



AIRPORT COMMISSION
AD HOC DESIGN REVIEW COMMITTEE
3400 E. Tahquitz Canyon Way, Palm Springs, CA 92262
Wednesday, January 18, 2023 – 10:00 A.M.

ACTION SUMMARY MINUTES

1. CALL TO ORDER:

Committee Chairman Corcoran called the Ad Hoc Design Review Committee meeting to order at 10:20 A.M., and the meeting delay was due to unforeseen circumstances.

2. POSTING OF AGENDA: Agenda posted on January 12, 2023

3. ROLL CALL:

Committee Members Present: Burke, Corcoran, Feltman, Payne, and Wiseman

Staff Present:

Jeremy Keating, Assistant Airport Director
Victoria Carpenter, Airport Administration Manager
Christina Brown, Airport Executive Administrative Assistant

Others Present:

Nina Terjesen, The Marshall Retail Group Divisional Vice President of Store Design
Ryan Winterfield, The Marshall Retail Group Project Manager
Roderick McOwan, The Marshall Retail Group Chief Development Officer

4. ACCEPTANCE OF AGENDA:

No action was taken for the acceptance of the agenda.

5. PUBLIC COMMENTS: None

6. ACTION AND DISCUSSION ITEMS:

6.A Discussion of Retail Concessions

The Marshall Retail Group Chief Development Officer Roderick McOwan provided an overview of The Marshall Retail Group (MRG). Committee Member Feltman asked if the Airport staff had an update on the historic status of the area around the Celebrity

Bistro and the fountain. Airport Administration Manager Carpenter said that she was working on getting the information for the historic status and that she had sent the historic designation to architect Jim Cioffi and Director of Planning Services Chris Hadwin to review and advise.

Ms. Carpenter and The Marshall Retail Group Divisional Vice President of Store Design Nina Terjesen reviewed the proposed concepts. Committee Member Burke referred to the Amazon Just Walk Out and Uptown Essentials stores that were displayed next to each other, and he asked if passengers could purchase combined products from the Amazon Just Walk Out store and Uptown Essentials store at the same point of sale. Mr. McOwan said that the Uptown Essentials store would carry the same products as the Amazon Just Walk Out store, but not the other way around and that products from the two different stores would have to be purchased at separate point of sales. Committee Member Burke asked if the two stores would have separate entrances and if they would be connected. Mr. McOwan said that there would be separate entrances and that the stores would not be connected.

Committee Member Feltman asked if there would be an Amazon Just Walk Out store located at the Bono Concourse. Mr. McOwan said that there would not be an Amazon Just Walk Out store located at the Bono Concourse. Committee Member Feltman asked what the hours would be for Uptown Essentials. Committee Chairman Corcoran said that Uptown Essentials would be open during the hours of operation. Committee Member Feltman voiced his concern in regard to Uptown Essentials being closed during slow periods because it would be the only retail outlet in the RJ Concourse. Ms. Carpenter explained that during the peak season, the hours of operations are setup for the stores to be open 30 minutes prior to the first flight and 30 minutes after the last flight, and during the summer, the Airport staff works with the concessionaires to reduce the scheduled hours, and passengers would be directed to another retail location. Committee Member Feltman voiced his concern in regard to redirecting passengers.

Committee Member Wiseman inquired about the frequency of delayed flights and how the delayed flights would affect the hours of the stores. Ms. Carpenter explained that the concessionaires track the flights, and they adjust the store hours to accommodate delayed flights. She said that the Airport staff would also contact the concessionaires when there is a need for the concessionaires to extend their hours. Committee Member Feltman asked if there would be Grab N Go food options in the Uptown Essentials coolers. Ms. Carpenter confirmed that there would be Grab N Go food options in the Uptown Essentials coolers. Committee Chairman Corcoran confirmed that each of the committee members were in favor of Amazon Just Walk Out.

Committee Member Feltman said that the rendering for The Pink Door garden was a little sad looking, and he suggested that MRG take a look at the landscaping at the downtown restaurant Clandestino. Committee Member Burke voiced his support for

the Farmer's Fridge vending machine, and he asked how often the products were refreshed and where the product comes from. Ms. Terjesen said that the products would be refreshed every day, and Mr. McOwan said that MRG subleases the space and that he believed that Farmer's Fridge does a phenomenal job. Committee Chairman Corcoran asked if The Pink Door was the only location that Farmer's Fridge would be featured. Ms. Carpenter said that she believed that there was also an option to feature the Farmer's Fridge vending machines in the Bono Concourse.

