



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

Tuesday, April 2, 2024, at 2:00 P.M.

Submit your public comment to the Marketing and Business Development Committee electronically. Material may be emailed to: Paula.Pak@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 Marketing and Business Development Committee and retained for the official record.

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:** July 12, 2023
7. **ACTION AND DISCUSSION ITEMS:**
 - 7.A Agua Caliente Activation Space Update
 - 7.B Review of Q3 and Q4 2023 and Q1 2024 Customer Comments
 - 7.C Customer Experience Program Update
 - 7.D Air Service Incentive Discussion and Decision
8. **COMMITTEE MEMBER 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 March 28, 2024, 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.palmsspringsca.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.