



## **AD HOC DESIGN REVIEW COMMITTEE MINUTES**

Airport Conference Room, Palm Springs International Airport

3400 E. Tahquitz Canyon Way, Palm Springs, CA 92262

Tuesday, February 13, 2024 – 11:00 A.M.

### **1. CALL TO ORDER**

Committee Chair Corcoran called the Ad Hoc Design Review Committee meeting to order at 11:00 A.M. The meeting was conducted via teleconference.

### **2. POSTING OF AGENDA**

The agenda was posted on February 8, 2024.

### **3. ROLL CALL**

#### **Commissioners Present:**

|                                                     |
|-----------------------------------------------------|
| Kevin J. Corcoran, Chair (Palm Springs)             |
| Todd Burke (Palm Springs)                           |
| David Feltman (Palm Springs)                        |
| Kevin Wiseman (Palm Desert) – Arrived at 11:09 A.M. |

**Commissioners Absent:** None

#### **Staff Present:**

Harry Barrett, Jr., Airport Executive Director  
Victoria Carpenter, Airport Administration Manager  
Christina Brown, Executive Program Administrator  
Paula Pak, Executive Administrative Assistant

#### **Others Present**

Bill Bolin, Paradies Lagardère  
Zak Thamert, Paradies Lagardère  
Pamela Brown, Paradies Lagardère  
Jill Danis, Smart Design Group  
Alea LaRocque, The Marshall Retail Group

### **4. ACCEPTANCE OF AGENDA**

**ACTION:** Accept the agenda as presented. **Moved by Committee Member Burke, seconded by Committee Member Feltman, and approved by the following roll call vote: 3 Yes; and noting the absence of Committee Member Wiseman.**

**5. PUBLIC COMMENTS:** None

Ms. Brown introduced Paula Pak, newly hired Executive Administrative Assistant, and she noted that Ms. Pak had extensive experience in hospitality and as an executive assistant.

**6. APPROVAL OF MINUTES:**

**ACTION:** Approve the minutes of the Ad Hoc Design Review Committee of March 7, 2023 (Paradies). **Moved by Committee Member Corcoran, seconded by Committee Member Feltman, and approved by the following roll call vote: 3 Yes; and noting the absence of Committee Member Wiseman.**

**ACTION:** Approve the minutes of the Ad Hoc Design Review Committee of March 7, 2023 (MRG). **Moved by Committee Member Corcoran, seconded by Committee Member Burke, and approved by the following roll call vote: 3 Yes; and noting the absence of Committee Member Wiseman.**

**ACTION:** Approve the minutes of the Ad Hoc Design Review Committee of July 6, 2023 (Paradies). **Moved by Committee Member Burke, seconded by Committee Member Corcoran, and approved by the following roll call vote: 3 Yes; and noting the absence of Committee Member Wiseman.**

**ACTION:** Approve the minutes of the Ad Hoc Design Review Committee of July 26, 2023 (Paradies). **Moved by Committee Member Feltman, seconded by Committee Member Burke, and approved by the following roll call vote: 3 Yes; and noting the absence of Committee Member Wiseman.**

Committee Member Wiseman arrived and joined the meeting at 11:09 A.M.

**7. DISCUSSION AND ACTION ITEMS:**

**7.A Food and Beverage Concessions Update - Paradies Lagardère**

Pamela Brown, representing Paradies Lagardère (Paradies), provided a narrated PowerPoint presentation, noting that the updates included addressing concerns previously expressed by members of the Committee. Updates on the new Mexican food concept, Las Casuelas Terraza, a long time Coachella Valley iconic brand, were displayed. The family owners of the restaurant provided consulting services on design, and changes to tile, color, and other items, as expressed by Committee members, were included. Renderings of the landscaping, entrance, and interiors were displayed.

Committee Member Feltman inquired as to the seating capacity. Ms. Brown responded there was no change in the capacity, however, she would follow up with specific data from Smart Design. Committee Chairman Corcoran inquired as to the amount of time lost in the process of changing from El Mirasol to Las Casuelas. Ms. Brown said that the process was also impacted by asbestos removal during demolition work in the commissary and back of house area and that it would

probably cost a month's worth of time, and she said she would provide additional detail from the design team, as it is important to be sensitive to the restaurant's brand and concept in order to coordinate the appropriate materials. She expressed their desire to remain compliant with the City's design review process, which is also important. Committee Chairman Corcoran inquired as to the anticipated date of completion. Ms. Brown responded that Jill Danis from Smart Design would provide the anticipated schedule and further reported that the project was affirmatively underway.

