



CALL AND NOTICE OF SPECIAL MEETING CITY OF PALM SPRINGS SPECIAL MEETING AGENDA

PALM SPRINGS SMALL HOTEL TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD

NOTICE IS HEREBY GIVEN, that the Palm Springs Small Hotel Tourism Business Improvement District Advisory Board will conduct a special meeting beginning at **4:00 p.m., Wednesday, November 16, 2016**, at the Palm Springs Convention Center, in the Administrative Office Conference Room located at 277 N. Avenida Caballeros, Palm Springs, California.

Members from Desert Gay Tourism Group, (DGTG):

- Michael Green, Triangle In Palm Springs
- Richard Weiss, East Canyon Resort & Spa
- Paul Pressman, El Mirasol Villas
- Mark Hunter, Escape Resort
- John Michael Cooper, Santiago Resort (alternate)

Members from Small Hotels of Palm Springs, (SHoPS):

- David Shahriari, Villa Royale Inn
- Cornelia Schuster, La Maison Hotel
- Robert Hunt, Alcazar Palm Springs
- Kevin Miller, Orbit In
- Marco Rossetti, F 10 Creative (alternate)

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1. **Call To Order:**
 2. **Public Comments:**
 3. **Member Comments:**
 4. **New Business:**
 5. **Discussion about inclusivity and open forum:**
 6. **Establishing date(s) and time(s) for Town Hall Meetings for all stakeholders:**
 7. **Process Discussion:**
 - For Committee**
 - For Town Hall Meetings**

8. **Goal Setting:**
Revenue:
 Occupancy
 Average length of stay
 Average Daily Rate
Timing:
 Six Months in.
 One Year in.
 Two Years in.
9. **Discovery:**
 Who are we?
 What is better about us?
 What is different about us?
 What is special about us?
 Who are our customers?
 What are our stories?
 Building a narrative.
10. **Target areas for focus:**
 Overall
 By Season
11. **Needs:**
 Website Support
 Booking Engines
 Channel Managers
 Education
 Other
12. **Next Meeting:**

Adjourn

The Palm Springs Convention Center is handicapped accessible. It is the intention of the Convention Center to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, or in meetings on a regular basis, you will need special assistance beyond what is normally provided, the Palm Springs Convention Center will attempt to accommodate you in every reasonable manner. Please contact the Administrative Office of the Palm Springs Convention Center, (760) 325-6611, at least 24 hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible.

Pursuant to G.C. Section 54957.5(b)(2) the designated office for inspection of records in connection with the meeting is the Office of the City Clerk, City Hall, 3200 E. Tahquitz Canyon Way (760) 323-8204.

AFFIDAVIT OF POSTING

I, JAMES THOMPSON, City Clerk of the City of Palm Springs, California, hereby certify this Notice was delivered to each member of the Advisory Board, provided to all parties who have requested such notice and posted at City Hall and on the City website, on or before 4:00 p.m. on Tuesday, November 15, 2016, as required by established policies and procedures.


James Thompson, City Clerk
City of Palm Springs, California