



## **AIRPORT COMMISSION**

### **ACTION SUMMARY MINUTES OF ADJOURNED MEETING**

**Wednesday, November 13, 2019**

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#### **1. CALL TO ORDER – PLEDGE OF ALLEGIANCE:**

Chairman Jones called the Airport Commission meeting to order at 8:00 A.M. and asked Commissioner Pye to lead the Pledge of Allegiance.

#### **2. POSTING OF THE AGENDA:** Posted on November 7, 2019.

#### **3. ROLL CALL:**

**Commissioners Present:** Adams, Breslin, Budilo, Burke, Clarkson, Dada, Feltman, Freymuth, Hoehn, Hughes, Jones, Pattison, Pye, Riesen, Schmitz, Suero.

**Commissioners Absent:** Altman, Corcoran, Hedrick.

**Others Present:** Ms. Mary Jo Ginther, Director of Tourism – Palm Springs Bureau of Tourism, Bob Thibault, Chief Development Officer, CVB; Fred Bell, Vice Chairman - Palm Springs Air Museum.

**Staff Present:** City Manager Ready, Airport Executive Director Nolan, Assistant Airport Director Aguirre, Airport Administration Manager Jucht, Airport Operations Manager Graff, City Director of Finance and Treasurer Pauley, Airport Executive Administrative Assistant Seery.

#### **4. ACCEPTANCE OF THE AGENDA:**

**ACTION:** Accept the agenda as presented. **Moved and seconded and unanimously carried noting the absence of Commissioners Altman, Corcoran, Hedrick.**

#### **5. PUBLIC COMMENTS:** None

#### **6. APPROVAL OF MINUTES:**

The minutes of the Regular Meeting held on October 8, 2019, were presented for approval.

**Presumed moved and seconded.**

**AYES:** Adams, Breslin, Budilo, Burke, Clarkson, Dada, Feltman, Freymuth, Jones, Pye, Riesen.

**NOES:** None

**ABSTAIN:** Hoehn, Hughes, Pattison, Schmitz, Suero.

**ABSENT:** Altman, Corcoran, Hedrick.

**7. CHAIRMAN REPORT:**

Chairman Jones announced that the Marketing Committee requested to meet four times a year starting in January 2020.

Chairman Jones invited two commissioners to speak, and Commissioner Schmitz and Commissioner Breslin gave a presentation of their backgrounds.

**8. INTRODUCTIONS AND PRESENTATIONS:**

Mr. Fred Bell, Vice Chairman of the Palm Springs Air Museum gave a historical background of the museum and presented the continuous updates being brought to the facilities and the fleet of aircraft.

He indicated that their operation has shown a 10% growth each year for the last ten years. How they are reaching up to 150,000 admissions per year and support many special events.

Mr. Bell explained how the Museum is planning to build another smaller facility, named after the late Jim Houston, which will increase the PSAM size to 100,000 square feet.

He announced that construction has commenced on the new second access road from Gene Autry into their facility.

He thanked the Commission and airport staff for all their continued support.

**9. CITY MANAGER REPORT:**

City Manager Ready announced that the Civil Engineer and the Deputy Director of Marketing positions had been posted for solicitation.

**10. BUDGET AND FINANCE REPORT:**

Airport Administration Manager Jucht pointed out the CFC fund with a restricted balance of \$22.6M.

Mr. Jucht explained how the PFC-backed ticket wing modernization project is now underway and that thought should be given to the next PFC approved project as it is a lengthy multi-year process. He indicated that the first bond payment will occur in December.

Fund 415 - Airport - shows a strong balance of \$12M with \$3.9M in Restricted O&M reserves and \$1.75M reserved for future Cal PERS resulting in an unrestricted balance of \$6.3M.

Fund 416 – Capital Restricted shows a balance of \$10.1M. One of the capital projects, the TSA area remodel, has begun and will be completed in a couple of months.

## **11. DISCUSSION AND ACTION ITEMS:**

### **11.A Local Marketing Campaign**

Aided by a PowerPoint, Ms. Ginther of the Tourism Bureau presented the marketing program for the Palm Springs Airport for year 2019-20. She explained how the goal is still to continue raise awareness of the airport and its flight service in the Coachella Valley and in a twenty-five mile radius of PSP Airport but using a different vehicle through social media.