Zak Thamert, representing Paradies Lagardère, continued the presentation providing highlights of the various coffee, food, and beverage offerings. He noted that coffee is of paramount importance to the traveling guest and the focus is to remain as convenient and broad as possible. During construction, a temporary kiosk in the Agua Caliente Concourse was open. A brewed coffee offering was working somewhat well, he noted that they did not have the ability to put in full-service espresso machines, and PSP Coffee House (PSP Coffee) had the largest offering of fresh brewed espresso drinks.

Mr. Thamert noted that Half Moon Empanadas was offering fresh brewed coffee and espresso drinks. Santa Rosa Kitchen and Spirits (Santa Rosa) was offering full service fresh brewed coffee espresso drinks, and traffic was directed to Santa Rosa when PSP Coffee has experienced equipment downtime or cannot meet demand. Additionally, a portable coffee cart, which initially would have a fresh brewed option, was being transported the first of next week and that it would be tried out in various areas to determine guest demand. He continued, noting that additional information and directional signage had been placed highlighting the coffee services available at the five outlets, and Mr. Thamert said that banners would also be featured in front of Santa Rosa and Half Moon Empanadas.

Mr. Thamert noted that the railing at Half Moon Empanadas had been removed upon the Committee's recommendation, as the railing provided somewhat of a visual deterrent for those coming through security. The railing was previously required due to alcohol sales, which were not significant nor successful, and the seating was also rearranged. The site would feature new static menu boards that would replace the hard-to-read digital signage that was in place, and a very large decal would be created to further enhance visibility of the offering. Mr. Thamert displayed a picture of the portable coffee cart which will be available the first of next week. Sales data was displayed from the end of December through end of January, denoting the best sellers at each location and other associated coffee and espresso sales details.

Committee Member Burke inquired as to the hours of operation of the temporary coffee kiosk at the Agua Caliente Concourse. He noted it appeared to not be open in the morning and inquired whether there had been a change. Airport Administration Manager Carpenter responded that Paradies had reported a staffing issue as the cause for the coffee kiosk not being open. However, they have concurrently addressed the issue of having that temporary unit open more often throughout the day, and the coffee kiosk was currently opened in the early morning

and then closed at 1:00 P.M., however, the schedule would also be in accordance with flight demands.

Mr. Thamert provided further response, noting that their intent was to serve the traveling passenger and meet their needs and that the coffee kiosk would be open first thing in the morning, and Paradies would adjust the hours of operations in accordance with enplanements. He confirmed that there had been a staffing issue and that the staffing issues had since been resolved.

Committee Member Burke inquired whether the coffee cart has a fixed location or if it was designed to start at a particular location and move around. Mr. Thamert responded this matter was discussed during their last walk through, and that the unit was mobile. He said that they were considering having the coffee cart begin in the main courtyard, to the left before entry to the escalators, and if that scenario does not work, they would pivot and consider other locations, including placement on the walkway to the Agua Caliente Concourse, or at the top of the Sonny Bono Concourse. The goal was to find the location where it works best.

Ms. Carpenter continued by further highlighting coffee sales information for each of the locations, noting PSP Coffee had 47% of sales. The next closest location was Half Moon Empanadas at .5% of sales. Santa Rosa upstairs had 1.2% of sales. PSP Wine Bar, which is connected to PSP Coffee had no coffee sales, and the Agua Caliente temporary unit had 14% sales. Passengers typically see PSP Coffee and they purchase their coffee there. Ms. Carpenter said that there may be an opportunity to place the temporary carts in locations where passengers can purchase their coffee close to a site where they can then purchase breakfast food, and she noted that the walkway heading towards the Agua Caliente Concourse had also been considered as well as the location by the upward escalators and that the decision should be based upon peak times to enhance the passenger experience.

Ms. Brown added that she could see the kiosk working almost as a little bit of a coffee ambassador in those key locations. Santa Rosa Kitchen has the perfect spot at the grab-and-go entrance, and a banner would be placed outside the double doors to feature all coffee, including specialty coffee offerings. She said that having a staff person working the cart who could also provide information on the coffee offerings at each of the locations would also be helpful.

