



June 3, 2016

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

NOTICE is hereby given that a regular meeting of the Operations and Development Committee will be held Monday, June 6, 2016, at 8:30 a.m., in the Airport Skyroom of the Bob Hope Airport, 2627 Hollywood Way, Burbank, California 91505.

The items to be discussed are listed on the attached agenda.

Sue Loyd, Board Secretary  
Burbank-Glendale-Pasadena Airport Authority

REGULAR MEETING  
OF THE  
OPERATIONS AND DEVELOPMENT COMMITTEE

Airport Skyroom  
Monday, June 6, 2016  
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 Bob Hope Airport (2627 Hollywood Way, Burbank) in the administrative office during normal business hours.***

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***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. May 16, 2016

**[See page 1]**

4. Items for Discussion
- a. Electrical Power Preparedness Meeting

***No staff report is attached. Staff will present to the Committee planning and preparation to maintain the Airport's operation in the event of reduction in electrical power received from Burbank Water and Power (BWP) and/or the Los Angeles Department of Water and Power (DWP) due to continuing issues at the Aliso Canyon Natural Gas Storage Site.***

5. Other Contracts and Leases and Capital Projects
6. Adjournment

Subject to Approval

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

**MONDAY, MAY 16, 2016**

A regular meeting of the Operations and Development Committee was called to order this date in the Airport Skyroom of the Burbank-Glendale-Pasadena Airport Authority, 2627 Hollywood Way, Burbank, California, at 8:30 a.m., by Chairman Brown.

**ROLL CALL**

**Present:** Commissioners Brown and Selvidge

**Absent:** Commissioner Sinanyan

**Also Present:** Staff: Dan Feger, Executive Director; John Hatanaka, Senior Deputy Executive Director; Kathy David, Deputy Executive Director, Finance and Administration; David Freedman, Director, Business, Property and Administrative Services; and Rachael Warecki, Public Relations and Social Media Specialist

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

- 1. Approval of Agenda** Commissioner Selvidge moved approval of the agenda; there being no objection, the agenda was approved 2-0 (one absent) as presented.
- 2. Public Comment** There were no public speakers.
- 3. Approval of Minutes**
  - a. May 2, 2016** Commissioner Selvidge moved approval of the minutes of the May 2, 2016, meeting. There being no objection, the minutes were approved 2-0 (one absent) as submitted by Staff.
- 4. Items for Discussion**
  - a. Operational Impacts of Proposed FY 2017 Capital Projects** Staff reviewed with the Committee the proposed projects to be included in the FY 2017 Capital Budget program and the operational impacts thereof and answered various questions from the Committee.
  - b. Phase 2 Branding Overview** Staff provided a progress update on the actions that have been completed and protocols that Staff has begun to follow as part

of the implementation of the new brand name "Hollywood Burbank Airport," which the Commission approved at its May 2, 2016, meeting. Staff also discussed actions and steps currently underway, ongoing or soon to be initiated by Anyone Collective and Airport staff in the implementation of the new brand name.

Michael Fiore, Co-CEO and Chief Creative Director of Anyone Collective, LLC, briefed the Commission on actions that Anyone Collective currently has underway and noted that the completion of Phase 1 includes the development of a brand logo identity, a potential tag line, brand design usage and style guide.

Mr. Fiore advised the Commission of target dates as follows: June 13, 2016, at a special Operations and Development Committee meeting, Anyone Collective will present to the Committee the first round of logo identities and initial examples of the brand usage. A similar presentation will be provided to the Commission at its June 20, 2016, regularly scheduled meeting. Mr. Fiore noted that the time line for the next steps in the brand rollout is dependent upon the time required for brand logo identity selection and that, once a logo is selected, the time line for completion of Phase 1 will be approximately six to eight weeks.

Mr. Fiore described the various components included in Phase 2, which will need to be negotiated following the completion of Phase 1, and advised the Commission that Phase 2 will be executed and presented following the selection of a new logo identity. Mr. Fiore further advised that once the Commission has approved a strategic rollout plan and its included components, Anyone Collective will determine the overall associated Phase 2 time line, which is estimated to be a period of approximately six to 14 months.

**5. Items for Information**

**a. March 2016 Passenger Statistics and Parking Information**

In the interest of time, Staff and the Committee concurred that this item, which is also included in the Commission's May 16, 2016, agenda, be deferred to the Commission meeting.

**6. Other Contracts and Capital Projects**

This item was not discussed.

**7. Adjournment**

There being no further business, the meeting adjourned at 8:56 a.m.