



AIRPORT COMMISSION
AD HOC DESIGN REVIEW COMMITTEE
Wednesday, February 22, 2023 – 11:00 A.M.

ACTION SUMMARY MINUTES

1. CALL TO ORDER:

Committee Chairman Corcoran called the Ad Hoc Design Review Committee meeting to order at 11:00 A.M.

2. POSTING OF AGENDA: Agenda posted on February 16, 2023

3. ROLL CALL:

Committee Members Present: Burke, Corcoran, Payne, and Wiseman

Committee Members Absent: Feltman

Staff Present:

Jeremy Keating, Assistant Airport Director

Victoria Carpenter, Airport Administration Manager

Christina Brown, Airport Executive Administrative Assistant

Others Present:

Nina Terjesen, The Marshall Retail Group Divisional Vice President of Store Design

Alea LaRocque, The Marshall Retail Group Divisional Vice President, Airports

Ryan Winterfield, The Marshall Retail Group Project Manager

4. ACCEPTANCE OF AGENDA:

ACTION: Accept the agenda as presented. **Moved by Committee Member Burke and seconded by Committee Member Payne and unanimously approved noting the absence of Committee Member Feltman.**

5. PUBLIC COMMENTS: None

6. APPROVAL OF THE MINUTES: January 18, 2023

No action was taken for this item.

7. ACTION AND DISCUSSION ITEMS:

7.A Follow-Up Discussion of Retail Concessions – The Marshall Retail Group

Committee Chairman Corcoran reviewed the following follow-up discussion items: 1) Introduction – Purpose of Meeting; 2) Historic Status – Celebrity Bistro and Fountain; 3) Palm Springs Brands; 4) Mojave Oasis Name Change; 5) Location of the Coffee and Ice Cream Truck; 6) Handling of the Duty-Free Purchases; and 7) Sustainability.

Airport Administration Manager Carpenter reminded the Committee Members that the purpose of the meeting was based on the approval made by the City Council of the concession agreements at the December 5, 2023 City Council meeting which included the review of Paradies Lagardère's (Paradies) food options and design concepts, and she noted that the Committee was also meeting with The Marshall Retail Group (MRG) to discuss some of MRG's design concepts. Ms. Carpenter said that staff was continuing to work on getting a definitive answer on the historic status of the Celebrity Bistro and the fountain, she said that changes to the landscaping around the Celebrity Bistro could be made, she said that MRG did not have any locations that have a historic designation that would need addressing, and she said that any changes made to any of MRG's concepts would be checked for historic designation requirements. Committee Chairman Corcoran noted that Ms. Carpenter had previously reported that the reflection pond was protected by historic preservation, and he inquired about the new information. Ms. Carpenter said that the Airport staff had been working with the City's Planning Department and that there were documents that had been found that did not include the reflection pond, and she said that the Airport staff would be receiving confirmation on the reflection pond's historic status.

Committee Chairman Corcoran said that he wanted to build on Ms. Carpenter's opening statement, and he said that the Ad Hoc Design Review Committee was created as a concession for the Airport Commission not participating in the decision process of selecting Paradies and MRG. He said that it was important to the Commission that the experiences for both food and retail reflected the Palm Springs brands, opportunities, and the Palm Springs image at the Airport and that the discussion on Palm Springs brands and the name changes to venues would be a critical piece of why the Committee was created and what they are looking for in the discussions.

Ms. Carpenter asked MRG's Divisional Vice President, Airports Alea LaRocque if there had been any outreach received by or connections made with any of the local vendors that weren't included in their proposal. Ms. Carpenter reported that she had received an email from the City's Planning Department which stated that the reflection pond was not included in the original design and that it appeared that the removal of the reflection pond would not be an issue, and she said that the Planning Department would want to review any design suggestions so that they could make sure that there

wouldn't be any negative impacts to the historic resource in any way. Ms. LaRocque said that MRG's local merchant Melanie Pacoma had been contacted by several local vendors, and she said that Ms. Pacoma would be going on maternity leave and that she, Ms. LaRocque would be the new point of contact for interested local vendors.

