



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 5/9/2023

To: Board of Supervisors

Department or Agency Name(s): Sonoma County Public Infrastructure - Airport Division

Staff Name and Phone Number: Johannes J. Hoevertsz, 707-565-2231

Vote Requirement: 4/5th

Supervisorial District(s): Countywide

Title:

Charles M. Schulz - Sonoma County Airport Advertising Policy Update

Recommended Action:

- A. Adopt a Resolution authorizing an updated Advertising Policy for the Charles M. Schulz - Sonoma County Airport.
- B. Delegate authority for future updates to the Department Director.

Executive Summary:

The Sonoma County Public Infrastructure Department (SPI), Airport Division (Airport) is requesting approval and authorization of a Resolution adopting an updated Advertising Policy for the Charles M. Schulz - Sonoma County Airport. The department is also requesting delegated authority for future updates to be made by the Director of SPI.

Discussion:

The current Airport Advertising Policy was approved by the Board on November 13, 2018. Since then the demand for advertising space, new advertising opportunities, the modernized terminal, and a new diversity of advertisers has increased substantially at the Airport. The Airport has updated the Advertising Policy to reflect these changes.

Advertising is recognized as an essential part of the Airport's concession business, information and branding identity programs, but must be aesthetically consistent with the Airport's design, branding, structures and not interfere with operational efficiencies and safety. Advertising is defined as the display of paid announcements in any form to promote businesses other than the Airport or the business of Airport tenants on their respective leaseholds. A balance between Airport advertising and other informational systems must be maintained in order to preserve visual continuity and avoid clutter and message overload.

All advertisements on Airport property must be consistent with the approved Airport Advertising Policy and approved by the Airport Manager or designee, in writing, before installation of those advertisements. Current policy allows the Airport Manager to approve and enter into agreements on behalf of the County with advertisers on a short-term month to month, or annual basis, as the need arises. Airport staff periodically review advertisers in the Airport for compliance with the Advertising Policy.

The terminal modernization project has eliminated costly, high maintenance print advertisements and replacing with more accessible, less costly, digital advertising opportunities. This in turn allows for a greater diversity of advertisers and adds a larger span of advertising price points, which expands both the business opportunity available to the Airport in serving more advertising purchasers, and the ability of underserved, disadvantaged business communities to access an equal advertising opportunity.

In order to keep pace with the Airport's growth and stay current with the changing aspects of modern advertising at Airports, the Department of Public Infrastructure recommends that the Board of Supervisors approve an updated Airport Advertising Policy, delegate authority to approve future updates to the Department Director, and authorize a Resolution adopting these changes.

Strategic Plan:

N/A

Prior Board Actions:

11/13/2018: Airport Advertising Policy Resolution

11/9/2010: BOS Item #8 Resolution No. 10-0810

FISCAL SUMMARY

Narrative Explanation of Fiscal Impacts:

There are no direct financial changes as a result of this policy update. This policy change represents a minor wording change that clarifies current policy.

Narrative Explanation of Staffing Impacts (If Required):

None.

Attachments:

Resolution

Advertising Policy

Related Items "On File" with the Clerk of the Board:

None.