1. **CALL TO ORDER:**

   Chairman Freymuth called the meeting to order at 9:00 A.M.

2. **POSTING OF AGENDA:** Agenda posted on November 12, 2015.

3. **ROLL CALL:**

   **Commissioners Present:** Berriman, Bushore, Garcia, Hampton, Hoehn, Stelk, Suero, Teal.
   **Commissioners Absent:** None.
   **Staff Present:** Airport Executive Director Nolan, Assistant Airport Director Aguirre, Director of Finance and Treasurer Kiehl, Deputy Director of Aviation – Operations and Maintenance Bowser, Airport Administration Manager Jucht, Executive Administrative Assistant Seery.

4. **ACCEPTANCE OF THE AGENDA:**

   **ACTION:** Accepted the agenda as presented. **Moved and seconded and unanimously carried.**

5. **PUBLIC COMMENTS:** None.

   Commissioner Stelk asked how the airport could market to the Twentynine Palms Marine base clientele and explained the demographics of this largest marine base in the world which counts 25,500 active permanent personnel, two thirds of which are single marines with 25% being under 21 years old, 10,000 family members, 2500 civilian employees, 2700 contractors, and 2400 retired military living on base.

6. **APPROVAL OF MINUTES:**

   **ACTION:** Approve the Minutes of the Marketing Committee Meeting of 09-10-14.
   **AYES:** Bushore, Hoehn, Stelk, Suero, (Freymuth)
   **ABSTAIN:** Berriman, Garcia, Hampton, Teal

7. **DISCUSSION ITEMS:**

   7.A **Air Service Marketing Support**

   Executive Director Nolan explained the origin of the $1 million Air Service Marketing Program Fund, how it was created and financed.
Committee Chairman Freymuth explained how he thought the Air Service Marketing Program Fund is necessary, and how other airports are served by entire marketing departments to promote their destination, and how this fund needs to be extended and the criteria modified.

Marketing plans priorities were then discussed, and it was proposed that target regions and cities be identified in the plan by the airport. It was agreed that the CVB and airport consultant InterVISTAS would work with airport staff to make decisions on focus cities for the program. The seasonality of the Palm Springs market was discussed with the great challenge this presents to the airlines’ business equation.

The Committee discussed the amount of the Air Service Marketing fund. It was noted that the AULA allows the airport to spend up to $200,000 unilaterally. The fund currently stands at $250,000 with a historical annual spending average of $115,000. Some commissioners motioned against the continuation of any incentives at all, as airlines will only fly routes if they are profitable regardless of an incentive, other commissioners favored fiscal prudence and proposed to maintain the current amount level in light of capital spending to come and the desire to keep a balanced airport budget, while some favored an increase of the program funding. The duration of incentives was also discussed with two-year agreements being an alternative instead of one year.

Local advertising was discussed and social media was brought up by several Commissioners as a potential element of marketing. Some commissioners suggested that a budget be included for social media in the future and some felt that the current budget for local marketing which stands at $45,000 was too small.

Commissioner Teal left at 10:05 AM
Commissioner Garcia left at 10:07 AM

**ACTION:** Recommend the continuation of the Air Service Marketing Program and replenish the fund with an amount to be determined. Moved and seconded and unanimously carried noting the absence of Commissioner Garcia and Commissioner Stelk.

**AYES:** Berriman, Bushore, Hampton, Hoehn, Stelk, Suero.
**NOES:** None
**ABSENT:** Garcia, Teal.

8. **ADJOURNMENT:**

**ACTION:** Motion to adjourn to a future date to be determined. Moved and seconded and unanimously carried noting the absence of Commissioners Garcia and Teal.
The Airport Marketing and Business Development Committee Meeting adjourned at 10:20 A.M.

N.S.

Nadia P. Seery
Executive Administrative Assistant