carlton, Rancho Mirage

**Mark Girtton**  
Goldenvoice & Empire Polo

**Rob Hampton**  
Palm Springs Convention  
Center

**Jerry Keller**  
LULU California Bistro

**Patrick Klein**  
The Shops on El Paseo

**Kelly McLean**  
MJM Holdings, Inc.,  
McLean Company and Poppy

**Nusrat Mirza**  
JW Marriott Desert Springs

**Allen Monroe**  
The Living Desert

**Lee Morcus (Emeritus)**  
Kaiser Restaurant Group

**Michael Murray**  
Hotel Paseo

**Liz Ostoich**  
FARM and Tac/Quila Palm  
Springs

**Brad Poncher**  
Homewood Suites by Hilton, La  
Quinta

**Greg Purdy**  
Palm Springs Aerial Tramway

**Tim Pyne**  
Renaissance Esmeralda Resort  
& Spa

**Saverio Scheri**  
Agua Caliente Casinos

**Bob Schneider**  
Desert Consulting

**Ankit Sekhri**  
Two Bunch Palms

**Barb Smith**  
Eventis Destination Services

**Boris Stark**  
Palm Desert Vacation  
Properties

**Joseph Tormey** CSU  
San Bernardino Palm  
Desert Campus

**Doug Watson**  
Strategy | Innovation | Co.

	PRESENT	EXCUSED
Kate Anderson, Agua Caliente Band of Cahuilla Indians		E
Lorraine Becker, Cabot's Pueblo Museum	X	
Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio		E
John Bolton, Oak View Group	X	
Celeste Brackley, The Line & Saguaro Hotels	X	
Gary Cardiff, Cardiff Limousine & Transportation	X	
Kenny Cassady, Acme House Company	X	
Jay Chesterton, Fantasy Springs Resort Casino	X	
Dermot Connolly, La Quinta Resort & Club	X	
Tim Ellis (Emeritus), Ellis Hospitality Services		E
Eddy Estrada, Smarter Property Management		E
David Feltman, VRON Palm Springs		E
Shannon Gilbert, The Ritz-Carlton, Rancho Mirage	X	
Mark Girtton, Goldenvoice & Empire Polo	X	
Rob Hampton, Palm Springs Convention Center	X	
Jerry Keller, LULU California Bistro	X	
Patrick Klein, The Shops on El Paseo	X	
Kelly McLean, Poppy	X	
Nusrat Mirza, JW Marriott Desert Springs Resort & Spa	X	
Allen Monroe, The Living Desert		E
Lee Morcus (Emeritus), Kaiser Restaurant Group	X	
Michael Murray, Hotel Paseo		E
Liz Ostoich, FARM and Tac/Quila Palm Springs	X	
Brad Poncher, Homewood Suites by Hilton La Quinta	X	
Greg Purdy, Palm Springs Aerial Tramway	X	
Tim Pyne, Renaissance Esmeralda Resort & Spa	X	
Saverio Scheri, Agua Caliente Casinos	X	
Bob Schneider, Desert Consulting	X	
Ankit Sekhri, Two Bunch Palms		E

Barb Smith, Eventis Destination Services	x
Boris Stark, Palm Desert Vacation Properties	x
Joe Tormey, CSU San Bernardino Palm Desert Campus	x
Doug Watson, Strategy   Innovation   Co.	x

**A quorum was reached. 28 BOD and 9 JPA.**

#### STAFF/ATTORNEY

Scott White, President and CEO	Gary Orfield, Director of Tourism Development
Bill Judson, VP, Finance and Administration	Stefanie Kilcoyne, Director of Operations
Colleen Pace, Chief Sales and Marketing Officer	Carolina Viazcan, VP of Sales
Davis Meyer, Senior Director of Community Affairs	Sarah Goslin, Executive Assistant & Board Administrator
Julie Sinclair, Director of Brand Communications	Kimber Foster, Director of Palm Springs Tourism
Lauren Bruggemans, Dir. of Sustainability & Community Engagement	Andy Cloutier, Director of Human Resources
Anthony Ruiz, Website Specialist	Bruce Bauer, Legal Counsel
Samuel Thompson, Director of Indian Wells Tourism	Joyce Kiehl, Director of Communications
Sean Smith, Director of Economic Development	Krystal Kusmieruk, Senior Marketing Manager
	Bob Wilson, Brand Communications Specialist
	Jackie Vega, Senior Community Events Manager
	Elizabeth Jamison, Destination Experiences Manager

#### SPECIAL ANNOUNCEMENT

Next week we will present our Land Acknowledgement to the Native People who settled this area, the Agua Caliente Band of Cahuilla Indians.

