

BOARD OF DIRECTORS MEETING
AGENDA PACKET

SEPTEMBER 20, 2023



AGENDA

Board of Directors Meeting
Wednesday, September 20, 2023
8:00 a.m.
Palm Desert iHub
37023 Cook Street
Palm Desert, CA 92211
In Person and Via Zoom

1. Call to Order
2. Board Member Attendance
3. New Board Member Introductions
4. Approval of July 19th, 2023 Minutes
5. Presentation:
 - Kalyse Laforey
 - CVEP intern from Cal Baptist University
6. Executive Committee Report/Financials – Todd Hooks
7. CEO Report – Joe Wallace
8. Board Member Updates/Comments
9. Adjournment

Next Meeting:

October – DARK

November 15th, 2023
8:00 a.m.

BOARD OF DIRECTORS ROSTER



Investor Agency/Organization	Representative(s)	Jul 19	Dark	Sep 20	Oct 18	Nov 15	Dec 14	Jan 17	Feb 21	Mar 20	Apr 17	May 15	Jun 19
Agua Caliente Band of Cahuilla Indians	Todd Hooks	X											
Charter Communications/Spectrum	Sandra Cuellar	X											
City of Cathedral City	Mark Carnevale/Ernesto Guterrez	X											
City of Indian Wells	Greg Sanders	X											
City of Indio	Waymond Fermon	X											
City of Palm Desert	Amy Lawrence	EXC											
City of Palm Springs	Grace Garner/Ron de Harte	X											
City of Rancho Mirage	Meg Marker/Steve Downs	X											
College of the Desert	Rodrigo Garcia	X											
Eisenhower Medical Center	Ken Wheat	EXC											
GCVCC	Brandon Marley	EXC											
Gulf California Broadcast Co./KESQ	Jerry Upham	X											
Hunter Johnsen	Chris Hunter	X											
LifeStream Blood Bank	Dan Ballister	X											
Oliphant Enterprises	Richard Oliphant	EXC											
Osborne Rincon	Lee Osborne	EXC											
Pacific Western Bank	Tracy Tremblay	EXC											
Palm Springs Life	Paulina Larson	EXC											
Riverside County EDA	Joaquin Tijerina/Bob Wright	X											
Southern California Edison	Shane Massoud	EXC											
Southern California Gas Company	Deborah McGarrey	X											
Sunrise Company	Phil Smith	EXC											
The Desert Sun LOCALiQ	Tom Niva	X											
University of California, Riverside	Agam Patel	X											
U.S. Bank	Alan Brimmer	EXC											
Wells Fargo Bank	Amanda Kramer/Moises Aguirre	EXC											
<i>Honorary Board Member</i>													
CSUSB	Edna Martinez, Ph.D.	EXC											

**BOARD OF DIRECTORS MEETING
JULY 19TH, 2023
8:00 AM
CVEP - PALM DESERT IHUB
HYBRID MEETING - VIA ZOOM AND IN PERSON
37023 COOK STREET
PALM DESERT, CA 92211**

Call to Order

The meeting was called to order at 8:10 am by Chair, Deborah McGarrey.

Also Present

Joe Wallace
Ian Vos
Laura James

Welcome and Roll Call

Chair Deborah McGarrey welcomed the board and attendance was noted.

Minutes

On a motion by Todd Hooks, seconded by Waymond Fermon, the minutes of the June 21st, 2023 meeting were approved as presented...all in favor.

Presentation: CA Forward

Lavera Alexander from California Forward gave a presentation on their upcoming summit, co-hosted by CVEP. Board members Todd Hooks and Waymond Fermon asked clarifying questions regarding summit scheduling, content and youth involvement.

Business Services Report

Laura James presented her report - a copy is included in the packet.

CEO Report

Joe Wallace presented his report – a copy is included in the packet.

Board Member Updates

It was noted that Jan Harnik is being honored by LifeStream and is resigning from the CVEP Executive Committee. Also, congratulations were proffered to Agam Patel on his new position with UCR.

Adjournment

There being no further business, the meeting was adjourned at 9:09 a.m.

BUSINESS SERVICES REPORT
SEPTEMBER 20, 2023

Business Services Updates

- Since we last met, CVEP held the following events:
 - August 9: Morning Insights at Palm Desert iHub – Raw Truth of The Cannabis Industry
 - September 2: Monthly Momentum Workshop
 - September 13: Morning Insights at Palm Desert iHub – Raw Truth of Building Affordable Housing
- Upcoming events:
 - October 11: 19th Annual CVEP Economic Report and Breakfast
- New events in planning stages:
 - An evening event for entrepreneurs
 - Small business resource event
- New Data Digests published: Working Population in the Coachella Valley; Tropical Storm Hilary and the Unique Geography of the Coachella Valley; Land Use in the Coachella Valley; Our 18 and Younger Population; Predominant Populations by Census Tract.
- iHub projects over the last month include:
 - Admitted two new clients to PDiHub: Irepa International and Birds Eye Aerial Drones
 - Addressed issues with flooding/water damage and HVAC units at PSiHub Accelerator Campus
 - Filmed “Meet the Entrepreneurs” video at PSiHub and PDiHub
 - Recorded The Public Record podcast with Rossana Jeran of Hello Computer, Inc
 - Business and investment plan consulting with Moducan Corporation
 - Strategic partnership meetings with Hello Computer, Inc.
 - Co-marketing agreement finalized between PDACC and PDiHub
- Events attended in the past month include: Palm Springs Business Retention and Economic Development Subcommittee; PNC Stakeholders Meeting; GCVCC All Valley Mayors and Tribal Chairpersons Luncheon; IEDC Equity Impact Investments Info Session, more.