Committee Chairman Corcoran inquired about where the contact link to MRG was located on the Airport's website. Ms. Carpenter said that the links could be located on the Airport's website by going to General Business, Leasing Opportunities – Retail, Food & Beverage, Commercial & General Aviation, and Retail and Food & Beverage. Committee Chairman Corcoran asked Ms. LaRocque if she would be taking the lead moving forward. Ms. LaRocque said that she would be directing the interested local vendors to the correct buyer, she would be collecting the vendor information, and she would also collect the wholesale catalogs that she would be providing to Ms. Pacoma when she returns.

Ms. LaRocque explained that MRG is flexible on terms and that they could accept 50 to 55% for the local brands, for their small business vendors, they have one local buyer for consumables and one local buyer for gifting, and she said the buyers can approach the smaller businesses to help get them into the airport, and they can also provide UPC ticketing services for those businesses that have never ticketed their products before. Committee Chairman Corcoran said that it would be helpful for MRG to send the Committee the list of the local vendors that were in their proposal, he said that the Committee would be reaching out to the list of vendors that weren't included in MRG's proposal which had been identified by the Committee and to the vendors that have reached out to Airport Commissioners, and he said that he would like to see how many of the suggested vendors responded and who MRG is having discussions with so that the Committee isn't being redundant. Ms. LaRocque suggested that she be copied on the emails to the potential vendors, to introduce her in the email, and she said she would provide more information to the vendor and that the Committee Member would be copied in her initial email. Committee Chairman Corcoran asked Ms. LaRocque to send her contact information to the Committee Members, and he said that the Committee would also include Ms. Carpenter on all vendor emails.

Committee Member Payne inquired about MRG's reporting process for local versus national brand sales. Ms. LaRocque explained that MRG designates an amount of square footage for local products to quantify the sales overtime, and she said that they could pull reports based on vendors. Committee Member Payne said that the Airport Commission would like to see how MRG would track the local sales so that they could be adjusted accordingly. Ms. LaRocque said that she would work with Ms. Carpenter on a reporting process. Ms. Carpenter said that she believed that there was a proposed matrix in MRG's proposal. Ms. LaRocque said that she would check with MRG's IT team to see if there was an automated report available.

MRG Divisional Vice President of Store Design Nina Terjesen noted that the idea behind the Mojave Oasis concept was to give the customer a sense of relaxation and

being in paradise and that the store would represent a house and the outdoor space would represent a patio. She said that the concept would still work without the outdoor space because the store would still be light, bright and airy, it would still have an oasis paradise feel to it, and she said that they really do like having oasis in the name for that location. Ms. Terjesen presented five alternative names: 1) The Oasis; 2) The Retreat; 3) The Valley Oasis; 4) The Palm Springs Oasis; and 5) Garden Oasis.

Committee Member Burke said that he was supportive of keeping Oasis in the name, he said that he believed that Oasis would get lost in the name if too many other words were added to the name, he said that he was a fan of naming the store The Oasis and his second choice would be The Valley Oasis. Committee Member Wiseman suggested replacing Mojave Oasis with Cahuilla Oasis to represent the Cahuilla Band of Indians or Desert Oasis. Ms. LaRocque said that the MRG team felt that Desert Oasis would be too standard of a name, and she said that Cahuilla Oasis could be interesting and that she would need to look at the spelling to determine if the public would be able to pronounce the name and if it would roll off of the tongue. Committee Chairman Corcoran said that it could possibly raise some questions around the relationship with the tribe, he said that he didn't have any reaction to the name alternatives, and he asked if any of the other locations would be renamed. Ms. Carpenter said that none of the other locations would be renamed, she reviewed the currently proposed store names, and she noted that I ♥ PS had been changed to I ♥ PSP.

Committee Chairman Corcoran asked MRG if they had considered swapping I ♥ PSP with Mojave Oasis. Ms. LaRocque said that MRG had considered swapping the stores and that they had determined that the challenge would be that it wouldn't flow with the brand and design that they had put together and that it would be a complete redesign from their perspective which would set them back quite a ways. Ms. Carpenter explained that the I ♥ PSP sign was going to be relocated to the right of the PGA store, and she suggested that Mojave Oasis be named either PS Oasis or PSP Oasis. Committee Member Burke said he was neutral on Ms. Carpenter's suggestions. Ms. Terjesen also suggested The Oasis at PSP. Committee Member Burke said that it sounded more luxurious, and he said that he liked that suggestion better.

