

MINUTES OF THE CITY OF WICHITA
WICHITA AIRPORT ADVISORY BOARD

Monday, May 9, 2005 – 3:00 p.m.

Present: Tim Austin, Dion Avello, Charles Bouilly, Ron Estes, Mitch Faroh, Charles Fletcher, Beth Garrison, Willis Heck, Dave Murfin, Jay Swanson

Absent: Bill Calloway, Dorothy McKay, and James Thompson

Airport Staff: Tom Nolan, John Oswald, Sandy Coykendall, Jean Zoglman, Valerie Wise

City Staff: Doug Moshier

Chairman Austin called the meeting to order.

Building Maintenance staff were introduced.

Approval of Minutes

Austin stated that a County Commissioner had requested to receive the WAAB minutes in a more timely fashion, before approval by the WAAB. It was the general consensus of the Board to send the minutes as long as it is noted they are unapproved.

Motion by Heck to approve the minutes of the April 4, 2005 Wichita Airport Advisory Board meeting. Motion carried 10-0.

Airport Marketing Campaign

Lathi DeSilva with Sullivan, Higdon & Sink presented the results of the market research conducted on behalf of the Airport to better identify its customers in order to more effectively target the advertising campaign. The campaign objectives are to increase passengers in 2005 by focusing on those passengers still choosing to drive to MCI Airport.

There were 406 respondents in the ICT catchment who participated in the survey. The research shows that 41% of the trips taken by the respondents were for pleasure and of those, 77% originated in Wichita and 23% originated in Kansas City. Therefore, leisure travel will be a primary target.

The Internet has become the preferred method used by consumers and business travelers to purchase travel, and the web will be an important component of the campaign. The campaign's primary target audience is the general flying public in ICT's catchment area age 35-plus. The secondary target is the business traveler and travel agents. The campaign's launch date is targeted for June 1, 2005.

Airport Budget

Jean Zogman presented the proposed airport budget for 2005-2007. Mr. Nolan stressed the importance of remaining financially conservative due to the upcoming terminal project, emphasizing that all capital expenditures will be carefully scrutinized.

Discussion ensued. The Airport budget will be presented to City Council for approval, as in the past. However, since the Airport became a City Department, the City has had more influence on the Airport budget in that it must meet the same budget parameters as other City departments. However, the Airport is not subject to cash basis law, as is the City. If the Airport were to return to an Airport Authority, this could be addressed.

Motion by Heck to approve the Airport budget as presented. Motion carried unanimously.

Air Service Development Conference

The ACI-NA Marketing and Communications conference will be held June 14-15, 2005 in Calgary. This conference provides a forum for airports and airlines to meet. Since Mr. Avello will be unable to attend as originally planned, Mr. Austin has agreed to attend with Mr. Nolan.

Motion by Murfin to approve Austin's travel to the Marketing and Communications Conference in Calgary in June. Motion carried unanimously.

Airport Business Development

Nolan stated the Air Service Development Coordinator vacancy creates an opportunity and recommends a rewrite of the job description, incorporating air service and business development. The Board, in previous discussions, indicated that it was important market the airport in an attempt to further to develop land on Mid-Continent and Jabara Airports. The intent of this position is to create an airport managed marketing initiative work in consonant with the City and the Chamber.

Motion by Swanson to approve the concept of an Airport Business Development position. Motion carried unanimously.

Master Plan/Terminal Plan Update

The master plan technical report and the airport layout land for Mid-Continent Airport are essentially complete. The consultant has submitted to the FAA the airport layout plan. The FAA is still verifying that all comments have been addressed. The master plan project for Jabara Airport is complete.

March 2005 Statistical /Project Report

Total passengers in March increased 5.02% over 2004. For the year, net total passengers have increased 1.84%.

Discussion ensued relating to concessions. It was mentioned that a variety of top quality shops need to be part of the new terminal. A new concession plan is part of the program management

contract. Street pricing of concessions was also discussed. The present concessionaire is working on providing a mobile beverage cart for the concourses.

Other Business

Regarding the KTTI project at Jabara Airport, Airport staff is involved in this city-driven initiative and has taken Requests for Proposals to do the study phase for the building design.

The City Council has approved site 18 on the airport for the sewage treatment plant. The Water and Sewer Department will be asked to provide updates as the project evolves.

There has been some discussion recently regarding the Airport Advisory Board returning to an administrative board. Austin has discussed with the City Manager that the Board is ready and willing to take on those responsibilities should the directive be given.

Beth Garrison announced her resignation from the Airport Advisory Board. The Board commended her for her years of service. The terms of the WAAB members expire June 30, 2005.

Meeting adjourned at 4:30 p.m.



Valerie Wise, Clerk