



**AIRPORT COMMISSION
MARKETING AND BUSINESS DEVELOPMENT COMMITTEE AGENDA**

Airport Conference Room, Palm Springs International Airport

3400 E. Tahquitz Canyon Way

Palm Springs, CA 92262

Thursday, January 29, 2026 - 3:00 P.M.

Submit your public comment to the Operations, Properties, and Facilities Committee electronically. Material may be emailed to: psp.commission@palmspringsca.gov Transmittal prior to the start of the meeting is required. Any correspondence received during or after the meeting will be distributed to the Operations, Properties, and Facilities Committee and retained for the official record.

In addition, the meeting will also be teleconferenced from the following location(s):

Commissioner Kevin Wiseman - Palm Desert 71-703 Highway 111, Suite 2E Rancho Mirage, CA 92270	
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- 1. CALL TO ORDER**
- 2. POSTING OF AGENDA**
- 3. ROLL CALL**
- 4. ACCEPTANCE OF AGENDA**
- 5. PUBLIC COMMENTS:** Limited to three minutes
- 6. APPROVAL OF MINUTES:** Meeting of 09/09/2025
- 7. DISCUSSION AND ACTION ITEMS:**
 - 7.A FUSE Lobby space Update**
- 8. COMMITTEE MEMBERS REPORTS AND REQUESTS**
- 9. ADJOURNMENT**

AFFIDAVIT OF POSTING

I, Harry Barrett, Jr., Airport Executive Director, City of Palm Springs, California, hereby certify this agenda was posted on January 28, 2026, in accordance with established policies and procedures.

PUBLIC NOTICES

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

It is the intention of the City of Palm Springs to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, or in meetings on a regular basis, you will need special assistance beyond what is normally provided, the City will attempt to accommodate you in every reasonable manner. Please contact the Department of Aviation, (760) 318-3800, at least 48 hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible.



**AIRPORT COMMISSION
MARKETING AND BUSINESS DEVELOPMENT COMMITTEE**
Tuesday, September 9, 2025 – 2:00 P.M.

ACTION SUMMARY MINUTES

1. CALL TO ORDER:

Committee Chairwoman McDermott called the Marketing and Business Development Committee meeting to order at 2:00 P.M. The meeting was held in-person and via videoconference.

2. POSTING OF AGENDA: Posted on September 8, 2025.

3. ROLL CALL:

Committee Members Present:

Burke, Caldwell, Ebensteiner, Fong, McDermott, Young.

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, Administrative Specialist

Others Present:

Ashlynn Lowes, GoSeeTell Network dba Sparkloft Media

4. ACCEPTANCE OF AGENDA:

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

5. PUBLIC COMMENTS: None.

6. APPROVAL OF MINUTES:

MOTION BY COMMITTEE MEMBER CALDWELL, SECOND BY COMMITTEE

AIRPORT COMMISSION

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MEMBER FONG, CARRIED 5 – YES, 1 – ABSTAIN, AND 1 - ABSENT, to approve the Marketing and Business Development Committee Meeting Minutes of May 21, 2025.

7. DISCUSSION AND ACTION ITEMS:

7.A Advertising Agency Request For Proposal (RFP) Update

Deputy Director of Aviation, Marketing and Air Service Meier provided an update.

GoSeeTell Network dba Sparkloft Media representative Ashlynn Lowes provided an overview of the company.

MOTION BY COMMITTEE MEMBER YOUNG, SECOND BY COMMITTEE MEMBER BURKE, CARRIED UNANIMOUSLY, to recommend to the Airport Commission the Approval of the Advertising Agency Agreement with Sparkloft Media.

7.B Marketing and Advertising Update

Marketing Specialist Belauskas provided an update.

7.C Quarter Two 2025 Comment Report Update

Communications and Marketing Specialist Ingrassia provided an update.

7.D Guest Experience Program Update

Communications and Marketing Specialist Ingrassia provided an update.