Committee Chairman Corcoran said that he was disappointed, and he asked Ms. Terjesen to explain to him what the scope would be to accommodate the swapping of the two stores. Ms. Terjesen said that it would be an entirely redesign, she said that the Oasis has a mid-century look, and I ♥ PSP was designed to look like Downtown Palm Springs. Committee Chairman Corcoran asked what would have to be different

in the design. Ms. Terjesen said everything would have to be different, the store front façade, the fixtures, the color palate, and she said that they would have to start over. Committee Chairman Corcoran asked if MRG had any other ideas than what had been presented. Committee Chairman Wiseman said that he had many more suggestions for renaming Mojave Oasis, and he said that he would like the name to have a nice ring to it.

Committee Chairman Corcoran said that he wanted something that was specific to Palm Springs, he said that maybe MRG needed to go back to figure out what that looks like, and he said that the store needed to be redesigned to get something that says Palm Springs on the retail side of things in the equation because it was something that the Commission wanted from the beginning. He said he didn't dislike the Oasis concept, he named off each of the other store names, he said he wasn't feeling it, and he said that it was their only chance to get it right. Committee Chairman Corcoran directed MRG to bring him something that was Palm Springs specific for the largest retail location, he said they have one shot for something that must last for 10 years, he said that he didn't want to compromise, and he said that the Committee had made it clear from the very beginning that it was important to the Airport Commission. Committee Chairman Corcoran said that he needed MRG to go back to work, and he said that the suggestion that he had made was easy which was to swap the two stores.

Committee Chairman Corcoran said that he was open to other ideas, and if MRG needs to redesign the whole thing to get it right, then that was what they should do unless they have any other ideas that would capture the excitement of the Airport Commission and eventually City Council. He said that there were two new City Councilmembers that weren't a part of the decision process that were asking the Commission if they were making progress with the fine tuning of the design of the Airport, and Committee Chairman Corcoran said that if they couldn't go back to the Councilmembers to confirm that they had made great progress then the Councilmembers should know that.

Ms. Carpenter suggested naming the store Palm Springs Oasis. Committee Chairman Corcoran said that he would like to see what MRG could do with what had been proposed and if that name was the compromise for where they land, then fine. He asked if they were really doing the best they could considering that the Airport had worked on this for three years, and he said that he didn't think they were there yet considering the names of the locations. Committee Chairman Corcoran said that he would like for MRG to go back and look at it one more time to see what it would take

to make sure that the Palm Springs brand was the prominent brand for the largest retail location at the Airport. Ms. Terjesen said that MRG heard him and that they would go back to work, and they would come back with some other ideas. Ms. LaRocque asked Committee Chairman Corcoran if it was the name, design, or brand that was throwing him off, she asked him how he felt about the inspiration itself, and she said that MRG was trying to keep the integrity of the location.

Committee Chairman Corcoran said he didn't have answer to Ms. LaRocque's question, he referred to Ms. Terjesen's comment that swapping stores would require a complete redesign, he said that he didn't understand what that means without visualizing the redesign, and he challenged MRG to show him what the redesign would look like if it was specifically designed around Palm Springs. Committee Chairman Corcoran said that the names of the other stores were ok, and he said that if they were to land on Palm Springs Oasis, and if that is the best idea they could come up with, then he guessed they would go there, and he said that he wasn't ready to settle on that until they had a sense of what things could be done to focus specifically on Palm Springs. Ms. LaRocque asked the committee members to send her any ideas that they may have to help MRG sum up in words the inspiration that they are trying to convey. Committee Member Wiseman said that he would be submitting his ideas.

Ms. Terjesen reviewed the two proposed locations for the coffee and ice cream truck. The first proposed location would be directly outside of TSA, and the second proposed location would be on the lower level and in between the kids park green area and the down escalator. She said that they would be incorporating the Colette Miller angel wings on the back of the truck, the color of the truck would probably be black, and they welcomed the Committee's feedback on the color. Ms. Terjesen also said that there would be graphics in the truck to give it a Palm Springs feel. Committee Member Burke voiced his concern with the color of the truck being black because it could become a burn hazard in the summer. Ms. LaRocque said that they would experiment with different colors. Committee Member Payne asked if the ice cream supplier was local. Ms. LaRocque said that the ice cream supplier was SHOP[PE] Ice Cream & Shop and that they were based out of Palm Springs. Ms. Carpenter noted that they were currently located inside of the Arrive hotel.

