



AIRPORT COMMISSION
MARKETING AND BUSINESS DEVELOPMENT COMMITTEE

Thursday, February 6, 2025 – 2:00 P.M.

SUMMARY MINUTES

1. CALL TO ORDER:

Committee Chairwomen McDermott called the Marketing and Business Development Committee meeting to order at 2:02 P.M. The meeting was held in-person and via videoconference.

2. POSTING OF AGENDA: Posted on January 30, 2025.

3. ROLL CALL:

Committee Members Present:

McDermott, Burke, Caldwell, Fong

Committee Members Absent:

Ebensteiner, Wiseman, and Wise

Staff Present:

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

Jake Ingrassia, Communications and Marketing Specialist

Stephen Belauskas, Marketing Specialist

Andrew LeCompte, Executive Administrative Assistant

Tanya Perez, Administrative Specialist

4. ACCEPTANCE OF AGENDA:

MOTION BY COMMITTEE MEMBER FONG, SECOND BY COMMITTEE MEMBER BURKE, CARRIED UNANIMOUSLY, to approve the agenda as presented.

5. PUBLIC COMMENTS: None.

6. APPROVAL OF MINUTES:

MOTION BY COMMITTEE MEMBER BURKE, SECOND BY COMMITTEE MEMBER FONG, CARRIED UNANIMOUSLY, to approve the Marketing and Business Development Committee Meeting Minutes of November 6, 2024.

7. DISCUSSION AND ACTION ITEMS:

7.A Guidelines for Free Distribution of Materials at Information Desk

Deputy Director of Aviation, Marketing and Air Service Meier provided a comprehensive overview regarding the materials displayed at the Airport's information desk. He explained that the desk typically featured complimentary items, including tourism magazines and newspapers. He noted that some businesses had attempted to place rack cards at the desk in an effort to obtain free advertising exposure, despite the existence of a formal advertising program administered by Fuse Connect, LLC (Fuse), which was specifically established to support local businesses through paid promotional opportunities.

Mr. Meier stated that he intended to establish formal guidelines to define which materials may be approved or denied for display at the information desk. He explained that the purpose of these guidelines was to ensure all displayed content remained focused on tourism and relevant to attractions within the Coachella Valley. He presented a draft version of the proposed guidelines, noting that they had been modeled after a similar program in place at Tulsa International Airport which limits distribution to materials produced by Visit Tulsa and local cultural institutions, excluding advertisements from individual businesses to preserve a consistent tourism-focused standard.

He further elaborated that materials should highlight key tourist attractions, such as landmarks, museums, art galleries, outdoor recreation, dining options, and cultural events. Mr. Meier emphasized the importance of including accurate, current, and visitor-relevant information, including operating hours, locations, admission fees, and contact details. He also stated that materials must be professionally designed, visually appealing, and easy to read, with clear branding and attribution to the appropriate tourism entities to maintain transparency and credibility. He added that the guidelines would support sustainable tourism practices by encouraging the proper disposal or recycling of printed materials.

All materials would be subject to Airport management review to ensure compliance with the established criteria before being placed at the information desk. Mr. Meier stated that materials found to be inaccurate, misleading, or noncompliant would be removed and reported to Airport management for further action. He clarified that the purpose of the desk was to provide relevant information about attractions in the Greater Palm Springs area, and the distribution of newspapers, ad-based publications, or general promotional materials were strictly prohibited. Businesses or entities interested in advertising were advised to contact Fuse to participate in the Airport's paid advertising program.

From an operational standpoint, Mr. Meier emphasized the importance of having a clearly documented basis for denying the placement of materials at the Airport information desk. He stated that any decision to reject submitted materials must be

supported by a clear and consistent rationale grounded in the established guidelines. This approach, he explained, would ensure transparency, maintain accountability, and provide staff with a defensible framework for evaluating and responding to future material submissions.

Committee Member Burke asked if the proposed guidelines would replace any existing policy or procedure. Mr. Meier responded that no formal guidelines were currently in place. He explained that when businesses previously left materials at the desk, the Airport's volunteer Navigators would notify staff, who would then remove the materials. In some cases, he personally contacted the businesses to advise them to retrieve their materials and referred them to Fuse for advertising opportunities.