#### PLEDGE OF ALLEGIANCE

Dr. Frank Figueroa led the Pledge of Allegiance.

#### CONFIRMATION OF AGENDA

JPA Chair, Gary Gardner, asked whether there were any changes to the agenda. Hearing none, the agenda was confirmed.

#### PUBLIC COMMENT

This Public Comment period is for items that appear within the Consent Calendar or matters that are not listed on the agenda.

JPA Chair Gardner called for public comments. There were no public comments on record, but there was one member of the public present that requested to speak.

- Mr. Brad Anderson commented: Requested future meetings include audio for additional transparency.

#### APPROVAL OF MINUTES (All Vote)

#### JPA – VGPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED MARCH 29, 2024 (all vote)

The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated March 29, 2024, were presented for approval. JPA Chair Gardner asked for a motion. The City of La Quinta made a



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motion to approve, and the City of Rancho Mirage seconded. No abstentions. There was no further discussion, and the minutes were approved based on the roll call at the beginning of the meeting. The City of Indio, and Tom Scaramellino were late to meeting and not present to vote.

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#### CONSENT CALENDAR (only JPA Executive Committee votes)

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- **WARRANTS AND DEMANDS DATED MARCH 2024**
- **WARRANTS AND DEMANDS DATED APRIL 2024**
- **WARRANTS AND DEMANDS DATED MAY 2024**

The Warrants and Demands dated March, April, and May 2024 for Pacific Premier Bank were presented for approval. JPA Chair Gardner asked for changes or abstentions. Hearing none, the Warrants and Demands were approved based on the roll call vote at the beginning of the meeting. The City of La Quinta made a motion, and the City of Indian Wells seconded. All approved. No abstentions. The City of Indio was late to the meeting and not present to vote.

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#### JPA EXECUTIVE COMMITTEE (JPA Vote Only)

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- Waymond Fermon with the City of Indio arrived and therefore was present to vote on the remaining JPA agenda items.
  - Approve Resolution JPA 2024-006 – Amended JPA Bylaws to include Coachella and Purpose of JPA Executive Committee. The City of Palm Springs made a motion and the City of Indian Wells seconded. All approved. No abstentions.
  - Approve Resolution JPA 2024-007 – Approve the signed 2<sup>nd</sup> Amended and Restated Joint Powers Agreement. The City of La Quinta made a motion, and the City of Palm Desert seconded. All approved. No abstentions.
- 

#### CEO / PRESIDENT'S REPORT

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Scott White:

- **Air Quality**  
Yesterday, Davis and I attended and spoke at CVAG's (Coachella Valley Association-Government) Energy and Sustainability Committee meeting. CVAG is working on the air quality issue with AQMD (South Coast Air Quality Management District). The fine dust left over from Hurricane Hilary is creating more expenses for our businesses, from a cleaning perspective, and is a health hazard for our staff and the people within the industry. If visitors have bad experiences, the word's going to start to spread through social media and we certainly think there's going to be a problem. It is important we elevate the concern with AQMD. CVAG will be the lead organization.
    - Jan Harnik, City of Palm Desert, requested we send out bullet points so the cities can put together support letters.
      - Scott responded that we would work with Tom Kirk to put together talking points and send them out to the Board.
  - **ASAE Fellows Group**  
We have the group 'ASAE Fellows', which are CEOs of Associations, in town right now at Margaritaville in Palm Springs. Over forty people are here for continued education. VGPS hosted the group for dinner last night at PS Underground. They said it was their best ASAE Fellows dinner ever.
  - **Solar Project**  
Our solar project has been completed. Thank you to Ranch Mirage for coordinating with Renova to have it completed during the summer. The solar production will give us about 98% of our monthly electricity. There will be significant savings due to this project.
  - **Economic Impact Study**  
Our preliminary report indicates 2023 generated a record number of visitors and 9 billion in economic impact from tourism. We're excited to share the full report soon.
  - **Airline Updates**  
We've successfully entered into our agreement with United Airlines to begin non-stop service from Dulles in Washington, D.C. to PSP. We've received positive feedback, not only from our customers but also from United. They indicated early bookings are strong. The new flight announcement was shared on Good Morning Washington.
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Gary Orfield is consistently working with Ailevon Pacific to secure earlier seasonal flights, as well as extend those same flights into May/June of the following year.

Delta and Sun Country announced they're going to begin Minneapolis service in September, which is much earlier. Chicago is also beginning service earlier.

