

**ONTARIO INTERNATIONAL AIRPORT AUTHORITY
SPECIAL COMMISSION MEETING
MINUTES
MONDAY, JULY 11, 2016**

A special meeting of the Ontario International Airport Authority was held on Monday, July 11, 2016, in Room 101 of the Ontario Convention Center, 2000 East Convention Center Way, Ontario, California.

Notice of said meeting was duly given in the time and manner prescribed by law.

CALL TO ORDER

Commission President Wapner called the Ontario International Airport Authority Commission meeting to order at 10:03 a.m.

ROLL CALL

PRESENT: Commissioners: Lucy Dunn, Ron O. Loveridge and Alan D. Wapner

ABSENT: Commissioners: Jim W. Bowman and Curt Hagman

Also present were: CEO Kelly J. Fredericks, Legal Counsel Stephen Larson and Assistant Secretary Vicki Kasad.

CLOSED SESSION

- GC 54956.9 (D) (1), CONFERENCE WITH LEGAL COUNSEL, EXISTING LITIGATION: City of Ontario v. City of Los Angeles, Los Angeles World Airports and Los Angeles Board of Airport Commissioners, RIC 1306498.

Seeing no requests to speak, President Wapner recessed the special meeting of the Ontario International Airport Authority to Closed Session at 10:04 a.m.

The Ontario International Airport Authority Commission meeting was reconvened in public session at 10:11 a.m.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Secretary Dunn.

CLOSED SESSION REPORT

President Wapner advised that there was no reportable action following the Closed Session discussion.

CONSENT CALENDAR

MOTION: Moved by Secretary Dunn, seconded by Vice President Loveridge and carried by unanimous vote of those present with Commissioners Bowman and Hagman absent to approve the Consent Calendar as presented.

1. APPROVAL OF MINUTES

Approved the Minutes for the regular meeting of the Ontario International Airport Authority of July 4, 2016, and the special meeting of the Ontario International Airport Authority of June 6, 2016, as on file with the Secretary/Assistant Secretary.

2. AN AGREEMENT BETWEEN THE ONTARIO INTERNATIONAL AIRPORT AUTHORITY AND THE CITY OF ONTARIO FOR INFORMATION TECHNOLOGY SUPPORT SERVICES

The OIAA Board authorized the CEO to approve a Professional Services Agreement for the City of Ontario to provide interim Information Technology (IT) Support Services to the Ontario International Airport Authority and be reimbursed for costs incurred on a time and materials basis.

3. RESOLUTIONS TO APPROVE NECESSARY ACTIONS REQUIRED BY SPECIAL DISTRICT RISK MANAGEMENT AUTHORITY (SDRMA) TO OBTAIN WORKERS' COMPENSATION INSURANCE FOR THE ONTARIO INTERNATIONAL AIRPORT AUTHORITY STAFF

The OIAA Board adopted a resolution approving the form of and authorizing the execution of a Sixth Amended and Restated Joint Powers Agreement and Authorizing Participation in the Special District Risk Management Authority Workers' Compensation Program as required by SDRMA; and adopted a resolution Authorizing an Application to the Director of Industrial Relations, State of California, for a Certificate of Consent to Self-Insure Workers' Compensation Liabilities necessary to establish the Ontario International Airport Authority (OIAA) Workers' Compensation Insurance.

RESOLUTION NO. 2016-003 A RESOLUTION OF THE ONTARIO INTERNATIONAL AIRPORT AUTHORITY TO APPROVE NECESSARY ACTIONS REQUIRED BY SPECIAL DISTRICT RISK MANAGEMENT AUTHORITY (SDRMA) TO OBTAIN WORKERS' COMPENSATION INSURANCE.

RESOLUTION NO. 2016-004 A RESOLUTION OF THE ONTARIO INTERNATIONAL AIRPORT AUTHORITY AUTHORIZING AN APPLICATION TO THE DIRECTOR OF INDUSTRIAL RELATIONS, STATE OF CALIFORNIA, FOR A CERTIFICATE OF CONSENT TO SELF-INSURE WORKERS' COMPENSATION LIABILITIES.

