

CHARLOTTE COUNTY AIRPORT AUTHORITY

MINUTES OF REGULAR MEETING – APRIL 18, 2013 – 9:00 A.M.

5 **1. Call to Order**

2. Invocation

 Commissioner Andrews gave the invocation.

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3. Pledge of Allegiance

4. Roll Call

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Present: Chair Herston; Commissioners Andrews, Coppola, Lee and Seay; Executive Director Quill; Attorney Garrard; Assistant Director Parish; Mrs. Schindler; Mrs. Smith and Mrs. Sutcliffe. **Others present:** Tom Patton, Jim Kaletta, Lionel Schuman, Commissioner Deutsch, Brett White, Gary Bayne, David Jones, Councilman Cavanaugh, Leroy Davidson, Paul Piro, Andy Stultz, Carl Parsons, Tyler Ezzi, Matt Herston, Jet Worth-Dugan, Jerry O’Halloran, and a members of the press.

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5. Additions and/or Deletions to the Agenda

 Mr. Quill pulled the Personnel Policy Manual item from the Consent Agenda and explained it will be brought back next month. He added after the Consent Agenda a presentation by Tom Patton from the County’s Economic Development Office and 13 c) authorization for Mrs. Schindler and Mr. Pizzi to sign the T-hangar leases.

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6. Citizen’s Input

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 There was none.

7. Consent Agenda

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Commissioner Seay made the motion to approve the Consent Agenda. Commissioner Lee seconded. Motion passed unanimously.

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Presentation by Mr. Tom Patton - He thanked the commissioners and Mr. Quill for giving him the opportunity to speak. He commented that he had presented the video at the last ECEC meeting and the County Commissioners allowed him to carry his marketing budget from last year to this year allowing him to effectively do marketing campaigns. He started a power point presentation (copy attached). He reported that he had participated on a Marketing Committee regarding the state marketing campaign and their branding message is, “Florida is the Perfect Climate for Business”. He commented that Harborside Magazine came up with a branding image which ties into the state’s message. He commented that his office came up with another new logo to rebrand themselves and to tie in with the State. He commented that the state has a \$3.5 million

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marketing budget for their campaign and the County wants to piggy back onto the State because that would be the best avenue for getting leads. He commented that they want to focus on the Airport Park because of the availability of the shovel ready sites. He stated that they have met with the property owners to discuss how to market the Airport and how to get the message to the business community. He stated that they have come up with a Certificated Sites Program which shows the sites that are shovel ready and the sites that are not quite shovel ready. He presented to the Board a draft of a brochure, which is taken to the trade shows, showing a map of the Airport Park. He stated that they have been to two distribution trade shows and they are starting to see the opportunity to market this area. He stated that they have three pull up type displays for the trade shows and the third display shows Punta Gorda Interstate Airport Park. He commented that the name would identify the location because it is on the interstate and it would distinguish Punta Gorda from Charlotte, NC. He commented that he is a fan of target marketing so they are going through a Dunn & Bradstreet data base and target companies in the cities that the Airport's airline flies to. He opined that it is a great opportunity for a retiring president of a company to move here and then think it would be a great place to expand his business. He summarized their plans of what they will be trying to do next year. He commented that they have hired Marketing Alliance, which is located in three states and Florida is their fourth state, to put together marketing materials and to develop a website. He commented that the president of Marketing Alliance spoke at the last ECEC meeting, who now resides in Punta Gorda. He commented on how most people cannot visualize without seeing it and that is what the video will portray. He commented that the video will be able to tie into all the websites and they will be targeting site consultants with the video to get the message out. He commented that they are in the early stages but he wanted to show the Board the video, which is a final product and will be played at trade shows. He then presented the video to the Board. He commented that he hoped the Board captured the intensity of development that the Authority would like to see and visualized the buildings popping out of the ground. He commented that this is their mission and that is the way they see it and he hopes that the Authority sees it too. He thanked the staff for being helpful of giving them information to put the video together and all the marketing materials. He opined that they have captured the spirit of what the property owners and the Airport have in mind. Commissioner Seay commented that the presentation was great and asked what the Board can do to assist in the distribution of that information, putting it on other websites and what are the limitations. Mr. Patton commented that there are no limitations. He stated that the link will be on the Economic Development Office website so it will force people to their video. Commissioner Seay asked if he can give instructions to the Authority on how to link the video to their website. Commissioner Lee commented that he is a fan of targeting and it was a great job. Mr. Patton commented that it does show what you can do when you have the budget to go out and get the professionals. Commissioner Lee commented that Mr. Patton might want to target Wichita because there are a lot of businesses there and they would love to come to Florida. Commissioner Coppola commented that you do have to capture the audience within the first few seconds and she opined that the video does that by giving the audience a nice visual to bring their family and businesses here. She commented that if you can live, work and enjoy this part of the country you are in paradise the whole rest of your life. She opined that Mr. Patton has done a good job by selling what can be put here which will help all of us and the lifestyle that anyone would envy. She asked if they

