



# palm springs

INTERNATIONAL AIRPORT

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

Airport Conference Room, Palm Springs International Airport

3400 E. Tahquitz Canyon Way

Palm Springs, CA 92262

Wednesday March 18, 2026 - 3:00 P.M.

Submit your public comment to the Operations, Properties, and Facilities Committee electronically. Material may be emailed to: [psp.commission@palmsspringsca.gov](mailto:psp.commission@palmsspringsca.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):

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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 01/29/2026
- 7. DISCUSSION AND ACTION ITEMS:**
  - 7.A** Pre-Security Lobby Space Update
- 8. COMMITTEE MEMBERS REPORTS AND REQUESTS**
- 9. ADJOURNMENT**

### **AFFIDAVIT OF POSTING**

I, Harry Barrett, Jr., Executive Director of Aviation, City of Palm Springs, California, hereby certify this agenda was posted on March 17, 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](http://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**

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

**SUMMARY MINUTES**

**1. CALL TO ORDER:**

Committee Chairwoman McDermott called the Marketing and Business Development Committee meeting to order at 3:00 P.M. The meeting was held in-person and via videoconference.

**2. POSTING OF AGENDA:** Posted on January 28, 2026.

**3. ROLL CALL:**

**Committee Members Present:**

Burke, Caldwell, Corcoran, Ebensteiner, McDermott and Wiseman.

**Committee Members Absent:**

Fong, Young

**Staff Present:**

Daniel Meier, Deputy Director of Aviation,  
Victoria Carpenter, Assistant Airport Director  
Jason Hodges, Innovation and Strategic Implementation Administrator  
Lowell Valencia-Miller, Executive Program Administrator  
Nikki Gomez, Aviation Planner  
Harman Singh, Project Manager  
Mariana Anguiano, Executive Administrative Assistant  
Tanya Perez, Administrative Specialist

**Others Present:**

Alex Garfio FUSE Connect LLC  
Keith Scott FUSE Connect LLC  
Scott Jacobson FUSE Connect LLC  
Greg Terry Penwal Industries Inc.  
Chris Pennington Penwal Industries Inc.

**4. ACCEPTANCE OF AGENDA:**

MOTION BY COMMITTEE MEMBER BURKE, SECOND BY COMMITTEE MEMBER CORCORAN, COMMITTEE MEMBER EBENSTEINER ABSTAIN, to approve the agenda as presented.

**5. PUBLIC COMMENTS:** None.

**6. APPROVAL OF MINUTES:**

MOTION BY COMMITTEE MEMBER CALDWELL, SECOND BY COMMITTEE MEMBER BURKE, COMMITTEE MEMBER CORCORAN ABSTAIN, to approve the Marketing and Business Development Committee Meeting Minutes of September 9, 2025.

**7. DISCUSSION AND ACTION ITEMS:**

**7.A FUSE Lobby Space Update**

The committee reviewed initial renderings for the airport arrivals space project, expressing overall support for the design direction emphasizing an open, mid-century-inspired, flexible, and modular environment that can accommodate seating, activations, sponsorships, and digital content. Key discussion points included removing glass panels to enhance openness, retaining structural walls while using decorative treatments, ensuring adequate power and infrastructure for potential digital displays, balancing seating comfort with flexibility, and allowing space adaptability for events, merchandising, and concessions. The group agreed that the concept is moving in the right direction and requested follow-up on infrastructure feasibility, sponsorship progress, and possible additional digital-ready locations. The PSP team to evaluate power/data capacity and digital-display readiness, coordinate with airport staff on Phase 2 demolition work, confirm structural limitations, initiate any required historic-review processes, refine activation/merchandising flexibility solutions, and return with sponsorship updates and revised design considerations.

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

**9. ADJOURNMENT:**

The Airport Marketing and Business Development Committee Meeting adjourned at 3:54 P.M.

*Mariana Anguiano*

Mariana Anguiano  
Executive Administrative Assistant

# Palm Springs International Airport

## Lobby Space

Date: 03/15/2026



FUSE

ITEM 7.A

# Contents

- The Lobby Space
- Conceptual Design
- Sponsorship Go-Forward Plan
- Schedule
- Upcoming Activations

# Lobby Space Revisited

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# Vision & Goals

## Vision:

To transform an underutilized PSP lobby space into a lounge and welcome area that enhances the passenger experience and drives new revenue

## Goals:

- Provide a comfortable amenity-rich waiting space for visitors
- Provide a premium activation space for brands and create more non-aeronautical revenue
- Create a unique space that captures the essence of the Coachella Valley
- Identify the sponsors who represent the locals community and are willing to collaborate

