

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

RESOLUTION NO. JPA 2020-004

Linda Evans, Chair
City of La Quinta

Geoff Kors, Vice Chair
City of Palm Springs

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City of Cathedral City

Gary Gardner
City of Desert Hot Springs

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City of Indian Wells

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City of Indio

Jan Harnik
City of Palm Desert

Charles Townsend
City of Rancho Mirage

V. Manuel Perez
County of Riverside

A RESOLUTION OF THE JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE OF THE GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU (CVB) DIRECTING PRESIDENT/CEO TO ENGAGE WITH AND LOBBY LOCAL, COUNTY AND STATE OFFICIALS REGARDING REOPENING GUIDELINES FOR LOCAL MEETINGS AND ADOPTING MINIMUM RECOMMENDED REOPENING GUIDELINES FOR LOCAL MEETINGS

WHEREAS, the Coachella Valley tourism industry has been devastated by the coronavirus (COVID-19) pandemic, standing to lose over 22,000 jobs;¹ and

WHEREAS, as a result of restricted operations of hotels, restaurants, entertainment venues and the like, the local economy is projected to decline by \$3.1 billion;² and

WHEREAS, on August 28, 2020, Governor Gavin Newsom announced the "Blueprint for a Safer Economy" ("Blueprint"), which is a gradual process for reopening businesses in California; the Blueprint is a four-tier, color-coded system for business reopening based on each county's specific COVID-19 case rates and percentage of positive tests; and

WHEREAS, according to the Blueprint, every county in California is assigned to a tier based on its new case and COVID-19 test positivity rates; at a minimum, counties must remain in a tier for at least two (2) consecutive weeks before moving forward with reopening processes; and

WHEREAS, the color-coded tiers in the Blueprint are:

- **Purple – Widespread:** seven (7) or more new cases per 100,000 members of a county's population;
- **Red – Substantial:** four (4) to seven (7) new cases per 100,000 members of a county's population and positivity rates between 5% and 8%;
- **Orange – Moderate:** fewer than four (4) new cases per 100,000 members of a county's population and positivity rates between 2% and 4.9%;
- **Yellow – Minimal:** less than one (1) new case per 100,000 members of a county's population and less than 2% of people in the county are testing positive for COVID-19; and

WHEREAS, the Blueprint does not indicate when meetings of any size will be allowed in the State; and

¹ State of California, Employment Development Dept., "Monthly Labor Force Data for Cities and Census Designated Places" (April 17, 2020).

² Visit California, "California Travel Impacts 2010-2019p" (April 2020).

WHEREAS, the meetings and convention industry accounts for up to 50-60% of the revenue for the hospitality industry; and

WHEREAS, currently, in Riverside County, gatherings greater than ten (10) people are prohibited; over 90% of all meetings and conventions have been cancelled through the end of 2020. Local businesses are receiving cancellations for groups for first and second quarter 2021; and

WHEREAS, when groups larger than 10 people become eligible to gather once again, the average time for them to visit a potential site and commit to a location takes approximately three months. Once the group commits to the site, the average time to execute the meeting can range from one month to six months, for a total time of four to nine months; for larger groups, the planning and execution period can range from 18 months to 3 years or more; and

WHEREAS, the remainder of 2020 and half of 2021 is forecasted to be a very difficult and slow recovery. When the Governor does authorize groups larger than ten people to resume meeting, it is estimated to take at least 12 to 24 months for the hospitality industry to recover; and

WHEREAS, a strategic recovery plan for the hospitality industry in the Coachella Valley is vital to recovery of jobs and revenues; and

WHEREAS, if meetings were included in the Blueprint, local businesses and groups would be able to plan effectively; and

WHEREAS, meetings that are closed controllable environments, where business partners of the Greater Palm Springs Convention & Visitors Bureau (CVB) can exercise a high level of control over who is invited to participate, how the space is configured for social distancing and flow, staff training, preparation and serving of food and beverage, configuration of bathroom facilities, crowd control, sanitation procedures, touchless transactions, etc., can be held safely while implementing safety protocols developed and recommended by the U.S. Centers for Disease Control, State of California, the County of Riverside and other governmental agencies and leading industry associations; and