Mr. Meier shared examples of currently accepted content placed at the information desk, that included tourism-related brochures and informational materials intended to assist visitors. Committee Member Burke added that hiking trail maps were among the items available at the desk. Mr. Meier added that tourism-related materials submitted by the Agua Caliente Tribe had been reviewed and approved for distribution.

Chairwoman McDermott mentioned that the Visit Palm Springs information center maintained a collection of materials and asked Committee Member Burke if he had access to those resources. Committee Member Burke confirmed that the information was readily available through that center. Committee Member Burke asked whether the Airport or Visit Greater Palm Springs could display a laminated QR code at the information desk. He explained that this method could appeal to travelers who preferred a more sustainable option, as it would allow them to scan the code and access a website containing tourism-related information without relying on printed materials. Mr. Meier responded that Fuse had presented a similar concept involving digital rack cards, which would include screens near the information desk for passengers to scan and access electronic tourism information.

Committee Member Caldwell remarked that he was surprised that real estate agents had not overwhelmed the Airport with attempts to place promotional materials at the information desk. Mr. Meier acknowledged that some real estate agents had purchased advertising space through the Airport's formal paid program with Fuse. However, he stated that staff had not observed any instances of unauthorized real estate promotional materials being placed at the desk. He further noted that Airport Navigators had been instructed to politely decline any attempts by businesses to leave advertising materials at the information desk and to refer those individuals to Fuse by providing the appropriate contact information. Mr. Meier added that all advertising inquiries should be directed to the Airport's advertising webpage at flypsp.com/business/advertising-at-bsp.

Committee Member Fong asked what the provisions were for event-related materials, referencing the Film Festival and the White Party as contrasting examples, and he

inquired about how such events would be evaluated under the proposed guidelines. Mr. Meier explained that the White Party would not qualify for display at the information desk due to its classification as paid advertising and would therefore be ineligible for distribution. He further stated that the advertising program requires all content to be family-friendly and appropriate for all ages, and based on this requirement, the White Party would be disqualified from inclusion under the proposed guidelines for tourism-based materials. Mr. Meier added that the White Party had not requested distribution at the information desk and typically utilized banner advertising coordinated through the City.

He stated that the Film Festival could potentially fall under the category of tourism-related activity and may qualify for inclusion under the proposed guidelines. He clarified that the placement of banners in the center median for the Film Festival was coordinated through the City and represented a longstanding arrangement specifically offered to the event.

Chairwoman McDermott suggested that staff consult with the City to better understand the criteria used for allowing the Film Festival to place banners in the center median, particularly those applied by the Bureau of Tourism. She noted that some materials or events may not fall strictly under the category of paid advertising and stated that it would be helpful to clarify how such exceptions are evaluated. She emphasized that gaining a clearer understanding of the City's standards would assist in ensuring consistency in the application of the proposed guidelines.

Chairwoman McDermott added that the Bureau of Tourism had recently implemented a decision permitting local businesses to display their cards at no cost, recognizing that advertising expenses can be burdensome for smaller operations. She noted that this arrangement was established with the understanding that participating businesses must comply with specific guidelines set forth by the Bureau of Tourism. She also pointed out that federal regulations prohibit the advertisement of cannabis-related businesses. She requested that staff review the criteria used by the City, with particular attention to those applied by the Bureau of Tourism, to ensure alignment with these federal restrictions.

Mr. Meier described how other companies had previously advertised materials in a manner that was both tasteful and appropriate. He acknowledged the importance of maintaining consistency with City and federal guidelines and stated that he would further investigate the matter to ensure compliance. He noted that the agenda item would be brought back at a future meeting for additional review and formal approval by the Marketing and Business Development Committee.

