July 8, 2016

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, July 11, 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

SPECIAL MEETING
OF THE
OPERATIONS AND DEVELOPMENT COMMITTEE

Airport Skyroom
Monday, July 11, 2016
9:00 A.M.

AGENDA

1. Approval of Agenda

2. Public Comment

3. Approval of Minutes

   a. June 6, 2016   *[See page 1]*

   b. June 13, 2016   *[See page 3]*

4. Branding Presentation – Logos

   • Staff Report Attached

      No staff report is attached. Staff and representatives from Anyone Collective will continue to present potential logo designs to the Committee.

5. Items for Information

    a. May 2016 Passenger Statistics and Parking Information

       No staff report is attached. Staff will discuss the May 2016 passenger statistics and will brief the Committee regarding parking revenue for May 2016.

6. Other Contracts and Leases and Capital Projects

7. Adjournment

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

MONDAY, JUNE 6, 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, Selvidge and Sinanyan (arrived at 8:35 a.m.)
Absent:	None
Also Present:	Staff: Dan Feger, Executive Director; John Hatanaka, Senior Deputy Executive Director; Scott Kimball, Director, Operations and Maintenance; and Rachael Warecki, Public Relations and Social Media Specialist
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; however, Staff introduced the new Assistant Board Secretary, Terri Williams, to the Committee.
3. Approval of Minutes	
a. May 16, 2016	Commissioner Selvidge moved approval of the minutes of the May 16, 2016, meeting. There being no objection, the minutes were approved 2–0 (one absent) as submitted by Staff.
4. Items for Discussion	
a. Electrical Power Preparedness Meeting	Staff reported on a meeting held on May 12, 2016, by the Burbank Water and Power Department ("BWP") for major power users in the City of Burbank. The purpose of the meeting was to address potential power outages this coming summer and winter due to the Aliso Canyon natural gas storage issue. Staff advised that BWP has developed a Power Outage Communication Plan and, when there is a potential power outage, it will send blast emails to users to advise of a potential power outage.

Regarding Hollywood Burbank Airport readiness, Staff reported that a communication plan to inform tenants of power status has been developed; Airport staff has met with TSA officials to discuss its system requirements and extended an offer to assist TSA with system power requirements in the event of a power outage; and a mitigation plan has been developed to utilize either checkpoints if either Terminal A or Terminal B lose power, with MV Transportation, Inc., the Authority's shuttle bus provider, ready to deploy buses if required.

Staff reported that the Airport currently has one 2-megawatt standby generator for use should there be a power outage and a second 2-megawatt generator is tentatively scheduled to be installed on June 28, 2016. Each of the standby generators will be capable of providing nonstop power for 250 hours, or approximately ten days.

5. **Other Contracts and Capital Projects**

This item was not discussed.

6. **Adjournment**

There being no further business, the meeting adjourned at 8:43 a.m.

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

MONDAY, JUNE 13, 2016

A special 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 9:05 a.m., by Chairman Brown.

ROLL CALL	
Present:	Commissioners Brown, Selvidge and Sinanyan
Absent:	None
Also Present:	Staff: Dan Feger, Executive Director; John Hatanaka, Senior Deputy Executive Director; David Freedman, Director, Business, Property and Administrative Services; and Rachael Warecki, Public Relations and Social Media Specialist
	Anyone Collective: Michael Fiore, Co-CEO and Chief Creative Director, and Stephen Chavez, Co-CEO and Executive Creative Director
1. Approval of Agenda	Commissioner Selvidge moved approval of the agenda, seconded by Commissioner Sinanyan. There being no objection, the agenda was approved unanimously (3–0) as presented.
2. Public Comment	There were no public speakers.
3. Items for Discussion	
a. Airport Branding Presentation: Logo Development and Designs	Staff distributed to the Committee a PowerPoint presentation handout and discussed the various logos used for the Airport over the years, going back to 1930. The printout also included logos of various California airports, airports located in the United States, and airports from around the world. Staff stated that Anyone Collective, working with Authority staff, also provided the Committee with a detailed, 164-page printout prior to the meeting to assist in providing the Committee with insight and understanding of the logo development process.
	Staff introduced Michael Fiore and Stephen Chavez from Anyone Collective, and Mr. Chavez described the creative process and the steps involved in developing a logo for the Airport: (1) establish overall objectives for the identity;

