



palm springs
INTERNATIONAL AIRPORT

**AIRPORT COMMISSION
MARKETING AND BUSINESS DEVELOPMENT COMMITTEE**

Wednesday, May 21, 2025 – 2:30 P.M.

SUMMARY MINUTES

1. CALL TO ORDER:

Committee Chairwoman McDermott called the Marketing and Business Development Committee meeting to order at 2:30 P.M. The meeting was held in-person and via videoconference.

2. POSTING OF AGENDA: Posted on May 19, 2025.

3. ROLL CALL:

Committee Members Present:

Burke, Caldwell, Ebensteiner, Fong, McDermott, Wise.

Committee Members Absent:

Wiseman

Staff Present:

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

Jake Ingrassia, Communications and Marketing Specialist

Stephen Belauskas, Marketing Specialist

Tanya Perez, Interim Executive Administrative Assistant

4. ACCEPTANCE OF AGENDA:

MOTION BY COMMITTEE MEMBER WISE, 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 February 21, 2025.

7. DISCUSSION AND ACTION ITEMS:

7.A First Quarter 2025 Comment Report Update

Communications and Marketing Specialist Ingrassia presented the Quarter 1, 2025 Customer Feedback Report.

Mr. Ingrassia explained that comments were collected between January 1 and March 31, 2025, from multiple channels including social media such as Facebook and Instagram, email and web forms, QR codes posted throughout the Palm Springs International Airport (Airport) terminal, and Google and Yelp reviews. He noted that each comment could contain multiple pieces of feedback, which were logged separately.

Committee Member Burke inquired whether it was typical for individual comments to contain multiple pieces of feedback. Mr. Ingrassia responded that it was indeed common for comments to reference several categories at once, noting that it was rare for a comment to only address a single issue. Committee Member Ebensteiner asked whether feedback had been logged separately in Quarter 1, 2024. Mr. Ingrassia responded that it had not been logged in that manner.

Mr. Ingrassia reported that there had been a significant increase in comments compared to prior quarters, with an expanded count of 511 versus 221 in Quarter 4, 2024. He explained that possible reasons included seasonal passenger growth, higher operational strain, viral social media posts, and refinements to the feedback categorization system. He added that overall customer engagement had increased, though the exact reason for the spike was difficult to pinpoint. He noted that certain posts can go viral and generate a surge of comments, and the Airport may have had more popular posts during this period. However, the precise cause was unclear.

Mr. Ingrassia provided a sentiment breakdown, reporting that 75% of comments were negative, 22% positive, and 3% neutral. He explained that when comment volume increases, it typically results in a higher share of negative feedback, noting that passengers are often more vocal when upset and quieter when happy. He clarified that route requests, which the Airport receives in large volume, had previously been categorized as neutral. Beginning in Quarter 1, 2025, those were excluded from sentiment analysis due to volume, which accounted for the sharp decline in neutral sentiment.

Committee Member Ebensteiner asked when the shift in categorizing route requests had taken place. Mr. Ingrassia responded that the adjustment began in either Quarter 2 or Quarter 3 of 2024, explaining that Quarter 1, 2024 was still in the early stages of developing the comment system. He added that categorization was somewhat subjective, as comments were interpreted based on tone. He noted that some comments could be both positive and negative, and staff categorized them accordingly when possible. Committee Member Wiseman suggested that the colors remain consistent on the graphs throughout the presentation. Mr. Ingrassia thanked him for pointing that out.

Mr. Ingrassia stated that infrastructure needs represented the highest category of comments, including issues such as terminal crowding, broken escalators, limited restrooms, and insufficient seating, all expected challenges during periods of high passenger volume. Committee Member Fong asked whether specific areas, such as restrooms or escalators, dominated the complaints within infrastructure. Mr. Ingrassia advised that he was not sure, and he would provide that information to the Committee.

Mr. Ingrassia followed up on Committee Member Fong's question, reporting that recurring feedback included terminal overcrowding, space constraints, overcrowded walkways, and long lines. He clarified that restroom concerns related to outdated facilities and requests for family-friendly and accessible options, not cleanliness.

He further noted that broken escalators and elevators were a frequent concern, as several were out of service during the quarter. Limited seating and outlets were also mentioned, particularly during peak travel periods. Lastly, loud and excessive public address (PA) announcements were cited as an issue. He advised that Airport staff were working to address this matter.

Deputy Director of Aviation, Marketing and Air Service Meier added that he had advised the Airport's consultant PSM Squared, Inc. that a Quiet Airport Program must be part of the Customer Experience Plan. He explained that PSM Squared, Inc. had attended a seminar where Denver International Airport (DIA) shared details of its program, and they had obtained materials that Airport staff would be reviewing to evaluate adaptation for the Airport.

Committee Member Fong commented on airport announcements, noting that while some were necessary, the mixed noises and differing sound pitches made it difficult to understand messages. He observed that this challenge had become more noticeable with age and could affect the Airport's slightly older passenger base. He noted that excess overlapping announcements made it harder for passengers to relax,

and he suggested staff explore shifting more information to display screens or alternative formats.