Investor Spotlights

- **Investor Spotlights:**

- Agua Caliente Band of Cahuilla Indians
- Southern California Edison
- Cathedral City
- Truist Foundation

- **Investor content** shared in *insights* and on social media (partial list):

- **Cathedral City** (Hilary-related information – road closures, safety info)
- **Palm Desert** (Hilary-related information - road closures; Broadband Survey)
- **Palm Springs** (Hilary-related information – road closures; PSP expansion)
- **Indio** (Hilary-related information – storm updates)
- **Indian Wells** (Hilary-related information)
- **Desert Sun** (Hilary-related information, editorial content)
- **CSUSB-PDC** (Campus Expansion)
- **UCR** (Oasis Sustainability Challenge; TACIES)
- **LifeStream Blood Bank** (Blood Drive Info)
- **Riverside County** (Job Fair)
- **KESQ** (Hilary-related information – 911 outages)

A reminder: please add Laura@cvep.com to your media lists!

CEO REPORT

Operational Highlights August 2023

1. IEGO continues to include CVEP in all internal communication. They still do not have any entity to conduct their CERF related activities in the Coachella Valley.
2. CVEP has run into some resistance to our efforts to secure sponsors for the upcoming Economic Summit. Five of the nine cities have committed to sponsor the Summit with Desert Hot Springs, La Quinta, Rancho Mirage and Palm Desert electing not to sponsor. This is a disappointment as in years past all nine cities have sponsored the Summit. Desert Care Network – the Summit’s Presenting Sponsor for over a decade – has declined to sponsor the event. DCN has also advised us that they will not continue their CVEP Board Membership.
3. In response to the challenges in securing sponsorships for the Summit, we have reduced the expense budget from \$125,000 to \$87,000. We are currently at \$60,000 plus ticket sales and tables. We are shifting to table and ticket sales and do anticipate a positive cash flow result from the Summit.
4. The City Council of Palm Springs approved a lease extension at the CVEP Headquarters that relieves us of the burden of rent and preserves our rent revenue to cover operating expenses. The agreement is under review by the CVEP Executive Committee.
5. CVEP and the City of Palm Springs are very close to solidifying an agreement that will maintain CVEP’s management relationship of the iHub Program at the Palm Springs Accelerator Campus. This will also significantly reduce CVEP’s hard costs associated with the facility. Our current lease expires on September 30, 2023.
6. CVEP finalized a mutual benefit agreement with the Palm Desert Chamber of Commerce.
7. In response to Tropical Storm Hilary, CVEP supplied 213,350 sandbags to seven cities in the Coachella Valley. We did offer them to all nine. After a discussion between the CEO and Chair of CVEP, it was decided that this was the right thing to do based on the needs of the people of the Coachella Valley. After distribution we still have over 200,000 sandbags to sell. As a point of order commercially available sandbags were asking \$1.50 per bag last Saturday and Sunday. Our choice to give these sandbags may be CVEP’s finest hour of 2023.
8. Please make an effort to buy a ticket and attend our Summit. This has been a most unusual year and we need to show that our signature event has resiliency.

FINANCIAL SNAPSHOT SEPTEMBER 18, 2023

Cash Positions

Cash on Deposit:	\$ 214,098
Cash? AR Expectations thru EOM:	\$ 270,000 (AR + new billings)
Total Cash & AR:	\$ 484,098
Less Projected Ops :	\$ 35,000 (through 9/30)
Projected Cash & AR End of Sept	\$ 449,098 (approx. 5.3 months)

Comparison of YTD FY 23-24 and FY 22-23

Financial Metric	YTD FY 23-24	YTD FY 22-23	Year to Year Change
Revenue	\$363,871	\$531,081	-\$167,210
Expenses	\$206,930	\$193,138	+\$13,792
Revenue less Expenses	\$156,941	\$337,945	-\$181,004

Comparison of YTD FY 23-24 and YTD Budget FY 23-24 (after mid-year adjustments)

Financial Metric	YTD FY 23-24	Budget YTD FY 23-24	Deviation from Budget
Revenue	\$363,871	\$562,081	-\$198,210
Expenses	\$206,930	\$193,138	+\$13,792
Revenue less Expenses	\$156,941	\$368,943	-\$181,004

1. Excludes depreciation and interest.
2. Taken from Osborne Rincon Reports for August 31, 2023, and August 31, 2022
3. Budget reflects Executive Committee decision to use previous year for Q1.
4. \$10,075 bad debt was incurred in a previous year. \$10,000 event expense was due to sending CA Forward deferred investments in Summit sponsorships. Professional fees driven by unexpected legal expenses of \$13,000. With adjustments made for bad debt, events and legal our expenses are below temporary budget.
5. Revenue shortfall reflects delays in collecting Summit revenue due to CA Forward acting as Fiscal Agent and slow commitments from several cities for both general support and summit.

Balance Sheet Changes Post June 30, 2023

- Cash decreased to \$239,777 from \$305,215
- Total Assets increased to \$587,773 from \$413,966
- Liabilities increased to \$588,805 from \$562,222 (short term liability is \$312,572)
- Total Net Assets increased to (\$1,071) from (\$148,255)

SAVE THE DATE

CHOOSING TO CHANGE

THE CALIFORNIA ECONOMIC SUMMIT'S
19TH ANNUAL CVEP
ECONOMIC REPORT

WEDNESDAY, OCTOBER 11, 2023

7am - 10am

Renaissance Esmeralda Resort & Spa, Indian Wells

FEATURING:

NIKOLAS BADMINTON FRSA

Chief Futurist at futurist.com



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3111 EAST TAHQUITZ CANYON WAY • PALM SPRINGS, CALIFORNIA 92262
PH: 760.340.1575 • FX: 760.548.0370 • WEB: CVEP.COM