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(2) identify images, graphic elements and words that are associated with the Airport, Hollywood and Burbank; (3) the design phase to combine these defined elements in a manner that is aesthetic and evocative; (4) evaluate the identity for scalability, modularity and appeal and (5) ensure the graphic is relevant for present and future use and is timeless in nature, which Mr. Chavez stated is the most difficult challenge in the creative and development process.

The Anyone Collective representatives discussed with the Committee four individual concepts for a potential Airport logo which were detailed in Anyone Collective's printed material and described the concepts as follows: Concept 1, HB Lights, an abstract design deriving from crossed Hollywood searchlights and expanded to encompass an array of iconic graphic elements associated with the Airport; Concept 2, Flying HB, combining foundation elements into a simple and streamlined iconic identity system; Concept 3, Runway, grounded in the unique layout of the Airport's runway; and Concept 4, Flying Monogram, inspired by a retro aesthetic and the Airport's vibrant history.

Each of the four concepts was illustrated in the printed material as to how the logo could be used and applied with different graphics, such as on the front of the terminal building, on a billboard, an airplane graphic, signage, the interior of Hangar 2, applied as an overlay graphic, using various color palettes or monochrome, embroidered, as a banner graphic, etched on glass, embossed on paper and foil stamped.

Following discussion and input from the Committee, Staff and the Committee concurred that Anyone Collective eliminate Concept 3, Runway, from the potential logos and move forward with Concepts 1, 2 and 4, HB Lights, Flying B, and Flying Monogram, respectively, taking into consideration the Committee's comments and suggestions. Anyone Collective will meet with the Committee tentatively on Thursday, July 7, 2016, to present additional work based on Concepts 1, 2 and 4 prior to a full presentation to the Commission, targeted for the Commission's special meeting on Monday, July 11, 2016.

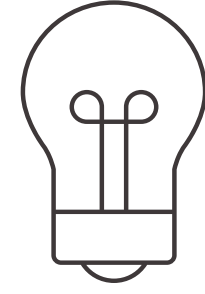|		
4.	**Other Contracts and Capital Projects**	This item was not discussed.
5.	**Adjournment**	There being no further business, the meeting adjourned at 10:55 a.m.

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AGENDA ATTACHMENT

Branding
Presentation
Version 2

July 11, 2016

Hollywood Burbank Airport

ANYONE

Executive Summary

What is a Logo/Brand Identity?

BRAND IDENTITY - The outward expression of a brand, a brand identity reflects how a company wants to be perceived by consumers. Each of its components—name, logo, tone, tagline, typeface, etc—is essential to setting a brand apart from is competitors and defining the target image for a brand in the marketplace.

LOGO - Also called a logotype. A graphic representation or symbol of a company name, trademark, abbreviation, etc., often uniquely designed for ready recognition. The core of a brand identity.

Basic Ground Rules in Logo/Brand Identity Creation

- **Synthesize defined elements related to the airport, its business and its geographic location**
- **Ensure end result is aesthetically pleasing, balanced and evocative**
- **Create a unique graphic that differentiates the Airport from competitors**
- **Ensure graphic will work across platforms**
- **Ensure modularity to allow for evolving design styles**
- **Ensure graphic is relevant for present and future use and is timeless in nature**

ANYONE

What is Branding?

BRANDING - The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products. Branding aims to establish a significant and unique presence that attracts and retains loyal customers.

BRAND STRATEGY - A long-term plan for the development of a successful brand in order to achieve specific goals. A well-defined and executed brand strategy affects all aspects of a business and is directly connected to consumer needs, emotions, and competitive environments. A brand strategy determines targets for marketing, defines additional needs and lays the overall groundwork for building a brand.