Mr. Meier added that research on Quiet Airport Programs were underway and that staff agreed with the Committee's concerns. He cited examples from Harry Reid International Airport in Las Vegas, Nevada, San Francisco International Airport, and Denver International Airport. He explained that the Harry Reid International Airport in Las Vegas, Nevada prohibited airlines from making terminal-wide announcements, instead using a computerized automated voice. San Francisco International Airport had launched its program approximately 18 months prior, and Denver had just launched a program that limited airlines to approximately 16 announcements per day. Mr. Meier stated that staff would study these models with PSM Squared, Inc. to determine how best to adapt such a program for the Airport. He emphasized that staff were fully supportive of the concept and committed to incorporating it into the Customer Experience Plan.

Mr. Ingrassia then identified other categories of negative feedback. The second-highest area was flight delays and ground crew shortages, largely tied to staffing issues at AGI Ground, Inc., which resulted in baggage delays exceeding two hours and extended tarmac waits. The third category was employee and tenant behavior, followed by parking and traffic control. He added that food and amenities, cleanliness, and Wireless Fidelity (Wi-Fi) issues were also noted, with these categories ranking lowest among negatives.

He explained that employee and tenant behavior complaints were most often referred to as rude or inattentive behavior by the Transportation Security Administration (TSA) agents, food vendors, and crosswalk staff. He clarified that these were tenant employees rather than Airport staff. In contrast, positive comments were received about the curbside staff, which had recently transitioned to being managed in-house. Parking and traffic control concerns largely stemmed from congestion at the drop-off areas and a lack of available parking. Food and amenity complaints most often referred to high prices, limited hours, and inconsistent service.

On the positive side, Mr. Ingrassia reported that scenic and unique settings continued to be the most frequently praised. Travelers highlighted the open-air terminal, mountain views, and relaxing atmosphere as key strengths. Convenience remained a major positive theme, with TSA wait times, terminal layout, and quick rental car returns cited regularly.

In addition, he noted that staff excellence was repeatedly recognized, especially for accessibility assistance. He acknowledged that while TSA agents were referenced negatively in some comments, there were also positive mentions of TSA service. Cleanliness was another improvement, with cleanliness complaints dropping 40% compared to Quarter 4, declining from 12% to 7% of total comments, despite the overall increase in feedback. Mr. Ingrassia described this as a fantastic improvement. Food and amenities also received positive remarks as new concessions opened and options expanded.

Mr. Meier explained that Wi-Fi had been a major issue the year prior when the system was replaced. Airport staff worked with the City's Information Technology (IT) Department and Cisco Systems, Inc. to install a new landing page requiring users to enter a zip code, with options to sign up for the newsletter and answer a survey question to support air service development. He noted that Canadian alphanumeric zip codes were initially unrecognized by the system, causing most international complaints, and this issue had been resolved. Mr. Ingrassia confirmed there had been no recent Wi-Fi complaints. Mr. Meier added that the Cisco platform, Inc. generated valuable data being analyzed for advertising and service development, and it provided space for advertisements, which Fuse Connect, LLC (Fuse) could potentially sell to generate revenue.

Committee Member Caldwell asked whether the Airport could realistically improve negative feedback related to delays and ground crew shortages, noting the responsibility largely rested with the airlines. Mr. Meier confirmed that most delays were outside the Airport's control since airlines staffed and operated their own ground services. He explained that staff assisted where possible, including opening additional gates and marshalling aircraft, although airlines sometimes declined such support. Mr. Meier noted that delay complaints were forwarded to airlines' airport affairs representatives, particularly at WestJet, Air Canada, and AGI Ground, Inc. He noted that staffing remained the core issue, which was outside the Airport's authority.

Mr. Ingrassia clarified that staff responded to most comments with explanations of the Airport's limited role, assuring passengers that staff were aware of the issues and were working with the airlines to address these issues. Mr. Meier added that passengers were also encouraged to contact airline headquarters directly, since delays impacted airline brand perceptions. He explained that many travelers mistakenly assumed all Airport workers were Airport employees, when in fact airlines and tenants operated independently.

Chairwoman McDermott asked if feedback was shared with tenants. Mr. Meier confirmed that the feedback was shared with the tenant managers. Chairwoman McDermott asked whether action items accompanied the feedback. Mr. Meier explained that actionable items were forwarded appropriately and provided an example, noting parking issues with ABM Aviation, Inc., or operations and maintenance concerns go to internal teams, while individual airline-related feedback was sent to the respective managers. He noted that PSM Squared, Inc., had been given full access to all customer comment data to support the development of the Customer Experience Plan.

Chairwoman McDermott commented that negative feedback appeared to be part of a broader industry trend, based on her conversations with Booking.com corporate, though it emphasized the need for the Airport to continue improving performance. She recommended identifying stress points within the Airport's control and amplifying opportunities for customer service improvements.

