



**MINUTES
KALAMZOO COUNTY AERONAUTICS
BOARD OF TRUSTEES
REGULAR MEETING**

FEBRUARY 13, 2014

ITEM 1. Call to Order: Aeronautics Board Trustee Bill Duggan called the meeting to order at 10:34 a.m.

ITEM 2. Roll Call: Members in attendance – Bill Duggan, Greg Hamelink, John Jones, II, Greg Kurdys and Mark Weiss.

Staff Present: Dave Reid, Linda Bunting, Lisa Henthorn and Heather Nelson.

Also Present: County Liaison Dave Buskirk, County Commissioner Mike Seals, County legal counsel Thom Canny and Deputy Finance Director Lisa Bradshaw.

ITEM 3. Approval of the January 9, 2014 Board Meeting Minutes: On a motion made by Trustee Jones, supported by Trustee Kurdys, the minutes were approved.

ITEM 4. Citizen Comments: Aeronautics Board Trustee Duggan went over the Citizen Comments process stating that any citizen present at the board meetings can address the board on a non-agenda item. They should address the board at the podium and state their name and their address and limit their remarks to four minutes. If someone would like to address an item that is on the consent agenda, they may request that the item be removed from the agenda. Airport Liaison Dave Buskirk stated that this will be his last year as the County Aeronautics Board Airport Liaison and County Commissioner Mike Seals will be replacing him in this position.

ITEM 5. Marketing Update – Lam & Associates: Airport Public Relations representative Blaine Lam presented the airport’s 2014 Marketing Plan titled “*AZO Opportunities.*” He showed that the items that need to be addressed are competition with other airports and limited air service. He stated that the airport needs to take advantage of the competitive advantage it has in cold weather, pointing out the difficult road travel in the area and the ease of the experience at the airport, which is superior to other airports. He showed that in terms of marketing the airport will use the messages that it is “Safe. Simple. Convenient.” The “Fly Home. Be Home.” message and to address those travelers who are heading south during the winter season. He presented the print, outdoor, web and TV commercials that are being used for the airport. He stated that the media matchup strengths and weaknesses are television, radio, print/web, outdoor, social media, direct mail/email blasts and advertising with CVB sponsorships. With lower budgets there is lower utilization of television/outdoor advertising, not as much money goes into

the creative portion of advertising and this also affects the ability to reach the business audience. Trustee Kurdys asked if there is a way of measuring the airport's marketing effectiveness. Mr. Lam responded that it is difficult to measure with a lower budget. Trustee Jones stated that he tends to get competitive fares when he books a trip through this airport early. He stated that may possibly be a message to convey more to the public as well. Trustee Hamelink inquired about advertising the new Atlanta flight. Mr. Lam said they are working on that advertising with regard to it having just one flight on one day of the week.

ITEM 6. For Consideration:

AIRPORT CONSENT AGENDA ITEMS: None were presented.

AIRPORT NON-CONSENT AGENDA ITEMS:

A CONTRACT/AGREEMENT WITH MEAD & HUNT FOR ENGINEERING SERVICES – Interim Director Dave Reid stated that this is a request for the board to approve an agreement between the airport and Mead & Hunt for planning and engineering services for capital improvement projects and on-call services. This agreement would be valid through February of 2019. On a motion made by Trustee Jones, supported by Trustee Kurdys, the agreement was approved.

B RECOMMENDATION FOR THE RELEASE OF ECONOMIC DEVELOPMENT FUNDS FROM THE COUNTY OF KALAMAZOO TO THE AIRPORT FOR DUNCAN REHABILITATION PROJECT – Dave Reid explained that this is a request for approval for the release of allocated funds to the airport in support of facility upgrades at Duncan Aviation. The total amount for improvements is \$45,609.00 and this request is for that amount to be released from the original allotted amount of \$125,000. On a motion made by Trustee Weiss, supported by Trustee Hamelink, the recommendation was approved.

AERONAUTICS BOARD AGENDA ITEMS: None were presented.

ITEM 7. Unfinished Business: None was presented.

ITEM 8. New Business: Trustee Duggan gave a report from the Executive Committee stating that they received around 30 applicants for the Airport Director's position. The number was narrowed down to eight applicants who were either interviewed via telephone or in person. The number was then narrowed down to three and it was decided that the position will go to the Interim Director, Dave Reid. On a motion made by Trustee Jones, supported by Trustee Kurdys, the motion was approved pursuant to a contract between Mr. Reid and the Aeronautics Board of Trustees. Trustee Duggan thanked Mr. Reid for his work during the transition period.

ITEM 9. Airport Director's Report – Airport Director Dave Reid thanked the Board for their support.

He stated that the market share is now reflecting numbers that do not include a comparison to previous numbers with Direct Air statistics.

He stated that the new Atlanta flight will start Saturday and the first two flights are full. He said that conversations are taking place with Delta regarding expanding their service.

He sent an article to the Board with regard to the winter operations on the airport field.

ITEM 10. Member's Time: Trustee Kurdys stated that his experiences flying frequently through the airport have been very convenient, especially during the winter weather.

Trustee Hamelink stated that there was a novice passenger from Indiana who flew into the airport on a charter flight and she was extremely surprised at the lack of snow on the runway.

Trustee Weiss inquired if there was going to be a hangar tenant meeting in the future. Mr. Reid stated that there may be one in the spring when the weather breaks.

ITEM 12. Adjournment: The meeting adjourned at 11:04 a.m.