ADMINISTRATIVE REPORTS/DISCUSSION/ACTION

PRESENTATION ON MARKETING AND BRANDING

Jonathan Mills, Fruition, highlighted this company and noted that they have a great history with the City which started about five years ago with the Set ONTario Free campaign. He indicated that they are now working on the Fly Ontario.com website which will be complete in less than a month. He commented that the biggest part of that project left to complete was the application of the brand. President Wapner questioned the formal transition from LAWA and if the website would forward the real time information on flight schedules, maps, security, parking, etc. Mr. Mills confirmed that would occur.

Chris Tonio, Creative Director, Fruition, indicated that there were two concepts for the airport brand following months of meetings with the team, CEO Fredericks and the Convention and Visitors Bureau. He noted that the objective was for the site to feel transformative. President Wapner questioned the use of "L.A. Ontario International Airport", noting that in the past two or three years "L.A." had been dropped by Los Angeles. He questioned the reintroduction of this factor and indicated that he did not want to see it any more. Mr. Tonio indicated that this was the kind of feedback they were looking for.

Secretary Dunn expressed concern that they had not been sensitive to the airport's history, in that their very first step was wrong. CEO Fredericks indicated that this was a placeholder and took responsibility for the misstep.

Vice President Loveridge stressed that "L.A." needs to go away. CEO Fredericks indicated that based on ongoing discussions with the air carriers, some are not familiar with the region and this had been used to give clarity. Secretary Dunn suggested that this information should have been provided as a preface to the discussion.

President Wapner expressed concern that it suggests that we are reborn as L.A./Ontario Airport, or a step backward; and offered the alternative of marketing it as Southern California's Airport.

Mr. Tonio indicated that this was an issue they have tried to balance, and commented that they know that Ontario has its own identity. He explained that they want to amplify that identity, in a way that is modern, bold, friendly and convenient.

Vice President Loveridge suggested coming back to the issue of naming, as it was a very important discussion.

Mr. Tonio moved on to the issue of logos and showed a variety of local and international airport logos, noting that most are generic in nature. He introduced the proposed concept of “Plant the Flag”, stressing that there is a story to tell, so we would want to plant the flag with a bold ONT. He showed possible options for this concept. He also introduced “Concept Adventure”, based on Southern California being an adventure; with ONT flanked by mountains, sunshine and water. He presented a variety of options with ONT to capture the spirit of the region. He indicated that this concept was less about the airport and more about what it could provide, defining the purpose for those who work with and at the airport. He noted that CEO Fredericks had requested something transformational which would suggested the difference between “under new management” and “ONTario is reborn”. He stressed that for many people the airport is the first impression of the region, so we need to brand the City and the region.

President Wapner indicated that he likes the transformation concept. He noted that the proposed “ONT Find Your Adventure” with the mountains and sun might cause people to think of Ontario, Canada. He stressed the need to define the “Gateway to Southern California”. Vice President Loveridge concurred that this would stay with the concept, and noted that “gateway” is a very powerful message. He also noted that the idea of mountains and beaches is the message we want to have.

President Wapner indicated that this was even more important with Orange County hitting its constraints. He noted that we want to capitalize on the regional support and tie the theme to that message.

Secretary Dunn liked the adventure concept page, with the mini-icons for different uses. She expressed concern with the color being much like UPS brown. Mr. Tonio indicated that the colors in the powerpoint were washed out on the screen. He clarified that what appeared brown was in reality a vibrant orange. Secretary Dunn stressed that she would pick something new and exciting, different from all others.

Vice President Loveridge questioned the thinking on the concept of adventure. Mr. Tonio indicated that it related to the region, what the surrounding provide and what is possible. He commented that many times air travel is a necessary evil, but this would suggest that the airport would unlock experiences. President Wapner commented that this works well for leisure travelers but not so much for the business traveler, so it might need to be adjusted for different audiences. Mr. Tonio clarified that this concept would allow for changes in the iconography to accommodate those changes. Secretary Dunn suggested adding a briefcase or an office building icon.

