

BOARD OF DIRECTORS MEETING
AGENDA PACKET

DECEMBER 15, 2021



AGENDA

Board of Directors Meeting

Wednesday, December 15, 2021

8:00 a.m.

Meeting via Zoom Video Conference

1. Call to Order
2. Board Member Roll Call
3. Approval of October 20, 2021 Minutes
4. Executive Committee Report - Jan Harnik
 - a. Approval of FY 2020-2021 Audit
5. Policy Formation Committee - Deborah McGarrey
6. Business Services Report - Laura James
7. Marketing and Communications Report - Laura James
8. CEO Report - Joe Wallace
9. Board Member Updates/Comments
10. Adjournment

Next Meeting:

Wednesday, January 19, 2022

Via Zoom Video Conference

8:00 a.m.

**BOARD OF DIRECTORS MEETING
WEDNESDAY, SEPTEMBER 15, 2021
8:00 AM
VIA ZOOM VIDEO CONFERENCE**



Call to Order

The meeting was called to order at 8:03 am by Board Chair, Jan Harnik.

Staff Members/Guests Present

Joe Wallace
Laura James
David Robinson
Lesa Bodnar
Ian Vos

Welcome and Roll Call

Jan Harnik welcomed the board and attendance was noted.

Minutes

On a motion by Dick Oliphant, seconded by Oscar Ortiz, the minutes of the September 15th, 2021 meeting were approved as presented....all in favor.

Executive Committee

Jan Harnik noted that the Executive Committee met via video conference. Operations and financials were reviewed and discussed - all in good order.

Business Services Report

Laura James gave an update on the activities of the Business Services team - the full report is included in the packet.

CEO Report

Joe Wallace gave an overview of CVEP organizational activities - the full report is included in the packet.

Member Updates

Oscar Ortiz mentioned that at the Indio Council meeting today, the fiber master plan and downtown development would be discussed and reviewed.

Jennifer Cusack noted that though SCE uses drones, they are not used at night. She also noted that they have fiber backbone in their transmission lines.

Deborah McGarry said that the Gas Company has some great developments with hydrogen blending to create a cleaner energy source.

Jan Harnik noted that there will be a celebration of the San Pablo corridor completion on October 23rd, 2021.

Randy Florence said that the Palm Desert Farmers Market is open now. He also announced that the PDACC breakfast on November 9th will feature Burrtec who will review the new recycling laws and that on November 10th the PDACC "refreshed" building would be open for tours, etc.

Rick Axelrod noted that LifeStream used the GIS services available at CVEP early on for identifying fixed site donor centers. He encouraged other board members to explore utilization of the GIS Services available to them.

He noted that blood donations are always needed and reminded the board that one donation helps to save three lives.

Roger Nunez said that the City of Desert Hot Springs will be holding its first annual Dia De Los Muertos celebration on November 6th, 2021. He also noted that their State of the City will be taking place tomorrow, October 21st, 2021.

Adjournment

There being no further business, the meeting was adjourned at 8:57 p.m.

General Updates

- **Laura James** will be serving on **College of the Desert's** new Business Advisory Committee under the Career and Technical Education program. The Advisory seeks to ensure that curricula prepare students adequately for entry-level positions and meet the needs of employers. Your insights are always welcome.
- The **17th Annual Greater Palm Springs Summit** premiered on Thursday, November 18 at 9:00 a.m. We extend a huge THANK YOU to our sponsors and a very special thank you to Jerry Upham and his team at KESQ for their excellent production work. If you still need to watch the Summit – or would like to share it with your networks – it's available at cvep.com/summit.
 - 383 registrants
 - 357 views on YouTube
 - One registrant drawn at random to win a new iPad, courtesy of **Hunter | Johnsen**. The winner was Jaime A., an **Indio** resident who works for **Grid Alternatives**.
 - Content, program, and speakers all received at least a favorable 4/5 rating.
- **Laura James** will be presenting to a group of **Canadian real estate investors** in late January. A bus tour will be part of their trip. Are there spots they should visit within your city? Interested in multifamily (4-8 units); residential; small hotel, etc.
- **Responded** to six inquiries that came through CVEP.com (data requests; facility rental request; questions and comments about Summit; iHub inquiry).
- Wrapped up Year 1 of the **SCE Wildfire Preparedness Grant** program with Southern California Edison. The program cumulatively reached over 930,000 customers with vital public safety information. We have been invited to participate for a second year.
- Planning is fully underway for **Riverside County Innovation Month 2022**. CVEP is serving on the general Innovation Month planning committee, as well as the Fast Pitch/Events committee. Updates to follow.