8. COMMITTEE MEMBERS REPORTS AND REQUESTS: None

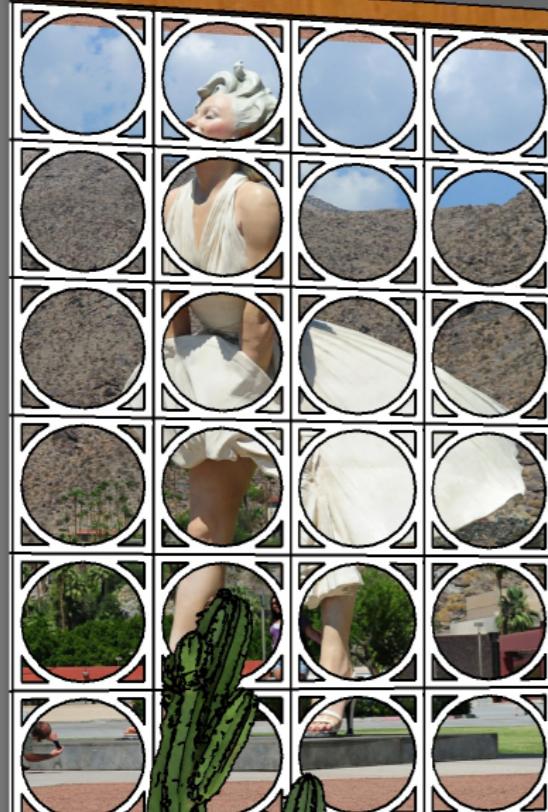
9. ADJOURNMENT:

The Airport Marketing and Business Development Committee Meeting adjourned at 3:05 P.M.

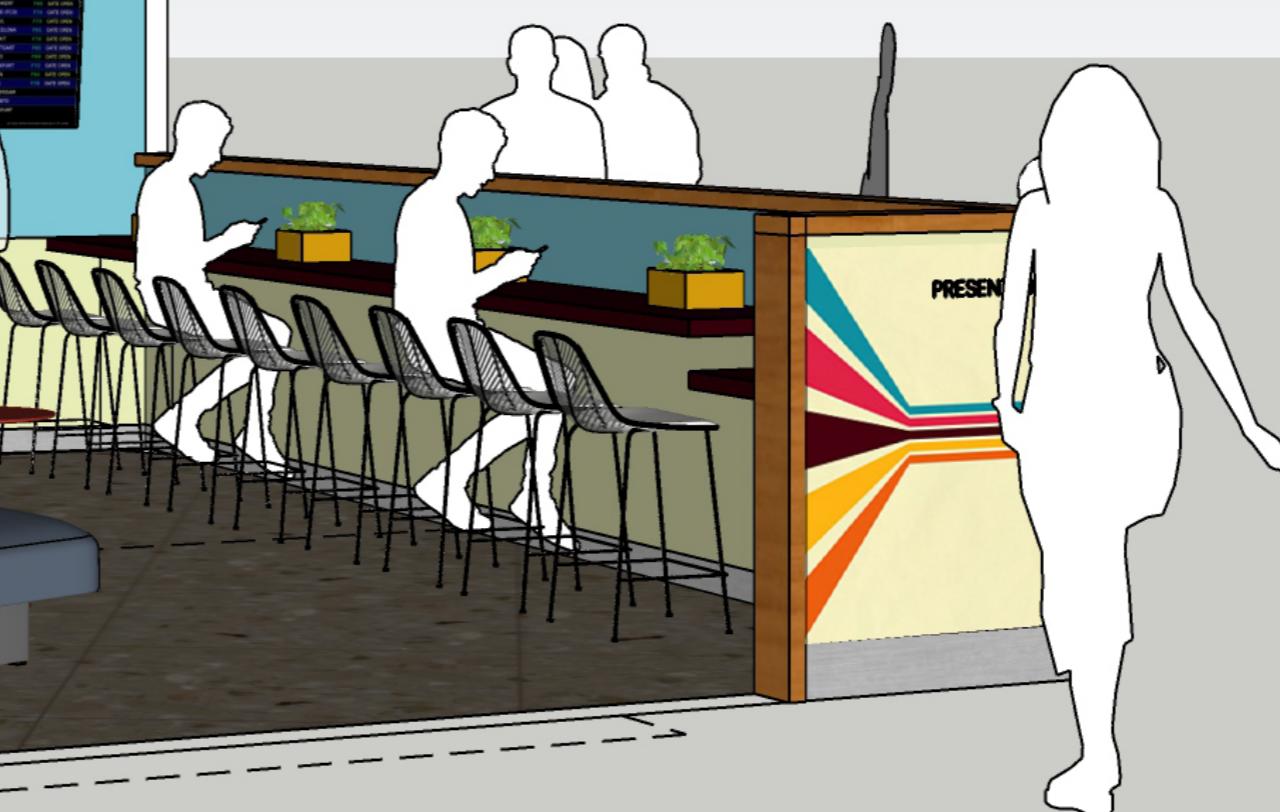
Tanya Perez

Tanya Perez

Administrative Specialist



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PRESENTED BY:

