



Date: September 30, 2004

To: Honorable Mayor and Members of the City Council

From: Councilmember Patrick O'Donnell, Fourth District
 Councilmember Tonia Reyes Uranga, Seventh District
 Councilmember Rae Gabelich, Eighth District

Subject: AGENDA ITEM: ESTABLISH GUIDING PRINCIPLES FOR AIRPORT MARKETING AND USER RESPONSIBILITIES

Handwritten initials and marks:
 PK (over O'Donnell)
 TRU (over Reyes Uranga)
 RA (over Gabelich)

In the June 17, 2004 Recommended Long Beach Airport Terminal Improvements, staff referenced a list of Guiding Principles as "the basis for specific facility recommendations, and which reflect the input of many individuals and organizations."

The Airport Advisory Commission has voted on terminal sizing and will be forwarding the sizing, EIR scope and other community issues to the Council in the near future.

The Guiding Principles utilized in the recommended improvements stated that they were "only meant to apply to terminal facility sizing." However, there are many larger city-related issues that must be considered while the process takes place on terminal improvements.

As discussions about the future terminal improvements progress, we believe it is important for the City Council to provide policy direction to staff regarding the interpretation and implementation of the Strategic Plan as it relates to the Airport; identification of a marketing commitment plan; community impact plan; and expectations of the airport users' responsibilities in relation to any terminal improvements.

Suggested Action:

Request the Transportation and Infrastructure Committee to develop a set of Guiding Principles on the marketing and users' responsibilities of the Long Beach Airport.