



NOTICE OF THE SPECIAL MEETING

of the

March Joint Powers Commission

of the

March Joint Powers Authority

and the

March Inland Port Airport Authority

and the

Successor Agency - March Joint Powers Authority

of the

Former March Joint Powers Redevelopment Agency

City of Moreno Valley • City of Riverside • City of Perris • Riverside County

and the

March Joint Powers Commission

of the

March Joint Powers Utilities Authority

City of Moreno Valley • City of Riverside • City of Perris

to the

Public and Members of the March Joint Powers Commission

Notice is hereby given that the Special Meeting of the **March Joint Powers Commission of the March Joint Powers Authority** will be held at **Riverside County Administration Center - Board Chambers, 4080 Lemon Street, Riverside, California 92501** on **Wednesday, November 12, 2025 at 3:00 p.m.**

This Notice was posted on 11/06/2025 at the following locations:

March Inland Port Airport Authority
March Joint Powers Authority
17405 Heacock Street
Moreno Valley, CA 92551

Riverside County Administration Center
4080 Lemon Street
Riverside, CA 92501

On November 6, 2025, Notice was sent to each member of the March Joint Powers Commission.

I hereby certify that the foregoing Notice is a full, true, and correct copy of the Notice posted for the March Joint Powers Authority Commission Meeting.

Cindy Camargo

Cindy Camargo, Clerk
March Joint Powers Authority Commission

SPECIAL MEETING
of the
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City of Moreno Valley • City of Riverside • City of Perris • Riverside County
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of the
March Joint Powers Utilities Authority
City of Moreno Valley • City of Riverside • City of Perris

Wednesday, November 12, 2025 - 3:00 PM

March Joint Powers Authority Commission
Meeting Location:
Riverside County Administration Center, Board Chambers
4080 Lemon Street
Riverside, CA 92501

ALL MEETINGS ARE OPEN TO THE PUBLIC.

Interested persons are encouraged to participate in the activities of the JPA. Anyone wishing to speak on an agenda item or on an issue of general concern should complete a “Speaker’s Request Form” available in the Meeting Room.

You may view the meeting at <https://rivcotv.org/>

ADA: If you require special accommodations during your attendance at a meeting, please contact the JPA at (951) 656-7000 at least 24 hours in advance of the meeting time.

March Joint Powers Authority
14205 Meridian Parkway, Suite 140 Riverside, CA 92518
Phone: (951) 656-7000 Fax: (951) 653-5558 www.MarchJPA.com

THE MARCH JOINT POWERS COMMISSION
of the
MARCH JOINT POWERS AUTHORITY
and the
MARCH INLAND PORT AIRPORT AUTHORITY
and the
SUCCESSOR AGENCY - MARCH JOINT POWERS AUTHORITY
of the
FORMER MARCH JOINT POWERS REDEVELOPMENT AGENCY
City of Moreno Valley • City of Riverside • City of Perris • County of Riverside
and the
MARCH JOINT POWERS COMMISSION
of the
MARCH JOINT POWERS UTILITIES AUTHORITY
City of Moreno Valley • City of Riverside • City of Perris

Wednesday, November 12, 2025 - 3:00 PM

*Riverside County Administrative Center
Board Chambers
4080 Lemon Street
Riverside, CA 92501*

SPECIAL MEETING AGENDA

- 1. Call to Order**
- 2. Roll Call**
- 3. Invocation**
- 4. Pledge of Allegiance**
- 5. Matters Subsequent to Posting Agenda**
Approval of Agenda Additions or Corrections, as Necessary.
- 6. Public Comments**
Any person may address the Commission on any subject pertaining to March Joint Powers Authority, March Inland Port Airport Authority, Successor Agency/former March Joint Powers Redevelopment Agency, and March Joint Powers Utilities Authority business not listed on the Agenda during this portion of the Meeting. A limitation of three (3) minutes shall be set for each person desiring to address the Commission.
- 7. Reports, Discussion and Action Items**
MIPAA – Operations

- 1) Action: Provide Guidance on branding strategies for KRIV: March Inland Port Airport -
Page 5
Dr. Grace Martin, Chief Executive Officer

8. Commission Members Oral Reports/Announcements

9. Staff Oral Reports/Announcements

10. Calendaring of Future Agenda Items

Future agenda items may be scheduled by JPC Members or staff.

11. Adjournment

In accordance with Government Code section 65009, anyone wishing to challenge any action taken by the Commission of any of the entities listed in this agenda above in court may be limited to raising only those issues raised at the public hearings described in the notice or raised in written correspondence delivered to the hearing body, at or prior to the public hearing. Any written correspondence submitted to one or more of the March JPA Commissioners regarding a matter on this Agenda shall be carbon copied to the Commission Clerk and the project planner, if applicable, at or prior to the meeting date first referenced above.