- **Economic Development**

Sean Smith has hit the ground running and has already attended a few conferences. We had North Star in-market recently doing surveys and interviews. We held group meetings at our office and have had good engagement from all of you. North Star will be conducting interviews via Zoom, and we will be sending out surveys throughout the summer regarding brand strategy development, competitive positioning analysis, and website development. We hope to have everything completed by the end of the year.

- Scott showed a QR code on the screen asking everyone to please scan it and take the survey.

A one-sheet summary overview of the economic development program can be found on all the tables. We will develop a campaign, a brand, and a communication strategy to position the valley as a destination to expand, relocate, or start a new business.

## **MARKETING UPDATES - Colleen**

- **Summer Marketing Update**

We launched our summer marketing campaign in mid-May (around May 15<sup>th</sup>). We've had our summer media plan in full effect with the categories including out of home & TV, OTAs, digital, content, and social media. We point all of those items to our summer travel page, which is a great resource for travel in the summer.

We also have our summer digital outdoor billboards that run in LA, San Diego, and San Francisco, as well as our digital display ads.

We have 15 co-op partners this year, with two new city partners – the cities of DHS and Indian Wells, as well as the Agua Caliente Band of Cahuilla Indians which joined with the promotion of their cultural plaza. Additionally, Tommy Bahama Miramonte Resort & Spa joined us as a new partner this year.

The 15 co-op videos looped during breakfast, but I'm going to share a few of them with you. As a reminder, these run on KTLA and then across cable and connected TV. They're also on our YouTube channel. We promote them through social media channels and on our website.

- **Expedia/VRBO Special Projects**

Expedia invited us to participate in their national brand campaign, "No Days Left Behind", which is about the importance of taking vacation days. It will be coming out within the next week. We are one of a limited number of destinations featured in this campaign, which will have an expanded reach across the US with high-impact advertising including digital, OOH, website, social media and PR.

We also have for the second year our VRBO custom summer campaign "an oasis from everyday" in partnership with content creators, video content and social amplification will support campaign launching towards the end of June 2024. The 2023 program, "Choose Your Floaty Personality" resulted in 17.5M in future gross bookings. They were in-market last week filming at three different locations in three of our cities.

- **California Live**

We also have produced three segments on California Live, which is aired in April & May in LA, San Francisco and San Diego, on NBC. Preliminary results they launched in May are 1.5 million impressions. Some of the topics include vacation rentals, restaurant week and summer travel.

- **Clicktivated**

We started using a new program, Clicktivated, which is an interactive video platform that allows



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users to click while video content plays, allowing access to blog content, listings, and additional information on the locations seen onscreen. We have one dedicated vacation rental video program that launched in May promoting additional vacation rental content, and a second for the summer campaign video, which will launch in June.

- **Visit CA Co-op**

With the launch of Visit California's new "Ultimate Playground" campaign in May, new co-op opportunities were launched with updated brand templates and messaging across Expedia, TripAdvisor, and Sojern. So, in addition to our brand campaigns, we run these layered on top of those with Visit California, giving us expanded reach and also adding value to our media spend. We get up to 2.5 x 1 in media value for every dollar spent. So, we're able to spread our dollars a little bit further by working through these co-ops. Similar to what we do for our partners on our co-op programs.

- **Summer Content**

- **Summer Blogs**

We have 5 summer blogs that we send out in our newsletters, which have a total of almost 40k subscribers and a 45.5% open rate; substantially above the industry standard.

- **Summer Social Media Campaign**

We are in post-production for our summer social media campaign. We partner with an agency, Sonic Gods, out of LA. As part of the campaign, we are working with four influencers for the content. We'll have a main video and influencer content that will be shared on our platforms and the influencers' platforms. Pushing out at the end of June, beginning of July, for that mid-summer push.

- **Influencer Strategy**

We have developed and implemented our influencer strategy overall. We align ourselves with influencers that align with our pillars, our strategy, and our demographics. We've had several videos go viral, which helps us expand our reach.

- **LGBTQ+ Pride Events**

We're targeting LGBTQ+ Pride events that are happening this month. We've already targeted the Provincetown Town event that was May 31st through June 2nd, and LA Pride on June 9th, and we'll have others throughout the summer. We geofence locations throughout the summer and then retarget them to promote our Pride, which is in November. Geofence locations include Provincetown, New York, Los Angeles, Chicago, San Francisco, and San Diego.

An additional program that launched recently is the 'OutThere Magazine' campaign, and we plan to launch 'TravelGay's' campaign in June. TravelGay is a domestic and international audience, so it's expanding our reach to those international consumers.