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# Lobby Space Design & Amenities

- Comfortable seating
- Charging stations
- Flight Information Display (FID)
- Advertising displays for local/regional brands/activations
- Palm Springs-inspired design and aesthetic
- Modular space for activations

# Conceptual Design

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dimensional letters

# PSP DESERT ARRIVAL CLUB

mid-century style lighting

lighting height wood pps

palm springs  
INTERNATIONAL AIRPORT

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movable planters

5-6 movable tables

custom floating credent

workshop tables around storefront perimeter  
incorporated LED accent light at inside face

PRESENTED BY:

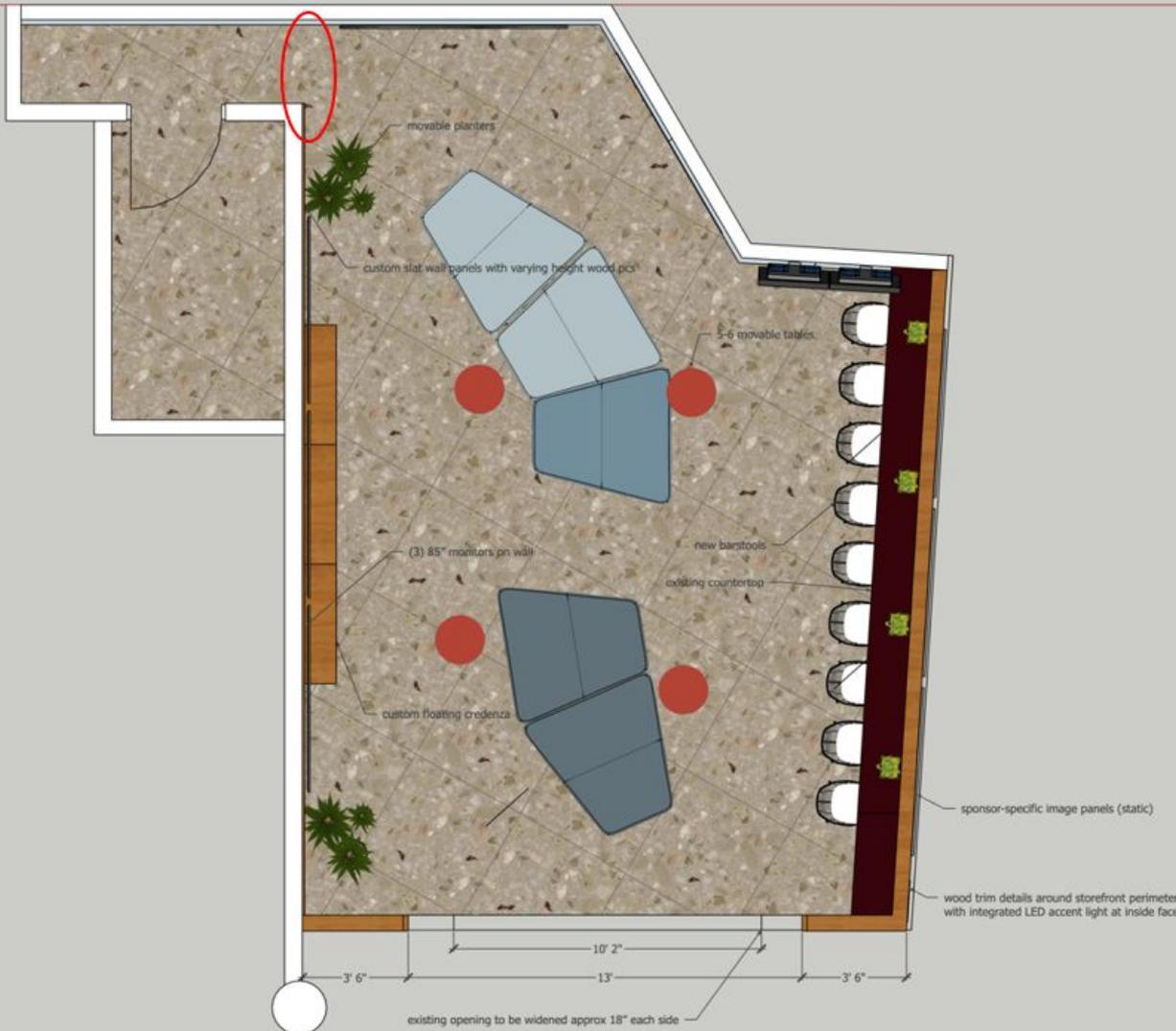
PRESENTED BY:

sponsor-specific image panels (static)

custom graphics around perimeter walls

FUSE | ADVANCEMENT





**Addition (Red Circle):** Add a wall and door to eliminate hidden space away from cameras. This resolves a security pain point.