iHub Updates

- **Palm Desert iHub** - CVEP was strongly encouraged to apply to participate in the **Select USA CleanTech Inbound Investment Mission** from February 15-17, 2022. This is a program to encourage and entice FDI from high-growth global clean-tech startups; FTZ and airport proximity are important factors in the application. We anticipate hearing back on our application status before the end of December.

BUSINESS SERVICES REPORT

DECEMBER 15, 2021

- **Palm Desert iHub** – Administrative support is on site from 9:30-3:30 daily. We have interviewed several companies that can manage room reservations online and are nearing a final selection. Two iHub companies continue to use the space on a part-time basis: Palm Desert-based 3C.Health and Palm Desert-based NiftyFed. NiftyFed is gaining traction with a lofty goal of making the Coachella Valley the NFT capital of the U.S. The Grand Opening was regarded as a success, and received good publicity.
- One new applicant; not admitted.

Intelligence Updates

- Five new **Data Digests** posted to CVEP.com (Non-primary residence study; 2020 Census tract population changes; 2020 Census population change, by city; New Coachella Valley Census tracts; COVID case rates, year-over-year).
- Commissioned by **Visit Greater Palm Springs, David Robinson** analyzed local Riverside County property data to complete the study Non-Primary Residences by Location of Owner. The study provides insights about the owners of second (or third or fourth) homes, long-term rentals, short-term rentals, and the like.

Investor Spotlights

- **Investor Spotlights:**
 - **Palm Springs Life** (December 8: 1,031 opens)
 - **Eisenhower Health** (November 24: 1,106 opens)
 - **UCR Palm Desert** (November 3: 1,016 opens)
 - **Wells Fargo** (October 20: 1,007 opens)
- **Investor content** shared in insights:
 - **Palm Springs Life** (The Desert We Want series)
 - **CSUSB Palm Desert** (Job Opening)
 - **LifeStream Blood Bank** (blood drive and shortage information; Dream Raffle)
 - **City of Palm Desert** via **KESQ** (P1CV updates)
 - **Desert Sun** (PDiHub opening)
 - **KESQ** (PDiHub opening)
 - **Cathedral City** via **Desert Sun** (Amazon distribution center)
 - **City of Indio** (Fiber master plan)
 - **City of Palm Springs** via **Spectrum** (Monarch Apartment Homes)
 - **Hunter | Johnsen** (prize donation for Summit)



PURSUIT

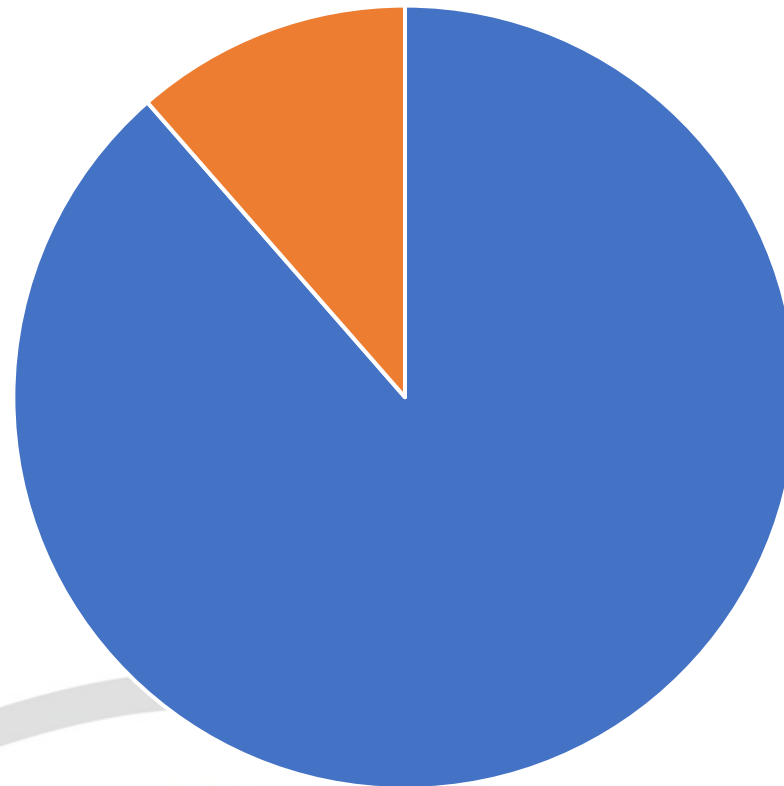
2021 Summit Survey
Summary of responses to content