Committee Chairman Corcoran noted that the Committee had a discussion with Paradies about moving the Vino Vollo project from Phase 2 to Phase 1 so that both the El Mirasol/Coachella Valley Coffee and the Vino Vollo projects could be in construction from October to January of this year, and he said that having the coffee

and ice cream truck deployed while the two Paradies projects were being completed would help the Airport because there would still be a coffee option available. Ms. Terjesen said that they would need to confirm that there would be electrical hookups available in both locations and the cost factors associated with that, and she inquired about where the truck would be located after Paradies' construction was completed. Committee Chairman Corcoran said that he was supportive of the truck remaining at one of the proposed locations, and he suggested that for the four-month period that breakfast sandwiches could be served with or instead of the ice cream during the morning rush hour.

MRG Project Manager Ryan Winterfield said that he supported the idea and that it would come down to power and cost. Committee Member Payne asked if MRG had experience running an ice cream truck in 115 degrees, 30-day cycles. Mr. Winterfield said that he couldn't speak about MRG's experience, and he said that he is aware of ice cream trucks in Las Vegas. Ms. LaRocque agreed that it would be a logistical challenge and that MRG would also be taking into consideration air conditioning for the staff working in the truck, and she noted that there would also be prepackaged ice cream available.

Committee Chairman Corcoran asked if it would be possible for MRG to have the truck ready by October. Mr. Winterfield said that because the truck is a mobile unit, it would definitely be possible and that MRG would need to start sourcing and working on the logistics immediately. Committee Chairman Corcoran asked Ms. Carpenter if this could be the solution to address the customer experience concerns that were raised in the Paradies meeting. Ms. Carpenter agreed that it could be a solution, and she asked if the Committee had decided on a location for the truck.

Committee Chairman Corcoran asked MRG if they had a location preference. Ms. Carpenter said that it would be the Airport's preference to have the truck located near the kid's playground. Committee Chairman Corcoran said that he agreed with the Airport's location preference, and he asked MRG if it the location would be their first choice. Mr. Winterfield asked if the location was next to the designated smoking area. Ms. Carpenter confirmed that the location was next to the designated smoking area, and she said that the Airport could probably relocate the designated smoking area. Mr. Winterfield said that having the truck near the designated smoking area would be his only concern regarding the location.

Ms. LaRocque said that from a sales perspective, the location in front of TSA would be a more profitable location. Committee Chairman Corcoran questioned if the truck would be in competition with Vino Vollo if it were located in front of TSA. Assistant Airport Director Keating said that the Airport staff would need to coordinate with Paradies to confirm that there wouldn't be a conflict because the original location was on the second floor of the Bono Concourse, and he asked Ms. Carpenter if there had been any discussions with Paradies on MRG relocating their truck to the proposed locations. Ms. Carpenter said that she has had a conversation with Paradies and that Paradies was not in favor of MRG's coffee and ice cream truck, she noted that the coffee and ice cream truck was in MRG's proposal that was approved by the City Council, and she said that the Airport was in favor of the coffee and ice cream truck.

Committee Chairman Burke asked if the coffee and ice cream truck could be located in an area that was in between the two locations. Ms. Carpenter said that the location that Committee Member Burke was proposing could possibly impede the flow of passengers, as well as the location that was being proposed for in front of TSA, and she asked Mr. Keating if he could weigh in on the location. Mr. Keating said that in regard to the location that was being proposed for in between the kid's park and the escalator, he would suggest moving the location more to the left to keep from blocking the steady stream of passengers. Committee Chairman Corcoran agreed with the suggested location change, and he asked MRG if the location would work for them. Ms. Terjesen said that they would need to look at the site to map out where the truck would go and to see which location would work for them.