Committee Member Payne suggested that InMotion should consider providing a service to ship their products that are not available in the store to a passengers specified location such as a hotel. Mr. McOwan said that customer service is a priority for MRG. Committee Member Payne asked if there would be specific products that would be offered by InMotion at PSP that may not be sold at another airport. Mr. McOwan said that the product only changes to meet the needs of the demographics.

Committee Member Burke exited the meeting at 11:00 a.m.

Committee Member Feltman noted that Destination PSP was a retail store that had been included in a competing bidders proposal, he said that Destination PSP offers a significant amount of branded inventory for Palm Springs, mid-century tilted items that he believes could be valuable, and he said that he would hate to see them be ignored because they were with the other bidder. Mr. McOwan explained that MRG had approached Destination PSP during the proposal process, and they chose to go with the other bidder.

Committee Chairman Corcoran said that the biggest issue for him was that the brands that were selected really missed the mark in terms of Palm Springs brands and that MRG's proposal did not reflect enough of Palm Springs brands. He said that he hoped that MRG would reengage in that conversation because in terms of quality of product and representation of really interesting modern things, everything from the tissue boxes to everything else, Destination PSP has the strongest reflection of the Palm Springs brand, and he said why they went with Hudson, he did not know. Committee Chairman Corcoran said that the Committee would love for MRG to revisit some of the brands that reflect a closer association to the City of Palm Springs, Destination PSP being one of the brands, and there may be some others and that the Committee could provide a list.

Committee Chairman Corcoran referred to Hey Joshua, and he said that this isn't the Coachella Valley International Airport, it's Palm Springs, people think Palm Springs, and they don't think they are flying to Rancho Mirage, and he said that the airport needs to reflect that more. Committee Chairman Corcoran said that he would like to see the emphasis be more on Palm Springs, he said that it would be interesting to hear the other choices that were suggested when MRG was going through the development process because this stood out as another missed opportunity, he asked

if MRG could get the name closer to reflecting the Palm Springs brand, he referred to Committee Member Feltman's comments in regard to the choices that MRG makes from this point forward and what is put in the stores, and he said that he believed that Destination PSP was a great example.

Committee Member Wiseman said that as the only member representing a city other than Palm Springs, he would like to push back a little bit on the sensation that the airport's branding and ethos should only represent Palm Springs and not the greater valley, and he said that the greater valley was very important to the airport and its business. He said that he believed that there are a significant amount of people that come to the valley to visit Joshua Tree and the rest of the cities in the valley. Committee Member Wiseman said that while Destination PSP does have great products and they should be considered, he didn't believe that the airport should push away the branding of other locations in the area from the airport's signage and outlets.

Committee Member Feltman said that he didn't believe that it would be necessary to change each of the store names and that it would be nice to promote the region, he noted that the airport is Palm Springs International Airport and the visitor's bureau is Visit Greater Palm Springs, and he said that he did support changing the name of Hey Joshua. Committee Member Wiseman suggested that Mojave Oasis could be a prime candidate for a name change because it is the wrong desert. Mr. McOwan said that MRG had no issues with changing names, and he said that in regard to Destination PSP, MRG would be reaching out again to the retailers that had turned them down or that didn't respond. Committee Chairman Payne inquired about MRG's flexibility on providing competing brands. Mr. McOwan said that MRG has broad flexibility when it comes to local competing brands. Committee Chairman Corcoran voiced his disapproval of generic soft goods such as t-shirts and hats, and he encouraged MRG to utilize local resources for the design of soft goods. Mr. McOwan explained that providing a variety of products is a priority for MRG. Committee Chairman Corcoran suggested that MRG could have an opportunity for offering merchandise for the regularly scheduled local events.

Committee Member Feltman exited the meeting at 11:18 a.m.

Committee Member Payne asked if MRG could have space available on a temporary basis to sell event items. Ms. Terjesen said that MRG typically has a table at the front of the stores to showcase the rotating local event items, and she said that architecture, assortment, and associates are the pillars of MRG and what makes them so special.

Chairman Corcoran summarized the discussion as follows: 1) MRG was willing and have agreed to reaching out to the local retailers that weren't included in their proposal to try to get more items that reflect the Palm Springs brand; 2) MRG would work on reflecting the Palm Springs brand in their designs; and 3) MRG would reevaluate the names of two retail stores to see if the names could reflect the Palm Springs brand.

