

**MINUTES OF THE CITY OF WICHITA
WICHITA AIRPORT ADVISORY BOARD**

Monday, November 4, 2013

Present: Dave Bayouth, Charles Fletcher, U.L. Gooch, Dwight Greenlee, John Hennessy, Carl Koster, Karyn Page, Thomas Pryor, Bill Ward, Brent Wooten

Absent: Dr. Thom Rosenberg, Kurt Yowell

Airport Staff: Victor White, Brad Christopher, Kathryn Keathley, Traci Nichols, John Oswald, Valerie Wise, Jean Zoglman

City Staff: Branden Hall, Budget Analyst, Finance Department

Others: Pat McCollom, ACT 3 Project Manager, AECOM
Brian Youngers, Signature Flight Support

Chairman Greenlee called the meeting to order at 2:35 p.m.

Approval of Minutes

Motion by Hennessy, second by Bayouth, to approve the minutes of the October 7, 2013, Wichita Airport Advisory Board meeting. Motion carried unanimously.

Director's Report – Victor White, Director of Airports

Valerie Wise, Air Service and Business Development Manager, informed the Board that in the coming week the Airport will begin collecting customer feedback through the mobile app Vibe-It. Vibe-It is based in Manhattan, Kansas and uses cloud-based technology to provide businesses with customer satisfaction data through service ratings and surveys. The most basic feedback allows customers that use the Vibe-It app to rate a business' performance in four standard areas: quality of service, professionalism, cleanliness of location, and value of product/service. Additional comments can be provided. One of the most valuable features of this service is that it allows the Airport to receive customer feedback immediately, so that problems can be addressed right away. The app also reports customer demographic data, which is important in designing marketing efforts that more closely match the needs of Airport customers. The Airport will also use the survey feature of the app to understand more about customers' views of specific services and marketing promotions. When applicable, the Airport is able to offer rewards to customers that provide survey responses, such as a coupon for concessions at the Airport.

John Hennessy asked for additional information about why the Airport chose to use Vibe-It. Ms. Wise stated that currently the Airport uses three electronic survey kiosks located in baggage claim, the east concourse, and the west concourse. Vibe-It allows customers to provide feedback through their mobile devices, which is more convenient and is expected to result in more

responses than the Airport is able to collect through the survey kiosks alone. Bill Ward asked how many questions will be on the survey, because in his experience most surveys are far too long. Ms. Wise stated that the surveys will have about ten questions, since the Airport wants to make it convenient for customers. Mr. White added that the purpose of this service is to be brief and convenient. If a customer only wants to provide feedback in the four standard service areas, then he or she can leave it at that, but then a customer can go on to provide specific comments or take a survey. This service is in its early stages for both Mid-Continent and airports in general, as Mid-Continent is only the second airport in the country to use Vibe-It. Mr. Hennessy asked if the Airport is able to contact customers through the app. Ms. Wise stated that the Airport will be able to directly e-mail customers that use Vibe-It.

Mr. White provided information about the local response to the recent security incident at Los Angeles International Airport. The Transportation Security Administration at Mid-Continent is meeting with Airport Police & Fire and Airport management to review current procedures and make adjustments as necessary.

On November 1st, the Airport hosted a delegation from Bremen, Germany, that came to Wichita for an economic development visit. There was a luncheon in the terminal, also attended by Governor Brownback, Mayor Brewer, and some City Council members, during which Airport staff presented information about the new terminal as well as development opportunities at Mid-Continent.

The Airport was awarded the prestigious Airports Going Green award from the American Association of Airport Executives and the Chicago Department of Aviation. Mid-Continent Airport was given this honor in recognition of its sustainability program and the campus-wide recycling program that has grown over the years. (The Airport Green Team video was shown, which was submitted to the panel that made the award. The video was produced with the assistance of the City of Wichita Communications Team.) Dave Bayouth asked how the sustainability program began. Brad Christopher, Assistant Director of Airports, stated that it began with recycling initiatives and grew from there. All of the staff and tenant partners have really embraced it. U.L. Gooch complimented Mr. White and Mr. Christopher on the way the program was presented. Mr. White stated that it is notable that other airports that were also recognized this year are much larger, such as Phoenix and San Francisco.