Copies of the staff reports or other written documentation relating to each item of business described above are on file in the office of Clerk of the March Joint Powers Authority (JPA), 17405 Heacock Street, Moreno Valley, California and are available for public inspection during regular office hours (8:00 a.m. to 5:30 p.m., Monday through Thursday, Friday 8:00am to 4:30pm). Written materials distributed to the March Joint Powers Commission within 72 hours of the March Joint Powers Commission meeting are available for public inspection immediately upon distribution in the Clerk's office at the JPA offices at 17405 Heacock Street, Moreno Valley, California (Government Code Section 54957.5(b)(2)). Copies of staff reports and written materials may be purchased for \$0.20 per page. In addition, staff reports can be reviewed online at www.marchjpa.com. Pursuant to State law, this agenda was posted at least 72 hours prior to the meeting.

ADA: If you require special accommodations during your attendance at a meeting, please contact the JPA at (951) 656-7000 at least 24 hours in advance of the meeting time.

I hereby certify under penalty of perjury, under the laws of the State of California, the foregoing agenda was posted in accordance with the applicable legal requirements.

Dated: November 6, 2025

Signed: Cindy Camargo

Cindy Camargo, Clerk of the March Joint Powers Authority Commission

March Joint Powers Authority
17405 Heacock Street, Moreno Valley, CA 92518
Phone: (951) 656-7000 www.MarchJPA.com

**MARCH JOINT POWERS COMMISSION
OF THE
MARCH INLAND PORT AIRPORT AUTHORITY**

MIPAA - Reports, Discussions and Action Items

Agenda Item No. 7 (1)

Meeting Date: November 12, 2025

Action: **PROVIDE GUIDANCE ON BRANDING STRATEGIES
FOR KRIV: MARCH INLAND PORT AIRPORT**

Motion: Provide guidance on branding strategies for KRIV: March Inland Port Airport.

Background:

Upon the 1993 Base Realignment and Closure (BRAC) process, the Department of Defense (DoD) identified March Air Force Base (AFB) for realignment and future conversion into a joint-use airport facility. This designation allowed both military and civilian aviation activities to occur at the same airfield.

As of today, there are 21 joint-use airports in operation across the United States and ten have active joint-use agreements with the Department of the Air Force, including March Air Reserve Base (March ARB). On May 7, 1997, the United States Air Force (USAF) and the March Joint Powers Authority (March JPA) formally entered into a Joint Use Agreement (JUA) that governs civilian aviation operations at the base.

The 1996 realignment of March AFB designated approximately 360 acres of land—located to the east and west of the main runway—for “airport-related uses.” In conjunction with this action, the Federal Aviation Administration (FAA) granted the airport a “Reliever Airport” designation within the National Plan of Integrated Airport Systems (NPIAS). This designation allows the March Inland Port Airport (MIP) to receive federal funding intended to alleviate congestion at nearby commercial airports, such as Los Angeles International (LAX) and Ontario International (ONT).

FAA-Funded and Ongoing Projects at March Inland Port Airport

Since its designation as an FAA Reliever Airport, multiple infrastructure and improvement projects have been completed or are in progress with FAA funding support. These projects include, but are not limited to:

- Airfield Pavement Rehabilitation and Improvements – Runway, taxiway, and apron pavement strengthening and resurfacing to meet FAA standards for mixed military and civilian use.
- Taxiway Lighting and Signage Upgrades – Installation of LED airfield lighting systems and updated navigational signage to enhance operational safety.

- Airfield Drainage and Stormwater Improvements – Upgrades to airfield drainage systems to prevent flooding and ensure compliance with environmental standards.
- Perimeter Security Enhancements – Construction of access control points, fencing, and monitoring systems to maintain joint-use security requirements.
- Environmental and Planning Studies – FAA-funded planning documents such as the Airport Layout Plan (ALP) Update, Master Plan studies, and Environmental Assessments (EAs) supporting future development.
- Terminal and Support Facilities – Development of general aviation and cargo facilities designed to expand civilian aviation capacity.

Marketing and Branding

Given March Inland Port Airport's vital role in both the national and regional airport system, as well as its joint-use obligations with the United States Air Force, it has become increasingly important to ensure that airport operations remain financially sustainable. Branding is a proven and effective tool used by airports to strengthen market identity and increase revenue by influencing how customers perceive, trust, and choose airport facilities. A well-defined brand can help differentiate the airport within a competitive aviation market, attract new users and tenants, and enhance community and stakeholder support. However, due to the operational limitations associated with the airport's joint-use status, staff is seeking guidance from the Commission on potential branding strategies and options that align with the airport's mission, regulatory framework, and long-term financial goals.

Attachment(s): None