## **PR & COMMUNICATIONS – Colleen**

- **Meet the Mentors**

Last week we held our Meet the Mentors 2.0. We had over 120 people apply, which we then chose 6 mentors and 6 mentees. The mentors are very influential media that work with them to teach them how to do a media FAM, experience an itinerary, and then work with them on creating content.

- **Media Coverage**

Some recent media coverage include: "Black in Palm Springs: The Entrepreneurs Shaping Coachella Valley's Cultural Movement" article, the article from The New York Times Style Magazine: Australia, "Follow the Footsteps of Icons from Hollywood's Golden Age", as well as an article from Sunset "Wind Down after Coachella and Stagecoach at these Ultra-Relaxing Wellness Retreats".

- **Media Engagement**

We had 63 people in-market from March through June, 143 articles published, and reached 141 media contacts.

## **RESTAURANT WEEK - Colleen**

- We had over one hundred restaurants participating this year, which is one of the most successful that we've had. We had over 200 partners and 32 media that attended. There was a lot of media from our partners in addition to the media we run. Very importantly, we raised \$7,200 for the Find Food Bank. Last year we raised \$4,300, so we almost doubled. We had great engagement with over 44,000 users. We created and sent out two custom newsletters to promote Restaurant Week, which had an average open rate of 38.4% from the 46,000 subscribers.

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We also hosted a Foodie FAM leading into Restaurant Week where we hosted five foodie influencers selected to target their audiences in the San Diego, Los Angeles, and Orange County areas, with a total platform size of over 400K followers. We have already had 205,000 organic video views as a result of partnering with these influencers.

We've had a lot of great media coverage, and it's still coming in. The coverage is already almost double what we had last year. Thank you to the six cities who are also sponsors of the Restaurant Week event. We really appreciate your continued support.

Our Summer Eats Pass launched for its fourth season, June 13-September 2., and is an extension of our Restaurant Week. Users redeem offers and/or check in at local restaurants to enter a weekly drawing for a \$50 gift card. For each check-in, VGPS will also donate \$1 to FIND Food Bank. The pass is promoted in LA, San Diego, and the Coachella Valley with a dedicated media plan, including digital display, email blasts, content articles, social media and out of home.

#### **CONVENTION SALES – Carolina**

- **Convention Sales Production**  
The numbers represented are through the end of May 2024. We are performing at 113% for our room nights.
- **March – June Travel/Tradeshows recap**  
We have represented our destination at 32 different sales trips/tradeshows covering 25 different cities from Los Angeles to Washington DC. We are currently planning for ASAE Annual and IMEX America.
- **New or Expanded Tradeshows/Sales Missions**  
This year we have also expanded our footprint at ASAE, CME Expo, and PCMA, are planning 3 sales missions to promote our new Atlantic flight, expanded our partnership with Visit California, and plan to work with Luxury Meetings this coming year to help identify new businesses that we can help drive higher ADR for the resorts.

#### **TOURISM DEVELOPMENT – Carolina**

- **IPW**  
We attended IPW, which had record breaking attendance with 5,700 attendees from 70 countries. We had an activation on the California Plaza, was the sole sponsor of a Wellness Lounge on the tradeshow floor, hosted 125 one-on-one appointments, and was by far the busiest booth. We had 5 partners join us.
- **Go West & GTM**  
We are the hosts for the Go West Summit, January 6-9, 2025, as well as GTM West, June 8-13, 2025.

#### **PARTNERSHIP – Lauren B.**

- **Tourism Foundation Golf Tournament**  
We engaged some of the CV High School students to be part of our event. We had over 100 golfers and raised over \$35,000 for student scholarships.
- **National Travel and Tourism Week**  
In May during NTTW, VGPS hosted a special class at our office for 12 CTE (career technical education) Student Ambassadors from Palm Springs Unified School District. We also had some team members from Visit Greater Palm Springs participate in a career panel. The students were very engaged. This is another one of the ways that we're really promoting our mission to grow hospitality leaders locally and connect students in our valley to the opportunities that are present in our industry.



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- **Team GPS & Workforce Development**

- We have 150 new TEAM GPS Champions that went through our online course.
- We partnered with College of the Deserts PACE program on a strong workforce grant, which provided hospitality training skills to a hundred individuals for free. Part of that was a day of classes at Coachella Valley High School where we taught 50 students about the hospitality industry.
- The Tourism Foundation supported COD Hospitality Management to send 12 students to Japan for a work study trip. We also supported CSUSB's Hospitality Management Work Study Trip to Italy that took place in April.
- We are also very proud of this sustainability travel documentary that just came out on June 5th for World Environment Day. It was produced in partnership with Sustainable Travel International and an organization called Zinc Media based in the UK. It features the preservation and conservation story of Greater Palm Springs through the lens of partnerships with Friends of the Desert Mountains and the Living Desert Zoo and Gardens. It has been promoted domestically and internationally and will keep running throughout the year to showcase sustainability in our region.