Committee Member Burke stated that he was not surprised by the feedback trends, noting that the Committee was already aware of the issues and steps being taken. He expressed confidence that the Airport was moving in the right direction, though the acknowledged improvements would never feel fast enough for the public. He praised staff responsiveness, especially real-time engagement on social media.

Mr. Meier shared that when the Customer Experience Program rolled out, his goal was to provide seven-day coverage so staff could respond to customer questions in real time or as close as possible. He reiterated that this remained the goal.

7.B Advertising Revenue Policy

Deputy Director of Aviation, Marketing and Air Service Meier presented the draft Advertising Revenue Policy to the Marketing and Business Development Committee for review. Mr. Meier explained that the policy had been developed by Executive Director of Aviation Barrett and Committee Member Wiseman. He noted that the draft version had been provided to him to refine and review with the Committee, with the goal of making any changes as needed or, if the Committee agreed, proceeding with a vote to advance it to the Airport Commission at the June 18, 2025 meeting for final approval. He stated that the purpose of the policy was to generate revenue through advertising, sponsorships, and naming rights; enhance airport facilities; and support operational funding by obtaining additional revenue while promoting community engagement.

The policy also provided guidelines for advertising placements, sponsorship agreements, and naming rights arrangements. It established an approval process to ensure alignment with the Airport's mission and brand and required additional review for high-value agreements. Specifically, sponsorship or naming rights agreements valued at \$25,000 or more had to be reviewed by the Marketing and Business Development Committee and approved by the Executive Director of Aviation. Agreements of \$500,000 or more required approval by the Executive Director of Aviation and the City Manager, with the option to elevate to City Council if deemed necessary.

The Airport's marketing and advertising teams would manage placements, maintain records, and ensure compliance with Airport standards and agreements. Minimum sponsorship and naming rights thresholds were set at \$25,000 with a minimum term of three years.

Committee Member Burke asked for clarification on whether the Committee's role was advisory or whether its review was binding. Mr. Meier clarified that the Executive Director of Aviation held final approval authority, while the Committee reviewed and consulted prior to approval.

Chairwoman McDermott asked who else had provided feedback on the policy aside from the Committee. Mr. Meier responded that Fuse, the Airport's advertising firm, had also reviewed the draft and provided feedback. He added that Executive Director of Aviation Barrett had conducted much of the initial research and development and then had asked him to refine the draft and bring it to the Committee for further input, and to either make changes or additions or to confirm if the policy was ready to advance to the next steps.

Committee Member Ebensteiner requested clarification, noting that the policy stated the Marketing and Business Development Committee reviewed and consulted, while the actual authority appeared to rest with the Executive Director of Aviation. He commented that it did not explicitly state otherwise. Mr. Meier explained that the slides were only a summary and referred to the full guidelines that had been sent out to the Committee. He reviewed the language in the approval process section, stating that all advertising content had to be pre-approved by the Marketing and Business Development Committee to ensure compliance with aesthetic, content, and branding standards. He further explained that all major sponsorship and naming rights agreements had to be reviewed and re-approved by the Marketing and Business Development Committee of the Airport Commission as well as the Executive Director of Aviation prior to the execution of an agreement.

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Mr. Meier clarified that he was also identified in the document as the vendor-appointed point of contact. He emphasized that all naming rights agreements had to be reviewed by the Marketing and Business Development Committee of the Airport Commission and had to be approved by the Executive Director of Aviation.

Committee Member Burke asked where in the agenda packet this section was located. Mr. Meier advised that it was on page 4, under the approval process section, first paragraph. Committee Member Burke clarified whether this was in the Airport Commission packet. Mr. Meier confirmed it was. Once the section was located, Committee Member Burke asked to restate the section. Mr. Meier repeated that all naming rights agreements had to be reviewed by the Marketing and Business Development Committee of the Airport Commission and approved by the Executive Director of Aviation. Mr. Meier added that the language could be adjusted so that the Marketing and Business Development Committee reviewed first, followed by approval from the Airport Commission.

Committee Member Burke stated that for something as significant as future naming rights, he agreed it should begin with the Marketing and Business Development Committee, and he believed it should go before the Airport Commission to capture broader thoughts and recommendations. Mr. Meier responded that this was still a working document and emphasized that changes could be made at this stage.

Committee Member Ebensteiner asked how the proposed policy differed substantially from what had been in place. Mr. Meier explained that the process operated under the existing agreement with Fuse, which allowed the Airport staff to sell advertising and naming rights without outlining a clear review and approval process. He stated that the new policy would formalize the steps, ensuring a smoother and more transparent process. He noted that during the Agua Caliente Concourse naming negotiations, certain items had been missing that should have been in place, which created complications. The proposed policy would address those gaps by establishing a clear, step-by-step process so that when proposals came forward, all parties would know what to do, what to expect, and the minimum requirements to be met.

