



AIRPORT COMMISSION

ACTION SUMMARY MINUTES OF SPECIAL MEETING

Thursday, October 6, 2022 – 5:30 P.M.

1. CALL TO ORDER:

Chairman Dada called the Airport Commission Meeting to order at 5:30 P.M. and he invited Commissioner Breslin to lead the Pledge of Allegiance. The meeting was held via videoconference.

2. POSTING OF THE AGENDA: Posted on October 4, 2022.

3. ROLL CALL:

Commissioners Present:

Gerald Adams (Palm Springs)	David Feltman (Palm Springs)
Patricia Breslin (Palm Springs)	Ken Hedrick (Palm Springs)
Todd Burke (Palm Springs)	Scott G. Miller (Palm Springs)
Kevin J. Corcoran (Palm Springs)	Jhan Schmitz (Indio)
Aftab Dada (Palm Springs) - Chair	Paul Slama (Riverside County)

Commissioners Absent: Paul Budilo (Indian Wells), Kathleen Hughes (La Quinta), Gabriel Martin (Coachella), John Payne (Palm Springs), Jan Pye (Desert Hot Springs), M. Guillermo Suero (Palm Springs), Thomas Weil (Rancho Mirage), and Kevin Wiseman (Palm Desert).

Staff Present:

Harry Barrett, Jr., Airport Executive Director
Daniel Meier, Deputy Director of Aviation, Marketing and Air Service
Victoria Carpenter, Airport Administration Manager
Christina Brown, Executive Administrative Assistant

Others Present: Katie Franco, Aviatrix Communications

4. ACCEPTANCE OF THE AGENDA:

ACTION: Accept the Agenda as presented. **Moved by Commissioner Burke, seconded Commissioner Hedrick and unanimously approved noting the absence of Commissioners Budilo, Hughes, Martin, Payne, Pye, Suero, Weil, and Wiseman.**

5. INTRODUCTIONS AND PRESENTATIONS:

5.A Airport Brand Development

Deputy Director of Aviation, Marketing and Air Service Meier provided the Brand Development presentation, and he explained that the branding development process was a five-step process that included: 1) Conduct Research; 2) Clarify Strategy; 3) Design Identity; 4) Create Touchpoints; and 5) Manage Assets. Mr. Meier noted that Steps 1 and 2 had been completed and that staff was currently working on Step 3.

Katie Franco, Aviatrix Communications, reviewed the following for Step 3 – Design Identity: a) Develop design brief with staff input; b) Conduct, review research; c) Visualize the future: Logo development; d) Explore key applications: How will it work across platforms and materials; e) Present visual strategy; and f) Achieve agreement.

Ms. Franco reviewed the following for Step 4 – Create Touchpoints: a) Finalize brand look and feel; b) Initiate trademark protection; c) Prioritize and design brand applications (brand mapping); and d) Develop system, and she reviewed the final step, Step 5: Manage Asset: a) Develop brand roll-out strategy; b) Develop brand standards and guidelines; and c) Identify and develop brand champions.

Mr. Meier said that there would be stakeholder meetings and feedback synthesis, new concepts would be developed, refinement of the drafts would occur, the Airport Commission would review the options to make a brand determination, and the brand would be submitted to the City Council for review, discussion, and approval. A survey link that would be open to the public until October 10th was shared, and he encouraged the public to share the link with others.

6. PUBLIC COMMENTS:

Bijan Masoumpanah said that he appreciated the effort from the Airport staff, and he inquired about how designers could submit their art for the process.

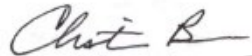
Tom Dolle said that he was a resident of Palm Springs and a graphic designer. He said that the Airport has become a visual jumble of cluttered advertising, mismatched signage, poorly chosen materials and colors, and no sense of place and that the biggest brand asset that the Airport has is the Wexler terminal which has been hidden behind sheetrock and ugly carpeting that blends into the drab atmosphere that is far removed from the glamor of desert living. Mr. Dolle said that an overdone and heavy-handed logo design while the Airport is going through such growing pains would only add to the clutter, especially when the logo looks like the many other tourism campaigns that already exist. He suggested that the Airport staff take a step back to come up with a sophisticated and holistic visual master plan that befits the gateway to an internationally recognized center of style design art and architecture and a top vacation destination year-round. Mr. Dolle said that with a master plan in place that

restores the Wexler terminal, addresses signage and advertising, and brings Palm Springs style back to all areas of the Airport, the Airport could become the perfect focus for a well-defined marketing and branding campaign that gets the community excited about this vision of the future. He said that the master plan would also create a roadmap for expansion that would guide visual decision making instead of piecemeal additions that chip away at the brand.

7. ADJOURNMENT:

ACTION: Adjourn the meeting. **Moved by Commissioner Hedrick, seconded by Commissioner Schmitz and unanimously approved noting the absence of Commissioners Budilo, Hughes, Martin, Payne, Pye, Suero, Weil, and Wiseman.**

The Airport Commission adjourned at 5:59 P.M. to a Regular Meeting on October 19, 2022, at 5:30 P.M.



Christina Brown
Executive Administrative Assistant

APPROVED BY AIRPORT COMMISSION: 12/21/2022