

**ONTARIO INTERNATIONAL AIRPORT  
AUTHORITY  
COMMISSION AGENDA  
SPECIAL MEETING  
AUGUST 16, 2016 AT 10:00 A.M.  
Ontario City Hall  
303 East B Street, Ontario, CA 91764**

**Alan D. Wapner**  
President

**Ronald O. Loveridge**  
Vice President

**Lucy Dunn**  
Secretary

**Jim W. Bowman**  
Commissioner

**Curt Hagman**  
Commissioner



**Kelly J. Fredericks**  
Chief Executive Officer

**Stephen G. Larson**  
General Counsel

**Grant D. Yee**  
Treasurer

**WELCOME** a special meeting of the Ontario International Airport Authority.

- Authority meetings are held at the Ontario Convention Center located at 2000 East Convention Center Way, Ontario, 91764 or at other such places as the Commission shall designate. On August 16, 2016, the special meeting will be held at Ontario City Hall.
- All documents for public review are on file at the Authority Secretary's offices located within City of Ontario facilities at 303 East B Street, Ontario, CA 91764.
- Anyone wishing to speak during public comment or on a particular item will be required to fill out a blue slip. Blue slips must be turned in prior to public comment beginning or before an agenda item is taken up. The Secretary/Assistant Secretary will not accept blue slips after that time.
- Comments will be limited to 3 minutes. Speakers will be alerted when they have 1 minute remaining and when their time is up. Speakers are then to return to their seats and no further comments will be permitted.
- In accordance with California Law, remarks during public comment are to be limited to subjects within Authority's jurisdiction. Remarks on other agenda items will be limited to those items.

- Remarks from those seated or standing in the back of chambers will not be permitted. All those wishing to speak including Commissioners and Staff need to be recognized by the Authority President before speaking.

**ORDER OF BUSINESS:** The Authority meeting begins with Public Comment at 10:00 a.m., immediately followed by the Special Meeting.

**(EQUIPMENT FOR THE HEARING IMPAIRED IS AVAILABLE IN THE CITY OF ONTARIO'S RECORDS MANAGEMENT OFFICE)**

**CALL TO ORDER (OPEN SESSION)**

**10:00 a.m.**

**ROLL CALL**

Loveridge, Dunn, Bowman, Hagman, Wapner

**CLOSED SESSION PUBLIC COMMENT:** The Closed Session Public Comment portion of the Authority meeting is limited to a maximum of 3 minutes for each speaker and comments will be limited to matters appearing on the Closed Session. Additional opportunities for further Public Comment will be given during and at the end of the meeting.

**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.*
- GC 54957 (b), PUBLIC EMPLOYMENT; GC 54957.6, CONFERENCE WITH LABOR NEGOTIATORS  
Title: Chief Operating Officer  
Title: Chief Financial Officer  
Title: Chief Development Officer  
Title: Chief Marketing Officer

- GC 54956.8, CONFERENCE WITH REAL PROPERTY NEGOTIATORS  
Property: 2500 & 2900 E. Airport Drive, Ontario, California 91761  
Agency Negotiator: Kelly J. Fredericks, Chief Executive Officer  
Negotiating Parties: Airline Carriers  
Under Negotiation: Price and Terms of Payment

In attendance: Loveridge, Dunn, Bowman, Hagman, Wapner

**PLEDGE OF ALLEGIANCE**

**REPORT ON CLOSED SESSION**

**PUBLIC COMMENTS**

The Public Comment portion of the Authority meeting is limited to 30 minutes with each speaker given a maximum of 3 minutes. An opportunity for further Public Comment may be given at the end of the meeting. Under provisions of the Brown Act, the Commission is prohibited from taking action on oral requests.

As previously noted -- if you wish to address the Commission, fill out one of the blue slips at the rear of the chambers and give it to the Secretary/Assistant Secretary.

**CONSENT CALENDAR**

Each member of the public wishing to address the Commission on items listed below will be given a total of 3 minutes.

**1. APPROVAL OF MINUTES**

Minutes for the special meeting of the Ontario International Airport Authority of July 11, 2016, and the regular meeting of the Ontario International Airport Authority of August 1, 2016, and approving same as on file with the Secretary/Assistant Secretary.