Committee Member Fong asked for clarification on whether the naming of the Agua Caliente Concourse had gone through the Airport Commission. Committee Member Burke stated it had not. Committee Member Fong clarified that it had not been approved by the Marketing and Business Development Committee. Mr. Meier confirmed this and explained that the new process would ensure all naming rights went through the Airport Commission and Committee in advance. Chairwoman

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McDermott added that moving forward, having everyone aligned under the same process would help avoid confusion and frustration, and that naming rights should go through the Marketing and Business Development Committee first.

Committee Member Burke stated that he agreed with the approach, noting that naming rights matters should first go through the Marketing and Business Development Committee. He explained that the Committee could do the hard work, ask the deeper questions, and then elevate the recommendations to the Airport Commission. He added that colleagues on the Airport Commission would appreciate the Committee's efforts while also having the opportunity to contribute their voices and perspectives in case something has been missed or overlooked. He emphasized that this was the right opportunity for everyone to have input on a matter as significant as naming rights.

Mr. Meier agreed and clarified that the policy language stated that the Marketing and Business Development Committee reviewed and consulted. He confirmed that the language should be adjusted so the Marketing and Business Development Committee reviewed, consulted, and recommended approval to the Airport Commission. The Airport Commission Chairman Corcoran, who was in the room, added that the policy should explicitly state that recommendations proceed to the Airport Commission. Mr. Meier confirmed that he would make that adjustment and ensure that the policy required both Committee and the Airport Commission review and approval.

Airport Commission Chairman Corcoran asked whether commission levels had been assigned within the policy, noting that this had been a significant issue in prior discussions. Mr. Meier clarified that commission percentages had not been included in the policy since they were outlined in the existing agreement with Fuse. He explained that the contract had been signed with an initial three-year term and an additional three-year extension. At the three-year mark, the Airport Commission would have the opportunity to amend the terms before authorizing the extension, including making changes to commission percentages if deemed necessary. He added that the contract would be approaching that review point in the Summer of 2026, approximately 18 months from the time of the meeting. Airport Commission Chairman Corcoran stated that the review point would arrive in approximately 18 months. Mr. Meier confirmed this timeline.

Airport Commission Chairman Corcoran inquired whether Fuse had a 39% commission. Mr. Meier clarified that Fuse received a 43% commission. Airport Commission Chairman Corcoran repeated that the 43% applied to advertising and

explained that the agreement did not include a separate provision for naming rights commissions. He stated that during the Plaza Theatre discussions and negotiations, it became evident how much was being paid for naming rights. He noted that the standard commission rate for naming rights, given the large multi-million-dollar deals involved, was typically around 20%. He explained that since the Airport was already well into its agreement with Fuse, the existing 43% commission rate had to be applied, even though that percentage was well above the industry standard. Airport Commission Chairman Corcoran emphasized that the agreement aggregated advertising and naming rights into a single package, which contributed to the higher rate. He added that when the agreement came up for renewal in approximately 18 months, there would be an opportunity to revisit and adjust the commission structure. He also asked whether Fuse's fingerprints were on the proposed information and if Fuse had any open issues with the proposed policy in terms of what was being presented. Mr. Meier responded that Fuse had reviewed everything and had no concerns, confirming they were satisfied with the policy as proposed.

Airport Commission Chairman Corcoran added that with the amendment, the Airport would have the ability to negotiate commission changes in the future. Chairwoman McDermott asked if the Committee could review that amendment. Airport Commission Chairman Corcoran explained that while commission rates could potentially be renegotiated, there was no guarantee of the outcome. He noted that the issue had come up during prior negotiations, and since the City had signed the existing agreement, the rates had to be honored. He clarified that the agreement did not differentiate between advertising and naming rights, with all revenue streams lumped under the same commission percentage. He emphasized that moving forward, the goal would be to separate advertising commissions from naming rights commissions. Mr. Meier added that while this approach had not yet been implemented at other airports, it represented a lesson learned and could provide opportunities to better align with industry standards in the future. Chairwoman McDermott noted that separating these categories might also help offset certain costs, which would be an opportunity worth exploring.

Mr. Meier asked if the Committee was comfortable with the threshold for requiring review and approval by the Marketing and Business Development Committee. Chairwoman McDermott confirmed agreement from the Committee. Mr. Meier stated he would make the change and requested clarification on who the updated policy should go to. Chairwoman McDermott confirmed it should be sent to herself and Committee Member Burke for review before advancing to the Airport Commission.

MOTION BY COMMITTEE MEMBER WISE, SECONDED BY COMMITTEE MEMBER CALDWELL, CARRIED UNANIMOUSLY to recommend to the Airport Commission the approval of the Advertising Revenue Policy with the noted edits, following review and approval by the Airport Commission Chair and the Marketing and Business Development Committee Chair.

7.C Update on Guidelines for Free Distribution of Materials at Information Desk

Committee Member Fong stated that the issue concerned what information was allowed to be distributed at the Airport Information Desk. He added that he had reviewed the Guidelines for Airport Information Desk Materials Distribution presented at the February 6, 2025, Marketing and Business Development Committee meeting, and upon closer review, he realized that it was a strong document. He commended Airport staff for preparing it and noted that they had done a very good job.

