



palm springs  
INTERNATIONAL AIRPORT

**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

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

APPROVED BY MARKETING AND BUSINESS DEVELOPMENT COMMITTEE: 01/29/26