Committee Member Fong sought additional clarification on the criteria for event-related content, asking what factors would make events like Coachella and Film Festivals acceptable compared to the White Party. Committee Member Burke suggested that the issue stemmed from family-friendliness, which is a key requirement

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under the paid advertising program. He added that if the objective was to enhance the visitor experience, a broader interpretation could be justified. He also noted that many event organizers may no longer rely on printed materials. Chairwoman McDermott added that many organizations still invest significant resources in the production of printed materials and that those efforts should be taken into consideration when evaluating eligibility under the guidelines.

Mr. Meier reiterated that materials must be produced by recognized destination marketing organizations (DMOs), such as Visit Palm Springs or Visit Greater Palm Springs. Under that criterion, materials for events like the Coachella and Film Festivals would not qualify. Committee Member Burke referenced the guideline language that includes cultural events and asked whether certain events could be interpreted as qualifying under that category. Mr. Meier acknowledged the observation and confirmed that the interpretation of cultural events under the guidelines may require further clarification.

Committee Member Fong asked whether the Pride Festival would be considered a cultural event, noting the exclusion of the White Party. Chairwoman McDermott affirmed that distinction. Mr. Meier questioned whether the guidelines should continue referencing cultural events, noting the Pride Festival's broad appeal, while other festivals, such as Coachella, entered a grey area. He noted that such ambiguity makes it more difficult to apply the guidelines consistently and could lead to challenges in determining eligibility for event-related materials.

Mr. Meier added that revisions to exclude or redefine cultural events would need legal review by the City Attorney. He confirmed that the draft guidelines had already been reviewed and approved by the City Attorney prior to being presented to the Airport Commission and explained that this review was necessary to ensure the guidelines do not result in any potential violations of free speech protections. Chairwoman McDermott advised that the document should be shared with the City Attorney for legal review. Mr. Meier clarified that the document had already been submitted to the City Attorney and that the version presented reflected the approved version by the City Attorney.

Committee Member Caldwell asked if there were any issues with allowing the White Party under the proposed guidelines. Chairwoman McDermott said there wasn't any issues. Committee Member Fong stated that the earlier discussion had suggested that the White Party would not qualify, yet the current conversation appeared to imply the opposite. He requested clarification on the evaluation criteria.

Committee Member Caldwell stated that there should be no issue with including the White Party under the guidelines. Committee Member Fong reiterated that he sought clarity on the standard for approval. Committee Member Burke pointed out that the White Party had an age restriction and was therefore not family friendly. Committee Member Fong asked whether all events with age restrictions would be disqualified.

Mr. Meier responded that events with age limits were generally not considered appropriate for minors and would not meet the family-friendly requirement. He proposed removing the reference to cultural events to reduce ambiguity. Marketing Specialist Belauskas suggested specifying that the White Party is a for-profit event, whereas others may serve the community. Committee Member Burke noted that the distinction may hinge on whether an event is community-focused or commercial. Mr. Belauskas acknowledged uncertainty regarding the specific language of the guidelines and proposed that a business or organization is solely seeking profit without contributing to the community.

Mr. Meier suggested that the guidelines might reference non-profit cultural events and added that defining cultural events as those not aimed at generating profit, a distinction that could serve as a defining factor in determining eligibility for material placement at the information desk. Mr. Belauskas stated that any such change would require City Attorney review, and Mr. Meier agreed.

Committee Member Fong expressed broader concerns about ensuring inclusivity and cultural sensitivity in the wake of heightened awareness around race, diversity, and identity. He emphasized the need for clear and defined standards. Chairwoman McDermott acknowledged that concern and stated that there had been instances in which professionals such as doctors, lawyers, and service providers had attempted to place business cards at the desk, which did not align with the tourism-based intent. She suggested that if the purpose of the guidelines were to enhance the visitor experience, the criteria should focus on attractions, events, retail, and hotels. She added that this would eliminate much of the ambiguity and help ensure that materials reviewed by staff remain aligned with the intent of promoting tourism. She also advised that any materials submitted should be reviewed to ensure they do not promote federally illegal activities.

