



palm springs

INTERNATIONAL AIRPORT

AD HOC DESIGN REVIEW COMMITTEE MEETING AGENDA

Wednesday, February 19, 2025 – 4:30 P.M.

To view/listen/participate virtually in the meeting live, please contact Tanya Perez at tanya.perez@palmsspringsca.gov or the following telephone number (760) 318-3805 to register for the Zoom meeting. There will be an email with Zoom credentials sent after registration is complete, in order to access the meeting and offer public comment. Registration is not required to attend the meeting in person.

Any person who wishes to provide public testimony in public comments is requested to register for the Public Comments portion of the meeting. You may submit your public comments to the Airport Commission electronically. Material may be emailed to: tanya.perez@palmsspringsca.gov - Transmittal prior to the start of the meeting is required. Any correspondence received during or after the meeting will be distributed to the Airport Commission and retained for the official record.

- 1. CALL TO ORDER**
- 2. POSTING OF AGENDA**
- 3. ROLL CALL**
- 4. ACCEPTANCE OF AGENDA**
- 5. PUBLIC COMMENTS:** Limited to three minutes
- 6. APPROVAL OF MINUTES:**

Minutes of the Ad Hoc Design Committee Regular Meeting of December 18, 2024.

- 7. DISCUSSION AND ACTION ITEMS:**
 - 7.A** Retail Concessions Update – WHSmith North America
- 8. COMMISSIONERS REPORTS AND REQUESTS**
- 9. ADJOURNMENT**

AFFIDAVIT OF POSTING

I, Harry Barrett, Jr., Airport Executive Director, City of Palm Springs, California, hereby certify this agenda was posted on February 18, 2025, in accordance with established policies and

PUBLIC NOTICES

Pursuant to G.C. Section 54957.5(b)(2) the designated office for inspection of records in connection with the meeting is the Office of the City Clerk, City Hall, 3200 E. Tahquitz Canyon Way. Complete Agenda Packets are available for public inspection at: City Hall Office of the City Clerk. Agenda and staff reports are available on the City's website www.palmspringsca.gov. If you would like additional information on any item appearing on this agenda, please contact the Office of the City Clerk at (760) 323-8204.

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AIRPORT COMMISSION
AD-HOC DESIGN REVIEW COMMITTEE
Wednesday, December 18, 2024 – 4:30 P.M.

SUMMARY MINUTES

1. **CALL TO ORDER:**

Committee Chairman Corcoran called the Committee to order at 4:30 p.m.

2. **POSTING OF AGENDA:** Agenda posted on December 16, 2024.

3. **ROLL CALL:**

Committee Members Present: Corcoran, Feltman, Wise, Wiseman, and Young

Committee Members Absent: Burke

Staff Present:

Victoria Carpenter, Airport Administration Manager
Andrew LeCompte, Executive Administrative Assistant
Lowell Valencia-Miller, Executive Program Administrator
Tanya Perez, Administrative Specialist
Jeremy Holm, City Attorney

Others Present:

Alea LaRocque, WHSmith North America
Kim Miguel, WHSmith North America

4. **ACCEPTANCE OF AGENDA:**

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

5. **PUBLIC COMMENTS:** None

6. **ACTION AND DISCUSSION ITEMS:**

6.A Retail Concession Update – WHSmith North America

Airport Administration Manager Carpenter stated that Chairman Corcoran had asked for the Committee to convene to discuss concerns with Airport retail concessions. Chairman Corcoran asked Ms. LaRocque representative of WHSmith North America if she was involved with the original contract discussions. Ms. LaRocque confirmed she was involved in contract discussions. Chairman Corcoran reminded Ms. LaRocque that there was an emphasis on having local Palm Springs brands and companies at the forefront of the retail concession locations at the Airport. Chairman Corcoran asked Ms. LaRocque if she thought this emphasis was being met at Airport retail concession locations. Ms. LaRocque explained her role with WHSmith and how it related to the Airport. Ms. LaRocque continued that the original agreement stated there would be heavy emphasis on local companies, however, there had been a challenge with inventory levels for local companies. Ms. LaRocque stated that there had not been enough inventory ordered by WHSmith and this had been the main driver behind low inventory levels.

