

MINUTES OF THE CITY OF WICHITA
WICHITA AIRPORT ADVISORY BOARD

Monday, May 2, 2011

Present: Steve Dunne, Charles Fletcher, U.L. Gooch, Willis Heck, John Hennessy, Kevin Myles, Thomas Pryor, Bill Ward, Brent Wooten, Kurt Yowell

Absent: Dwight Greenlee, Rebecca Pilshaw, Dr. Thom Rosenberg

Airport Staff: Victor White, Kathryn Keathley, Traci Nichols, John Oswald, Valerie Wise

City Staff: Jay Hinkel, Deputy City Attorney

Others: Michael Carter, AECOM
Melissa Carduff, Stucky Nolte
Cindy Nolte, Stucky Nolte
Doug Stucky, Stucky Nolte

Board member Charles Fletcher was selected Chair *pro tempore* in the absence of Chairman Greenlee and standing Chair *pro tempore* Dr. Rosenberg. The meeting was called to order at 2:30 p.m.

Approval of Minutes

Motion by Heck to approve the minutes of the April 4, 2011, Wichita Airport Advisory Board meeting. Motion carried unanimously.

Director's Report

Victor White, Director of Airports, informed the Board of that the purchase of AirTran Airways by Southwest Airlines was final as of that morning. Several Southwest employees came to Mid-Continent Airport today to celebrate the acquisition, providing AirTran employees with shirts bearing the slogan "One LUV" and offering refreshments to AirTran customers at the ticket counter. AirTran is now a wholly owned subsidiary of Southwest. Until the integration is complete, air service will continue under the AirTran name and customers will still use www.airtran.com for reservations. Plans for changes to air service or customer care programs have not been announced, but gradual changes are anticipated over the next two years. One of the senior vice presidents at Southwest was selected to become the president of AirTran.

U. L. Gooch asked how the acquisition of AirTran by Southwest might affect support for the Kansas Affordable Airfares Program (KAAP). Mr. White said the Kansas Legislature has not voted on the continuation of KAAP. The finalization of the merger may encourage the

legislature to come to a vote on the Fair Fares program. The Kansas Senate would like to continue the program, the Kansas House of Representatives would like to end the program, and Governor Brownback has included KAAP funding in his budget. There will have to be a compromise if KAAP is to be approved. Jay Hinkel, Deputy City Attorney, added that the current legislative session will probably end this week, so a decision may be made by that time.

Valerie Wise, Air Service and Business Development Manager, reported recent developments in air service at Mid-Continent Airport. Allegiant Air has expanded its flight schedule for May, with additional non-stop flights to Las Vegas, Phoenix, and Los Angeles. Average fares on routes from Wichita to Chicago have decreased significantly. A 14-day fare to Chicago was \$1,280, but it is now \$280. This is about a seventy-nine percent decrease in rates. Wichita to Chicago fares have been much higher than the fares from both Manhattan and Kansas City, which are comparable markets. Ms. Wise brought the pricing inconsistency to the attention of American Eagle Airlines, which came to the decision to reduce Wichita fares, and United Airlines has reduced Chicago route fares in kind.

John Oswald, Engineering and Planning Manager, spoke about several upcoming Airport development projects. The Park & Ride Parking Lot Expansion will begin the second half of May 2011. The project will add 500 stalls to the Park & Ride Parking Lot. Cornejo Construction was awarded the construction portion of the contract, which will begin the second half of May, and be completed in 75 days. TranSystems has been hired to design several infrastructure improvements to the 2100 Block of Airport Road. The parking lots for the businesses in this section of the Airport will be rehabilitated, the road will be lighted, existing streetlights will be replaced, the security fence will be replaced, and landscaping will be renovated. To improve traffic flow in this area of the Airport, additional road will be built to connect the Air Traffic Control Tower driveway to Airport Road. Burns & McDonnell, an engineering firm recognized for its work in fuel farm design, has been hired to consult on the Fuel Farm Rehabilitation project. The fuel farm is located on the east side of the Airport and supplies aviation gasoline (avgas) and jet fuel to the airlines and general aviation tenants. The project is a \$2.5-2.75 million upgrade to the fuel farm. Improvements are planned for piping, equipment, and loading stands to address safety requirements and equipment operations and reliability standards. The fuel tanks will not be disturbed. The rehabilitation project will be completed in two phases, to allow time for specialty equipment to be delivered. The first phase will last for approximately 100 days, to be completed in the fall. The second phase will be completed in the spring. Mr. Gooch asked if the fuel farm would have to be shut down during the renovations. Mr. Oswald answered that fuel service would not be interrupted. Mr. White said the fuel farm has been in operation with the original equipment since the Airport opened in 1954. Mr. Oswald added that the fuel tanks were inspected and coated to repair metal fatigue about 12 years ago. Those repairs will allow the tanks to last many more years, but the other components of the fuel delivery system need to be renovated. Mr. White said the trucks that deliver avgas are larger than they were at the time the fuel farm was originally designed, so access to the tanks by the delivery trucks is not optimal. ConocoPhillips supplies jet fuel to the fuel farm, which reaches the tank through an underground pipeline. When the pipeline is out of service, jet fuel is delivered by truck.