President Wapner indicated that this plan was going in the right direction for the most part.

Vice President Loveridge asked his fellow Board members if they were comfortable with the word “adventure”. Secretary Dunn concurred with the word and suggested it could go in a lot of directions. Vice President Loveridge noted that he doesn’t fly out of Ontario for adventure, which caused his question. President Wapner noted that some people would not want to think of the airport as an “adventure”. Secretary Dunn stressed the concept of the airport being a gateway to a variety of things. Vice President Loveridge concurred that this could follow the Southern California concept.

CEO Fredericks inquired if the Board was comfortable with the primary thought being “Gateway to Southern California” and the iconic symbols being subsequent to that.

President Wapner expressed concern with limiting the airport as a gateway to Southern California, when the future might show it to be a gateway to somewhere else in the U.S. or another country.

CEO Fredericks thanked the Board for their input, noting that this was exactly what he was seeking. He stressed that Fruition had started work based on feedback from stakeholders, which they would now go back and refine, before bringing it back to the Board for direction.

Secretary Dunn suggested exploring tag lines like “ONT the LA Alternative” or the “The LAX Alternative”.

Vice President Loveridge suggested a brief report on other airport websites, to include who has the better messages. Mr. Tonio indicated that they reviewed them all and most airports present a confusing and bland picture. He suggested that San Diego probably has the best, with Singapore, Denver and San Francisco being some of the better ones.

President Wapner inquired if they had used focus groups. CEO Fredericks indicated that they reached out to the stakeholders, but no focus groups to date. He inquired if the Board would want this. The Board concurred as long as it could be done while staying on the time line. CEO Fredericks indicated that he would discuss this work with Fruition.

Vice President Loveridge questioned the use of the term “rebirth”. CEO Fredericks suggested that “transformation” was probably better. Secretary Dunn indicated that she felt “new day” had more appeal, but stressed the need to tie the transformation to transformation of the space. The Board supported the “new day” concept.

STAFF MATTERS

CEO Fredericks noted the approval of an item for IT support services and commented on the high level of support he had received from IT, Economic Development and Risk Management in getting the foundation for the organization in place. He also noted that he would be sending the Board applications for security badges as the transfer nears. He advised that he will be providing the Board a template of information for feedback, so he can use it for monthly reporting.

CEO Fredericks provided an update on air service performance which showed a 1.1% increase for the month. He explained that domestic travel was up 1% and international was up 3%, noting that while this was positive, it was possible to do much better. He advised that there are 103 million passengers projected for the region this year of which Ontario captures about 4%, however airlines are starting to reinvest in the region. He projected a 4.5% increase in seats for the year. He noted that Southwest is increasing frequency in January. Cargo is up about 11.6% and based on continued discussion with UPS, all cargo carriers are continuing to grow.

CEO Fredericks noted a recent report in Travel and Leisure in which Portland, Oregon's airport was the best; and suggested that there was no reason Ontario could not aspire to that Top 10 list.

COMMISSIONER COMMENTS

Secretary Dunn was happy that good progress was being made. She commended Congressman Calvert and Senator Feinstein for their efforts on behalf of ONT; and thanked President Wapner for his leadership.

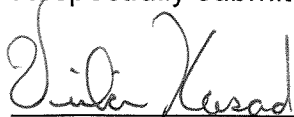
President Wapner commented that it had been a great team effort and thanked Secretary Dunn for her support in Orange County.

Vice Chairman Loveridge left the meeting at 10:55 p.m

ADJOURNMENT

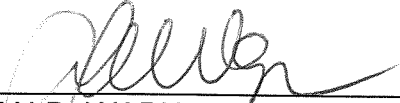
President Wapner adjourned the Ontario International Airport Authority Commission meeting at 10:55 a.m.

Respectfully submitted:



VICKI KASAD, ASSISTANT SECRETARY

APPROVED:



ALAN D. WAPNER, PRESIDENT
ONTARIO INTERNATIONAL AIRPORT AUTHORITY