Please join us for our monthly Meet & See at the PS Surf Club on Tuesday, June 18<sup>th</sup>, as we will be celebrating Susan Esterling's retirement after 18 years.

#### **MARKETING BUDGET OVERVIEW – Colleen**

- Gave a quick overview of our 12 seasonal and Always On campaigns – the most we've ever done – all through a variety of media channels:
  - Television Strategy includes a 50/50 split between cable and connected television (streaming devices).
  - Digital Billboard and Out of Home for our Brand Campaign, signature events, and co-op opportunities.
  - OTAs (Online Travel Agencies):
    - Expedia & VRBO are our largest platforms in terms of low funnel bookings that we're able to track.
    - We run our Destination Campaign on Tripadvisor, as it's one of the largest and most trusted travel resources in the world
    - We work with Travel Zoo to promote deals during the summer and different need periods (off season or off-peak timeframes).
  - Expedia Special Project: Unpack 2025 Travel Trends will launch in November 2024. Expedia launches this in November and it's all of the travel trends for the next year. They've never partnered with a DMO on this campaign and this year they're going to take a limited number of destinations to partner. We will have the ability to connect to one or more of the trends that are a fit for our destination, our priorities and strategy. We'll also be part of a national campaign that will be promoting our destination specifically. They push this out throughout the year. They use it as a resource, so we're going to get a lot of extra value from this campaign.
  - We run a variety of Content Programs with media partners whose platforms align with our pillars and our strategy. It drives engagement and allows us to do a lot of storytelling through native advertising.
  - Our Digital/Programmatic advertising runs across several platforms. It's highly targeted. It's personalized across websites, social media and mobile, and is optimized through machine learning. AI is used to make these campaigns the most successful.
  - In 2023 we launched our dedicated UK/Ireland campaign with our focus in awareness building. This year we've optimized it to focus on getting people a little lower down the funnel to the consideration and conversion stages, and we've also layered in an LGBTQ+ layer with targeting to add to the campaign as well.
  - International campaigns launched in partnership with Brand USA / Visit California with Optimized Audience programs, which utilize Brand USA's first party data to reach travelers. Campaigns are planned in the UK, Mexico, Germany, France, Australia and Canada. These will run throughout the year.
  - Digital Website – Paid Media  
Paid media supports all VGPS campaigns utilizing Google PPC, Performance Max, Microsoft Ads campaign, and YouTube ads.

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- We have new search for international markets which includes geotargeting in Canada, Mexico, Germany, and France (UK/Ireland through FINN).
  - We've also seen a lot of success with Performance Max campaigns (AI generated), which run across Google's ecosystem on search, display, YouTube, Gmail, and Google Discover feeds.
  - Showed a pie chart breaking down the marketing budget as detailed above.

#### **KELLY & MARK – Colleen**

- We are hoping to bring LIVE with Kelly & Mark to our destination. This would amount to 4 shows, with 2.2 million viewers per show. We have an influence on who the guests would be and what some of the topics they would cover to highlight the destination. We're estimating 8.8 million viewers over the course of four days

We have an estimated cost of 1.4 million, and we're looking at city and hotel partnerships to help offset some of the costs.

#### **LONDON DESIGN FESTIVAL – Colleen**

- Finn has presented a partnership with Mattel – Barbie Dream House inspired by the Kauffman House, to create an art installation. LDF is one of the most influential and culturally significant global events with over 600,000 visitors in 2019 from 75 countries. Greater Palm Springs is currently the only US destination with a proposed art activation.

VGPS will partner with Mattel and a female designer to create a co-branded art activation inspired by the Kauffman House (Barbie Dreamhouse).

Integration of travel trade/media/consumer touchpoints measuring earned media, engagement & overall reach, press interviews, and media/travel trade events during the festival.

The cost is \$500,000 with a 50/50 split between VGPS and Mattel (VGPS \$250,000/Mattel \$250,000)

#### **BOARD PRIORITIES – Scott**

- Welcomed Dan Johnson as our newest Board Member.
- Recommends a Board retreat in 2025 to go through priority areas of focus since we have added so many over the last few years as our organization has evolved to take on economic development, workforce development, vacation rentals, working with our local educators, and advocacy. Sarah will help schedule.

