



AIRPORT COMMISSION

ACTION SUMMARY MINUTES OF SPECIAL MEETING

Wednesday, September 28, 2022 – 11:00 A.M.

1. CALL TO ORDER:

Chairman Dada called the Airport Commission Meeting to order at 11:00 A.M. and he invited Commissioner Breslin to lead the Pledge of Allegiance. The meeting was held via videoconference.

2. POSTING OF THE AGENDA: Posted on September 26, 2022.

3. ROLL CALL:

Commissioners Present:

Gerald Adams (Palm Springs)	Ken Hedrick (Palm Springs)
Patricia Breslin (Palm Springs)	John Payne (Palm Springs)
Todd Burke (Palm Springs)	Jan Pye (Desert Hot Springs)
Aftab Dada (Palm Springs) - Chair	Kevin Wiseman (Palm Desert)

Commissioners Absent: Paul Budilo (Indian Wells), Kevin J. Corcoran (Palm Springs), David Feltman (Palm Springs), Kathleen Hughes (La Quinta), Gabriel Martin (Coachella), Scott G. Miller (Palm Springs), Jhan Schmitz (Indio), M. Guillermo Suero (Palm Springs), and Thomas Weil (Rancho Mirage).

Staff Present:

Harry Barrett, Jr., Airport Executive Director
Daniel Meier, Deputy Director of Aviation, Marketing and Air Service
Victoria Carpenter, Airport Administration Manager
Christina Brown, Executive Administrative Assistant

Others Present: Katie Franco, Aviatrix Communications

4. ACCEPTANCE OF THE AGENDA:

ACTION: Accept the Agenda as presented. **Moved by Commissioner Burke, seconded Commissioner Wiseman and unanimously approved noting the absence of Commissioners Budilo, Corcoran, Feltman, Hughes, Martin, Miller, Schmitz, Suero, and Weil.**

5. INTRODUCTIONS AND PRESENTATIONS:

5.A Airport Brand Development

Deputy Director of Aviation, Marketing and Air Service Meier provided the Brand Development presentation, and he explained that the branding development process was a five-step process that included: 1) Conduct Research; 2) Clarify Strategy; 3) Design Identity; 4) Create Touchpoints; and 5) Manage Assets. Mr. Meier noted that Steps 1 and 2 had been completed and that staff was currently working on Step 3.

Katie Franco, Aviatrix Communications, reviewed the following for Step 3 – Design Identity: a) Develop design brief with staff input; b) Conduct, review research; c) Visualize the future: Logo development; d) Explore key applications: How will it work across platforms and materials; e) Present visual strategy; and f) Achieve agreement.

Ms. Franco reviewed the following for Step 4 – Create Touchpoints: a) Finalize brand look and feel; b) Initiate trademark protection; c) Prioritize and design brand applications (brand mapping); and d) Develop system, and she reviewed the final step, Step 5: Manage Asset: a) Develop brand roll-out strategy; b) Develop brand standards and guidelines; and c) Identify and develop brand champions.

Mr. Meier shared a survey link that would be open to the public until October 10th, he encouraged the public to share the link with others, and he explained that there would be a second public meeting on October 6, 2022 at 5:30 p.m. and that the same presentation would be provided, there would be stakeholder meetings and feedback synthesis, new concepts would be developed, refinement of the drafts would occur, the Airport Commission would review the options to make a brand determination, and the brand would be submitted to the City Council for review, discussion, and approval.

6. PUBLIC COMMENTS:

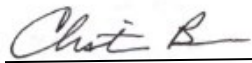
Bijan Masoumpanah asked how he could participate in designing the brand. He said that he was an artist and that he would like to receive communication on how he could submit a proposal.

Judy Paolini said that she would like to understand what the difference is between a prospective bidder and bid results, she noted that it had been stated that there weren't any local artists that had bid on the project, and she said that there were several local artists that were listed as prospective bidders. Chairman Dada asked Executive Administrative Assistant Brown to make arrangements to have staff reply to Ms. Paolini's inquiry electronically. Ms. Brown provided her direct office telephone number to Ms. Paolini, and she asked Ms. Paolini to contact her to provide her email address. Efren Gonzalez asked if there had been any consideration to consolidate the brand and logo to create one cohesive look and feel for the entire region versus solely for the Airport.

7. **ADJOURNMENT:**

ACTION: Adjourn the meeting. **Moved by Commissioner Adams, seconded by Commissioner Hedrick and unanimously approved noting the absence of Commissioners Budilo, Corcoran, Feltman, Hughes, Martin, Miller, Schmitz, Suero, and Weil.**

The Airport Commission adjourned at 11:29 P.M. to a Special Meeting on October 6, 2022, at 5:30 P.M.



Christina Brown
Executive Administrative Assistant

APPROVED BY AIRPORT COMMISSION: 12/21/2022