



**AIRPORT COMMISSION
MARKETING AND BUSINESS DEVELOPMENT COMMITTEE**

Thursday, November 7, 2024 – 11:00 A.M.

SUMMARY MINUTES

1. CALL TO ORDER:

Committee Chairwomen McDermott called the Committee to order at 11:02 a.m.

2. POSTING OF AGENDA: Agenda posted on November 4, 2024.

3. ROLL CALL:

Committee Members Present: Ebensteiner, Fong, McDermott, and Wise

Committee Members Absent: Burke, Caldwell, and Wiseman

Staff Present:

Daniel Meier, Deputy Director of Aviation, Marketing & Air Service
Jake Ingrassia, Marketing and Communications Specialist
Stephen Belauskas, Marketing and Communications Specialist
Andrew LeCompte, Executive Administrative Assistant

4. ACCEPTANCE OF AGENDA:

ACTION: Accept the agenda as presented. **Moved by Committee Member Fong and seconded by Committee Member Ebensteiner and unanimously approved noting the absence of Committee Members Burke, Caldwell, and Wiseman.**

5. PUBLIC COMMENTS: None

6. INTRODUCTIONS

Deputy Director of Aviation, Marketing & Air Service Meier gave a brief overview of his background and his role at the Airport. Marketing and Communications Specialist Ingrassia provided a brief overview of his background and overview of his role at the Airport. Marketing and Communications Specialist Belauskas provided a brief overview of his background and overview of his role at the Airport.

7. APPROVAL OF MINUTES:

ACTION: Approve the minutes of the Marketing and Business Development Committee meeting held on April 2, 2024. **Moved by Committee Member Ebensteiner, seconded by Committee Member Fong with 0 Yes, 0 NO, and 4 Abstained, approved noting the absence of Committee Members Burke, Caldwell, and Wiseman.**

8. ACTION AND DISCUSSION ITEMS:

8.A Crisis Communications Update

Marketing and Communications Specialist Ingrassia provided an update on the Crisis Communication Plan. Mr. Ingrassia shared how the Airport's website would function in the event of an incident at the Airport. Mr. Ingrassia explained what role the PIO (Public Information Officer) would play when an incident occurred at the Airport. Commissioner Ebensteiner asked for the definition of PIO. Mr. Ingrassia confirmed that PIO stands for Public Information Officer. Commissioner Ebensteiner asked for information regarding the collaboration with Airlines when an incident occurred. Deputy Director of Aviation, Marketing & Air Service Meier stated that Airlines would work with NTSB (National Transportation Safety Board) when an incident occurred. Mr. Meier stated that the Airports focus during an incident was to transmit information to the public related to the operational status of the Airport. Mr. Ingrassia confirmed that during an incident, the Airport would have representatives working with NTSB and the Airlines.

8.B Capital Improvement Program Webpage Update

Deputy Director of Aviation, Marketing and Air Service Meier presented an update on The Progress PSP website. Mr. Meier shared examples of similar websites from other airports. Mr. Meier gave a background on the meaning behind the Progress PSP name. Mr. Meier presented two logo options for the Progress PSP website and asked for feedback from the committee. Commissioner Wise commented that he preferred version one. Commissioner Ebensteiner commented that he preferred version two and the upward angle of the arrow within the logo. Commissioner Fong concurred with Commissioner Ebensteiner. Chairwomen McDermott asked if the logo would appear on signage throughout the Airport. Mr. Meier confirmed that the logo could appear on signage at the Airport. Chairwomen McDermott asked the committee and staff for their opinions on logos. Marketing and Communications Specialist Ingrassia stated he liked the forward motion of both logos. Mr. Meier stated that he liked both versions of the logo and had a slight preference for version one. Commissioner Fong asked how extensively the Progress PSP logo would be used and how much public visibility the Progress PSP logo would have. Mr. Meier explained that the logo would have limited visibility and would have more internal use than public use.

ACTION: Approve the PSP Progress Logo, Version 2. **Moved by Committee Member Fong, seconded by Committee Member Ebensteiner and unanimously approved noting the absence of Committee Members Burke, Caldwell, and Wiseman.**

Mr. Meier provided further details and use cases for the Progress PSP website. Commissioner Wise asked who would be updating the Progress PSP website. Mr. Meier confirmed that Mr. Ingrassia would be responsible for updating the Progress PSP website. Commissioner Wise asked when the website would be launched. Mr. Meier stated that the goal was to launch the website in January or February 2025.

8.C Customer Comments and Air Service Development Update

Marketing and Communications Specialist Ingrassia provided an update on customer comments. Mr. Ingrassia gave a detailed overview of comment types received as well as a historical comparison. Commissioner Ebensteiner asked for more information regarding the negative comments received. Mr. Ingrassia shared that most negative comments were related to curbside attendants who are not Airport employees. Deputy Director of Aviation, Marketing & Air Service Meier confirmed that that Airport would no longer use an outside vendor for curbside attendants and that the Airport would be creating an internal department to handle curbside operations. Commissioner Wise asked when the Airport would start curbside operations. Mr. Meier stated that it would possibly be in early 2025. Mr. Meier shared his future goals for improving the collection of customer feedback to improve the passenger experience at the Airport. Mr. Meier shared that customer feedback was shared with Airlines and Airport employees. Mr. Ingrassia shared that the reduction in customer complaints could be attributed to construction being completed with eating establishments at the Airport. Commissioner Ebensteiner asked how customer comments are categorized as neutral. Mr. Ingrassia stated that comments made regarding route requests or similar comments were categorized as neutral. Mr. Meier stated that when negative comments are received, there was follow-up with the customer to determine how the issue would be rectified.

8.D Marketing Update

Marketing and Communications Specialist Belauskas presented the Marketing Update. Mr. Belauskas provided an overview of the Airport's Marketing Campaign. Mr. Belauskas gave an overview of target areas, tactics, advertising expenditure, messaging and calendar for the Airport's Marketing Campaign. Mr. Belauskas gave an update on new lines of Air Service and how the Airport promoted the new lines of service. Mr. Belauskas shared various creative samples that are placed on websites and print ads. Commissioner Fong asked for details regarding sponsored ads. Mr. Belauskas stated that sponsored ads are used on social media websites and used in targeted advertising. Deputy Director of Aviation, Marketing & Air Service shared that the Marketing Campaign was also designed to communicate the misconception that PSP was not able to compete with air service provided by LAX.

Mr. Belauskas provided an overview of the Fly My Airport website. Mr. Belauskas shared the analytics compiled with the Fly My Airport website. Mr. Meier provided more information behind and use cases for the Fly My Airport website.

8.E Customer Experience Program Update

Deputy Director of Aviation, Marketing & Air Service Meier gave an update on the Customer Experience Program plan. Mr. Meier shared the various staff that were involved with the development of the Customer Experience Program. Mr. Meier stated that the bid process for a vendors would take place in December 2024 and it was expected that the Customer Experience Program would be brought to City Council in February 2025.

9. **COMMITTEE MEMBER REPORTS AND REQUESTS:**

None.

10. **ADJOURNMENT:**

The Airport Marketing and Business Development Committee Meeting adjourned at 12:07 p.m.



Andrew LeCompte
Executive Administrative
Assistant

APPROVED BY MARKETING AND BUSINESS DEVELOPMENT COMMITTEE: 2/6/2025