Committee Member Fong added that the purpose was to address the issues mentioned regarding information criteria and sustainability. He explained that those elements were fine, and the main concerns raised were about eligibility, such as what would happen if someone wanted to place donation materials at the desk, or if a political party hosting an event at the Convention Center wanted to distribute information there. He added that similar questions could arise from groups like Whitewater or other organizations in the Coachella Valley that might want to provide materials.

In terms of eligibility, he suggested clarifying that only materials produced by recognized local tourism entities and similar destination marketing organizations would be eligible for distribution. He noted that the main concern was how to address situations where other organizations, including local restaurants, might ask to place their flyers at the desk. He recommended that, particularly for conventions, guidelines should encourage organizations to include their recommendations and promotional materials in their own registration packets or on their websites, rather than relying on the Airport to distribute them, ensuring the Airport did not sponsor these organizations.

He emphasized that, aside from that addition, the draft document was solid. He also shared findings from other airports, noting that he had contacted the Reno, Tahoe, and Long Beach Airports to gather information on how they handled distribution of materials. He explained that most airport locations were not handing out a large volume of materials. Committee Member Fong added that he had visited the Airport

Information Desk and observed that the only information currently provided to the public were maps and materials from Visit Greater Palm Springs (VGPS).

He stated that the idea of allowing a local restaurant, the Living Desert, or other organizations to place their materials at the desk was not something other airports typically allowed or invited. Committee Member Burke added that it was most likely that the information was already included with the materials provided by VGPS. Committee Member Fong confirmed that was correct. He added that such entities were most likely already included in broader tourism or destination marketing materials. He explained that, when he spoke with Long Beach Airport staff, they noted that they had recently redesigned their arrivals area and, due to space limitations, had eliminated the distribution racks altogether. When Long Beach Airport reconstructed its arrival area, staff decided not to reinstall the racks, and no one had raised concerns or appeared to miss them.

Committee Member Fong noted that he had spoken with the Airport staff member working at the Information Desk, who observed that most people did not pick up brochures. Instead, passengers already knew their destinations and accessed information online to plan their trips. He stated that this led him to consider how the Airport could better align its goals with local destinations. He noted that the Airport already had an advertising program that allowed restaurants and other activities to advertise in the terminal.

He proposed that the Airport explore tying its goals more closely with local destinations through partnerships with VGPS, Visit Palm Springs, or similar organizations. He noted that staff at Long Beach Airport had commented positively on the FlyPSP.com website. He explained that Long Beach Airport was working to connect its own Fly Long Beach website with local organizations by offering them an opportunity to advertise online for a smaller fee than terminal advertising. He stated that, under such a model, visitors could click on categories such as local restaurants, and under the FlyPSP.com website there could be a listing of those businesses.

He added that Airport staff might want to consider what standards would be appropriate if pursuing a similar approach. He stated that he had gathered additional materials, which he would forward for review. He emphasized that, without the cost of a large airport terminal advertisement, the Airport could still create partnerships with local organizations, allow them to have a presence on an online page, and even link their pages back to FlyPSP.com. He noted that increased web traffic would add value to the Airport's online presence.

He stated that overall, the draft looked strong and that he would send a few suggested tweaks so Airport staff could begin implementing the guidelines for distributing materials. He added that there was also a broader discussion to consider whether to form a subcommittee or conduct a study on how the Airport might partner with local organizations through FlyPSP.com or other websites. He suggested that such partnerships could include restaurants, businesses, and key museums in the region.

Chairwoman McDermott stated that the suggestion was a good one and might be worth exploring. Deputy Director of Aviation, Marketing and Air Service Meier stated that he was not aware of anything preventing the Airport from monetizing its website and explained that he would check with the City to determine if any policies applied, since the Airport was part of the City. He thanked Committee Member Fong for reviewing the issue and acknowledged that he had not anticipated the discussion to expand to this extent. He added that most people did not take printed materials.

Mr. Meier explained that the concern originally arose when a couple of new restaurants near the Airport created pamphlets and dropped them off at the Information Desk for free, while other restaurants were paying for advertising. He emphasized that this situation was unfair and that the proposed guidelines were intended to prevent such inequities and ensure equal treatment. He commented that the one-page draft had described the issue well.

Committee Member Fong agreed and added that the material he received from Reno was approximately twenty pages in length and provided a detailed list of what was not allowed. He stated that he had received a significant amount of information and would send it to Airport staff for review. He also reported that representatives from Kona Airport were surprised by the idea of an airport promoting local businesses, as the concept had never occurred to them. He remarked that the discussion may have even given them an idea. He contrasted this with Long Beach, which had eliminated printed materials entirely.

