



**AIRPORT COMMISSION  
MARKETING AND BUSINESS DEVELOPMENT COMMITTEE**  
Wednesday, October 12, 2021 – 3:00 P.M.

**ACTION SUMMARY MINUTES**

**1. CALL TO ORDER:**

Committee Chairman Burke called the Committee to order at 3:02 P.M.

**2. POSTING OF AGENDA:** Agenda posted on October 7, 2021.

**3. ROLL CALL:**

**Committee Members Present:** Adams, Burke, Philbrook, and Suero

**Committee Members Absent:** Hoehn and Hughes

**Staff Present:**

Ulises Aguirre, Airport Executive Director

Daniel Meier, Deputy Director of Aviation, Marketing & Air Service

Nadia Seery, Airport Executive Administrative Assistant

**Others Present:** Katie Franco, Aviatrix Communications

**4. ACCEPTANCE OF AGENDA:**

**ACTION:** Accept the agenda as presented. **Moved by Committee Member Adams and seconded by Committee Member Suero and unanimously approved noting the absence of Committee Members Hoehn and Hughes.**

**5. PUBLIC COMMENTS:** None

**6. APPROVAL OF MINUTES:**

**ACTION:** Approve the minutes of the Marketing and Business Development Committee meeting held on June 17, 2021. **Moved by Committee Member Adams, seconded by Committee Member Suero and unanimously approved noting the absence of Committee Members Hoehn and Hughes.**

**7. INTRODUCTION / PRESENTATION:** None

**8. DISCUSSION ITEMS:**

**8.A Aviatix Communications – Marketing and Communications Plan**

Katie Franco, Aviatix Communications, provided a presentation for the committee, and she explained that the data for the plan was developed from the following: 1) Employee and Key Stakeholder Interviews; 2) Competitor Airport Analysis; 3) Community Research; 4) Airport Partners; 5) Focus Groups; 6) Online Research & Existing Data; and 7) Industry Tools.

Ms. Franco said that they had separated out the different airport audiences to determine the different types of communication and key messages that each of the audiences should receive. The audiences included resident airport users, resident non-users, Coachella Valley residents, internal stakeholders, airlines, and regional stakeholders.

Ms. Franco reviewed the four long-term goals for the plan. Goal 1 – Establish a vibrant, unique airport brand that repositions the airport from one that serves just the City of Palm Springs to one that services the entire Coachella Valley; Goal 2 – Expand community outreach channels to increase awareness of PSP, its offerings, and its economic impact; Goal 3 – Enhance internal communications both for airport employees and on-airfield tenants; and Goal 4 – Provide a world-class experience for passengers journeying through Palm Springs International Airport.

Ms. Franco reviewed the ten objectives for the plan. Objective 1 – Develop a comprehensive brand strategy to position PSP with a distinct identity, one that inspires trust, loyalty, and value; Objective 2 – Increase brand awareness and understanding with a strategic rebrand rollout and long-term brand management plan; Objective 3 – Develop new and/or enhanced communications programs to engage with local travelers living in and/or doing business in Coachella Valley; Objective 4 – Educate community on Airport's efforts to support the region's travel needs through community event sponsorships and outreach; Objective 5 – Elevate community awareness of PSP, its airlines, nonstop destinations, services and comparative costs and ease of use; Objective 6 – Inform community on airport's role as an economic engine for the Coachella Valley, creating direct and indirect jobs and driving tourism for the region; Objective 7 – Elevate engagement with airlines, and aviation and tourism industries; Objective 8 – Create straightforward channels for regular communications for airport employees of all shifts, as well as for airport tenants, concessionaires, leaseholders, and general aviation users; Objective 9 – Provide tools and training to PSP team members to enable them to speak publicly about the airport's programs, policies, and community benefits; and Objective 10 - Create a dynamic airport environment that (1)

engages, entertains, informs and inspires the traveling public; (2) highlights the diverse community it serves; and (3) builds community/regional pride in one of the Coachella Valley's greatest assets.

Ms. Franco explained that there has been a series of tactics and metrics that have been developed for each of the goals and objectives to make sure that staff is reaching the goals, and she said that staff was being encouraged to refine the metrics as the plan moves forward. Ms. Franco reviewed the communications mix and plan calendar, and she noted that it is important for staff to account for each the communication projects to make sure that staff has the time and budget needed for each of the projects. Ms. Franco also reviewed the FY2022 General Media Plan and Budget.

Committee Member Adams asked for clarification on the presentation slide that referred to airport brand development and airport logo branding, and ownership as the consultant. Ms. Franco said that the content of that presentation slide was referencing responsibility, and she said that they acknowledge that some of the larger initiatives will go to a third-party contractor.

Committee Chairman Burke said that he believed that the objectives were smart and attainable. Committee Chairman Burke asked Ms. Franco if her team had any surprises come up while developing the plan. Ms. Franco said that her team had been surprised and excited by how open-minded the airport staff was to new objectives. Committee Chairman Burke said that he also supported having the commissioners participate in engaging with the community. Ms. Franco said that from an industry experience, they have found that it is important that the commissioners are on the same page as the airport staff, that communication is getting out at the appropriate time for the programs, that the presentations all sound the same, and that there is a cohesive united message.

Committee Member Adams noted that locally the city has a tremendous Chamber of Commerce, Tourism Bureau, Hotel Association, and LGBTQ promotion for small business which are all great tie ins for Objective 7.

Airport Executive Director Aguirre said that the next step would be for the Marketing and Communications Plan to be presented to the Airport Commission, and he asked Committee Chairman Burke to be prepared to present an overview to the Commission.

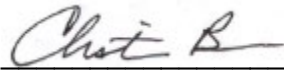
## **8.B Media Plan**

Deputy Director of Aviation, Marketing & Air Service Meier said that Ms. Franco had covered in the Media Plan in agenda item 8.A.

**9. ADJOURNMENT:**

**ACTION:** Motion to adjourn. **Moved by Committee Member Philbrook and seconded by Committee Member Adams and unanimously approved noting the absence of Committee Member Hoehn and Hughes.**

The Airport Marketing and Business Development Committee Meeting adjourned at 3:32 P.M.



---

Christina Brown  
Executive Administrative Assistant

APPROVED BY THE MARKETING AND BUSINESS DEVELOPMENT COMMITTEE: 02/22/23