Mr. Meier commented that the Coachella Festival may be viewed as a tourist destination, as people travel specifically to attend the event. Chairwoman McDermott responded that the Coachella Festival may be considered a paid business. Mr. Meier confirmed that the Coachella Festival is a paid advertiser through the Airport's advertising program. Chairwoman McDermott recommended further evaluation before finalizing the guidelines. Committee Member Fong agreed that the criteria needed to be more specific. Chairwoman McDermott confirmed. Mr. Meier acknowledged the validity of the concern and noted the difficulty of interpreting what qualifies as cultural.

Committee Member Burke observed that many individuals attend these events specifically to visit the Coachella Valley and contribute to the local economy. Committee Member Fong stated that attendees come for various reasons, including music and identity, and those motivations should not be disqualified if the goal is to enhance the visitor experience. Mr. Meier committed to developing additional criteria to support decision-making for material approval or denial.

Committee Member Burke asked how many brochures were currently displayed at the information desk. Mr. Meier responded that there were approximately four to six brochures, which was confirmed by Communications and Marketing Specialist Ingrassia. Mr. Meier acknowledged the low volume of current submissions and emphasized the importance of having formal guidelines in place.

Committee Member Fong highlighted the benefits of having information readily available to travelers, particularly those arriving for large events, and shared positive feedback on the Airport's overall presentation. Mr. Meier reiterated that materials must be produced by DMOs or recognized tourism entities. He confirmed that materials for the White Party and Coachella Festival would not qualify under the proposed guidelines, as they were not produced by Visit Palm Springs, Visit Greater Palm Springs, or other approved DMOs. He suggested that the guidelines clearly state this requirement to prevent businesses from attempting to circumvent the paid advertising program.

Committee Member Fong questioned what made Visit Palm Springs the sole gatekeeper. Committee Member Burke explained that Visit Palm Springs promotes a wide range of tourism activities and noted it does not produce brochures for individual businesses. He added that an individual restaurant could still qualify under broader tourism objectives. Mr. Meier agreed.

Mr. Meier stated that he would conduct outreach to other airports for additional insight and confirmed the need for a formal set of guidelines moving forward. He asked the Committee if the High Desert, Joshua Tree, and Idyllwild should be included, and the consensus of the Committee was that they should be included.

Executive Administrative Assistant LeCompte opened Public Comments.

Eric stated that he believed that Mr. Meier and Mr. Belauskas were working on trying to bring tourism. He said that he supported digital rack cards, and he said that the Airport does need something more to connect with the visitors.

7.B Cactus to Clouds Imagery Preview

Chairwoman McDermott opened the discussion by asking if anyone had reviewed the information that had been distributed in advance. She shared her observation that the imaging was very well done.

Deputy Director of Aviation, Marketing and Air Service Meier stated that he had some background information to share and could skip ahead if needed. He advised that he had a few questions to present and began by explaining that staff were approaching the matter in a manner similar to other local events, such as the Coachella Festival during the spring season. He shared that he had spoken with Chairwoman McDermott

regarding the possibility of incorporating promotional content for the Airport within the current advertising rotation. Specifically, he referenced the idea of placing advertisements for new air service routes and Airport restaurants, as well as highlighting Uptown Essentials located in the Agua Caliente Concourse. He also proposed featuring other shops and Airport-related amenities to further enhance visibility and engagement within the terminal. Mr. Meier asked whether the Committee had any thoughts on incorporating Airport-specific content into the promotional rotation or if there was a preference to maintain the focus solely on local events and activity imagery.

Chairwoman McDermott provided additional context regarding the rationale behind incorporating Airport-specific content. She explained that if a passenger is seated at the bar and views the content loop, it could serve as an opportunity to prompt them to visit flypsp.com and consider booking their next trip. She added that when travelers take that step, the Airport can collect relevant data from the carriers to demonstrate demand. She noted that this provides a more direct and measurable approach, highlighting the level of engagement of passengers already present at the Airport. Committee Member Burke agreed with this approach.

Mr. Meier asked whether any revenue advertising was permitted to be sold in connection with the promotional content loop. He clarified that the original intent of the content was to showcase things to do in the region, as well as to highlight inclusive air service, Airport shops and restaurants. He expressed concern that including such content without charge could potentially undermine the paid advertising program by offering what could be perceived as free advertising, thereby cannibalizing the revenue generated through the formal advertising platform. Mr. Meier noted that the rotation could potentially be offered to Fuse to sell to outside parties. He acknowledged that while there was no intention to convert the content loop into a billboard, the opportunity did present a potential revenue stream.