Committee Member Feltman noted he voted to approve the minutes from previous meetings where these matters were discussed, and he appreciates the various concerns being addressed that were identified back in March of 2023. He did express strong concerns regarding the lack of offerings and aesthetics of Half Moon Empanadas, which unfortunately is located right outside of security and at an area where people are likely to be congregating during beautiful weather. His understanding of the carts was that they were designed to be a supplement to the fact that there are lines because of the shortage of locations, and that Paradies would be enhancing the menu. He inquired about enhancing the quality of menu first and then addressing infrastructure later.

Ms. Carpenter thanked Committee Member Feltman for the feedback and responded that Half Moon Empanadas was intended to be used as a temporary space. She said that a structure was placed to assist with line formation during peak hours, and she referenced additional enhancements to the actual space itself. Ms. Carpenter noted that the Half Moon Empanada unit would eventually move up near the upward Bono stairs and to the left. She requested that the Paradies staff speak to the additional food offerings planned at that location. Committee Member Feltman expressed concern regarding the construction project's timeline and that it was not in alignment with what was previously communicated.

Ms. Brown stated that the focus today was primarily coffee and other related items, and perhaps the matter of the construction timeline could be discussed at the next Airport Commission or Ad Hoc Design Review Committee meeting, in order to provide a comprehensive update. The Half Moon Empanada location was meant to be an interim stop gap, and the hope was to use the cart and the temporary structure to highlight certain items during festivals, and potentially feature items such as ethnic foods at different times.

Committee Member Feltman stated that he had raised the food offering issue almost a month ago and that he had been told that this meeting would be the appropriate venue to have the discussion. He said that Paradies had been responsive in addressing other concerns and that he would prefer to have back and forth communication on this matter. Committee Member Feltman stated that he is a heavy user of the airport, and he feels that the current offerings are an embarrassment and not in alignment with the expectations of the traveling public or hospitality guests to experience. He noted that the March 2023 minutes stated that the location was customer unfriendly. He said that he had been told that the facility was going to be the supplemental facility for other offerings when there were long lines at other food and beverage locations.

Committee Member Feltman inquired as to whether there were any prohibitions against offering items other than empanadas at the Half Moon Empanada location. Ms. Brown responded that there was no franchising issue, and she explained that the challenge was not the original design that had been projected to be more open and friendly, it was California's food safety regulations, which were more strident. This prohibited the farmer's market and festival type of environment that they would have preferred, and she said that the location was not as customer friendly as they had hoped it would be and that it wasn't their best foot forward.

Mr. Thamert stated that Half Moon Empanada's was the initial concept and product that they had had in mind to fill the food and beverage gap, and he said that they could evolve and innovate to meet customer and Airport needs. He said that they have been more focused on getting the permanent program opened and ensuring it was the best possible offering and they would revisit the concerns expressed by Committee Member Feltman.

Committee Chairman Corcoran relayed detail concerning three friends, not connected to one another, who respectively expressed concern to him regarding

the length of the food concession lines at the Airport, and he said that they were asking for the status of the opening dates of the various new venues that would have quality food. Separately, he expressed concern with internet access and the overall appearance that the Airport is failing. He said that people were coming out of the woodwork to notify the Committee Members that the quality of the experience, especially around food and beverage, was really poor. He said that he did not have a strong feeling about the empanadas, one way or another, and he said that if the t concept wasn't working well, he wanted to know if there were other offerings that that the Committee could look at.

Committee Chairman Corcoran inquired whether Nine Cities would assist in improving the quality of the food offerings and when it would open. He said that Paradies was not succeeding in their efforts and that they could fall on the sword on the construction schedule and the contractor delays and any other problems for only so long, and he said that the Committee was looking to Paradies try to find another way to help the game during construction because of the negative feedback that was being received.

Committee Chairman Corcoran referred to the percentages of the coffee sales, and he noted that the signage would assist with routing customers to the various coffee option, and he inquired as to whether the Vino Volo option should be revisited. Additionally, he inquired whether other options for breakfast offerings would be provided and how quickly the Mexican option could be opened, and he expressed concern regarding the passenger experience over the next nine to twelve months, and he asked what options could be provided in the interim.