market the cities that the Airport flies at the trade shows. Mr. Patton commented that it would depend upon which trade shows they attend because each trade show is different. Commissioner Andrews commented that it is an incredible video which reaches out and grabs your attention and marketing the lifestyle of being a beautiful place to live. He commented that it is short and powerful and it paints a nice picture and he looks forward to seeing the results. **Commissioner Seay made a motion for the Authority to send a letter to the County Commission in support of the budget request by Marketing and Economy Development because this does have an impact of what we do throughout the county. Commissioner Lee seconded. Motion passed unanimously.** Chair Herston commented that the graphics were great and powerful and opined that the music could be worked on.

8. Secretary/Treasurer's Report

Commissioner Coppola presented the Accounts Receivable, Profit and Loss Statement and the Balance Sheet. Mr. Quill commented that the Income Statement is a draft lacking one category of numbers from the rental cars. He commented that the Authority is in good shape and typically March and April is the peak period and declining in the summer until September or October. He commented that the Authority will finish the year in the black, which was a concern a year ago when Direct Air folded, but Allegiant is doing very well. He reported that the Authority continues to make some progress in Account Receivable but it is a slow progress. He commented that the economy is terrible but the Authority is keeping their head above water and given the environment that is as much as the Authority can do. Commissioner Coppola asked if a collection letter is effective and what happens if they do not respond to that. Mr. Quill commented that it depends, but the Authority tries their best to work with the tenants. He stated that most do corporate and if they don't the attorney gets involved.

9. Committee Reports

a) **Land Use** - Chair Herston reported that there are no activities around the Airport, other than what Mr. Parish will be reporting on. He commented that there are new land codes trying to be processed through Charlotte County that may affect all developments within Charlotte County. He commented that they have been working on the land development codes for a long time and the Authority will not be seeing them soon. He reported that on the private side there continues to be an uptick.

b) **Economic Development** - Commissioner Lee commented that the Board heard the report on economic development by Mr. Patton.

c) **Personnel** - Commissioner Coppola congratulated Mrs. Cauley on being a new grandmother. She congratulated Mrs. Worth-Dugan on her retirement and it is good to see her in the audience. She commented that the personnel policy will be discussed next month.

d) **Public Relations/Special Events** - Commissioner Coppola commented that there is a nice article in Florida Trend magazine which states that the Airport is posturing

5 themselves as a distribution hub for southwest Florida and it talks about Cheney Brothers building a warehouse and distribution center at the Punta Gorda Interstate Airport Park which will employ 250 people. She commented that it is good news for the Airport and the community. She reported that she and several Commissioners had attended the Embry Riddle Fund raiser event, the Lincoln Reagan Day dinner, a retirement and farewell party for Mrs. Worth-Dugan and the Charlotte County Republican Club. She reminded the Board to let Ms. Laishley know if anyone is going to the Special District Conference in Weston on June 10th. She commented that the Florida Airports Council meeting will be on July 28th-31st at Lake Buena Vista.

