



**AIRPORT COMMISSION
AD HOC DESIGN REVIEW COMMITTEE**

Tuesday, March 7, 2023 – 2:00 P.M.

ACTION SUMMARY MINUTES

1. CALL TO ORDER:

Committee Chairman Corcoran called the Ad Hoc Design Review Committee meeting to order at 2:00 p.m. The meeting was held via videoconference.

2. POSTING OF AGENDA: Posted on March 2, 2023.

3. ROLL CALL:

Committee Members Present: Corcoran, Payne, and Wiseman

Committee Members Absent: Burke and 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 Winterfeld, The Marshall Retail Group Project Manager

Stella Adena, Rancho Relaxo, Owner/Operator

Katrin Kreutz, Knit Studios, Project Manager & Senior Design Associate

4. ACCEPTANCE OF AGENDA:

ACTION: Motion to amend the agenda to include the approval of the minutes from January 18, 2023. **Moved by Committee Chairman Corcoran and seconded by Committee Member Wiseman and unanimously approved noting the absence of Committee Members Burke and Feltman.**

5. PUBLIC COMMENTS: None

6. APPROVAL OF THE MINUTES: January 18, 2023

ACTION: Approve the minutes. **Moved by Committee Member Payne and seconded by Committee Member Wiseman and unanimously approved noting the absence of Committee Members Burke and Feltman.**

7. ACTION AND DISCUSSION ITEMS:

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

The Marshall Retail Group's (MRG) Divisional Vice President, Airports, Alea LaRocque provided a presentation to the Committee. Ms. LaRocque reported that in addition to their existing community partners and vendors they were also in communication with four new possible vendors, and she said that a vendor outreach was being planned for summer 2023. Committee Member Payne requested a copy of the MRG presentation, and he said that he would also like to see a breakdown of the region and how it relates to art, food, and retail for each of the cities throughout the Coachella Valley. Ms. LaRocque said that she would provide a chart with the information that Committee Member Payne had requested. Committee Chairman Corcoran asked how MRG would be keeping the Committee informed on the progress of the new vendors. Airport Administration Manager Carpenter said that the Airport staff would keep the Commission informed on the progress of the new vendors.

The Marshall Retail Group's Divisional Vice President of Store Design, Nina Terjesen presented the following four proposed names for the Desert Marketplace: 1) The Oasis at PSP; 2) Las Palmas Oasis; 3) Desert Oasis; and 4) Rancho Relaxo. Stella Adena, owner/operator of Rancho Relaxo noted that she was a joint venture partner and that her interest was in what would be best for the entire operation. Ms. LaRocque noted that Rancho Relaxo was currently listed as a shop within the space and that either way, Rancho Relaxo would have a presence in the store with a branded area that would have local gifts that would be specifically curated by Ms. Adena.

Committee Member Payne inquired about the product mix that Ms. Adena thought would work at the Airport. Ms. Adena said that the product mix would include men's/women's apparel, home décor and gourmet items that would all be curated around the theme of Palm Springs. Ms. LaRocque noted that a full merchandise list had been provided in MRG's proposal, and she said that she wanted to make sure that it was clear to the Committee that the name change would not change the merchandise list. Ms. LaRocque provided a visual of the merchandise list and zones with specific items and further assured the Committee that all items would be designed for travel. Ms. Carpenter reminded the Committee that the approved merchandise list and zones could be found online in the December 5, 2022, City of Palm Springs City Council agenda.

Committee Member Wiseman said that Rancho Relaxo was a fantastic brand and that he was in favor of utilizing the Rancho Relaxo name for the Desert Marketplace, and he asked Ms. Adena if she had any concerns with the other mix of items having an impact on her brand. Ms. Adena said that she did not have any concerns and that she had full trust in the MRG team.

Committee Chairman Corcoran acknowledged Ms. Adena's comments and enthusiasm, he said that he appreciated Ms. Adena's commitment to join this venture, and he said that his forthcoming comments were not reflective of the quality of Ms. Adena's organization and what it represents. Committee Chairman Corcoran reminded MRG that the direction given by the Committee was for the name of the largest retail space at the Airport to reflect Palm Springs. Given such, he does not support changing the name of the Desert Marketplace to Rancho Relaxo and that he felt that The Oasis at PSP or Las Palmas Oasis were better suited to celebrate Palm Springs. Committee Chairman Corcoran went on to further advise that he was in favor of Las Palmas Oasis.

