

DRAFT

Minutes of the Regular Meeting of the Syracuse Regional Airport Authority

September 7, 2018

Pursuant to notice duly given and posted, the regular board meeting of the Syracuse Regional Airport Authority was called to order on Friday, September 7, 2018 at 11:44 a.m. in the Syracuse Regional Airport Authority Board Room located in the Syracuse Hancock International Airport by Chair, Mr. Patrick Mannion.

Members Present:

Mr. Patrick Mannion-Chair – departed 1:00 p.m.
Mr. Khalid Bey
Dr. Shiu-Kai Chin
Dr. Donna DeSiato
Mr. Bill Fisher
Ms. Jo Anne Gagliano
Mr. John B. Johnson Jr.
Mr. Ken Kinsey
Mr. Michael Lazar
Mr. Mark Nicotra
Mr. Michael Quill

Members Absent:

N/A

Also Present:

Ms. Christina Callahan
Mr. Trent Amond
Mr. John Carni
Ms. Joanne Clancy
Mr. Dennis Greco
Ms. Cheryl Herzog
Ms. Linda Ryan
Ms. Jennifer Sweetland
Mr. R. John Clark
Mr. Morris Sorbello
Mr. Tom Horth
Mr. Mike LaMontagne
Digital Hyve – Anja Godlewski-Dykes

Roll Call

As noted, all Board members were present.

Mr. Patrick Mannion, Chair

Chair Mannion started by welcoming everyone to the regular scheduled Regular Meeting of the Board at 11:44 a.m.

Executive Session

Chair Mannion made a motion to go into executive session to discuss a variety of matters pertaining to: (1) proposed, pending or current litigation; (2) the financial, credit and employment history of particular persons or corporations; and (3) a proposed lease of real property by the Authority. The motion was approved by Mr. Nicotra and seconded by Dr. DeSiato. Board members went into executive session at 11:45 a.m.

The motion was approved: 11 ayes, 0 nays, 0 abstain

Executive session ended at 12:45 p.m. No action was taken.

Reading and Approval of the Minutes

A motion was made by Mr. Nicotra and seconded by Dr. DeSiato and was unanimously approved to accept the minutes from the June 15, 2018 regular meeting.

The motion was approved: 11 ayes, 0 nays, 0 abstain

New Business

Resolution Authorizing Airline Incentive Agreement with Frontier Airlines (TPA)

Mr. Johnson asked a question about the maximum possible amount of the incentive agreements. There was no further discussion regarding the resolution.

A motion was made by Dr. DeSiato and seconded by Dr. Chin to approve this resolution.

The resolution was adopted: 11 ayes, 0 nays, 0 abstain

Resolution Authorizing Airline Incentive Agreement with Frontier Airlines (RSW)

There was no further discussion regarding the resolution.

A motion was made by Mr. Quill and seconded by Dr. DeSiato to approve this resolution.

The resolution was adopted: 11 ayes, 0 nays, 0 abstain

Resolution Authorizing Airline Incentive Agreement with Allegiant Airlines (PGD)

There was no further discussion regarding the resolution. A motion was made by Dr. Chin and seconded by Mr. Nicotra to approve this resolution.

The resolution was adopted: 11 ayes, 0 nays, 0 abstain

Resolution Adopting Fee Schedules for Taxi Service Program and Ground Transportation Rules and Regulations for Taxis and Transportation Network Companies

There was no further discussion regarding the resolution. A motion was made by Dr. Chin and seconded by Mr. Bey to approve this resolution.
The resolution was adopted: 11 ayes, 0 nays, 0 abstain

Resolution Authorizing Management to Plan and Host the 2019 Syracuse International Aviation Weekend

Executive Director Callahan explained that there was an unsuccessful effort to obtain a military demo team to perform, however, this would be a weekend with some smaller teams, static aircraft, museum tours, include the 174th, etc. and that the timing most likely would be in the early fall, 2019. There was no further discussion regarding the resolution. A motion was made by Mr. Nicotra and seconded by Mr. Lazar to approve this resolution.

The resolution was adopted: 11 ayes, 0 nays, 0 abstain

Resolution Electing Jo Anne Gagliano as Vice-Chair of the Board of the Syracuse Regional Airport Authority

Mr. Fisher started the discussion by announcing his resignation as the Vice Chair position, effective immediately but will remain as a member of the board, therefore creating a vacancy. Ms. Gagliano will become the Chair of the Board effective January 1, 2019. In anticipation of that, Ms. Gagliano will be Vice Chair effective today. There was no further discussion regarding the resolution. A motion was made by Mr. Bey and seconded by Mr. Lazar to approve this resolution.

The resolution was adopted: 11 ayes, 0 nays, 0 abstain

Chair Mannion left the meeting at 1:00 p.m. with Mr. Bill Fisher taking his place as officiate of the meeting.