Chairwoman McDermott raised the question of whether the Airport should consider eliminating materials altogether, given that very few were being taken at the Information Desk. She noted that while passengers could easily go online for information, this option depended on ensuring reliable Wi-Fi at the Airport. Committee Member Fong clarified that the Airport Information Desk staff had observed that passengers often asked questions about local restaurants or attractions; however, they did not request brochures and instead looked up the information on their phones or tablets.

Mr. Meier suggested that the Airport might obtain additional resources, such as a reference book for Navigators to make recommendations, and provide QR codes or similar tools that passengers could scan for information. Committee Member Fong stated that this approach could reduce paper use and provide opportunities to tie the program together, while also creating potential options to monetize some of the content.

7.D Progress PSP Website Update

Deputy Director of Aviation, Marketing and Air Service Meier introduced the Progress PSP website update and noted that the page was ready to launch. He explained that Communications and Marketing Specialist Ingrassia had dedicated significant time to refining the layout and copy.

Mr. Ingrassia asked if everyone was familiar with the project. Mr. Meier confirmed that the information had been presented at the February 6, 2025 Marketing and Business Development Committee meeting. Mr. Ingrassia shared a screen presentation, he walked the Committee through the site, and he reiterated that the ProgressPSP.com website was ready to go. He explained that the goal of ProgressPSP.com was to open a window to the public by providing passengers and the community with access to information on dozens of active Airport projects. Each project included descriptions, timelines, budget information, and status so that the public could track progress in real time.

Mr. Ingrassia advised that feedback from Committee Chairwoman McDermott had been incorporated, with headlines and descriptions reframed to emphasize traveler impacts. He demonstrated the homepage, which included introductory copy, a featured project, and a newsletter sign-up section for updates. He highlighted the Project Files section, which had listed approximately 30 projects. These were color-coded by phase which included, planning, design, out to bid, under construction, or completed. He opened an example of a completed project, noting that each entry displayed a photo, title, description, budget year, project cost, funding sources, and estimated completion date. He emphasized that each project clearly stated that no local tax dollars were used.

Mr. Ingrassia further demonstrated interactive features, such as mouse-over effects displaying completion dates and a timeline view showing projects in order of anticipated completion. He gave examples of completed projects, including the Wi-Fi upgrade and courtyard shade structures, as well as active projects such as elevator

replacement, conference room remodel, curbside seating installations, and other projects.

Mr. Meier added that the site was designed to serve as a one-stop shop for the public to easily access information on Airport projects. He explained that as new projects from the Airport Master Plan advanced into the planning or phasing stages, they would be added and highlighted on the site. He noted that this would allow passengers and community members to immediately see when projects were scheduled, such as the escalator replacement. He demonstrated that by opening the project file, the public could view project details and see that the escalator replacement was listed with a completion date of fiscal year 2026. Mr. Ingrassia clarified that the completion date shown was fiscal year 2027. Airport Commission Chairman Corcoran inquired whether the completion date for the escalators is in fiscal year 2027. Mr. Ingrassia confirmed that was correct.

Mr. Meier explained that the site lived on FlyPSP.com, with the purchased URL ProgressPSP.com redirected to make it easier for the public to remember and promote.

Chairwoman McDermott thanked Mr. Ingrassia for his hard work. Mr. Ingrassia responded that he could not take all the credit, noting that the Airports additional partners had assisted and supported the development. Chairwoman McDermott emphasized the significant time and effort invested in preparing the page and noted that the website would serve as a valuable tool for sharing project updates with the community.

Airport Commission Chairman Corcoran suggested allowing additional time for the Airport Commission to review the ProgressPSP.com website before it was launched publicly. He recommended giving the Airport Commission one week to go through the site and submit questions or comments, particularly noting that the escalator replacement project, listed with a fiscal year 2027 completion date, could cause concern at City Hall and with the public. He emphasized that encouraging the Airport Commission to review the information in advance would help avoid confusion and ensure accuracy before the site went live.

Mr. Meier asked if the project list was based on the Capital Improvement Program (CIP) list. Mr. Ingrassia confirmed that all dates had been vetted internally with Airport staff, including project managers, Assistant Director of Aviation Keating, and Executive Director of Aviation Barrett. He advised that while the information could be

adjusted as needed, it had been thoroughly reviewed and vetted, noting that nothing was set in stone and the data reflected the most accurate information available.

Chairwoman McDermott remarked that gaining additional cover by allowing more review time could be beneficial. She added that if the escalator project was a priority for City staff, there might be an opportunity to revisit the timeline. Airport Commission Chairman Corcoran responded that he believed the message had already been delivered to City Hall. He further emphasized the need to mitigate concerns, pointing out that while the escalator project was one issue, there were approximately thirty projects listed. He asked whether the Committee preferred to identify potential problems before the website was made public. He suggested that the Committee review the site, submit questions, and confirm that data such as completion dates aligned with current direction before it went live. Mr. Meier agreed that it was important to know in advance.

Chairwoman McDermott asked whether the website would be posted in certain areas and commented that, realistically, many people might not remember every project detail once signage was installed. Mr. Meier noted that the Airport was finalizing its two-day budget review the following week, which could result in adjustments to project timelines.