e!evate



Do you think that the leaders of the Coachella Valley should establish a sustainable funding stream for regional economic development?

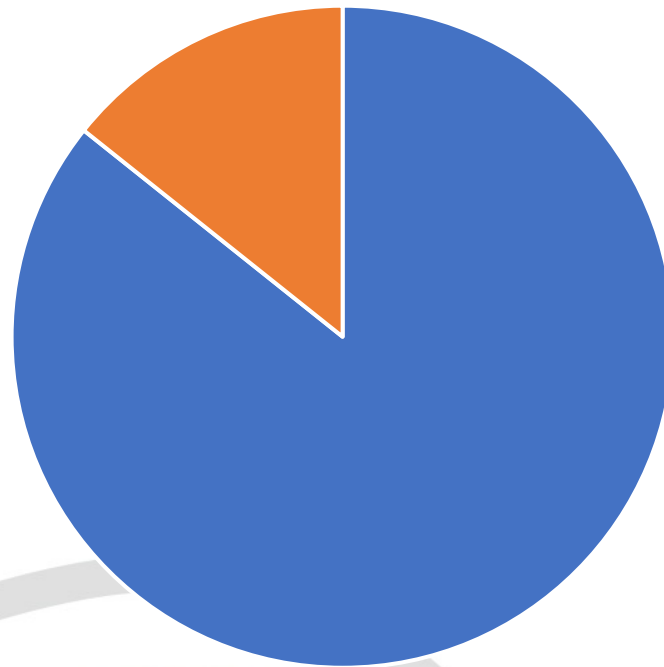


■ Yes ■ No

35 responses
31 yes, 4 no



22 years ago, sustainable tax-based funding was established for promoting tourism in the Coachella Valley. Do you believe that if regional economic development had been funded at an equivalent level at that time, that our economy would be more diversified