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e) **Governmental Liaison** - Commissioner Seay commented that the Enabling Legislation is moving through the Legislature at a typical slow pace unhindered by any problems. She explained that they are waiting for a grouping of local bills to go to the Senate and then go as a group for approval which they do at the end of the session. She commented that Air Trek had sent out a letter making it clear that closing the tower does not mean closing an airport. She commented that the Authority needs to assure the flying public that is the case. She commented that aircraft have flown here very safely for many years as a non-towered airport. She commented that one of the reasons the Authority got the tower was the concern over safety in the future and she does not know what happened over the last fourteen months to change that. She commented that a meeting was held to review the petition which was filed. She commented that the FAA made some changes and had decided to close 149 towers out of 189 and the Airport's tower is still on the list for closures. She commented that the deadline has been changed to the middle of June and the FAA is very clear in their publications and materials that they are going to close the towers and this will give the people extra time to get accustomed to it. She opined that it is not good enough. She thanked Councilman Cavanaugh for assisting the Authority. She commented that the Moran Amendment is still hovering about which is intended to reinstate funding for these contract towers. She commented that Senators are being added daily as co-sponsors of that bill and that both of the Authority's Senators have signed as co-sponsors. She opined that the efforts going to their offices have had an impact so the Authority needs to keep up the fight. She commented that she will remain in contact with those offices and if anyone wanted to contact the offices feel free to do so.

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f) **Metropolitan Planning Organization** - Chair Herston reported that he will be attending the MPOAC meeting this month in Tallahassee. Commissioner Seay asked if there had been any discussions from the MPOs in support of keeping the towers opened. Chair Herston commented that there have not been any discussions since it is a new issue and he will bring it up at the next meeting.

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g) **Aviation Activities Report** - Commissioner Andrews commented that March and April are the Authority's peak months. He reported that Avgas, Jet fuel and airline fuel for the month of March was up compared to last month. He reported that enplanements in February were down from a year ago due to the loss of Direct Air and enplanements for the month of March was up compared to a year ago. He reported the tower reported an increase in total operations, air carriers and air taxis for

the month of March and a decrease in military for the month of March. He reported there was no change in general aviation for the month of March. He reported an increase in vacancies in the 600 and 200 series hangars due to the snowbirds going back home. He reported that road construction has begun in the terminal and FBO area and to use caution if you are in that area. He reported that construction will soon begin for the rental car parking area. He suggested that the pilots check the Airport website for updates and that there is a video link for un-towered airport operations. He reported that the access gate on Golf Course Blvd. is being added to the security system and will be operational by May 1st. Commissioner Coppola asked if the Authority still have people coming through the fence. Mr. Quill replied that they do.

10. Attorney's Report

Attorney Garrard had nothing to report.

11. Executive Director's Report

a) **Development Update** - Mr. Parish reported that the construction on the new access road to the FBO is finished and operational. He reported that next month construction will start on the short term parking lot and you will see a lot of changes going on. He reported that the Authority started the rental car parking area that has to be moved before starting construction on the terminal. He reported that the Authority had met with the FAA and the Authority's consultants on the terminal forecasting and the FAA has agreed, to the extent that they can, to keep the forecast local. He explained that if the forecast has to go to Washington it could take six months to a year to update. He commented that the Authority has gone from 7,000 enplanements to 147,000 enplanements and they graph the Authority every year and the graph is going up and then goes flat over the next 30 years. He commented to change that to a 3% growth curve would take an act of Congress so the Authority is trying to keep a realistic growth on what the Authority sees locally and, have them approve that, and then the Authority can move forward with construction. He commented that the Authority is in pipeline for funding and the Authority would have had funding in this year's budget had they been able to get the prediction, but with the loss of Direct Air there was no way the Authority could have the numbers that are required to justify the terminal. He commented that with the current schedule, and with the proposed growth that Allegiant Air is talking about, the Authority will qualify for the additional funding next year. He commented that the plan is to get the report to the FAA by the middle of May for their comment and get a final report to them by the end of May or first part of June, and then the Authority can go forward with the design and get the funding in the first or second quarter of next year. He reported that the Cheney Road project is complete and the contractor has to finish as built and that the Authority has signed some things to go to SWFWMD. He reported that the Master Drainage Plan is wrapping up and the Authority will be starting a new one that will add the Cheney property to the Authority's ponds. Chair Herston asked about the 3% terminal area forecast. Mr. Parish explained that it would delay the project by about two years to have that adjusted. He commented that the Authority wants to get this project funded and then work on getting that adjusted. He explained that they like to do that in the