#### **BUDGET REVIEW – Scott**

- Scott provided an overview of how we've come to our suggested revenue.
  - Bill looks at Tourism Economics and CBRE, as well as the numbers our hotel partners provide to us from their properties, for our forecasting. We are making a recommendation of \$22.2 million for the fiscal year. Tourism Economics and CBRE show a big difference in what they're forecasting in terms of growth, and we prefer to be more conservative.

The Funding Comparison for fiscal year 23/24 Vs. fiscal year 24/25 indicates a reduction in the TBID and vacation rentals. JPA funding amounts are given to VGPS and we have no control over the amount. City Marketing Partnerships is the co-ops and other items we discussed. The Tribal council voluntarily supports our organization and gives us their forecast. Partnership fees are shifting to a different line item as DTN is taking on more responsibility. DTN is our web site advertising organization.

Also, with Susan's retiring, we eliminated her position and created two positions: one working on website listings directly, and another handling all of our partner events.

Joint share partnerships are flat, and grants are down. Investment income is up thanks to the interest rates. This year's rollover funds amount to about \$1.6 million. \$1.1 million will be



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applied to the budget and \$500,000 will be placed in the reserves.

The Expense Comparison for fiscal year 23/24 Vs. fiscal year 24/25 shows labor, wages, taxes, and benefits is up. We're fully staffed for the first time in four years. As mentioned, we added positions, and have also expanded the brand department. We added Economic Development, and when we added vacation rentals on TBID, we added the position to manage our almost 7,000 vacation rentals, which is nearly a full-time job, but those revenues come back in.

As a reminder, we do not utilize a full-time agency. We have two graphic designers, a social media team, a web team, and a brand team.

We are proposing using our reserve funds for the The Kelly and Mark show. The producers will visit in August, and they will decide on the location.

**Questions:**

1. Lee Morcus asked Scott to speak to the labor taxes and benefits being up by 23%.
  - a. Scott responded that the benefits have been up the last two years. We've added positions, promoted staff, and had acquisitions.
2. Gary Gardner asked Scott to speak on the downward trend in TBID and vacation rentals and if the forecasters see it as temporary, or something that will continue unless we grow the actual number of inventory.
  - a. Scott responded that the downward trend is national, and 2023 was a record year. The decline in vacation rentals is likely due to so many properties purchased during the pandemic that are now being put back on the market.
3. Waymond Fermon stated that any changes with a major event can determine the forecast for the coming year either negatively or positively.
4. Kenny Cassidy stated that the TOT is trending down. As a group, we need to target the right audience to stay ahead of any trend that might affect the popularity of the destination.
5. Scott White stated that he attended a Visit California event and learned that Newport Beach abolished their TBID. They've implemented a Meetings Assessment Program for the hotels at 5%, which will levy that against their guests, and give it back to Newport Beach and companies, with 100% dedicated to group business. This will take them from approximately \$1,000,000 a year for group business, to \$7,000,000 a year for group business.

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**VGPS BOARD OF DIRECTORS (Board Vote Only)**

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- Tom Scaramellino had arrived and therefore was present to vote on the remaining Board agenda items.
- **Approve the Proposed 2024-2025 Budget**  
Liz Ostoich made a motion, and Rob Hampton seconded. All approved. No abstentions.
- **Approve Resolution No. BOD 2024-002 – Strategic Sales & Marketing Reserve**  
Celeste Brackley made a motion, and Bob Schneider seconded. All approved. No abstentions.
- **TBID Annual Report (by Civitas) – Required by State of California**  
Tom Scaramellino motion and Brad Poncher second. All approved. No abstentions.
- **Receive and Accept the Independent Auditor's 2023 Annual Financial Report (and Communication Letter from Davis Farr dated May 31, 2024)**  
Lorraine Becker made a motion, and Jerry Keller seconded. All approved. No abstentions.
- **Approve Dan Johnson with Hyatt Regency Indian Wells for a Board of Directors seat**  
Brad Poncher made a motion, and Kenny Cassidy seconded. All approved. No abstentions.

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**JPA EXECUTIVE COMMITTEE (JPA Vote Only)**

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- **Approve the Proposed 2024-2025 Budget**  
The City of Palm Desert made a motion, and the City of La Quinta seconded. No abstentions. All

approved.

- **Approve Resolution No. JPA 2024-008 – Strategic Sales & Marketing Reserve**

The City of Indio made a motion, and the City of Palm Springs seconded. No abstentions. All approved.