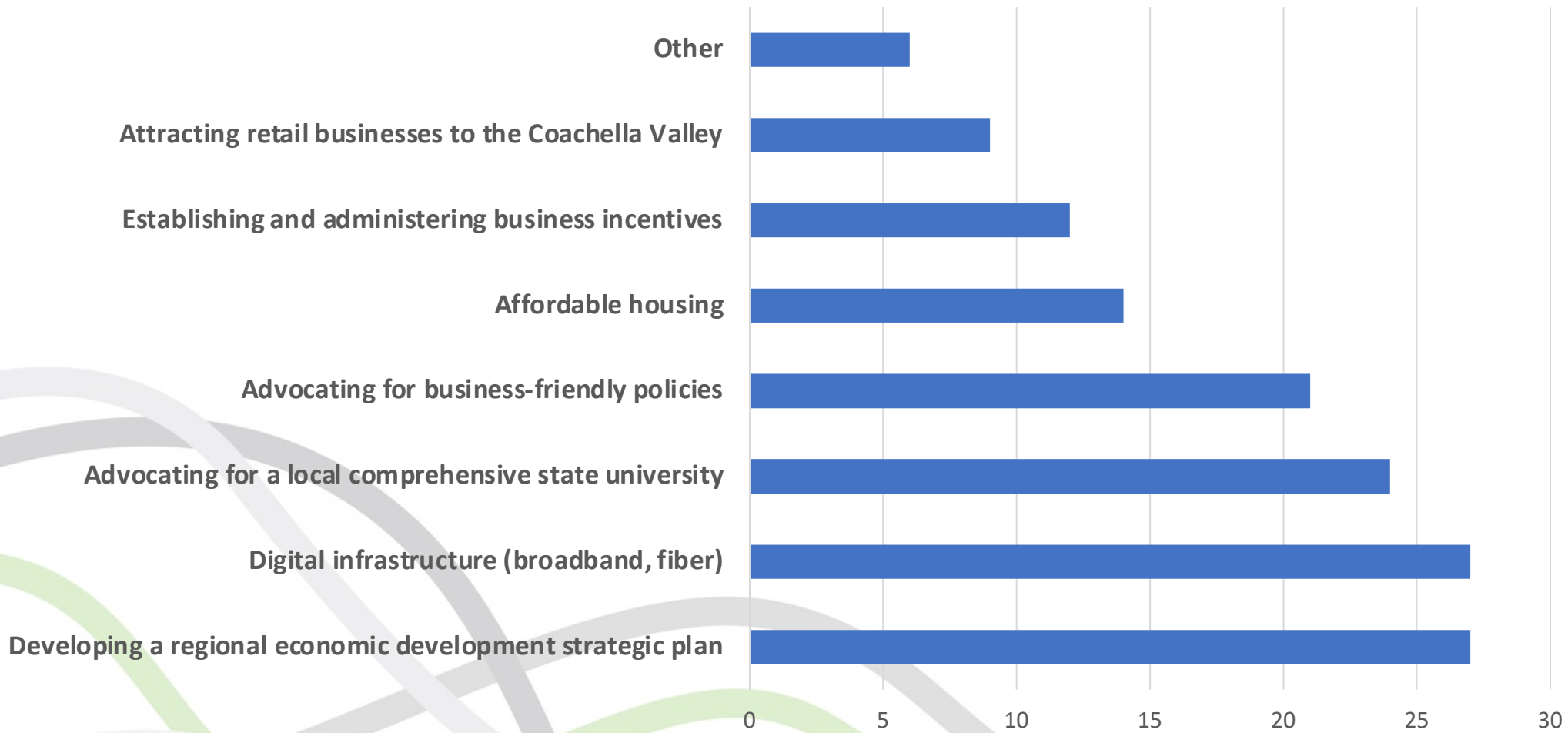


■ Yes ■ No

35 responses
30 yes, 5 no



What do you think are appropriate projects for a regional economic development entity to pursue?



Appropriate Projects: “Other”



- Not "affordable housing," as much as policies that make it easier for small developers to increase the supply of "missing middle" housing, which isn't subsidized by the government.
 - Focusing on building the middle class in the CV - someone with a 2-year AA degree should be able to live a middle class lifestyle.
 - Encourage light manufacturing.
 - Innovative worker-owned or worker-run companies.
 - Larger companies rather than just retail.
-
- At the bottom of the slide, there are several thick, wavy lines in shades of grey and light green, creating a decorative, abstract pattern.

A Selection of Comments



- The info presented was excellent. I would have liked climate change and its potential (negative?) economic impact on the Coachella Valley addressed, as record temps will impact business costs and workforce development.
- I have not seen a concerted effort to attract more STEM fields. Tourism can coexist with STEM. Your reports indicate year after year that we export our brightest youth. We must show CV > Stockton. Say yes to more unions and no to Amazon.
- I agree with the importance of cleaning up and developing the Salton Sea area. It is an eye sore that must be addressed as a priority.
- Make it more problem solving - skip the platitudes - we need regional planning and it needs funding. Stone James was excellent but should have been followed by an action plan. CVEP needs to talk less and DO more.
- Very interesting topic...thank you for making it free to listen to. Hopefully some strategic planning will happen. We all know what needs to be done. Someone just has to get the ball rolling...
- While a regional economic development plan sounds great the fact we have 9 cities with such different demographics, ideas and, quite frankly, egos it seems that a cohesive move in one direction would be very difficult to attain...

