

MINUTES OF THE CITY OF WICHITA
WICHITA AIRPORT ADVISORY BOARD

Monday, March 02, 2015

Present: Charles Fletcher, U.L. Gooch, Dwight Greenlee, John Hennessy, Richard Kerschen, Carl Koster, Thomas Pryor, Brent Wooten, Ron Ryan, Thom Rosenberg, Bill Ward

Absent: Dave Bayouth, Karyn Page

Airport Staff: Victor White, Valerie Wise, Susan Hale, Belinda Witt, Traci Nichols, John Oswald, Jean Zogelman,

City Staff: Jay Hinkel, Deputy City Attorney, Brandan Hall, City Budget Office

Others: Pat McCollom, ACT 3 Project Manager, AECOM
Sarah Dennis, SHS
Jameel Malone, SHS
Bonnie Tharp, Copp Media
Jim Armour, AECOM
Lonny Wright, Guest

Chairman Hennessy called the meeting to order at 2:33 p.m. Chairman Hennessy asked if anyone was present to speak on the public agenda. No one came forward to speak.

Approval of Minutes

Motion by Mr. Greenlee, second by Mr. Fletcher, to approve the minutes of the January 5, 2015 Wichita Airport Advisory Board meeting. Motion carried unanimously.

Director's Report – Victor White

Victor introduced Valerie Wise to speak to the dedication week activities. Mrs. Wise advised on the Media event which will be April 9th with local, regional, and national media coming to preview and tour the terminal and speak with airline reps, concession reps, TSA and the airlines. The media event is from 1-3 pm. The employee event possibly having 2,100 attendees, will be an open house format from 3:00 p.m. to 7:00 p.m. on April 10th with refreshments and door prizes. Saturday April 11th is the dedication Gala from 6:00 p.m.-10:00 p.m. Cocktails, food stations, and special speakers will give remarks. The Wichita Symphony Orchestra will be on location to perform with ensembles at different locations. The last event will be the ribbon cutting with first flight at a date yet to be determined.

Save the date cards have been mailed out for the gala event on April 11th, and formal invitations will be sent out shortly.

Sponsorship and fund raising letters have been sent out. Contractors, sub-contractors, vendors, suppliers, engineers, and architects were contacted to see what kind of sponsorship money can be raised. A second wave of letters will be sent out to business owners in town that are not associated with the project and airport tenants as well. Wichita Aero Club is going to partner with WAA as a major sponsor on this event. Logistical experts, Wichita Festivals and SHS are working with Mrs. Wise, meeting every week to pull off this set of events.

Coming events will be emailed to WAA board members not in attendance at the WAAB meetings.

Mr. White asked the board to help make a decision as to event entry charge for the Gala event to offset the charges for all events. Board consent to place Mr. White in charge of decisions as far as comp tickets and pricing for the event tickets.

Airport Marketing Recap for 2014

Valerie Wise spoke to the board on the marketing recap for 2014 with the goal being passenger revenue and development. The two sides to airport marketing are marketing the airport and service to traveling public and marketing the region to airlines. Airlines like to see effective marketing programs. Strategies include awareness, promotions, loyalty programs, partnerships with social media and public relations efforts. Creating positive experience for customers via the courtesy crew.

Mrs. Wise presented a power point reflecting the catchment study for 2014 stating the greatest opportunity to capture the passenger base is in the secondary and the battleground area, then determine the retention rate.

Mrs. Wise introduced the airport marketing firms of Sullivan Higdon, and Sink as well as Copp Media. The remainder of the power point included social media reviews and determining how customers are influenced to book using Hot Fares, Facebook, advertising, networking, etc. Review of the Rapid Rewards program, “luv to Get-Away” campaign, K-State Campaign, as well as increasing public relations through the military outreach, make a wish campaign, honor flights, and Southwest Airlines Shocker games charters.