Airport Commission Chairman Corcoran recommended that the Airport Commission be given one week to review the ProgressPSP.com website and submit questions to the Committee to ensure the data had been fully vetted with City Hall. He also commended staff for their efforts and provided positive feedback on the work completed to develop the site.

Mr. Meier emphasized that part of the purpose of the ProgressPSP.com website was to show both passenger-facing and airfield projects. He noted that the site demonstrated the scope of work underway and conveyed that all projects could not be completed simultaneously. He stated there was no strict deadline for launch, with a target of the end of May 2025, and agreed that waiting an additional week for review was reasonable to avoid any issues. Airport Commission Chairman Corcoran added that this approach would provide flexibility in responding to concerns, particularly related to the escalator completion date.

Committee Member Caldwell asked whether projects could be categorized simply as future projects and then moved to completed once finished, to provide clear updates for everyone. Airport Commission Chairman Corcoran added that he supported the use of due dates, explaining that while dates often shifted and changes created

frustration, they also provided realistic public expectations. He cited the shade structures project as an example, noting that stating they would be installed by the following May was an achievable and meaningful timeline for the public. He emphasized that it was equally important to acknowledge that many projects were not passenger-facing. He stated that the public needed to see and appreciate the full scope of Airport work. Committee Member Burke agreed, noting that the ability for the public to view all projects collectively on one page spoke volumes. Chairwoman McDermott concurred.

Committee Member Wiseman asked about the back end of the ProgressPSP.com website, inquiring whether it tied into the Airport's project planning database or if it was a manual process requiring staff to provide updates to the website team whenever updates occurred. Mr. Meier explained that the system was a manual process. He stated that whenever an update occurred in project planning, staff communicated the changes to the website team to ensure the site remained current.

Chairwoman McDermott stated that, in line with Airport Commission Chairman Corcoran's earlier recommendation, allowing about a week for the Airport Commission to review the site was a reasonable request and would provide an opportunity to gather feedback. Mr. Meier asked whether individuals from City Hall should also be included in the review process to ensure the data was fully vetted. He asked Airport Commission Chairman Corcoran if he would like to share the information with certain parties from City Hall. Chairman Corcoran stated he would work with Executive Director of Aviation Barrett to determine the appropriate recipients.

7.E Military Page Update

Marketing Specialist Belauskas explained that the Airport had planned to begin the campaign at the start of the year 2025, though there were delays in coordinating with the Marine Corps Air Ground Combat Center in Twentynine Palms. He explained that the Twentynine Palms area had previously been an untapped market for the Airport, despite the strong military connections through the United Service Organizations (USO) and the shuttle service providing free transportation for service members between Twentynine Palms and the Airport.

Mr. Belauskas reported that the Twentynine Palms region included approximately 57,000 residents, of which 12,500 were active-duty military personnel and 24,000 were military family members. He added that the population also included 21,000

private employees and contractors. He emphasized that this represented a large audience that the Airport had not previously engaged.

He described the creation of a dedicated military landing page on the Airport's website, accessible at FlyPSP.com/military. The page included multiple sections highlighting military benefits at the Airport, including:

- Information on the USO
- Military discounts available at food and retail concessions within the Airport
- Military airfare information, outlining airline-by-airline benefits such as baggage allowances and available discounts
- Transportation options, including the Airport shuttle service to Twentynine Palms and additional ground transport services

Mr. Belauskas demonstrated the landing page, showing how each section linked to detailed resources. He highlighted that some of the airline and baggage policy information had not been readily available to service members, and the new site consolidated this into a single accessible location.

Committee Member Burke asked whether the military landing page could be accessed by anyone. Mr. Belauskas confirmed that it could. Committee Member Burke pointed out that the orientation of the American flag on the military landing page appeared incorrect. Deputy Director of Aviation, Marketing and Air Service Meier asked if the orientation was wrong. Chairwoman McDermott confirmed that it was. Committee Member Burke added that the flag should be positioned with the stars on the left. Communications and Marketing Specialist Ingrassia stated that the issue would be corrected. Committee Member Burke commented that it may have been a reversed image. Mr. Belauskas advised that the image would be fixed.

Mr. Meier reported that the military landing page also included information on concession discounts for military personnel and families. Mr. Belauskas added that the page included car rental discounts and the Find My Airport booking tool. He clarified that, in most cases, travelers were still required to call the airlines directly to book military fares. Airport Commission Chairman Corcoran asked if 29-PSP who provided free military transportation was Commissioner Ken Hedrick's organization. Chairwoman McDermott and Mr. Belauskas both confirmed that it was.

Mr. Belauskas noted that the Airport began advertising in May to support the campaign, using print, radio, social media such as Facebook and Instagram, and web display advertisements. The campaign, he explained, was still in its early brand

awareness phase, with plans to evolve and expand over time. The initiative had already generated noticeable website traffic and community engagement. He stated that the campaign would continue to be monitored and refined, with future adjustments based on data and feedback. Mr. Meier added that the Airport staff were also advertising on the main local radio station.