On the November 5th City Council agenda, there is a "Discussion of Airport Naming" business item. It is anticipated that the Council will appoint an airport naming advisory committee at that time. Last week, Wichita Magazine published a cover story feature promoting the proposal to re-name the Airport (copies of the article were provided to the Board). As requested by the City Council, Mr. White has provided information about the potential estimated costs of re-naming Mid-Continent to the City Manager (also provided to the Board at the meeting). The Airport Authority cost is approximately \$120,000. The total cost for all required items could approach up to \$300,000. Mr. White believes that the costs of making a name change are reasonable and manageable by the Airport without undue harm to its budget. But, it may require some reallocation of previously budgeted items to account for this unanticipated expense.

Based upon the possibility that the new name for purposes of highway directional signage would simply remove the words “Mid-Continent” and replace that with the word “Eisenhower” (i.e., “Eisenhower Airport”), the Kansas Department of Transportation (KDOT) has estimated the cost of changing about 18 highway signs at \$140,000. KDOT indicated that the cost would have to be the responsibility of the governing body requesting the change. This cost may increase or decrease, depending on the length of the name chosen, and the actual logistical costs of changing the signs due to location and whether a sign is an overhead truss or located on the side of the roadway. The Airport is not permitted under Federal Aviation Administration (FAA) policy to pay for the highway signs around the region because they are not located on the Airport, so it will fall to some other organization to reimburse KDOT if KDOT actually incurs a cost and desires to be repaid. Citizens for Eisenhower Airport have repeatedly stated, and it was also noted in the Wichita Magazine article, that the replacement of signs would not be an additional cost to anyone. But, to the contrary, the State Signage Engineer and the KDOT District 5 Engineer have confirmed in communications with Mr. White that there will be costs for changing highway signs as noted above.

The greatest potential, but strictly optional, cost would be for a new entrance marquee monument sign, which ranges from approximately \$300,000 upwards, depending on its location, size, complexity, type, lighting, landscaping, etc. If the name of the Airport is changed, an attractive airport entrance sign would be highly recommended for establishing the new name and brand in the community and among customers. Mr. Bayouth asked what costs would be incurred by the FAA. Mr. White stated that the costs of changing aeronautical navigational charts, approach plates, navigational aid designations, etc., would be paid for by the FAA, but the FAA will not charge the Airport for making the changes. Of the Airport tenants that responded to a request for estimated costs to their businesses, most indicated there would be no cost, but a small portion foresees that their businesses would incur some costs for changing things such as marketing materials or websites that reflect their business location at Mid-Continent. Most are a few thousand dollars, but one tenant estimated its cost to be about \$30,000.

Mr. Bayouth questioned what the Airport and community have to gain by a name change. Karyn Page stated that, based on her experience with branding changes in eight years with her organization and overseeing the organization accounting, that it is very expensive and there is no return on investment that can be seen on the bottom line, or in any costs related to marketing. It is an expense, not a revenue generator. That is not to say that there are not upsides or that the cost is not a necessary operational expense, but a specific benefit cannot be attributed to them. Carl Koster stated that he did an informal survey of people he met during a recent trip out of state. The people he spoke with were his age, and were therefore familiar with Eisenhower, and while there were a few positive responses, most did not express an opinion of the proposed name that was really positive for Wichita.

Ms. Page brought a concern to the notice of Mr. White and the Board that the estimated costs for a new logo and new brand awareness marketing campaign, \$25,000 and \$50,000 respectively, are much lower than what those items would cost. In Ms. Page’s experience, those items are much more costly, and she feels it is important to make note of that since that information was provided to Council to assist in making a decision about the name.

Mr. Gooch commented that, for any name that is chosen, it is important to include Wichita in the name, to bolster the name recognition of the community. Mr. White stated that Citizens for Eisenhower Airport concur that “Wichita” should definitely be included in the new name, and that “Eisenhower” in some fashion must also be included. Proponents believe that additional words such as “International” are preferred to be in the name unless an alternative such as “National” is used. They prefer that President Eisenhower’s full name be included, but some understand that length of the total name is a concern since “Wichita Dwight D. Eisenhower International Airport” is a bit cumbersome from a visual and audio perspective when marketing and advertising is undertaken. A name of that length is somewhat difficult to work into logos and other graphics used by the Airport.