5 Master Plan and the Authority’s last Master Plan was just after hurricane Charley,
 prior to Skybus. The Authority did a terminal area forecast showing some growth
 which they did not approve. He commented that it is difficult to get them to justify it
 and when you look as RSW and RSQ they have growth in their terminal area forecast
 that they cannot prove by the actual numbers. Chair Herston commented that without
 10 that, the schedule the Authority is on is basically funding in the first and second
 quarter of next year. Mr. Parish commented that the Authority’s goal is to have
 funding by the second quarter of next year. Commissioner Coppola asked if the
 Authority constantly reminds the FAA that their chart is incorrect. Mr. Parish
 commented that it does not matter. He commented that the ADO, who has to do the
 adjustment, knows that if they try to change it will delay the Authority’s funding and
 they do not want to delay the funding by trying to change it. Chair Herston asked if
 15 the SWFWMD was transferred to operational phase. Mr. Parish commented that the
 Authority is moving Cheney Road to operational phase and then submit the finalized
 plans on the Master Drainage Plan and then move the entire project into operational
 phase.

20 **b) One Million Passengers** - Mr. Quill commented that it has taken a little over five
 years to get to one million passengers. He explained that the Authority is planning to
 have a ceremonial celebration May 21st after the flight from Lexington arrives. Mr.
 Parish explained that the Authority’s goal was to do something similar to what Mesa
 had done but things could not be worked out with Allegiant. He explained that once
 the plane deplanes staff will pass out raffle tickets in the hold room and raffle off a
 number of prizes and hopefully get some press, dignitaries and the Conquistadors to
 25 attend. He commented that the same prizes will be given away, it won’t be to one
 passenger, it will be at random. Commissioner Seay asked if we are going to
 coordinate with the Visitors Bureau. Mr. Parish commented that additional prizes
 would be welcome. Commissioner Andrews asked about the fire department’s
 participation. Mr. Parish explained that the logistic would need to be worked out.
 30 Commissioner Coppola suggested some of the Punta Gorda Anniversary t-shirts.

35 **c) Miscellaneous Items** - Mr. Quill commented that the air show was completed safely.
 Tyler Ezzi, Chairman of the Florida International Air Show, commented that there
 were no issues and things went well. He commented that there was less participation
 and attributed that to weather and not having a jet team. He commented on the calls
 he received from people because of the warbirds that have been training. He thanked
 the Board for their support and that the air show is the community’s biggest charity
 event and can’t do it without support. Mr. Quill reported that there was a meeting
 with the Property Appraiser’s office and the Tax Collector’s office and decided that
 40 there needs to be a coordination meeting yearly to go over the Authority’s property.
 He reported that there is still on-going litigation and it was cited by the FAA in their
 decision in closing of the towers until June. He reported that there was a meeting with
 Mr. Levy, president of Allegiant Air, and it was very positive. He commented that
 there is a meeting with the TSA and Allegiant today and a few more in the next few
 45 days.