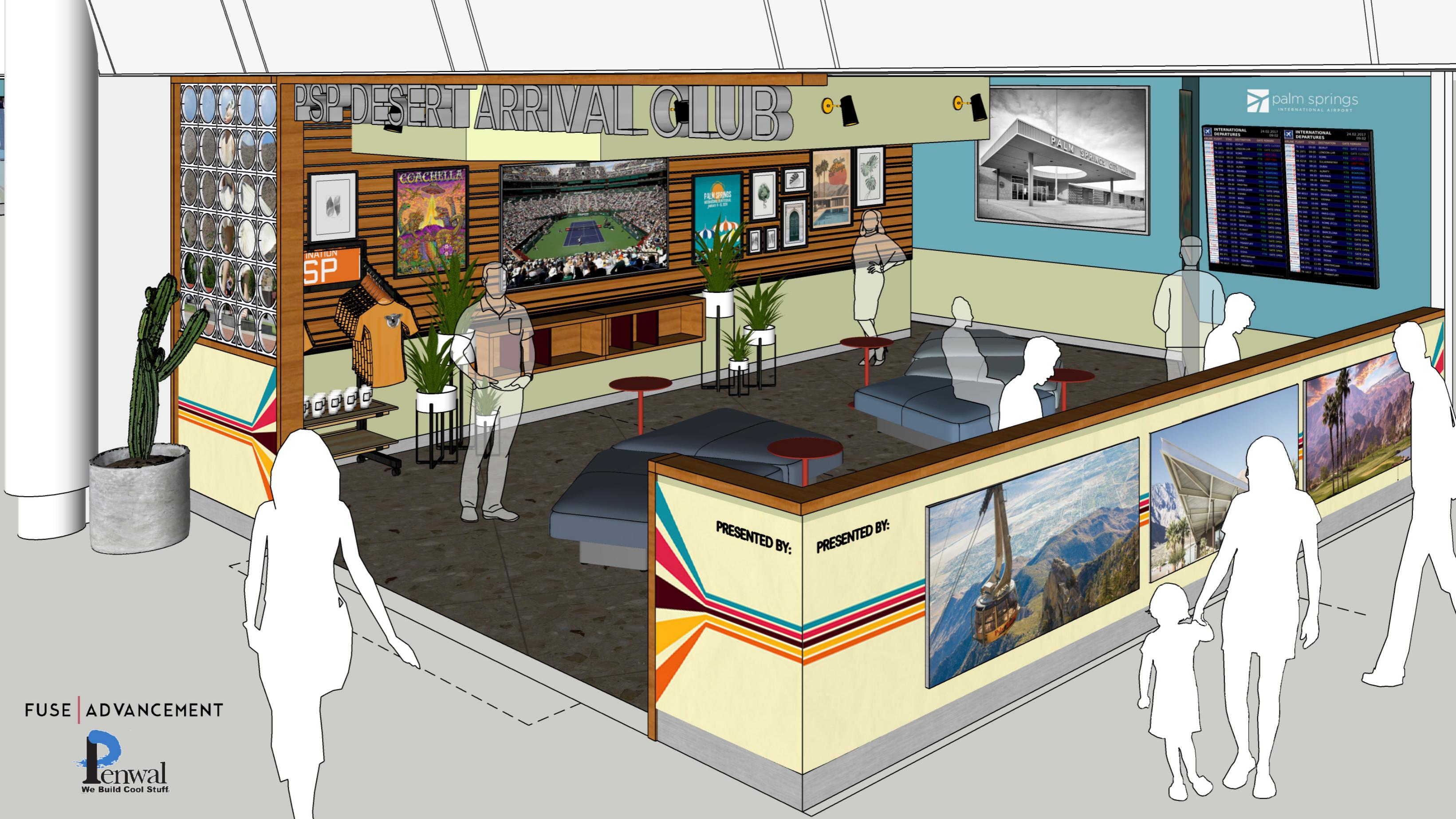
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