



November 8, 2017

CALL AND NOTICE OF A SPECIAL MEETING OF THE
OPERATIONS AND DEVELOPMENT COMMITTEE
OF THE
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY

NOTICE is hereby given that a special meeting of the Operations and Development Committee will be held Monday, November 13, 2017, at 8:30 a.m., in the Airport Skyroom of Hollywood Burbank Airport, 2627 Hollywood Way, Burbank, California 91505.

Terri Williams, Board Secretary
Burbank-Glendale-Pasadena Airport Authority

SPECIAL MEETING
OF THE
OPERATIONS AND DEVELOPMENT COMMITTEE
Special Meeting of Monday, November 13, 2017
8:30 A.M.

NOTE TO THE PUBLIC: Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the Authority to the Commission less than 72 hours prior to that meeting are available for public inspection at Hollywood Burbank Airport (2627 Hollywood Way, Burbank) in the administrative office during normal business hours.



In accordance with the Americans with Disabilities Act of 1990, if you require a disability-related modification or accommodation to attend or participate in this meeting, including auxiliary aids or services, please call the Board Secretary at (818) 840-8840 at least 48 hours prior to the meeting.

AGENDA

1. Approval of Agenda

2. Public Comment

3. Approval of Minutes

a. October 16, 2017

[See page 1]

4. Items for Information

a. September 2017 Passenger and Regional Airport Passenger Statistics

No staff report is attached. Staff will present the September 2017 passenger statistics for Hollywood Burbank Airport and regional airports passenger statistics.

b. September 2017 Parking Revenue Statistics

No Staff report is attached. Staff will present the September 2017 parking revenue results.

c. Transportation Network Companies ("TNC") Results

No staff report is attached. Staff will update the Committee on the latest activities of the TNCs.

5. Other Contracts and Leases and Capital Projects

6. Adjournment

Subject to Approval

**MINUTES OF THE SPECIAL MEETING OF THE
OPERATIONS AND DEVELOPMENT COMMITTEE
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY**

MONDAY, OCTOBER 16, 2017

A special meeting of the Operations and Development Committee was called to order on this date in the Airport Skyroom of the Burbank-Glendale-Pasadena Airport Authority, 2627 Hollywood Way, Burbank, California, at 8:01 a.m., by Chairman Brown.

ROLL CALL

Present: Commissioners Brown, Tornek, and Devine

Absent: None

Also Present: Staff: Frank Miller, Executive Director;
John Hatanaka, Senior Deputy Executive Director;
Ed Skvarna, Chief of Police; Director, Public Safety;
Mike Duong, Senior Manager, Business and
Compliance; Michael Johnston, Business
Development Specialist; Nerissa Sugars, Air Service
Development and Marketing; Denis Carvill, Deputy
Executive Director, Operations and Airline Relations

Michael Fiore, Co-CEO and Chief Creative Director,
Anyone Collective

1. Approval of Agenda Commissioner Devine moved approval of the agenda, seconded by Commissioner Tornek. The agenda was approved (3-0).

2. Public Comment There were no public speakers.

3. Approval of Minutes

a. September 18, 2017 Commissioner Devine moved approval of the minutes of the October 18, 2017, meeting, seconded by Commissioner Tornek. The agenda was approved (3-0).

4. Contracts and Leases

a. Award of Professional Services Agreement – Allied Universal for Airport Safety and Traffic Control Services

Staff reported that the prior airport security and traffic control services provider, HSS Inc. ("HSS"), had a contract with a three-year base term that afforded the Authority two one-year extension options. The Authority exercised the first extension option on May 16, 2016. On July 17, 2017, in response to HSS' unwillingness to continue performing under the current contract rate, the Commission authorized a six-month extension of the HSS contract and a CPI-adjustment retroactive to July 1. At the same time, the Commission also authorized issuance of an airport security and traffic control services Request for Proposals ("RFP"). Prior to agendizing this item, Staff received a verbal commitment from a Vice President of HSS that the firm would accept such an extension and would not abandon their duties during the RFP process. However, in subsequent correspondence, Staff reported that the President/Chief Executive Officer of HSS denied that such a commitment had been made and refused to execute the contract extension without a larger rate increase or an additional personnel position. Staff did not concede to this demand and, with little more than two weeks' notice to the Authority, HSS chose to cease operations at the Airport on September 30.

An emergency purchase order was issued to Allied Universal for these services from October 1, through October 31, 2017, during which an evaluation by Staff's four-person evaluation team of the five firms that submitted technical proposals was completed, Staff recommended that the Committee recommend to the Commission that Allied Universal be awarded a Professional Services Agreement ("PSA") for airport security and traffic control services with a three-year base term (November 1, 2017, through October 31, 2020) and two one-year extension options available to the Authority. The PSA will have a not-to-exceed contract price of \$3,525,849 for the base term.

Motion

Following Staff's presentation, which included various questions from the Committee, Commissioner Devine moved approval of Staff's recommendation to the Commission that this item be placed on the Commission's agenda for consideration at its meeting immediately following the Committee's meeting. The motion was seconded by Commissioner Tornek.

Motion Approved

The motion was approved unanimously (3-0).

b. Award of Professional Services Agreement; Phase III Airport Branding: Anyone Collective

Staff distributed to the Committee a PowerPoint presentation handout along with a Phase III Proposal of the Anyone Collective branding project for the Airport. Staff stated that Anyone Collective, working with the Authority staff, also provided the Committee with a detailed project summary prior to the meeting to assist in providing the Committee with insight and understanding of the scope of work to be provided in Phase III of the project.

Staff introduced Michael Fiore from Anyone Collective, to talk about the goals of Phase III and to discuss the research and analytics gathered in previous phases. Mr. Fiore discussed with the Committee how Phase III will continue to build on the investment made in Phase I and Phase II, but will also identify and establish new markets, creative direction and messaging campaigns that will produce new consumers and consumer engagement. The strategies discussed included hyper-targeted creative messaging, calls to action, targeted website landing pages, print and digital advertising, social media advertising and lastly, a press event.

Mr. Fiore further explained the fee schedule to the Committee along with a breakdown of costs. The Committee ask questions and received clarity from Staff regarding seasonal changes to the tower display and the physical appearance of the tower signage. Staff discussed with the Committee what they have reviewed with Anyone Collective as far as the overall strategic plan which included a 300 page document.

Following the discussion and input to Staff from the Committee, the Committee moved to recommend to the Commission Staff's recommendation to approve a Professional Service Agreement with Anyone Collective for Phase III - Airport Branding Services in the amount of \$175,000; authorization of associated marketing media buys through June 30, 2018, not to exceed \$175,000 for a total of \$350,000; and authorization for the President to execute the same.

Motion

Commissioner Tornek moved approval of Staff's recommendation to the Commission. The motion was seconded by Commissioner Devine.

Motion Approved

The motion was approved unanimously (3-0).

5. Items for Information

a. August 2017 Passenger Statistics and Parking Information

Staff presented a report to the Committee on the August 2017 passenger statistics and parking information.

b. Transportation Network Companies ("TNC") Results

Staff presented updated information on the Transportation Network Companies ("TNCs") at Hollywood Burbank Airport.

c. Regional Airport Passenger Statistics

Staff presented a comparison report to the Committee on regional airport passenger statistics, for the month of August 2016/2017, at Hollywood Burbank Airport and four of its competitors, John Wayne, Ontario, Los Angeles and Long Beach Airports as requested by Commissioner Tornek at the Committee's last meeting.

6. Other Contracts and Leases and Capital Projects

This item was not discussed.

7. Adjournment

There being no further business, the meeting was adjourned at 8:54 a.m.