Mr. Belauskas noted that advertising had begun earlier with non-military audiences, and a base campaign had been launched in April. He stated that Airport staff had already received helpful tracking data from those efforts. Chairwoman McDermott expressed support for the campaign.

7.F Lobby Activation Update

Chairwoman McDermott presented an update on the lobby activation space, referring to the vacant pre-security area near the main terminal exit next to The Pink Door. Airport Commission Chairman Corcoran explained that Golden Voice had temporarily activated the space during the Coachella Festival in April 2025.

Chairwoman McDermott stated that the goal was to move the project forward and begin reactivating the space with support from Fuse. She emphasized that doing so would enhance the customer's experience and demonstrate visible progress. She noted that while conversations had been occurring behind the scenes, progress had been slow due to various obstacles. She stressed that with the Committee's support, the matter could advance to the full Airport Commission for consideration.

Committee Member Burke confirmed that it was the area visible when exiting the secure side of the terminal on the right-hand side, which currently displayed the Living Desert imagery. He described it as a place where people often sat to wait for arriving passengers. He noted that the space offered an opportunity to add advertising and destination imagery on monitors, enhance the waiting experience with more comfortable seating, and generate additional advertising revenue.

Airport Commission Chairman Corcoran observed that it remained unclear why the lobby space had not been included in the initial concessions package. He explained that when the concessions began in 2019 and were revisited in 2022, the space was offered to concessionaires as an optional area to activate; however, neither chose to pursue it. He further noted that Frontier Airlines had requested approximately 500 square feet for office space, and prior negotiations with the airline over that request had been one of the obstacles delaying activation. He highlighted that Golden Voice's one-month activation generated \$6,500 in revenue, demonstrating the value of the location. He commented that if Golden Voice had achieved such returns on a temporary basis, the Airport could pursue permanent activation in partnership with Fuse. He also referenced earlier negotiations on the Agua Caliente Concourse naming

rights, when Fuse acknowledged that the 43% commission rate was locked in and expressed a willingness to help identify other opportunities to improve customer experience. While not a direct quid pro quo, these discussions opened the door for Fuse to support activations such as the lobby space.

He added that potential opportunities included promoting the Agua Caliente Cultural Museum through displays supported by Fuse. He continued by advising that Airport staff identified the need to generate approximately \$65,000 annually from the location, and the challenge was given to Fuse to determine whether \$6,000–\$7,000 per month in advertising revenue could be achieved. Fuse expressed previously expressed confidence in meeting this target. He also stated that the space still contained a bar from its prior use as a pre-security food and beverage location, and while the layout was not ideal, the Airport could move forward without substantial capital investment.

Airport Commission Chairman Corcoran emphasized the importance of requesting a formal plan from staff and Fuse for activating the space. The plan would outline how the space could generate revenue, enhance customer experience, and incorporate advertising or event activations. Chairwoman McDermott acknowledged the airlines' request for office space and suggested a portion of the lobby area could be allocated to meet that need, while reserving the remainder for customer-focused activation and revenue generation.

Airport Commission Chairman Corcoran commented that the dialogue had been ongoing for months without resolution and urged that the process be advanced. From the Plaza Theatre's perspective, the space could serve as an advertising venue for current shows, and discussions between the Oak View Group and Fuse had already considered using the space for downtown event promotion.

Mr. Meier expressed his enthusiasm for the project, stating that activating the space had been a goal since he began working at the Airport nearly five years earlier. Committee Member Ebensteiner asked about the size of the space. Mr. Meier estimated 1,200 to 1,500 square feet and noted that Assistant Airport Director Carpenter and Executive Program Administrator Valencia-Miller could confirm the exact figure at the Airport Commission meeting following the meeting.

Committee Member Wiseman asked whether developing the space now as a waiting area with advertising would preclude future use for event activations, such as the Coachella pop-up hosted by Golden Voice. Airport Commission Chairman Corcoran responded that one of Fuse's ideas was to allow major event organizers, such as Pride, Modernism Week, Coachella, Stagecoach, and the Palm Springs International Film Festival—to sponsor and activate the space. These activations could include merchandising sales and promotional displays, enhance customer experience and generate revenue. He added that the Airport had long envisioned the space being used in this way and that Fuse's proposal created an opportunity to realize that vision.

May 21, 2025

MOTION BY CHAIRWOMAN MCDERMOTT, SECOND BY COMMITTEE MEMBER BURKE, CARRIED UNANIMOUSLY, to recommend that the Airport Commission move forward with the Lobby Activation Space.

8. **COMMISSIONERS REPORTS AND REQUESTS:** None

9. **ADJOURNMENT:**

The Airport Marketing and Business Development Committee Meeting adjourned at 3:34 P.M.



Tanya Perez

Interim Executive Administrative Assistant

APPROVED BY MARKETING AND BUSINESS DEVELOPMENT COMMITTEE: 9/9/25