WHY WE NEED IT - Creating an impactful logo is only the first step. At the outset, a logo will never stand alone in an overall campaign; it will be part of a larger brand strategy that develops consumer awareness and allows a business to become visible in a saturated and competitive market. A successful brand strategy establishes overall business objectives, communicates the benefits and features of your services and builds overall brand equity.

Key Elements to Successful Branding

- **Consistency**
- **Purpose**
- **Emotion**
- **Flexibility**
- **Employee Involvement**
- **Loyalty**
- **Competitive Awareness**

What is Marketing?

MARKETING - The process of creating, communicating, delivering and exchanging brand messaging, imagery and other offerings that build brand recognition and create innate value for customers, clients, partners and society at large. This can be done through social media, traditional advertising, strategic placements, web, videos, etc. Marketing puts your logo and brand strategy into action over time.

WHY WE NEED IT - Not only does marketing establish the communication between a company and the consumer audience, but it also builds name recognition, service awareness and overall growth of a business. A logo is the foundation element for a company's branding strategy, but well-structured marketing efforts and consistent brand messaging create the link between the logo and the brand's values and messaging.

Examples of Successful Branding

- **Nike** - The Nike swoosh in isolation does not carry intrinsic meaning. As a result of Nike's cohesive marketing efforts and consistent brand messaging across all materials, the mark has come to be associated with Nike's key values of strength, sports and endurance.

- **Apple** - According to Steve Jobs, the company's name was inspired by his visit to an apple farm while on a fruitarian diet. Jobs thought the name "Apple" was "fun, spirited and not intimidating." As a result, a silhouette of an apple with a bite taken out of it became the visual representation of the company. Yet, while a fruit does not correlate with technology, the logo rapidly became one of the most recognized marks in the industry due to diligent marketing ventures and brand loyalty. Additionally, Jobs stayed true to the values he saw in the original Apple mark, creating products that are "fun, spirited and not intimidating."

Established Overall Objectives

The identity must:

- Represent the essential values of the Airport

- Represent Hollywood & Burbank while avoiding cliché

- Exhibit a modern feel to establish a future-forward identity

- Feel unique and strong

- Be modular and scalable

- Incorporate a color palette that is inviting and attractive

The Logos/Identities

Hollywood Burbank
Airport

Concept 1 is a dynamic and geometrically sound mark that is aesthetically pleasing to the viewer. Carefully structured and well-balanced, the logo combines recognizable elements that are intrinsic to both Burbank and the Hollywood region, providing a strong platform for brand strategy and messaging. Timeless and practical, this identity system is strong, streamlined and evocative. It will retain its integrity across all platforms and provide an excellent foundation for Hollywood Burbank Airport.

Identity Attributes:
- Utilizing sharp lines and triangular shapes, this logo is clean and well-defined.
- The shape of the F-117 Nighthawk is conspicuous and influential, appearing as one cohesive shape.
- The mark is balanced and symmetrical with an overall feel that is both modern and provocative.
- Integrating the prominent star shape of Hollywood's Walk of Fame, the logo is nostalgic, memorable and thoughtfully achieved.

Hollywood Burbank
Airport

Concept 2 is the most modular and scalable of the identities presented. Abstract in nature, it incorporates an array of elements that are endemic to the Airport including the HB monogram, the film/entertainment industry and the Airport's aviation history. The subtle tribute to Burbank, Glendale, Pasadena and Hollywood places the Airport at the center and establishes this mark as a holistic representative of many of the things that are essential to the Airport's identity. The streamlined look and feel lends itself to a top-line identity system that is future-forward but tethered to the Airport's past and present.