Ms. Terjesen noted that Ms. LaRocque had left the meeting and that Ms. LaRocque would provide an update on the handling of the Duty-Free purchases at the next committee meeting. Ms. Terjesen said that sustainability was important to MRG, she said that they would do whatever they could to work with the City's Sustainability Department, and she asked the Airport staff to connect MRG with the City's Sustainability Department so that MRG could initiate the discussion. Committee Member Payne said that he would like to see Paradies go above and beyond the City's sustainability plan because he questioned if the City's sustainability plan was current and forward thinking. Ms. Carpenter said that the Airport staff was working with the City's Sustainability Director Lindsey-Paige (LP) McCloy, she agreed that the City's sustainability plan was out of date, and she said that the Airport staff has been working with the City's Sustainability Development on composting food waste and the concessionaires. Ms. Carpenter said that the Airport does not have a sustainability plan in place, and the Airport staff understands that it is in the Airport's best interest

to create a sustainability plan. Committee Member Payne said that he would like to request that MRG and Paradies both be proactive with their sustainability plans. Ms. Terjesen encouraged the Committee Members to submit their sustainability ideas to her.

8. COMMITTEE MEMBER REPORTS AND REQUESTS:

Committee Member Payne referred to a list of items that he had sent to Ms. Carpenter for discussion, and he noted that excluding sustainability, his other items were not included for discussion, and he asked if those items could be addressed at the next meeting. Ms. Carpenter said that the other items had not been included for discussion because they were items that were being discussed in the weekly Airport staff and concessionaire's meetings, and she said that the items were outside of the Committee's scope. Committee Chairman Corcoran asked if Ms. Carpenter could provide a report on the discussions that were occurring on those items. Ms. Carpenter said that she could provide a report to the Committee.

Committee Member Payne asked Mr. Winterfield if MRG was all good with Wi-Fi and bandwidth. Mr. Winterfield said that he was coordinating with MRG's IT Department, and he said that they would be coordinating with the Airport's IT team. Committee Chairman Corcoran noted that there was a level of skepticism about the Airport's existing service and that the Commission wants to make sure that there would be enough bandwidth and power to accommodate the passengers. Ms. Carpenter assured the Committee that the Airport staff was making sure that MRG and Paradies have everything they need to work with the City's IT Department and the companies that provide the network service. Committee Member Payne said that he wanted to receive confirmation as to when the concessionaires have the necessary network services established and that they have sufficient support to maintain their networks.

Committee Chairman Corcoran summarized the following follow-up items for the next committee meeting: a) MRG would provide a list of their current local brands; b) The Committee would reach out to the local brands that the Commission would like to be contacted as potential local brands for MRG to consider, and Ms. LaRocque and Ms. Carpenter would be copied so that there would be a paper trail; c) MRG would take a second look at the Oasis space to try to incorporate the Palm Springs branding; d) MRG would determine if they could deploy the coffee and ice cream truck in October; and e) Airport staff would provide a report on the items that were being addressed at the weekly Airport staff and concessionaire's meetings.

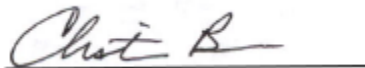
Committee Member Burke noted that the meetings were running past the hour that was scheduled for the meeting, and he asked if the future meetings could be scheduled for 90 minutes. Ms. Carpenter said that she had thought that the meeting had been scheduled for 90 minutes. Airport Executive Administrative Assistant Brown said that she had mistakenly scheduled the meeting for 60 minutes, and Ms. Carpenter said that going forward the meetings would be scheduled for 90 minutes. Committee Member Burke said that although he wasn't as concerned about the Oasis space, he did appreciate that MRG would be taking a second look at it, and he said that he supported the coffee and ice cream truck and that he believed that there could be some really great things done with the truck.

The Committee agreed to schedule the next meeting for Tuesday, March 7th at 2:00 p.m., and Committee Member Burke said that he would not be available to attend the meeting. Ms. Brown noted that the Committee meeting that was scheduled for that same day with Paradies at 4:00 p.m. was scheduled as a hybrid meeting, and she asked if both Committee meetings were going to be held as hybrid meetings or if they would both be held as virtual meetings. Ms. Carpenter said that she would prefer that both meetings be held virtually, and Committee Chairman Corcoran agreed to holding both meetings virtually.

9. ADJOURNMENT:

ACTION: Motion to adjourn. **Moved by Committee Member Payne and seconded by Committee Member Burke and unanimously approved noting the absence of Committee Member Feltman.**

The Airport Ad Hoc Design Review Committee Meeting adjourned at 12:31 P.M.



Christina Brown
Executive Administrative Assistant

APPROVED BY AD HOC DESIGN REVIEW COMMITTEE: 03/07/2023