Parking and Rental Car Facilities Project Update – John Oswald, Engineering & Planning Manager

During the last month, piling for the structure was completed, which included areas that will be in the median of the road in front of the terminal and just in front of the terminal for the crosswalk canopy. In total, there are over 700 piles. This is a long process, as each support must cure for twelve hours, so that the auguring for the next support will not disturb the one just finished. The above-ground columns for the structure are currently being constructed, of which there will be over 100. The installation of the irrigation system for the facility began. In the coming month, work will continue on the garage construction, including utility installation, and the west entrance into the Long Term lot will be opened.

Mr. Bayouth asked for an update on the soil material unsuitable for construction that had to be excavated from the site. Mr. Oswald stated that a per-unit cost for this activity was included in the construction contract bid, and some of that material has been stored temporarily at another site on the Airport. That material can be used later for fill in other areas of the project.

Mr. Hennessy asked how the Airport is notifying customers when the Long Term lot is full. Mr. Oswald stated that the parking vendor is posting that information on a variable message board that is on Mid-Continent Drive just past the Harry Street exit. Long Term fills up regularly throughout the week, and an additional 70 spaces will be opened prior to Thanksgiving. Mr. Hennessy asked if any cars have been towed from the Short Term lot. Mr. White stated that no cars have been towed due to the success of the “no overnight parking” signs placed in several locations prior to entering the lot. Mr. Christopher stated that since more than 100 additional spaces were opened in the Park & Ride lot, it has not become full. However, starting in mid-November, several hundred additional public spaces in the Park & Ride lot will be opened once the employee shuttle parking area is shifted to a new temporary lot near Learjet.

Mr. White advised the Board that the Airport issued a press release to inform the public of expected delays to traffic on the terminal road due to the construction of the piles that was done last week and a subsequent press release to remind the public about recommendations for parking at the Airport during the construction period. Additional public information efforts will be done just prior to Thanksgiving. Staff also created a special alert notification method that is now included in the Airport’s mobile website that is used when unusual circumstances arise.

ACT 3 Project Update – Pat McCollom, ACT 3 Project Manager

The terminal building is projected to be complete in 512 days. In October, Airport staff met with the tenant airlines to present the final layout of office, operations, and gate areas in the new terminal and to answer questions in preparation for lease negotiations. As a result of the RFQ issued at the end of September, four firms were selected to submit proposals and be interviewed to provide systems integration services. It is expected that the selection process for systems integrator will be complete at the end of December. The passenger loading bridge design is in the final review stage. Bids for this equipment will likely be solicited in early December. The Airport is considering issuing separate bid requests for steel and glass construction, so that the cost of materials will be a factor in the decision process on which product to purchase.

In the coming month, concrete floor slabs and roofing will be completed and glazing will begin. The standing seam roof at the front of the terminal is complete and the thermoplastic polyolefin (TPO) roof in the center of the structure is approximately 80% complete. The installation of the standing seam roof on the airside will begin in the next week. The skylights on the concourse side are approximately 90% complete and the terminal side is approximately 70% complete. The short-term construction goal is to enclose the building by January.

Mr. Bayouth asked what will be done with the existing terminal building. Mr. White stated that no decisions have been made about how much of the building will be torn down, since that is dependent on budget, as well as phasing of the demolition. Planning for that will begin next year, but any demolition will not start until after the new terminal building is open. Mr. Koster asked if the regional carriers will still deplane on the ramp. Mr. White stated that every commercial carrier aircraft that lands at Mid-Continent will fit an aircraft loading bridge, even the smallest regional jet aircraft. Some airlines may choose to load and unload on the ramp, in some cases for convenience and also if an airline believes it can load/unload passengers more quickly by using both the jetway on the front door and ramp loading on the rear stairs. However, in that event, there will be stairs and an elevator for every two gates. Mr. Wooten asked if the terminal and the parking facility construction projects were on schedule. Mr. McCollom stated that for the overall construction schedule, the terminal project is ahead of schedule. Mr. Oswald stated that, aside from a potential minimal extension resulting from mid-summer rains, the parking facility construction is also on schedule.

Other Business

The next WAAB meeting will be Monday, December 2, 2013 at 2:30 p.m.

Meeting adjourned at 4:10 p.m.

Kathryn Keathley, Clerk