Identity Attributes:
- The foundation of this identity is the Hollywood searchlights,
- The original searchlight shape is altered to make it more aesthetically pleasing and to incorporate additional elements.
- The shapes are balanced to incorporate the shapes of the letters H and B.
- Within the overall H shape, two silhouetted plane shapes merge. These are abstracts of a F-117 fighter jet, the last jet developed by Lockheed at the Airport.
- The balanced shape has four defined corners that resemble the tail of an aircraft.
- Each corner represents a geographic area that is vital to the Airport: Burbank, Glendale, Pasadena and Hollywood. The Airport sits at the intersection of these four areas and is represented by the diamond shape at the center.

The Logo/Identities

Concept 3 seamlessly blends the lowercase letters H and B to form a cohesive mark that is distinguished, meaningful and bold. Establishing geometrical balance and structure, this logo clean, defined and exceptionally pleasing to the eye. This mark is simple and clean, relying on the unification of the two primary brand letters to build brand recognition.

Identity Attributes:
- The fusion of the lowercase letters H and B represents the cities Hollywood and Burbank in a creative, yet definitive way.
- The mark feels modern and minimal, allowing for easy placement.
- Strategic use of symmetry and sharp lines allow for a striking logo that is aesthetically pleasing to the viewer.
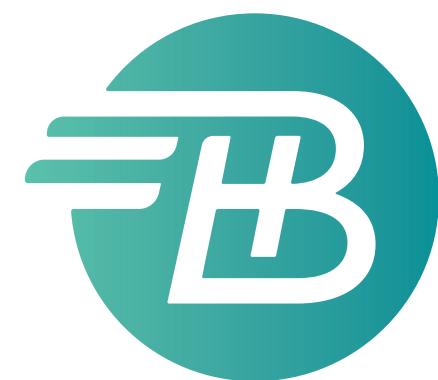
Concept 4 is unabashedly evocative of the retro elements that have made and continue to make the Airport an iconic southern California location. The movement and flow in this logo ensure that it is vivid and eye-catching, but above and beyond that, its classic lines and vintage typography tie it directly to the Airport and its history.

Identity Attributes:
- The wing element is inspired by the original 1930s United Airport logo, a playful spin on the spread eagle wings.
- The shapes of the letters H and B are combined to form an abstract visual.
- Retro typography and shapes are incorporated to build on the airport's illustrious history.
- The overall circular design is consistent with the prominent curved lines that infused aircraft design in the 1930s as well as the circular iconography that was often painted on their wings.

The Logo/Identities

Concept 5 is lightweight and streamlined with an inherent symmetry that is pleasing to the eye. Of the identities presented, its tie to the business of the Airport is the most literal though it is rendered in an abstract way. Minimalist and flexible, this identity system will retain its integrity across platforms.

At the request of the Commission, this logo went through several rounds of revisions over the last several weeks, though without success. The logo presented here is the best solution for this variation. To provide the commission with additional options, we have instead created two new logos, Options 1 and 3.
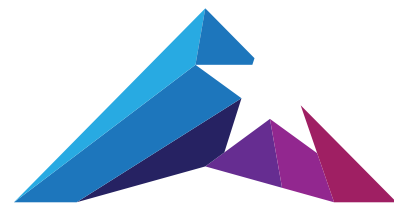
Identity Attributes:
- Negative space from the original HB monogram provided the foundation for this logo
- The central plane shape is noticeable yet subdued, appearing as one cohesive shape with visible wings.
- The mark feels balanced and is symmetrical with an overall feel that is both contemporary and classic.

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The Logo/Identities

Below are the presented logos in order of recommendation. While all the identities presented would serve the Airport well, we have ranked them in order of preference from left to right w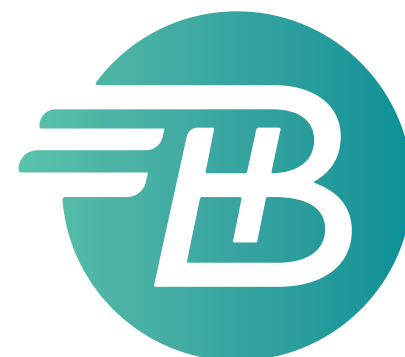ith number one as our top choice.