Ms. Carpenter noted that there was an invitation and contact information posted on the PSP website for interested vendors to contact MRG and Paradies, and she said that it would be preferable for the Commissioners to advise the vendors to contact the designated contacts for MRG and Paradies versus the Commissioners providing a list of vendors to MRG and Paradies. She said that it would also be her preference to keep the retail store name Hey Joshua and that she supports changing the name of Mojave Oasis.

Committee Chairman Corcoran said that he would be willing to compromise and that he would love to see the ideas for renaming Mojave Oasis. Ms. Carpenter noted that there was a retail concessions agreement that includes MRG's proposal and that there couldn't be too many drastic changes to the proposal, and she said that she wanted to stay in line with what was agreed upon. Ms. Carpenter asked MRG if they were agreeable to changing store names. Ms. Terjesen said that MRG was agreeable to looking into changing the store names, and Mr. McOwan said that MRG would do some more research to generate some ideas.

Committee Chairman Corcoran said that he wanted to see all of the requests so that the Airport Commission could know who has made the effort, he said that he believed that at an earlier meeting it was agreed that the Committee would reach out to some of the vendors that they would love to see be considered, and he said that he was happy to see that MRG was willing to consider other vendors because he wants to make sure that none of the vendors get lost in the shuffle. He said that he wanted to be notified if any of the vendors engage in a conversation with MRG so that he can notify the Airport Commission, and he said that the Committee would be reaching out to the vendors that they hope will be reaching out to MRG. Committee Chairman Corcoran said that he understands that MRG has a contract and that if MRG could make a great effort to consider making a pitch to the other vendors it would address a majority of the Commission's concerns. Mr. McOwan encouraged the Committee to reach out to the local vendors to have them contact MRG.

Commissioner Wiseman asked if MRG could provide a list of the TKB Bakery sandwiches that they would be offering and to confirm that there would be vegan and vegetarian options. Ms. Carpenter provided a list of TKB Bakery options that were gluten free and vegan.

Ms. Terjesen said that they had learned that Paradies would be using the space that MRG was hoping to place a coffee and ice cream truck and a wing mural, and she asked if there was an interest in finding another location for the coffee and ice cream truck and wing mural. Ms. Carpenter suggested that the truck could be placed in between TSA and the escalators. Committee Member Wisemen voiced his concern about there being a conflict with Paradies outlet. Mr. McOwan said that he didn't believe there would be a conflict. Committee Member Payne asked if Ms. Carpenter was proposing that there could be a barista making special drinks and coffee at the

location she had suggested. Ms. Carpenter confirmed her proposal, and Committee Chairman Corcoran and Committee Member Payne voiced their support. Committee Member Payne noted that the flow of passengers would need to be considered, and Committee Member Wiseman suggested moving the truck closer to the playground. Ms. Carpenter said that she could show MRG a blank slate location near the playground. Committee Member Wiseman suggested replacing Mojave Oasis with Cahuilla Oasis to represent the Cahuilla Band of Indians.

Committee Member Payne suggested having something for kids at that for the I ♥ PS location. Ms. Terjesen said that they could look into Committee Member Payne's suggestion. In regard to the employee vending machines, Ms. Carpenter noted that Councilmember Holstege had requested that fresh food items be available in the employee vending machines. Committee Member Payne asked if the vending machines could be nicer looking and provide healthier food options. Ms. Terjesen said that they would evaluate the site to determine the available options.

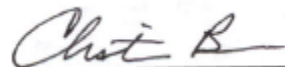
Committee Member Wiseman exited the meeting at 11:42 p.m.

Committee Member Payne inquired about what items would be sold from the Coachella Duty Free golf cart. Ms. Terjesen said that the products would be the same as what is typically sold in a duty free store. Committee Member Payne asked if the passengers would be able to take the items they purchase with them or if the purchases would be delivered to the jet bridge. Mr. McOwan said that the handling of the duty free purchases would be determined.

Ms. Carpenter said that the Airport staff would be holding weekly meetings with MRG and Paradies to move the projects forward, and she suggested that the next meeting be held virtually on February 22nd at 11:00 a.m. Committee Member Payne inquired about how the Airport staff planned on making sure that MRG and Paradies stay on track with the project timelines. Assistant Airport Director Keating said that holding the weekly meetings would be the way that staff would be making sure that the projects are on staying on track.

7. ADJOURNMENT:

The Airport Ad Hoc Design Review Committee Meeting adjourned at 12:01 P.M.



Christina Brown
Executive Administrative Assistant

APPROVED BY AD HOC DESIGN REVIEW COMMITTEE: 02/22/2023