**MARKETING AND COMMUNICATIONS REPORT
OCTOBER 19, 2021 TO DECEMBER 13, 2021**



Public Relations

Thursday, December 9, 2021

StartEmpireWire.com

Coachella Valley: Study Shows Palm Desert as the Most Popular Remote-Owner Property Destination

Tuesday, December 7, 2021

PalmSpringsLife.com

Palm Springs on Path to Economic Recovery

Tuesday, November 30, 2021

DotMed.com

Ken Wheat: Eisenhower Health Appoints Executive Vice President and Chief Operating Officer

Wednesday, November 24, 2021

StartEmpireWire.com

Palm Desert iHub Opens to Offer 3 University Programs in Cybersecurity, Entrepreneurship, and Hospitality Management

Monday, November 22, 2021

DesertSun.com

Desert Sun Welcomes New Editorial Board Member, Laura James

Sunday, November 21, 2021

The Desert Sun

James a Good Addition to our Team

Friday, November 19, 2021

IEBusinessDaily.com

Digital iHub to Open in Palm Desert

Wednesday, November 17, 2021

KESQ.com 11:00

New iHub Seeks to Give Students Tools to Thrive in Careers

Wednesday, November 17, 2021

KESQ.com 5:00 and 6:00

New iHub Seeks to Give Students Tools to Thrive in Careers

Wednesday, November 17, 2021

DesertSun.com

New iHub Tech and Entrepreneurship Center Opens in Palm Desert

**MARKETING AND COMMUNICATIONS REPORT
OCTOBER 19, 2021 TO DECEMBER 13, 2021**

Wednesday, November 17, 2021

KESQ.com

New iHub in Palm Desert Seeks to Give Students Tools to Thrive in Careers, Says CSUSB President

Wednesday, November 17, 2021

ThePress.net

Ken Wheat Named Executive Vice President and Chief Operating Officer for Eisenhower Health

Wednesday, November 17, 2021

Yahoo.com

Ken Wheat Named Executive Vice President and Chief Operating Officer for Eisenhower Health

Monday, November 15, 2021

MarrIntel.com

Digital iHub to Open in Palm Desert

Sunday, November 14, 2021

UkenReport.com

The Digital iHub is Expected to Bring an Economic Boost to the Valley

Friday, November 14, 2021

CSUSB.edu

Grand Opening to be Held November 17 for Digital iHub

Thursday, November 11, 2021

UkenReport.com

Annual Summit Promises Economic Forecast

Monday, November 1, 2021

KESQ-TV and KESQ.com

What's Next in the Plan to Bring a Four-Year State University of Palm Desert?

Sunday, October 31, 2021

The Desert Sun

\$40M Amazon Facility Nears Completion

Sunday, October 31, 2021

DesertSun.com

\$40 Million Amazon Facility Nears Completion in Cathedral City

Friday, October 29, 2021

The Desert Sun

Mayor: My City Resilient in Pandemic

Thursday, October 28, 2021

DesertSun.com

Indian Wells Mayor Credits Community's Resiliency, Council and Staff in Weathering Pandemic

Monday, October 25, 2021

The Desert Sun

Pandemic Brought Region Together

Monday, October 25, 2021

DesertSun.com

How the Coachella Valley Came Together to Get Our Economy Through the Pandemic

Friday, October 22, 2021

PalmSpringsLife.com

How We Work

Tuesday, October 19, 2021

The Public Record

CVEP Receives Excellence in Economic Development Award

Tuesday, October 19, 2021

The Desert Sun

Low Attendance But High Hopes

Monday, October 18, 2021

DesertSun.com

October BNP Paribas Open Seen as a Successful Dress Rehearsal for March 22 Event

To view the links or pdfs of the above coverage, visit <https://cvep.com/press/>

MARKETING / ADVERTISING / PUBLIC RELATIONS / COLLATERAL MATERIALS

- The Summit: Initial Meetings, Theme/Concept Development, Sponsorship Packages, Media Sponsor Coordination, Calendar Listings, Public Relations, Digital Banner Ads, e-Blasts, Television (GCBC) and Radio (AMPS, Radio111) PSAs, Print Ads (Palm Springs Life, The Desert Sun, The Public Record, Desert Star Weekly, Flyers, PowerPoint Templates, Gifts for Registrants, Portions of Presentation
- Palm Desert iHub Grand Opening: Invitation, Signage, Public Relations Assistance
- Investor Benefits Fulfillment (Investor Spotlight, Spotlight Blog, Website Banner Advertising)
- BOD Packets, Quarterly Reports
- Ongoing Website Updates
- Ongoing Blog Post and Social Media Images
- Online Report and Updates
- Public Relations Assistance on Various (as Noted Above)
- Media Coverage Tracking, and Press Page Updates
- Marketing and Agency Update