Committee Member Fong asked whether this approach would remove existing barriers. Mr. Meier stated that the displays in question were currently located only at the Cactus to Clouds area. Committee Member Fong commented that there were local restaurants that feature screens displaying paid advertising and that when individuals are seated for extended periods of time, they often see the same loop repeatedly. He noted that in such cases, people may miss certain content the first time and wait for it to appear again to catch the information. He added that the rotation may move too quickly, which has led to a growing reliance on QR codes, as individuals are accustomed to scanning content with their phone cameras. He stated that incorporating QR codes into the advertisements would be a valuable addition. In

essence, he explained that a large-scale campaign may not be necessary to capture audience attention, as simply including a QR code could effectively draw people in.

Mr. Meier acknowledged the input provided and stated that a limited number of advertisements could be included, rather than incorporating them all, in order to create a balanced mix of content. He advised that staff still needed to verify that all content could be placed within the loop as there is a rotation. Mr. Meier also shared that following the opening of Cactus to Clouds, feedback had been received indicating that there were no televisions available for viewing sports. In response, Paradies explored the possibility of repurposing existing display screens to accommodate television broadcasts. However, due to issues related to the positioning and location of the screens, that solution was determined to be unworkable. As a result, the screens had to be returned to their original function, and the repurposing plan was discontinued.

Chairwoman McDermott inquired if this was possible. Mr. Meier responded that he was unsure, explaining that the initial idea involved taking the existing screens and refurbishing them for that purpose. He noted, however, that the screens are mounted vertically rather than horizontally, and alternating them to accommodate sports viewing would not be visually effective. He added that the height and placement of the screens would not provide a suitable viewing experience for patrons. Chairwoman McDermott asked if the screens were similar to a regular television screen. Mr. Meier responded that they were not and clarified that the screens were positioned behind the seating area at the bar.

Mr. Meier confirmed that staff would begin working on uploading the images that had been provided and would source additional imagery as needed. He stated that staff would also compile Airport-related content, such as promotional material for flypsp.com, to be included in the display rotation. In addition, he shared that staff would engage in discussions with Fuse regarding the potential to incorporate this content into the revenue-generating portion of the Airport's advertising program.

7.C 2024 Customer Comments Overview

Communications and Marketing Specialist Ingrassia presented the 2024 Fourth Quarter Customer Comments Overview, covering the period from October 1st to December 31st. Feedback was collected through multiple channels, including the Palm Springs International Airport website, social media platforms, and online review sites such as Google and Yelp. A total of 158 submissions were received, generating 221 categorized comments. These comments were evaluated based on sentiment and organized into relevant operational categories to support service improvement efforts.

The overall sentiment analysis showed that 33% of comments were positive, 53% were negative, and 14% were neutral. This reflected a modest improvement in customer satisfaction compared to the third quarter of 2024, which had a lower percentage of positive comments at 26.2%. The continued reduction in neutral feedback suggested passengers were expressing their experiences more definitively.

The most frequent areas of concern included employee and tenant behavior, infrastructure needs, and food and amenities. Areas of improvement reported by passengers advised negative interactions with staff, especially at curbside drop-off zones and ticketing counters. However, some positive comments recognized staff who had gone above and beyond to assist travelers, including during medical emergencies. Infrastructure concerns included the lack of food and beverage options before the security checkpoint, broken escalators, and power outlets that were not functioning in the seating areas. Additionally, travelers expressed frustration with the limited hours of concession stands, high prices, and the lack of healthier food choices.

Cleanliness, while showing signs of improvement, remained a concern for some passengers. Specific issues included poorly maintained restrooms, bird droppings on outdoor seating, and overflowing trash bins during high-traffic periods. Parking and traffic-related feedback pointed to congested drop-off lanes, confusing signage for rideshare services, and challenges navigating overflow parking areas. A small portion of comments addressed delays related to baggage handling and ground crew activity, particularly when staff appeared idle during flight delays. Only one comment during the quarter referenced difficulties accessing the Airport's Wi-Fi network.