Mr. White informed the Board that on May 3rd the City Council will consider approval of an agreement with Professional Engineering Consultants (PEC) to study the passenger loading bridges at the Mid-Continent Airport terminal. Seven of the 12 gates at the terminal have loading bridges, many which date from the 1960s. They are difficult to repair because some of the models are not manufactured anymore, which has resulted in increasing amounts of time out of service. The concrete pier foundations are a concern because of likely deterioration from the stress of the movement of the loading bridges. The safety and efficiency of the loading bridges must be addressed now to continue to provide quality service until the new terminal is built. PEC will evaluate the foundations and design any needed reinforcements; they will also evaluate the electrical load to see if new and additional loading bridges can be accommodated. Based on PEC's recommendations, the Airport will consider purchasing reconditioned bridges to replace the current equipment. The new terminal features new loading bridges at all gates. Bill Ward asked if there were sufficient lines to put additional power in the terminal. Mr. White said that is one issue in question, and the electrical engineers will answer that with the study.

Mr. White will meet with the newly elected City Council members next week, and will provide them with information about the plans for the new terminal.

The FlightSafety International (FSI) lease and construction agreement was approved to build a Cessna Aircraft maintenance facility on the previous site of the Wichita Area Technical College aviation campus. The FSI lease allows use of about seven acres to build the \$7 million facility. The Fugate Aviation hangar construction, approved on April 12th, is in the design and site development phase. The Airport will be developing the area around the Fugate Aviation leasehold for roadway and taxiway access, and to provide utility infrastructure.

Introduction of New Advertising Agency

Mr. White then introduced the advertising firm Stucky Nolte that will be managing the Airport's marketing programs. Doug Stucky, Cindy Nolte, and Melissa Carduff were in attendance. Mr. Stucky spoke about the background of the firm, with expertise in design, social media, Internet marketing, and public relations. Ms. Nolte said the firm will begin a Foursquare campaign for the Airport this week. Foursquare is a social media tool for mobile devices that allows users to tell others their location. Ms. Carduff explained that, in correlation with Aviation Appreciation Month declared by Governor Brownback, the Airport will offer ten free cups of coffee a day to Foursquare users that check in at the Airport in May. Once checked in, users will receive an e-coupon for a free cup of coffee that can be redeemed at the Great American Bagel stands in the concourses. Mr. Stucky said that one of the reasons an application like Foursquare is important to the Airport is because travelers are promoting Mid-Continent Airport to their social networks each time they visit, which reaches the user base on a more personal and targeted level. Ms. Wise added that there have been over 3,600 check-ins at Mid-Continent through Foursquare, indicating it is a popular media tool. Mr. Stucky said that social media networking is growing rapidly in all demographics. Ms. Nolte said that social media advertising is a strategy that will complement the traditional marketing campaigns that have been established with the Airport. Mr. Gooch asked if the Courtesy Crew program would continue. Mr. White answered that the Courtesy Crew service was originally part of the advertising program, but was separated from

the advertising budget several years ago, so it will continue in the same capacity. The Courtesy Crew continues to provide a valuable service to travelers to make Mid-Continent a convenient and friendly airport. Mr. Ward asked Stucky Nolte what campaigns were planned to reach customers that do not use mobile technology tools like Foursquare. Mr. Stucky said that traditional advertising methods will continue to be used. Stucky Nolte will develop a marketing strategy for the Airport that targets different segments of the traveling public in multiple formats. Chair *pro tempore* Fletcher asked about the status of the university affinity marketing program. Mr. Stucky said that Stucky Nolte is in the process of contacting the universities that have been involved in the program. The cost of the program will be evaluated in terms of how many potential customers it reaches before further decisions are made about the future of the program.

ACT 3 Project Update

Michael Carter, AECOM, presented the Air Capital Terminal 3 Project (ACT 3) WAAB Monthly Report for April 2011. In the month of April, the design team gathered information about floor finish options for the operational areas in the new terminal. The design team visited the National Center for Aviation Training and Artisan Surface Systems to view various flooring options. Work continues on Package 6C, TSA Surveillance System Head-end and Network Equipment Upgrade, which is on schedule to be completed in June 2011.

Mr. White added that on May 3rd the City Council will consider approval of a supplemental agreement with HNTB, the design firm for ACT 3, that includes services to incorporate polished floor finishes into the terminal design, to change the design of the sidewalks in front of the terminal, and to investigate how the recently enacted storm water drainage rules will affect the design of the new terminal.

Brent Wooten asked for an update on the design changes requested by the Transportation Security Administration for their offices. Mr. White said that the Federal Security Director (FSD) at Mid-Continent determined that only two of the original requests are required upgrades, and those two changes will be incorporated into the design. The FSD is working with his superiors to withdraw the other requests, but that has not yet been finalized.

Other Business

The next WAAB meeting will be Monday, June 6, 2011 at 2:30 p.m.

Meeting adjourned at 3:25 p.m.