**2. ENGAGEMENT OF LARSON O' BRIEN, LLP AS THE GENERAL COUNSEL TO THE ONTARIO INTERNATIONAL AIRPORT AUTHORITY**

That the OIAA Commission approve the engagement of Larson O'Brien LLP to serve as the General Counsel to the OIAA through December 31, 2016.

## ADMINISTRATIVE REPORTS/DISCUSSION/ACTION

### **1. AIRSERVICE PERFORMANCE UPDATE**

The presentation will provide an overview of ONT statistics for the month of June, as well as operational data for other Southern California airports.

### **2. THE DO'S AND DON'TS OF AIRPORT PROPERTY DEVELOPMENT**

The presentation will provide an overview of Federal rules and regulations associated with development of airport owned property.

## COMMISSIONER MATTERS

### **AD HOC COMMITTEE**

That the OIAA Commission create advisory committees to address issues and develop strategies relating to (1) development, (2) public safety, (3) international trade, (4) marketing, and (5) bylaws and budget.

## STAFF MATTERS

## ADJOURNMENT

**ONTARIO INTERNATIONAL AIRPORT AUTHORITY  
CLOSED SESSION REPORT**

**August 16, 2016**

**ROLL CALL:** Bowman \_\_, Dunn \_\_, Hagman \_\_\_\_, Loveridge \_\_  
President Wapner \_\_.

**STAFF:** Chief Executive Officer \_\_, Legal Counsel \_\_

- 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.*

In attendance: Loveridge, Dunn, Bowman, Hagman, Wapner

No Reportable Action	Continue	Approved
/ /	/ /	/ /

Disposition: \_\_\_\_\_

- GC 54957 (b), PUBLIC EMPLOYMENT; GC 54957.6, CONFERENCE WITH LABOR NEGOTIATORS  
Title: Chief Operating Officer  
Title: Chief Financial Officer  
Title: Chief Development Officer  
Title: Chief Marketing Officer

In attendance: Loveridge, Dunn, Bowman, Hagman, Wapner

No Reportable Action	Continue	Approved
/ /	/ /	/ /

Disposition: \_\_\_\_\_

Reported by: \_\_\_\_\_  
Legal Counsel / Chief Executive Officer

**ONTARIO INTERNATIONAL AIRPORT AUTHORITY  
CLOSED SESSION REPORT**

**August 16, 2016**

**ROLL CALL:** Bowman \_\_, Dunn \_\_, Hagman \_\_\_\_, Loveridge \_\_  
President Wapner \_\_.

**STAFF:** Chief Executive Officer \_\_, Legal Counsel \_\_

- GC 54956.8, CONFERENCE WITH REAL PROPERTY NEGOTIATORS  
Property: 2500 & 2900 E. Airport Drive, Ontario, California 91761  
Agency Negotiator: Kelly J. Fredericks, Chief Executive Officer  
Negotiating Parties: Airline Carriers  
Under Negotiation: Price and Terms of Payment

In attendance: Loveridge, Dunn, Bowman, Hagman, Wapner

No Reportable Action	Continue	Approved
/ /	/ /	/ /

Disposition: \_\_\_\_\_

Reported by: \_\_\_\_\_  
Legal Counsel / Chief Executive Officer

**ONTARIO INTERNATIONAL AIRPORT AUTHORITY  
SPECIAL COMMISSION MEETING**

**MINUTES**

**MONDAY, JULY 11, 2016**

*(Not Official Until Approved)*

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:

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VICKI KASAD, ASSISTANT SECRETARY

APPROVED:

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ALAN D. WAPNER, PRESIDENT  
ONTARIO INTERNATIONAL AIRPORT AUTHORITY

**ONTARIO INTERNATIONAL AIRPORT AUTHORITY**

**MINUTES**

**MONDAY, AUGUST 1, 2016**

*(Not Official Until Approved)*

The Regular Meeting scheduled for Monday, August 1, 2016, was cancelled due to lack of an available quorum. The next regular meeting is scheduled for Monday, September 5, 2016, in Room 101 of the Ontario Convention Center, 2000 East Convention Center Way, Ontario, California.

Respectfully submitted:

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VICKI KASAD, MMC, ASSISTANT SECRETARY

APPROVED:

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ALAN D. WAPNER, PRESIDENT  
ONTARIO INTERNATIONAL AIRPORT AUTHORITY