- **TBID Annual Report (by Civitas) – Required by State of California**

The City of La Quinta made a motion, and the City of Coachella seconded. No abstentions. All approved.

- **Receive and Accept the Independent Auditor's 2023 Annual Financial Report (and Communication Letter from Davis Farr dated March 20, 2024)**

The City of Coachella made a motion, and the City of La Quinta seconded. No abstentions. All approved.

- **Approve Resolution No. JPA 2024-004 – Updating Monthly Stipend for JPA Executive Committee**

- Public Comment: Brad Anderson suggests we do not increase the stipend with all the other increases in the desert right now.

The City of Rancho Mirage made a motion, and the City of Indio seconded. No abstentions. All approved.

- **Approve Resolution No. JPA 2024-005 – Carrying Over Funds to FY 2024/2025**

The City of La Quinta made a motion, and the City of Palm Desert seconded.

- **Approve Technical Advisory Committee (TAC) for Economic Development Diversity Initiative**

The City of La Quinta made a motion, and the City of Palm Springs seconded. No abstentions. All approved.

#### JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES

- **Jeffrey Bernstein:**

A second Community Outreach Meeting is scheduled for the PSP project. Palm Springs will complete a series of presentations over the next few months for stakeholder groups, other cities, and the tribe.

- **Jan Harnik:**

Desert Surf has broken ground. We also have under construction in Palm Desert almost 1,000 workforce housing units.

- **Waymon Feron:**

Held a parade for our very own American Idol winner, Abbie Carter, who is from Indio.

#### FUTURE MEETING DATE

- Friday, September 27, 2024 | The Westin Rancho Mirage Golf Resort & Spa

**Adjourned at 9:58 am**

**Clerk for the Board:**



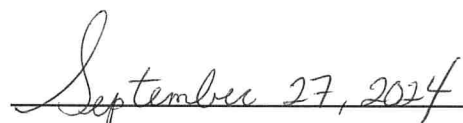
Sarah Goslin, Executive Assistant & Board Administrator

**VGPS Board of Directors Secretary:**



Tom Scaramellino, Secretary

**Approval Date:**





Monday, November 25, 2024 at 07:28:32 Pacific Standard Time

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**Subject:** [REDACTED] Final Accounting  
**Date:** Saturday, January 28, 2023 at 12:48:36 PM Pacific Standard Time  
**From:** Eric Menendez  
**To:** [REDACTED]

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**From:** [REDACTED]  
**Date:** Saturday, January 28, 2023 at 12:46 PM  
**To:** [REDACTED]  
[REDACTED]  
[REDACTED]  
**Subject:** Re: [REDACTED] Final Accounting

Hi [REDACTED]

We can certainly mail a check for whatever is owed to your new address. I will certainly make sure Kelly and I review your charges again given your concerns.

I will check in with [REDACTED] regarding the maintenance of winterizing faucets. We installed foam insulation and addressed winterizing of pipes across all of our properties this season, and we can review the notes associated with your property. I understand the new software requires us to display line item charges for maintenance tasks which are scheduled, such as making specific visits to the property per your request for indoor plant care (when house sits empty for periods of greater than a week, etc). However, we did apply \$400 in maintenance credit which pretty much offset the majority, if not all of your charges.

As for your comments about being hard to turn a profit, I will certainly share your experience within our local community groups and with some of the housing advocates in the area to let them know our STR investment crowd is hurting too! I am quite taken aback by how insensitive your comments come across, almost similarly to the email where you told us how much you valued our time but planned to go in a different direction after a few months on the market. Of course, then you did change course again a month or so later after we had made considerable effort to discuss alternatives with you and give you reasonable expectations of what is going on in the market. My apologies if you cannot seem to understand why we elected to move forward with ending our services per your initial request, as it just seemed evident that your expectations are not realistic nor in tune with what is currently going on with the market.

Despite all this, had you stayed the course, your house was seeming to do fairly well. Desert Beacon had so much time and effort invested in relation to your property, and I can unequivocally state that we have spent more time via phone, email and text thread with you than we have had with any other property in our history. Despite all of this, your election to pull the house after a few months was your call and we respected your decision. It is disappointing you only seem to be focused on whether you would turn a profit within the next few months versus establishing reasonable expectations in hopes of covering as much of your mortgage and associated expenses as possible as your listing began to grow. Had you stayed the course, I am confident that your house would have done fairly well and likely could have

sustained it's monthly operation costs as the listing would have continued to gain traction.