In contrast, the report highlighted several recurring positive themes. Many passengers complimented the Airport's scenic, open-air layout, with palm trees and mountain views contributing to a relaxed atmosphere. Others praised the terminal's convenience and accessibility, noting short walking distances, efficient security screening, and the close proximity of parking. Staff professionalism and hospitality were mentioned frequently, with many travelers acknowledging courteous and helpful employees, especially during the busy holiday season. Positive operational feedback also included streamlined boarding processes and minimal wait times. The report also included 46 unsolicited route requests. The most commonly requested destinations included Hawaii, Mexico, the East Coast, the Midwest, the Pacific Northwest, and Europe. These suggestions demonstrated continued interest from travelers in expanding the Airport's domestic and international route offerings.

Mr. Ingrassia stated that customer satisfaction trends for the fourth quarter showed steady improvement, particularly in the areas of staff engagement and overall experience. However, continued attention was needed to address the recurring concerns related to cleanliness, food access, and infrastructure reliability. Seasonal congestion during the holidays appeared to be a contributing factor to some negative sentiment. Moving forward, staff would continue to focus on targeted operational

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enhancements, consider passenger recommendations, and explore additional amenities to further improve the traveler's experience.

Chairwoman McDermott inquired about how staff was prioritizing customer comments and determining which items were being addressed. Mr. Ingrassia responded that the approach depends on the nature of each comment. He explained that in some cases, comments are specific and detailed enough to prompt immediate action, while others lack sufficient information to warrant a direct response. For those that are actionable, staff was forwarding the information to the appropriate department heads and ensuring that the issues were addressed in a timely manner. He confirmed that staff was acting on comments as soon as they were received, tracking and logging all comments.

Committee Member Fong asked where the rude comments were stored. Mr. Ingrassia responded that staff logs all comments and explained that such feedback can be useful when engaging in conversations with the airlines. Committee Member Fong asked whether comments requesting direct flights to destinations not currently served by the Airport were acted upon. Deputy Director of Aviation, Marketing and Air Service Meier responded that they were not, and he explained that when Airport staff engages with airlines, they can reference recurring route requests. He shared that if the same destinations are mentioned frequently by passengers, staff communicates that trend to the airlines by reporting that they regularly receive requests for specific routes, such as destinations X, Y, and Z and noted that is information used when needed.

Committee Member Fong asked whether the airlines inquire about the types of route requests the Airport receives from passengers. Mr. Meier stated that airlines do not typically ask for this information, as they can become inundated with such requests and addressing them requires a significant amount of time and analysis on their part. Committee Member Fong inquired whether any feedback from the airlines was provided to the Airport regarding passenger comments or route requests. Mr. Meier stated that staff does not receive direct feedback from the airlines, as that information is considered proprietary. He explained that, in the context of domestic travel, staff relies on Department of Transportation (DOT) data, which provides insight into passenger traffic between specific markets. He noted that this data allows staff to understand travel patterns and demand levels for various routes.

Mr. Meier further explained that credit card data is not typically made available, except in specific cases. He stated that such data is obtained through partnerships with the Film Festival, Visit Greater Palm Springs, and media outlets. Additionally, he noted that the Airport utilizes a consultant that assists in providing supplemental data to support air service development and marketing efforts. Committee Member Fong inquired on whether flypsp.com provides this information when people are navigating through the website. Mr. Meier advised that the Airport has access to a program called Find My Airport, which also provides staff with relevant data. He stated that staff evaluates how to incorporate and utilize this data effectively to support future planning and decision-making efforts. Marketing Specialist Belauskas added some context as

to how Find My Airport provides information; however, it does not show any revenue information.

Committee Member Fong asked whether there was a way to engage with airlines regarding the increasing number of passenger inquiries and route requests. Mr. Meier responded affirmatively and stated that staff regularly holds discussions with airline representatives. He noted that he would be attending an upcoming conference the following week.