Committee Chairman Corcoran noted that there didn't seem to be a lot of modernism in terms of some of the retail choices that specifically speak to Palm Springs. Ms. LaRocque advised that prior to being awarded the RFP, MRG had multiple conversations with Modernism Week MRG had tried to build a partnership with Modernism Week, and ultimately, Modernism Week was a part of another proposal because they had an exclusive merchandising partnership with Destination PSP. Ms. LaRocque said that she believed that it would be relevant for MRG to pickup that conversation again, and she said that MRG's intent was to display items that represent modernism in the Uptown Essentials space, specifically at the front of the store, and she said that Ms. Terjesen had worked diligently to ensure that the architecture and the logo of the Uptown Essentials space represents modernism.

Committee Member Wiseman inquired about why PS I ♥ U changed to I ♥ PSP as he felt the original choice was catchier. Ms. Terjesen advised it was a reinterpretation, and Ms. LaRocque noted that there had been a concern about trademarking. Ms. Carpenter asked if it was the Committee's decision to go with renaming Desert Marketplace to Las Palmas Oasis. Committee Member Wiseman said that Las Palmas Oasis was his second choice. Committee Member Payne said that he was good with Las Palmas Oasis. Committee Chairman Corcoran said that he felt that Las Palmas Oasis reflects Palm Springs.

The Marshall Retail Group's Project Manager Ryan Winterfeld provided an update on the coffee/ice cream truck, and he said that the location in discussion was right outside of the TSA checkpoint and that the running power to the truck would require a significant amount of logistical coordination. Mr. Winterfeld said that they needed to acquire a truck that would house an employee in an air-conditioned space, they would

also need data lines, and he forecasted a late October/November completion timeline. Ms. Carpenter reminded Mr. Winterfeld that the view of the Donald Wexler Terminal could not be blocked, and she said that she and Mr. Winterfeld could look at the proposed location to confirm the view would not be blocked.

Ms. Terjesen provided a presentation on the sustainability efforts in place. Committee Member Payne advised that he would be reviewing the presentation, and he would provide his comments through the Committee, and he inquired about the project schedule. Mr. Winterfeld said that he had provided a provisional schedule to Assistant Airport Director Keating to review. Ms. Carpenter advised that MRG and Paradies were working together on a master schedule, and she provided a visual of the preliminary schedule. Committee Member Payne clarified that he was looking for a “death march” schedule that would make MRG accountable for meeting their deadlines. Ms. LaRocque confirmed that the schedule would be provided in a month.

Committee Member Payne inquired about the retail transition from Paradies to MRG. Ms. LaRocque advised that a phasing plan had been implemented and that management was continuing to work closely with the Airport staff to ensure that the Airport staff was comfortable with the level of passenger services. Committee Member Payne asked if the transition would be difficult or if MRG felt confident about their transition process. Ms. Terjesen said that MRG and Paradies have worked together on a transition in the past and that she was anticipating that the transition would be seamless.

Committee Chairman Corcoran noted that the Committee had been in discussions with Paradies to move Vino Volo up to construction Phase 1, and he said that if Vino Volo were to be moved up to construction Phase 1, it would be essential for MRG to have the coffee/ice cream truck in place. Mr. Winterfeld said that the timing of the projects would be dependent upon the review process, and he said that MRG would do their best to get the truck in place in time for Phase 1 construction.

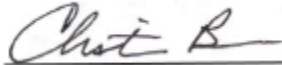
Ms. Carpenter reported that MRG, Paradies, Airport staff, and City IT staff had a meeting, and she said that the teams were working together to coordinate what would be needed and how to get it done. Committee Chairman Corcoran noted that Ms. Carpenter had mentioned that this would be the last Committee meeting, and he said that the Committee and Airport staff would need to have a conversation with the Commission about how to proceed with ongoing updates to the Commission and the community moving forward. Committee Chairman Corcoran asked if the information would be funneled through the full Commission or would there continue to be Committee meetings. Ms. Carpenter said that she liked the idea of providing updates to the full Commission, and she said that if the need arose, the Committee could meet. Committee Chairman Corcoran said that the Committee needed to receive the schedule and a list of the other vendors that were being considered by MRG.

8. COMMITTEE MEMBER REPORTS AND REQUESTS: None

9. ADJOURNMENT:

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

The Airport Ad Hoc Design Review Committee Meeting adjourned at 3:08 P.M.



Christina Brown
Executive Administrative Assistant