Now let's talk about healthy partnerships, shall we? It is quite discouraging to myself and our team to see out of town homeowners such as yourself give so little regard for big picture, despite still being able to hold on to the equity and future income potential in their homes. As far as that insurmountable 30% you speak of, the roughly \$800 in management fees associated with your few months online, this nowhere nearly cover the actual costs of the wages we have paid out to our employees who have spent countless hours caring for your investment home. I personally have borrowed over \$150k to keep my employees working through the unseasonably slow season. When you were decking your house out with your Amazon finds during the pandemic, did you ever notice the huge line of cars that would be lined up down by the school of the locals lining up for the food banks? I hate to break this to you, but you're not the only one who is struggling here. Isn't [REDACTED] a MSW? Maybe he could chime in on the bigger picture going on in this small, struggling community?

While I understand your anxiety regarding market conditions, perhaps you could take a moment to look at it from the perspective of those who live here who are struggling to make ends meet, some of those forced out of their housing due to the current Airbnb frenzy. I have a cleaner who actually used to live in one of your neighbors houses, who was forced out due to market conditions. Out of respect, we do not assign her to clean that house as we realize how distressing that must be for her. These are tough times for everybody.

We wish you and [REDACTED] the best in your investment home adventure. We will be in touch upon final review of your account and will get a check out to your new address with a final statement.

Eric

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**From:** [REDACTED]  
**Date:** Saturday, January 28, 2023 at 9:09 AM  
**To:** [REDACTED]  
**Subject:** Re: [REDACTED] Final Accounting

Hi Eric & Kelly,

That's fine - are you able to mail us a check for anything in excess of the \$1500 owed? Our mailing address has been updated. It is: [REDACTED]

I do have several questions about the charges. Looks like we were charged for watering of indoor plants as well as trash takeout when it was explained to me previously that these items were included in the 30% maintenance fee. I'm also wondering what was done by you guys to winterize our outdoor faucets? Mark and I spent a day when we were down there in December winterizing them ourselves, draining the water and attaching insulation covers. I'm really not clear what you guys did.

Anyway, it is what it is I guess. It would be very hard to make a profit for anyone I imagine with all these charges on top of the 30% maintenance fee. It isn't sustainable for us, clearly. It's disappointing that this



didn't work out as a healthy partnership.

Please confirm how payment will be sent so we can be settled up.

On Fri, Jan 27, 2023 at 10:56 AM Kelly Richard <[kelly@thedesertbeacon.com](mailto:kelly@thedesertbeacon.com)> wrote:

Good Morning [REDACTED]

Attached you will find your final statement for stays and services rendered for your property known as [REDACTED] Upon review of your account, we did find that your reserve amount for services in the amount of \$1500 was never established. Please advise as to how you would like to settle that amount as it will need to be satisfied as you have elected to terminate services prior to twelve months of service as per our service agreement.

We do have two options available to you, we can take it from the monies currently due to you or you can send us payment prior to release of the monies currently due. We are sorry to see you go and wish you the best.

[REDACTED]

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"In a way, each of us has an El Guapo to face. For some, shyness might be their El Guapo. For others, a lack of education might be their El Guapo. For us, El Guapo is a big, dangerous man who wants to kill us."

-- Lucky Day



Dawn Rowe Third District Supervisor

San Bernardino County

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San Bernardino County District 3  
Annual TOT: est \$10-12M Morongo Basin FY 22-23  
Annual TOT for entire county: \$16.39 M FY 22-23  
SbCo to DRTA Annual Contribution approx \$10,000/yr since FY 20-21

29 Palms Tourism Board Improvement District (TBID)  
Funded by 1.5% Assessment on Hotel/VHR stays  
TOT 9% Generates \$2.5M revenue to General Fund Each Year  
TBID assessment 1.5% Generates \$350-400k revenue for TBID operations  
FY 22-23 Annual Revenue: 402,075  
FY 22-23 Annual Expense: 306,925  
FY 22-23 Ending Reserve: 412,239

Town of Yucca Valley  
TOT: 12% Annual Amt: \$2.5M  
California Welcome Center YV  
Managed by Desert Regional Tourism Agency  
Yucca Valley to DRTA Contribution \$70,000  
\*Funding increased by \$50k/yr in 2023. Town of Yucca Valley also funds numerous public programs/services benefiting residents and visitors out of general fund revenue generated by TOT.

DRTA - Desert Regional Tourism Agency  
Founded 2004  
Governed by 5 Member Board  
Supports Operation of Cal Welcome Center Yucca Valley  
2022 Annual Operating Revenue: 177,217  
2022 Annual Operating Expenses: 197,296