Ms. Ginther explained how the program includes an improved web site landing page, separate from the current city web site. Subcontracted firm of JNS | Next Media would create the site.

City Manager Ready concurred that the airport web site should be separate from the City's.

Ms. Ginther explained how social media accounts for the airport will be set up with Facebook, Twitter and Instagram and how these would be solely used for outgoing informational announcements, not a two-way dialog.

Ms. Ginther explained how the social and digital ad media plan would comprise social media, national publications, local publications, OTA's, Connected TV, Pandora and SEM. How it will use behavioral targeting, geographic targeting and retargeting of current users. How impressions, click-throughs, view throughs and completion rate will be measured and presented to airport staff on a monthly basis.

Ms. Ginther detailed the campaign \$69,000 budget which includes web development, video production, creative production and digital social media advertising direct spend for a period extending from December 1, 2019, through June 30, 2020.

**ACTION:** Adopt the proposed marketing plan. **Moved by Commissioner Freymuth, seconded by Commissioner Hoehn and unanimously approved noting the absence of Commissioners Altman, Corcoran, Hedrick.**

## **12. EXECUTIVE AND STAFF REPORTS:**

Airport Executive Director Nolan provided the Commission the following updates:

The new black Eames gate seats have been installed in the Bono concourse and seats were also added to the regional concourse.

The consultant has completed a site visit facilitating the specifications development for the refurbishing of the passenger boarding bridges. Mr. Nolan showed a series of photos of the various components of the bridges and explaining details, he commented that the bridges' air conditioning compressors will be replaced with quieter models.

He reported that the consultant's staff has been performing the airfield Pavement Condition Inventory and creating a baseline necessary to position the airport to receive future FAA grants funds for paving projects.

He described how for the car rental project, consultant Gensler is engaged and the first step is a comprehensive survey of car rental companies' current and future facilities needs. This data will be used to determine facility size.

The FAA annual Airport Capital Improvement Program will be brought to the Commission in December.

Steve Bowser, Airport Deputy Director - Maintenance and Operations is retiring in December.

The Airport Concessions RFP will be addressed at the City Council meeting of October 23, 2019.

## **13. COMMISSIONERS REQUESTS AND REPORTS:**

Commissioner Feltman reiterated that the Marketing Committee wished to meet on a quarterly basis.

Commissioner Freymuth conveyed Commissioner Corcoran's request to determine what process will be established to assist local concessionaires with the upcoming Concessions RFP process.

Executive Director Nolan confirmed that City Council wants to do a Community Outreach.

City Manager Ready asked when we would receive the RFP from the consultant.

Airport Administration Manager Jucht indicated that we would receive it next year but that we still need to give the consultant additional information, in particular about the concession spaces that will be made available.

City Manager Ready recommended that an airport committee, along with staff from City hall and airport staff define this information and provide it to the consultant as soon as possible. How, when the RFP is ready, the City would offer assistance to small businesses through the bidding process.

Vice Chairman Hoehn brought up that request for shade had been made by travelers waiting for taxis.

Commissioner Clarkson asked when the recommended changes to Ordinance No. 1520 would be presented to City Council.

City Manager Ready replied that this item will be on the City Council's agenda at the first meeting in January 2020.

**14. REPORT OF CITY COUNCIL ACTIONS:** Included in the packet.

**15. CORRESPONDENCE:** None.

**16. RECEIVE AND FILE:**

**ACTION:** Receive and file: 16.A. October Airline Activity Report. 16.B. December 2019 Airlines Schedules.

**ADJOURNMENT:**

**ACTION:** Motion to adjourn. **Moved by Commissioner Hoehn, seconded and unanimously carried noting the absence of Commissioners Altman, Corcoran, Hedrick.**

The Airport Commission adjourned at 9:10 A.M. to Wednesday, December 11, 2019, at 8:00 A.M., in the airport conference room, 3400 E. Tahquitz Canyon Way, Palm Springs.

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Nadia P. Seery  
Executive Administrative Assistant