palm springs
INTERNATIONAL AIRPORT

AIRPORT COMMISSION
MARKETING AND BUSINESS DEVELOPMENT COMMITTEE
Wednesday, February 22, 2023 – 9:00 A.M.

ACTION SUMMARY MINUTES

1. **CALL TO ORDER:**

   Committee Chairman Burke called the Committee to order at 9:00 A.M.

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

3. **ROLL CALL:**

   Committee Members Present: Adams, Burke, Payne, Slama, Suero, and Wiseman
   Committee Members Absent: Hughes

   ***Committee Member Suero joined the meeting at 9:38 a.m.

   Staff Present:
   Daniel Meier, Deputy Director of Aviation, Marketing & Air Service
   Christina Brown, Airport Executive Administrative Assistant

   Others Present:
   Katie Franco, Aviatrix Communications
   Crystal Heavers, Aviatrix Communications

4. **ACCEPTANCE OF AGENDA:**

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

5. **PUBLIC COMMENTS:** None

6. **APPROVAL OF MINUTES:**

   ACTION: Approve the minutes of the Marketing and Business Development Committee meeting held on October 12, 2021. **Moved by Committee Member Adams, seconded by Committee Member Wiseman and unanimously approved noting the absence of Committee Members Hughes and Suero.**

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7. <u>ACTION AND DISCUSSION ITEMS</u>:

7.A Proposed Logo Discussion & Recommendation

Katie Franco, Aviatrix Communications, said that the Aviatrix team had been working with the Airport staff to develop the Airport logo and website, and she said that Airport staff, the public, regional stakeholders, design leaders, and tourism partners were also included in the logo design process to ensure that the new logo was reflective of a variety of audiences and preferences. She said that Aviatrix had also worked with the Airport staff to create the Airport's Mission, Vision, and Value statements.

Ms. Franco said that the Airport had used surveys to gather feedback, and multiple meetings were held with the public and stakeholders. She said that the Airport had received specific feedback on the draft logos as well as important input on the direction for refinements and new concepts. Ms. Franco said that it was clear that while the Airport was looking for a departure from a traditional airport logo, the community felt strongly about the logo having a mid-century modern aesthetic, and the community encouraged the use of the airport code PSP as part of the logo. She said that nine logos had been presented to the Airport staff, and the staff selected their top four logos which were being presented to the Marketing Committee. Ms. Franco noted that the four logos had been vetted and approved by the stakeholders. Ms. Heavers presented four logos to the Marketing Committee: 1) Modern PSP; 2) Reverse PSP; 3) Retro Palms; and 4) Geometric Plane.

Committee Member Payne inquired about Aviatrix's process for incorporating the community into the logo designs. Ms. Heavers said that they had used mood boards to incorporate the community into the designs. Committee Member Payne inquired about the option for using the Airport code PSP in the logos. Ms. Franco explained that excluding the Retro Palms logo design, a PSP logo design was available.

Committee Member Wiseman inquired about incorporating animation or motion into the logo designs. Ms. Heavers said that she believed that the four logo designs could have the potential for animation or motion. Committee Member Adams said that each of the logo designs had effective color and topography which was important for grabbing the viewer's attention, and he said that the logo designs were also timeless which was also important for making sure that the logo doesn't become outdated in five years. Committee Member Wiseman noted that the plane design in the Geometric Plane logo design also resembled a windmill. Committee Chairman Burke asked

Deputy Director of Aviation, Marketing & Air Service Meier if he would feel comfortable using each of the four logo designs for all application uses. Mr. Meier said that he was comfortable using each of the four logo designs.

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The committee members voted on their top two logo design choices, and Committee Chairman Burke announced that Marketing Committee's first choice was the Geometric Plane logo design, and there was a tie vote between Reverse PSP and Retro Palms logo designs. Committee Chairman Burke asked the Marketing Committee to vote again to choose their top choice between Reverse PSP and Retro Palms. Committee Chairman Burke announced that Retro Palms was chosen and that the design logos Geometric Plan and Retro Palms would be presented to the Airport Commission. Ms. Franco reviewed the timeline for the launch of the new Airport logo and website.

8. COMMITTEE MEMBER REPORTS AND REQUESTS

Committee Member Adams asked if there was anything that was time sensitive that the Marketing Committee should be addressing at the next committee meeting. Deputy Director of Aviation, Marketing & Air Service Meier said that he would be asking the Marketing Committee to review the new website before it launches.

Committee Member Suero said that he was enjoying the Airport's social media content and the interaction with the public, and he asked how that would be incorporated with the new website and marketing. Mr. Meier said that the brand launch would bring it all together.

9. ADJOURNMENT:

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

The Airport Marketing and Business Development Committee Meeting adjourned at 9:47 A.M.

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Christina Brown
Executive Administrative Assistant

APPROVED BY MARKETING AND BUSINESS DEVELOPMENT COMMITTEE: 07/12/23