WHEREAS, meetings of twenty-five (25) or more attendees are occurring safely and effectively in a majority of states such as Arizona, Arkansas, Colorado, Delaware, District of Columbia, Florida, Georgia, Illinois, Indiana, New Hampshire, Louisiana, Maine, Maryland, Montana, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Utah, Virginia, Washington, and Wyoming; and

WHEREAS, the CVB Board of Directors acknowledges and appreciates that group meetings represent an average of 60% of the Coachella Valley's historical impact and are critical to the recovery and long-term success of our economy; meetings bring business to the Coachella Valley, providing work to the business owners and residents who depend on this business for their continued operations and personal livelihood; and

WHEREAS, in an effort to address the impact of the closure of conventions and meetings on Coachella Valley tourism and recognizing that meeting professionals require time to plan effectively and safely for meetings, the Board of Directors desires, while placing safety first, to (1) direct the President/CEO of CVB to engage with and lobby local, County and State officials to provide for reasonable and clear reopening guidelines for meetings in the Coachella Valley; and (2) adopt minimum recommended reopening guidelines based on similar guidelines adopted by the State for restaurants, bars and wineries, to guide local business partners as they plan for and engage in the gradual reopening of meetings.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Greater Palm Springs Convention & Visitors Bureau, as follows:

Section 1. RECITALS

That the above recitals are true and correct and are hereby incorporated herein by this reference.

Section 2. PRESIDENT/CEO ENGAGEMENT

That the President/CEO of CVB is directed to engage with and lobby local, County and State officials to provide for reasonable and clear reopening guidelines for meetings in the Coachella Valley.

Section 3. REOPENING GUIDELINES

That the baseline reopening guidelines to guide local business partners as they plan for and engage in the gradual reopening of meetings are as follows:

1. Reopening Plan Minimum Standards. The "Safe Reopening Plan Minimum Standards" adopted by the California Convention Center Coalition, attached hereto as Exhibit "A", and incorporated herein by reference, is hereby adopted by the CVB.

2. Tiered Reopening. Reopening of meetings at hotels shall be on a tiered approach based on limited capacity. The following tiered capacity guidelines which correspond to the tiers set forth in the Blueprint shall be utilized:

Purple

Outdoor functions only with modifications

Red – 25% Capacity

Outdoor functions only with modifications

Indoor meetings capacity limited to 25% or 100 people, whichever is less

Orange – 50% Capacity

Outdoor functions only with modifications

Indoor meetings capacity limited to 50% or 200 people, whichever is less

Yellow – 50% Capacity

Outdoor functions only with modifications

Indoor meetings at 50% capacity

Follow the "Safe Reopening Plan Minimum Standards" to create a safer environment for workers and patrons.

Review the guidance, prepare a plan, and post a checklist in your workplace to show customers and employees that you have reduced the risk and are open for business.

As County and/or State health officials announce changes to the County's tier status, local business partners shall adjust their operations accordingly.

Section 4. SEVERABILITY

That the Board of Directors declares that, should any provision, section paragraph, sentence or word of this Resolution be rendered or declared invalid by any final court action in a court of competent jurisdiction or by reason of any preemptive legislations, the remaining provisions, sections, paragraphs, sentences or words of this Resolution as hereby adopted shall remain in full force and effect.

Section 5. REPEAL OF CONFLICTING PROVISIONS

That all provisions of any prior resolutions that are in conflict with the provisions of this Resolution are hereby repealed.

Section 6. EFFECTIVE DATE

That this resolution shall take effect immediately upon its adoption.

Section 7. CERTIFICATION

That the Clerk of the Board of Directors shall certify the roll call vote adopting this resolution.

PASSED, APPROVED AND ADOPTED at a regular meeting of the Joint Powers Authority Executive Committee of the Greater Palm Springs Convention & Visitors Bureau held on the 25th day of September, 2020, by the following vote:

AYES: 8 (Evans, Gardner, Gutierrez, Harnik, Holmes, Kors, Perez, Townsend)
NAYES: 0
ABSENT: 1 (Indian Wells)
ABSTAIN: 0

DocuSigned by:
Linda Evans
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Linda Evans, Chair
Executive Committee

ATTEST:

DocuSigned by:
Revae Reynolds
161AB247E3FB457...
Revae Reynolds, Clerk for the Executive Committee

APPROVED AS TO FORM:

DocuSigned by:
Lena Wade
568277ED9FC5450...
Lena D. Wade, General Counsel