12. Old Business

13. New Business

- 5 a) **Speedway Bid** – Mr. Quill explained that the lease for the Speedway expired on March 31st and pursuant to the Board’s guidance we will be advertising it nationally. Mr. Parish explained that there will be two walk-throughs. One May 15th and the other June 14th with follow up meetings in the Board’s meeting room so they can be recorded and passed on. He commented that bid will be due July 26th. Chair Herston asked when the award will be done. Mr. Parish said at the August meeting. He explained that the first month’s rent would be due in nine months after the award or after the first race whichever occurs first. He commented that would give them time to do what needs to be done. He explained that it is an “as is” lease and they will take the buildings and the track as it is today and they will be responsible for all of the maintenance and upkeep during the term of the lease. Commissioner Coppola commented that it will be on the Authority’s website and will it go out to bid nationally. Mr. Parish explained that it will be on the Authority’s website, advertised locally; try to get it in some other magazines and some racing websites.
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- 20 b) **Summer Meeting Schedule** - Mr. Quill proposed skipping the meeting in July as has been done in the past due to having two meetings in August. **Commissioner Seay made the motion to cancel the July meeting. Commissioner Andrews seconded. Motion passed unanimously.**
- 25 c) **Authorization for Mrs. Schindler and Mr. Pizzi to Sign T-Hangar Leases** – Mr. Quill explained that he or Mr. Parish signed T-hangar leases and with Mrs. Worth-Dugan retiring, duties have been moved and that function is now in the FBO. He asked the board to authorize Mrs. Schindler or Mr. Pizzi to sign T-hangar leases. **Commissioner Lee made the motion to authorize Mrs. Schindler or Mr. Pizzi to sign T-hangar leases. Commissioner Seay seconded. Motion passed unanimously.**
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14. Citizen’s Input

35 **Commissioner Deutsch** - Commented that the name for the airport commerce area should be international and not interstate. He commented that the Air Show was awesome. He commented that the Board of County Commissioners sent a letter regarding the Air Traffic Control Tower and he looked at what the costs would be to keep the tower open. He commented that he was looking at the County covering some of the time periods that the County felt were important and if it should come to that he would suggest the Commission be supportive of that if possible. He commented on the positive meeting with the Charlotte Harbor CRA. He explained that in the next couple months, if funding becomes available, there will be some projects started that will make the real estate people happy.

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45 **Councilman Cavanaugh** – Commented that the City is willing to help just to let him know. He commented that the web based marketing campaign that Mr. Patton was talking about is a coordinated effort between the airport, the City, tourism and economic development. He commented that they are working with trigger words to tie it altogether.

5 **Jerry O'Halloran** – Asked about the ILS. Mr. Parish explained that the Authority is still missing some parts and funding won't be available until July. Mr. O'Halloran commented that when the warbirds were here, training it would have been very difficult to use the airport without having a tower. He commented that he would donate a flight to Key West for four. He suggested charging the passengers on the flight so much per raffle ticket to cover the gas.

10 **15. Commissioner's Comments**

Commissioner Coppola – Commented she looks forward to studying the personnel policy. She thanked everyone for coming.

15 **Commissioner Andrews** – Commented that he is encouraged by the Economic Development Office promoting our area. He commented being in real estate, businesses bring jobs, jobs bring people, they buy homes and use the restaurants, etc. He thanked everyone for coming and is looking forward to celebrating the one million passengers.

20 **Commissioner Lee** – Thanked everyone for coming and is pleased to see so much cooperation with the City and the County.

25 **Commissioner Seay** – Commented on Commissioner Deutsch and Councilman Cavanaugh are hopefully coordinating some things to help the Authority and she thanked them. She commented that the marketing presentation was fabulous and for the Authority to take advantage and tie into it is terrific. She stated that the air show was really nice. She commented that she had received a lot of e-mails regarding the warbirds particularly from those living in the mobile home park on Jones Loop. She suggested letting them know ahead of time that the airport will be having big events here. She thanked Mr. Parish for his hard work on the racetrack.

30 **Chair Herston** – Commented that it has been a great month and that Mr. Parish has done a good job on the speedway. He commented on Commissioner Deutsch's offer to help fund the tower.

35 **16. Adjournment**

Meeting adjourned at 10:13 a.m.

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James W. Herston, Chair

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Kathleen Coppola, Secretary/Treasurer