CVEP Business Center Operations
Operational Highlights November 2021

1. The executive committee is working to move toward a listening tour during the first few months of 2022 as part of a CVEP Sustainable Funding plan.
2. The New Energy Nexus grant application that includes CVEP as an intellectual property generator did not make the cut of the final sixty applicants. The funding is to come from the Build Back Better bill that has not been passed into law.
3. PICV has raised sufficient funds to support the continued effort to secure funds to expand the CSU Palm Desert Campus through the end of February. It is abundantly clear that without some outside funding CSU has no plans to physically expand the Palm Desert Campus.
4. CVEP and Visit GPS have completed a GIS based study of the non-primary (snowbird) residences in the Coachella Valley. There are roughly 70,000 such residences.
5. Joe provided consultive assistance to the Palm Springs Planning Commission at their request on the values and challenges of attracting warehouses to the part of the City of Palm Springs on the north side of Interstate 10.
6. Four companies have begun using the Palm Desert iHub as clients.
7. The Summit survey has provided valuable input on the subjects of funding and actions in regional economic development that the respondents support.
8. Building #12 at the Palm Springs Accelerator Campus should be available to entrepreneurs early in 2022. Building #9 has a new client moving in to 25% of the space starting January 1, 2022.
9. Patty Clouser is retiring from CVEP effective December 31, 2021, after more than 10 years of service. She is looking forward to spending more time with her family.
10. I would appreciate it very much if any of you can make suggestions for the kinds of subjects that you would like to see at future board meetings.
11. CVEP has served as the speaker at the Palm Desert and Indio Rotary Clubs since the Summit.

Financial Snapshot December 13, 2021

CASH POSITIONS

Cash on Deposit:	\$ 510,754
Cash Expectations thru EOM:	\$ 40,000 (AR + new billings)
Total Cash & AR:	\$ 550,754
Less Projected Ops:	\$ 35,000 (through 12/31)
Projected Cash & AR End of July:	\$ 515,754 (approx. 5.5 months)

PERFORMANCE TO BUDGET FY 21-22 THROUGH NOVEMBER 30, 2021

Cost Center	Revenue Budget	Expense Budget	Net Budget
Operations	\$695,565	\$316,475	\$379,090
iHub Accelerator	\$249,250	\$240,613	\$8,637
Totals	\$944,815	\$557,088	\$387,727

Cost Center	YTD Actual Revenue	YTD Actual Expense	YTD Act. Performance
Operations	\$605,023	\$347,848	\$257,175
iHub Accelerator	\$248,030	\$210,966	\$37,064
Totals	\$853,053	\$558,814	\$294,239

Cost Center	Revenue Variance	Expense Variance	Net Variance
Operations	-\$90,542 (-13%)	\$31,373 (9.9%)	-\$121,915 (-32.2%)
iHub Accelerator	-\$1,220 (-0.5%)	-\$29,647 (-12.3%)	\$28,427 (229%)
Totals	-\$91,762 (-9.7%)	\$1,726 (0.3%)	-\$93,488 (24.1%)

1. Excludes depreciation and interest
2. Taken from Osborne & Rincon Report for November 30, 2021

BUDGET NEWS AND PROJECTIONS:

The City of Indio reduced support by \$50,000 from \$75,000 that was budgeted, to \$25,000. This combined with a similar action by Palm Springs reduces general support from public sources by \$100,000 to \$205,000 for the current fiscal year.

Pacific Western Bank reached out to sponsor CVEP with an additional \$10,000 this calendar year.

We have taken actions to save approximately \$30,000 in expenses through the remainder of the FY and secured \$20,000 in sponsorships that were not budgeted.

CEO REPORT

DECEMBER 15, 2021

Balance Sheet Changes Post June 30, 2021

- Cash increased to \$535,289 from \$429,622
- Total Assets increased to \$954,661 from \$806,993
- Liabilities increased to \$480,953 from \$445,594
- Total Net Assets increased to \$473,708 from \$361,400

Future Board Meeting Guest Speakers

Please tell us what topics you would like to have addressed in future board meetings.



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