Ms. Carpenter responded that Nine Cities, once opened, would elevate the passenger experience, and she said that Las Casuelas and Coachella Valley would be opening and serving coffee and that Half Empanadas would be relocated. She said that Jill Danis, representative of the Smart Design Group could provide clarification of the scheduling for when the various locations would be opening and when Half Moon Empanadas would be relocated. Ms. Carpenter recognized that the Committee's concerns were valid, particularly as related to the passenger experience. She requested that Ms. Brown relay the feedback provided at the meeting back to the Paradies team and provide options for other coffee and food options during construction. The Paradies representatives affirmed the request from the Committee and staff.

Ms. Danis reported that all Phase One projects were currently in construction and Nine Cities was furthest along, and it was estimated to be completed by March 15<sup>th</sup> and opened by March 20<sup>th</sup> with time for stocking and training. The commissary kitchen was scheduled for a May 28<sup>th</sup> handover, with approximately five days for stocking and staffing. Las Casuelas and Coachella Valley Coffee were scheduled for a June 4<sup>th</sup> handover and a June 18<sup>th</sup> opening. She said that for Cactus to Clouds, the lay down area was set up in the concourse for construction in that space, and they were about halfway through the demolition of the fountain. Ms. Danis noted that each of the projects had been submitted to the City for permitting, aside from the new Half Moon Empanada kiosk and that permits had been issued on all Phase I spaces, apart from a couple of signage permits which required more

detailed information on weight and structure. She reported on the various issues that had been uncovered during the demolition and construction of Nine Cities, Las Casuelas, and the commissary kitchen processes, and she said that the issues were currently being addressed.

Committee Member Feltman requested a diagram of the various facilities with the dates listed on the map, as well as a monthly update. Ms. Carpenter responded that Mr. Keating was typically providing those updates at the monthly Airport Commission meetings, and she said that she would relay the request to Mr. Keating.

Committee Chairman Corcoran questioned if Half Moon Empanadas was the right offering, especially if the Airport was having issues with the quality or variety of the offering, and he asked if the Committee should be thinking about that prior to committing to investing the money into moving Half Moon Empanadas into a permanent structure upstairs.

Committee Member Wiseman commented that people were generally looking for vegan options and generally healthier food which the Airport didn't really have across the current offerings. Committee Chairman Corcoran asked if Trio would be offering salads. Ms. Carpenter said that Trio would be offering salads, burgers, and salmon.

Committee Member Feltman requested an update on the grab-and-go and post-breakfast offerings, and he said that the goal was to provide a more balanced set of offerings that included less meat-heavy options and vegan options. Ms. Carpenter responded that they could revisit the offerings. Airport Executive Director Barrett voiced his concern with Paradies getting too far long in their planning and then being asked to pivot at the last minute, and he requested to meet with the Paradies team in the next week to discuss the menu offerings and franchise issues. Mr. Thamert responded affirmatively.

Committee Chairman Corcoran confirmed that Paradies would provide updates on menus, information on what could or could not be done with Half Moon Empanadas, franchises and that Paradies would revisit Vino Volo as a concept.

#### 7.B Retail Concessions Update – The Marshall Retail Group

Airport Administration Manager Carpenter explained that the proposed coffee truck could no longer be provided by The Marshall Retail Group (MRG), and the Airport had asked MRG to expand The Pink Door to make up for the loss of the coffee truck.

Alea LaRocque, representing MRG, noted that The Pink Door would be located at the designated pre-security location and that the space had previously been a Starbucks that had been closed and the space currently had vending machines placed in front of it. Ms. LaRocque presented various renderings to detail the historic interior of the location, and she noted that prior to the current vending machines, there had been automated retail with a self-serve coffee machine and

that MRG had planned to provide the same concept up until the Airport had requested that MRG expand the concept for The Pink Door. She said that the new Pink Door concept would be a full service and staffed travel convenience store with an expresso program. The front of store would feature travel essentials, Grab & Go, beverages, and a limited assortment of souvenirs and that local brands, such as Joshua Tree Coffee Company and TKB Deli would be featured. Ms. LaRocque said that the vending machines would be moved across the hall.

Ms. LaRocque provided a list of the merchandise which would include convenience retail, bottled beverages, hot and iced coffee, Grab & Go, and snacks. She provided details concerning the offerings of Joshua Tree Coffee Company, including a full assortment of espresso, and TKB Deli, a regional bakery and deli.