Presentation - Digital Hyve Digital Campaign

Director of Marketing Sweetland explained the background targeted campaign and marketing project that was recently run with Digital Hyve and introduced Senior Account Manager, Anja Godlewski-Dykes. Anja explained their marketing agency history and the six week campaign run by them for SYR. This campaign focused on two areas: creating awareness for the 21 non-stop flights in the catchment areas such as Elmira, Kingston, Watertown, Ithaca and Binghamton and secondly, to increase traffic on the SYR airport website. She explained the tactics to reach the target audiences in social media and other platforms. The destinations page is where people were driven to in order to see the drop down menus for destinations, airlines and select cities, dates, etc. for bookings. The motivation being to fly direct/non-stop to get to destination. i.e. "Flying Direct is always the right direction" "Go from state to state without running gate to gate". Google ad words and other tactics were used for key words or cities, they would then be shown ads for those key word destinations and placed a "book now" button "you only regret the vacations you didn't take". Ms. Godlewski-Dykes stated that this was the most successful digital campaigns that they have ever run. The demand is there for these outside markets shown by the large amount of new users, clicks, etc. 20% and 27% increases compared to the same 6-week period last year. Great comments are also being attached to these ads. 1,396 in their total goal

completions were met in the 6 week period. The conversion rate was 29%. A good conversion rate is about 5% in comparison. More data is available in the Google analytics for those interested in gaining more detailed results.

Executive Director Callahan thanked Ms. Godlewski-Dykes for explaining the data to the board and she wants to continue to get the non-stop flights message out to the greater catchment areas and the plan to continue to work with Digital Hyve for these goals.

Management Report

Ms. Callahan provided recent highlights and images of the terminal improvement project and brought the board up to speed regarding the contents of the management report for projects & operations, security, ARFF, Finance, IT, contracts, HR, marketing, PR, events and air service developments.

Some important milestones have been met with the asphalt and the curbing. Executive Director Callahan explained how the steel supports and weather panels will be erected and displayed photos from the trip that was made to the steel factory in Bremerton, WA and to the field where the panels were being rendered. The steel canopy is being installed and will provide cover over the drop off and pick up lanes and sidewalk. All of the glass in the sky bridges was replaced but the exterior will simply be power washed. The glass curtain is almost complete, the metal panels are en-route, the Grand Hall concession space is being completed the week of the 14th, the Rental Car counters are being installed and will be relocated the week of October 9th, the Grand Hall staircase will be completed the week of October 21st. The Grand Hall water feature, solar panels, museum and other areas will be completed by October 31st with a grand opening planned for November 1st.

Other operations, training and compliance programs continue including awareness of wildlife in and around the airport. Our security division has been very busy with issuing 44 permits for taxis, a full TSA inspection, assisting in parking for the NYS Fair, the Triennial/Live Fire Drill on Saturday, August 18th. This coordinated multi-agency training drill had a record 206 total participants and is required and conducted every 3 years. Finance and Accounting responsibilities have grown and are working on a cost allocation study. For the 10th consecutive month, we've had month to month growth in our enplanement activity including some double digit growth months resulting in record growth for the past year, notably in the midst of a major construction project. This can be attributed in part to new air service, a new airline, the economy for business and increases in leisure markets. Concession sales continue to be very strong even with the limited options pre-security during the construction. Parking and car rental revenues remain strong. In the IT department, private wifi will be available. In Contracts, the FAA conducted an Airport Concessions Disadvantaged Business Enterprise (ACDBE) compliance review and we continue to perform very strong with our MWBE goals, our goal is 30% and we continue to exceed these goals. We are active in the industry for current and best practices. The new Key Bank ATM has been relocated. An Airfield equipment storage building grant was submitted and we have responded to several FOIL requests. We are in the process of renewing the contract with ABT who provides the geo fencing that is used for Uber and Lyft; we amended the TSA contract for the space that they lease in the terminal building and also have a new operating agreement with Quick Flight, the ground handlers who support Frontier Airlines. Our HR department issued a new revision for our employee handbook. HR Manager, Debi Marshall

is now on a new committee for the Governor's office for an agency policy team to develop best practices in a number of different areas and diversity. Syracuse Fly Guide program is being launched soon with nine new volunteers officially beginning November 1st. Executive Director Callahan also recognized Executive Assistant Joanne Clancy and Management Assistant, Elana Sukert for their work on the General Internship Summer program. The FAA conducted an ADA site visit and identified recommendations that we are working with them to make changes and conduct training. Ground Transportation Officer and Airport Maintenance positions are in the recruiting process. We will attend a SU job and internship fair later this month. Our goal is to also continue union negotiations for a united work force. Our air service announcements have gone up to 24 non-stop destinations, which is more markets than have ever been served. Our PET Program now has 10 dog/volunteers. Creative works with our new logo and our new tag line "SYRiously" are being produced for various marketing campaigns. We will present regarding our new in-house advertising program at future board meetings.

No other committee reports were given.

Adjournment

A motion was made by Mr. Johnson and seconded by Dr. Chin to adjourn the meeting.
The motion was approved: 10 ayes, 0 nays, 0 abstain
The meeting was adjourned at 1:30 p.m.