Ms. LaRocque also stated that there were also some process issues. Chairman Corcoran asked what was causing the process issues. Ms. LaRocque stated that inventory issues could be attributed to higher demand than initially expected. Ms. LaRocque explained that there were also logistical issues with obtaining local inventory. Ms. LaRocque also explained there were inventory counting issues that had contributed to low inventory issues for local products. Ms. LaRocque stated that when the local inventory was low, on-site retail concession staff would use national products to keep the shelves full, and this could skew the local product inventory percentages. Ms. LaRocque stated that it was identified that there was a Junior Buyer who did not order local inventory at the correct levels. Chairman Corcoran asked for confirmation that WHSmith holds weekly meeting to address the various challenges. Ms. LaRocque confirmed that weekly meetings were being held.

Chairman Corcoran inquired about generic national brand Palm Springs t-shirts that had generic logos and were of a low quality and why they were being sold and spot lighted in the retail concession spaces when they don't adhere to the image the Airport would like to convey to passengers. Chairman Corcoran also asked who oversaw the Airport's account and why they were not addressing these issues and not being held accountable. Ms. LaRocque responded that Toby Keir, CEO of WHSmith had become involved with addressing the issue at the Airport. Ms. LaRocque continued that two individuals oversee the Airport's account: Simon Ellison, Chief Supply Chain Officer and Stuart Mitchell, Chief Commercial Officer. Ms. LaRocque stated that Mr. Ellison and Mr. Mitchell were planning to visit the Airport's retail concession spaces in January 2025. Ms. LaRoque also shared that the local person who manages the Airport's account was Melanie Pacoima who leads the local buying team, and Stella Adena, local ABCDE Partner, had been appointed a liaison to local vendors.

Ms. Carpenter asked for more information on Ms. Adena's relationship with WHSmith. Ms. LaRocque stated that there was a Federal Aviation Administration (FAA) mandated Joint Adventure Entity for agreements with airports. Ms. LaRocque said that a Joint Adventure Entity was created, MRG Palm Springs, and Ms. Adena was a local ABCDE investor in MRG Palm Springs who had a 10% stake. Ms. Carpenter provided more information regarding Joint Adventure Entities and Investors. Ms. LaRocque shared that there was a disconnect with corporate buyers who are not local to Palm Springs, and this was what led to the issue of low-quality t-shirts that don't conform to the Airport's quality and image standards. Ms. LaRocque said that Ms. Adena, being local and having experience of managing local storefronts, could help address the t-shirt issue and other issues with local products.

Commissioner Young asked what the lapse time was between lack of local inventory and a solution. Ms. LaRocque stated that the local inventory issue was addressed immediately, and local stock was ordered and was in the process of being delivered. Regarding the -shirt issue, Ms. LaRocque stated that it would take longer and that they would need to sell the stock on hand and redesigns were in progress. Commissioner Wiseman asked if there was software that gave notifications when stock was sold. Ms. LaRocque stated that there was and shared there were discrepancies with actual inventory numbers which led to order delays in some cases. Commissioner Feltman asked if local and national products had different accounting processes. Ms. LaRocque stated that national products come from their distribution centers and don't have the same issues as local products with inventory counts. Commissioner Feltman asked if the products in the retail concession stores marked as from California counted as local products or national products. Ms. LaRocque stated that only items made or from business owners of the local community are counted as local products.

Kim Miguel, representative of WHSmith North America, provided her perspective of the various issues. Chairman Corcoran asked for Ms. Carpenter's recommendation. Ms. Carpenter stated that she and Executive Program Administrator Valencia-Miller will continue to work with WHSmith directly to address ongoing issues and any new issues that may arise. Chairman Corcoran stated that a successful outcome would be new signage for local brands, full inventory of local merchandise, and local brands given prominence in retail locations.

Commissioner Wiseman stated he would like to see local brands outpacing national brands. Commissioner Young stated he would like to see rotation of local brands if possible. Commissioner Feltman reminded everyone that seasonality should be considered when making sure inventory levels are maintained. Ms. LaRocque and Ms. Miguel confirmed that local inventory was being delivered to address the previous low inventory issues. Commissioner Wise asked for monthly updates regarding metrics for local products. Commissioner Wiseman recommended that local inventory could be tied to local events. Chairman Corcoran asked for an update in February 2025 at the Ad-Hoc Design Review Committee meeting. Ms. Carpenter asked the

WHSmith staff if they could provide monthly updates on local product metrics. Ms. LaRocque stated that she could provide quarterly updates on local product metrics.

7. COMMITTEE MEMBER REPORTS AND REQUESTS:

None.

8. ADJOURNMENT:

The Ad-Hoc Design Review Committee Meeting adjourned at 5:23 p.m.



Andrew LeCompte
Executive Administrative
Assistant