Committee Member Caldwell inquired whether staff see the same names of individuals or departments repeatedly mentioned in either negative or positive comments. Communications and Marketing Specialist Ingrassia responded that most comments typically include a general description of the staff member rather than a specific name. He explained that when identifiable, the feedback is forwarded to the appropriate department head for review and follow-up action. Committee Member Caldwell elaborated that most employees wear name badges and that passengers are often quick to mention names in their comments, particularly when reporting rude behavior. He emphasized the importance of identifying individuals to avoid allowing one person to negatively impact the perception of the entire team.

Mr. Meier added that if a comment includes a date and time, that information can also be forwarded to the relevant department to assist in identifying the employee involved. Committee Member Caldwell asked for confirmation, stating, if you know the date and time, you would know which employee was there. Mr. Meier confirmed that this had been the case in the past.

7.D Frontier Airlines Promo Review

Marketing Specialist Belauskas reported that Frontier Airlines (Frontier) began operating at the Airport in December 2024, offering year-round service. To support the launch, the Airport explored potential promotional opportunities. Frontier introduced its annual 12 Days of Holiday Giveaway campaign, which features daily sweepstakes prizes ranging from luggage to travel packages. Although the giveaway was coordinated by Frontier, Airport staff proposed participating by collaborating with Visit Greater Palm Springs (VGPS) and Frontier to assemble a prize package.

Frontier promoted the campaign on social media, with the Airport and VGPS participating. To enter, individuals were required to follow all three organizations on social media, which helped increase the Airport's follower count. Additional methods of entry were also available. The prize package included two roundtrip Frontier tickets, a three-night stay at the Paloma Resort, a \$200 dining credit at Sol y Sombra, a \$100 spa credit, and two passes for the Palm Springs Aerial Tramway. The sweepstakes took place on December 17, 2024 and was open for 24 hours. Mr. Belauskas shared promotional images and social media posts from the campaign.

Mr. Belauskas also shared the results of the campaign, noting that it generated 56,000 landing page entries, 18,000 unique entries, 3,553 likes, 6,670 comments, 599 shares, and 40,500 views. He stated that the campaign produced excellent results for both the Airport and VGPS. The Airport gained approximately 1,400 new Instagram followers and 1,200 new Facebook followers, resulting in a significant increase in social media engagement. Additionally, 18,000 new email addresses were collected, which will serve as a valuable asset for future marketing efforts, including newsletters and digital remarketing. VGPS was also granted access to the email list, making the campaign a mutually beneficial effort. Deputy Director of Aviation, Marketing and Air Service Meier shared that there were no direct costs to the Airport. Mr. Belauskas added the only cost was staff's time.

Committee Member Burke shared some positive feedback expressing that VGPS loved this campaign and noted that they appreciated the Airport reaching out since they don't always know of the opportunities that are out there. He stated that VGPS is connected to many partners and that they had sent it out to as many people as they could.

Mr. Belauskas noted that the campaign was carried out over a short period of time and advised that, in the future, if the Airport participates in a similar campaign with an airline, they will allow for a longer lead time, particularly during the summer months, which may result in stronger engagement and overall performance. He added that going forward, Airport staff intends to directly manage the sweepstakes.

Mr. Meier added that staff worked to increase summer service demand and build momentum heading into the new year. He noted that the Airport now has another year-round carrier, stating that Allegiant Airlines also provides year-round service. Mr. Meier explained that staff was engaging with various airlines to help communicate to the public that, even without nonstop service to every destination, travelers can still reach locations around the world by connecting through the Airport.

Committee Member Fong inquired about the destinations served by Frontier Airlines. Mr. Meier responded that Frontier offers service to San Francisco and Denver. Mr. Belauskas provided additional details regarding the frequency of service in which Frontier's activity increases or decreases. Mr. Meier added that Frontier's presence at the Airport has had a positive impact on airfare pricing.