Ms. LaRocque displayed quick render of the proposed interior space, including the iconic “Pink Door,” a Palm Springs landmark. She said that a third of the space would be travel essentials, a third of the space would be the coffee area, and the space remaining would be the back-of-house to support the total 545 square feet. Ms. LaRocque also provided a photo that illustrated the location that the current vending machines would be relocated to.

Committee Member Burke expressed support for the concept.

Committee Member Feltman inquired whether the vending machines would be up against the windows. Ms. Carpenter responded that they would not go directly up against the windows, they would be close to it. Committee Member Feltman inquired about what was on the other side of the windows. Committee Member Wiseman said that there was a stone wall on the other side of the window. Committee Member Feltman expressed his concern with placing vending machines against the window.

Committee Chairman Corcoran inquired as to the timing of the project. Ms. LaRocque responded that they were currently working on the design construction schedule after gaining approval for an additional capital investment spend, which occurred last week. She said that as soon as they had the project scheduled out, they would share the finalized schedule with the Airport staff, and she also noted that they were hoping the project would be part of the same batch of construction currently in motion, with a June or July proposed opening and that the vending machines would be available throughout the construction.

Committee Chairman Corcoran inquired if a storyboard or plaque with information could be provided, similar to the Cactus to Clouds, to provide the history of the “Pink Door.” Ms. LaRocque responded affirmatively.

Committee Member Feltman inquired about how many chairs would be lost to provide a location for the vending machines. Ms. Carpenter responded that five or six chairs would be lost and that there were additional benches located further down.

Ms. LaRocque provided an update on Uptown Essentials, she noted that the space is where the CNBC News location was previously located in the Aqua Caliente Concourse, and she also noted that a steel enforced concrete wall had been discovered during construction and that the concrete wall may be load bearing and it may not be possible to re-engineer. She said that MRG was proposing to return to the original proposed design, as the project would have to be redesigned in either case, and the delay was expected to be two months, and there would be an additional delay of six months if they were to move forward with determining if the wall was load bearing. However, after speaking with the Airport staff, there could be an opportunity to explore interactive technology alternatives that she would need to do more research on. She reminded the Committee that the store would have a traditional point of sale system and two self-checkout stations.

Committee Member Burke stated it wouldn't be worth an additional delay of six months, and he preferred the option of going back to the original plan. He said that it would be a disservice to the Airport customers to delay the project any longer than necessary. The Committee Members were agreeable to going back to the original plan.

Ms. LaRocque said that they had scaled back on some retail due to the spaces being under construction, however they were actively seeking additional opportunities and spaces to place more food and beverage options to enhance the passenger experience. She requested that any feedback or complaints be routed to her email address to ensure any issues are resolved promptly.

Committee Chairman Corcoran acknowledged that Palm Springs products had been seen at some of the temporary locations, and he expressed his appreciation for their commitment to placing those products at their retail spaces. Ms. LaRocque thanked the Committee, and she stated that they had much more to come, including additional outreach.

## **8. COMMITTEE MEMBER REPORTS AND REQUESTS**

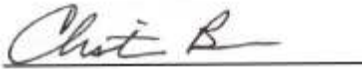
Committee Chairman Corcoran inquired about the Wi-Fi upgrade timeline. Airport Administration Manager Carpenter responded that the Airport and IT staff were actively coordinating the projects that need to happen at the Airport and that there had been a discussion concerning the purchase of access points to increase the signal around the Airport. She said that she did not have a schedule and that she would need to get back to the Committee with that information.

Committee Member Feltman said that he had recalled that Assistant Airport Director Keating had reported at a recent Operations, Properties and Facilities Committee meeting that there was to be imminent delivery of the access points to the City, and that the installation should begin within the weeks and months ahead. Committee Member Feltman requested that Mr. Keating provide an update at the next Committee.

Ms. Carpenter thanked Ms. Danis for her presentation and participation in the meeting.

**9. ADJOURNMENT**

The Ad Hoc Design Review Committee adjourned at 12:07 P.M.

A handwritten signature in cursive script, appearing to read "Christ B", is written over a horizontal line.

Christina Brown  
Executive Program Administrator

APPROVED BY AD-HOC DESIGN REVIEW COMMITTEE : 6/17/2024