# Sponsorship Build-out

Three Paths to Building Out the Space.



**1. Single Presenting Sponsor**



**2. Multiple Sponsors**



**3. PSP/FUSE Direct Investment**

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# Single Sponsor

## The Living Desert

### Benefits

- Creates a strong destination-driven storytelling element aligned with the Coachella Valley
- A dedicated space/screen for other community partners
- Agreed to community dedicated digital space, e.g., Plaza Theater, Visit Greater PS, etc.

### Risks

- May withdraw sponsorship participation if multi-partner model is pursued
- Design becomes The Living Desert-centric



# Multiple Sponsor

Cotino, Oakview Group, etc.

## Benefits

- Allows multiple community organizations to participate.
- Diversifies funding sources.
- Provides opportunities to highlight a broader range of Coachella Valley partners.

## Risks

- Small space, makes design integration more complex.
- Balancing multiple brands may reduce the ability to maintain a unified design narrative.
- Additional time may be required to align branding expectations and sponsor benefits.

# Sponsorship Build-out

## PSP/FUSE Direct Investment

### **Benefits**

- Allows the project to move forward immediately without sponsorship constraints.
- Maintains full design autonomy.
- Eliminates the complexity of managing sponsor expectations.

### **Considerations**

- Requires alignment between the Airport and FUSE on financial recovery mechanisms.

# Sponsorship Build-out

## Recapped

### 1. Single Presenting Sponsor

- ✓ Additional Revenue
- ✓ Strong Brand Alignment
- ✓ Simplified Build-out
- ✓ Community Dedicated Space
- ✗ Single sponsor only
- ✗ Sponsor-forward Design

### 2. Multiple Partners

- ✓ Collaborative & Inclusive
- ✓ Diverse Funding Sources
- ✗ Difficult Design Build-out
- ✗ Extended Timeline

### 3. PSP/FUSE Direct Investment

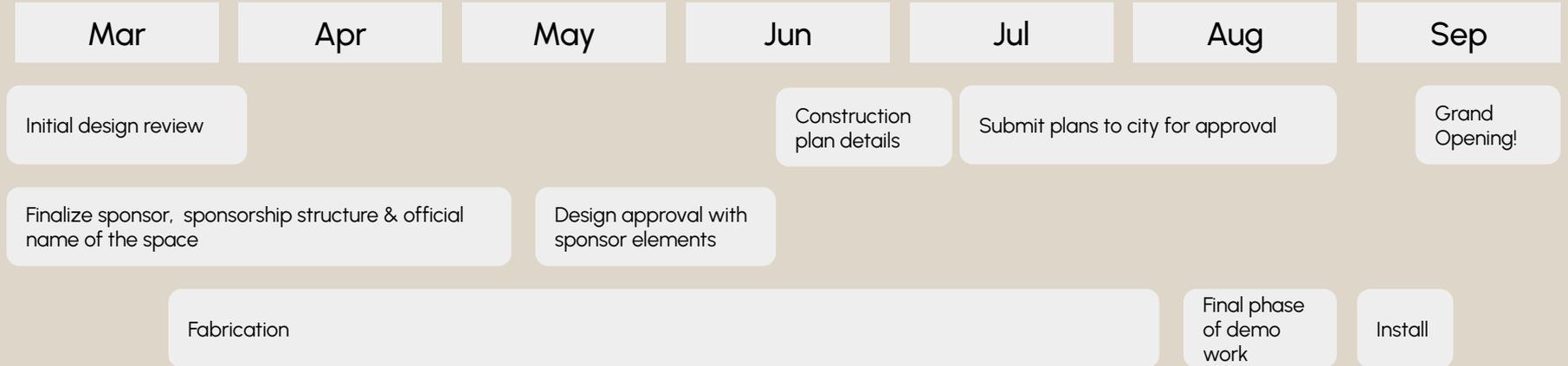
- ✓ Expedites Build-out
- ✓ Full design autonomy
- Funding Recovery Alignment

# Timeline

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# Timeline

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\*Timing subject to funding and city approvals

# Upcoming Activations

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# MODA

A MOther and DAughter Business.

# FUSE



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## MODA SPARKLING PALOMA

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# Other Activations Opportunities

- Dove
- Neutrogena
- NBC Sports

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