Committee Member Fong asked whether it would be possible to engage with other airlines to participate in or promote similar campaigns in the future. Mr. Meier responded that the Airport actively promotes all new air service and utilizes several email distribution lists to share these announcements. He noted that staff also distributes updates through the Airport's email database, which includes over 70,000 subscribers. Mr. Belauskas added that he intends to continue promoting Frontier Airlines, even when they are not actively conducting a giveaway. Mr. Meier stated that staff was committed to promoting the new year-round service and supporting it as

much as possible. He noted that this service would be featured in the Airport's next ad campaign, scheduled for the second quarter. Mr. Meier also shared details on additional advertising campaigns currently being conducted by the Airport. Mr. Belauskas added that the Airport had seen strong results in certain target areas that were initially not expected to generate significant interest, noting that the outcomes had exceeded expectations.

7.E Progress PSP Webpage Update

Communications and Marketing Specialist Ingrassia announced that Progress PSP was a new sub-website that the Airport was developing to highlight all capital improvement projects. The site would feature project descriptions, status updates, milestone tracking, estimated completion dates, costs, and funding sources. The goal was to promote transparency with the public and showcase the significant efforts being made to improve Airport facilities and enhance the passenger experience, while also providing real-time updates.

Mr. Ingrassia noted that the Airport had purchased the domain name and was currently in the process of building the site. A draft version of the website was shown. The website would include both passenger-facing and behind-the-scenes projects, recognizing the importance of operational improvements in supporting Airport services. Staff anticipated launching the site around March.

Deputy Director of Aviation, Marketing and Air Service Meier commented that when the Airport Master Plan was completed, this would be the one stop shop. Committee Member Fong asked whether the Airport Master Plan would be linked to this new website. Mr. Meier confirmed that it would, stating that the site was intended to serve as a one-stop resource for all capital improvement projects. He emphasized the importance of keeping the public informed not only about ongoing and upcoming projects, it was also about associated costs and budget constraints that may impact project timelines or prioritization.

7.F Customer Experience Program Update

Deputy Director of Aviation, Marketing and Air Service Meier provided an update on the Customer Experience Program (Program) noting that City Council approved the Program in January 2025. An initial call to review the scope of work was done on January 29, 2025. Mr. Meier advised that he provided PSM Squared, Inc. (PSM Squared) who was the selected vendor with the comment logs for their review.

The first step in PSM Squared's process would be a three-day site visit that would include meetings with Airport staff, Airport volunteers, TSA, airlines, service providers, concessionaires, rental car agencies, VGPS, the Palm Springs Hospitality Association, City Council and City Manager, Airport Commission, local Chambers of Commerce, and the Agua Caliente Tribe. Mr. Meier asked whether there were

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additional hospitality associations that should be contacted. Committee Member Burke advised that coordination should take place through VGPS, and Mr. Meier confirmed that he would proceed in that manner. Chairwoman McDermott suggested including the Palm Springs Convention Center (PSCC) if time allowed. Mr. Meier acknowledged the suggestion. He also noted that the site visit would include a tour of the Airport, and that PSM Squared would be observing passenger activity in various areas of the terminal.

Committee Member Fong suggested that PSM Squared include airline employees, specifically pilots and flight attendants who commute in and out of the Airport, as one of the groups PSM Squared should interview during their site visit. He explained that these employees typically travel through the Airport two to three times per week, often without checked baggage, and may offer unique insights based on their experiences at other airports. Mr. Meier acknowledged the suggestion, and noted that he was unsure how to obtain a list of commuting airline employees. Committee Member Fong advised that the airlines should have a way to identify them and offered to assist by reaching out to contacts who may be able to provide this information. Mr. Meier expressed appreciation and welcomed the support. He added that the project would include a survey component to help guide the next steps. Mr. Meier also stated that he would begin coordinating with PSM Squared to schedule meetings and noted that the site visit was tentatively planned for the week of March 17, 2025.

8. COMMISSIONERS REPORTS AND REQUESTS: None

9. ADJOURNMENT:

The Airport Marketing and Business Development Committee Meeting adjourned at 3:01 P.M.



Tanya Perez

Interim Executive Administrative Assistant

APPROVED BY MARKETING AND BUSINESS DEVELOPMENT COMMITTEE: 5/21/25