SHS provided a you tube video presentation of the last years advertising and highlighted the various campaigns. Social media appears to have played a major role as the amount of subscribers to the Rapid Rewards program and e-blast have greatly increased, with enrollment up in the “Thanks Again” program as well.

Mr. Hennessy suggested doing a like and share contest to increase awareness and complimented SHS on the social media increase.

Parking and Rental Car Facilities Project Update – John Oswald

Concrete topping is being put in on the garage ramps. Contractor is focusing on the elevators on the front side of the building. The exit plaza at the parking garage has 5 lanes. Three lanes on the right side will be staffed with employees, the other two lanes will have cashier less activities. The office on the right is a much improved, larger facility, to better accommodate the parking operator.

Progress photos of the rental car facility showing paint markings on level one, with bollards and fire extinguishers in place. Rental car return markings completed. Kiosk booths are installed. Punch list for rental car facilities is being addressed. Two architects have been working on the rental car project. The inside architect is a consultant out of Denver, Cougar Clark, that specializes in airports. Schafer, Johnson, Cox, Frye Architecture did the outside canopies and the panels that hang on the walls. Cabinets are in, plumbing is in, carpeting and restrooms are being completed.

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

Passenger boarding bridges installation is ongoing. Retail construction bids came in and contract was awarded last week. Pre-construction meeting will be this week and next week the retail contractor is expected to start. Food and beverage construction began last week and already have some of the walls studded and aligned in the food court area as well as the grab and fly. Clear Channel is nearing ready and completion with their design right now. There have been a series of conflicts with selling advertising and making sure there are not any building parts in the way, or vice versa. Installation of the seating began and most of the seating is complete at gates 1 and 2. Baggage handling system pre testing has been completed and is considered TSA certified. Last process for the baggage handling system is a live burn in which won't start until usage of the building starts.

Stakeholder coordination meeting: Mr. McCollom distributed handouts explaining bi-weekly meetings with the two concessionaires: Paradies and MSE, TSA, the airlines, rental car companies, the design firms for both the parking garage and the terminal and both contractors. All entities involved are trying to track on a higher level the different stakeholder activities between now and the first flight. Exactly what events needs to happen prior to the first flight, and what impact events will have on each stakeholder.

Art Installation is a major activity highlighted on the list, as creating dust after the art installation, is not permissible. After the Ed Carpenter piece is installed, penetrating through that, or getting to the ceiling or anything above it, would be difficult.

Another key operational date is the food preparation date of April 22nd. MSE needs about two weeks prior to opening, actually running the kitchen creating food, and making sure all equipment is operational. Essentially a permit filled out and completed from MSE scope of work.

Possible separation of dates for opening parking garage and terminal to alleviate passenger confusion. Original plan was to have a six month time lapse in between opening the rental car agencies and parking garage. General consensus of the board was to open on same date as the terminal.

Next major steps: All terrazzo is placed in the new terminal with exception of the elevator floors, being installed this week. Staircases are nearly complete. New security system cut over target date being between now and April 6th. Building commissioning some partial acceptances in the building from MABCD. Starting to balance the HVAC Systems.

Stakeholder fit out: MSE contractors have started, Paradies is starting next week. Southwest Airlines are making adjustments in their spaces themselves and starting today. Remaining airlines will be starting in April, main items being furniture and IT related items.

Cleaning is a huge activity. A weeks' time expected to be needed for cleaning prior to the art exhibits and overall about 6 weeks of cleaning between now and first flight.

Slideshow presentation: ticket counters are set in the baggage claim area. Masonite covers over 95% of the building to protect the floors. Precast of stairs with terrazzo and tactile strips on edge of stairs for traction and anti-slip measures. Carpet is installed at gates 1, 2, 3 and 7, 8 and 9. Photos of jet bridge installation. Slides of north side of the terminal with lighting and irrigated plant areas.

Mr. White addressed the board concerning individuals requesting permission to display art in the terminal. Mr. White requested the board review the public art as is planned, dividing art into two sections for review. Section 1 covers permanent public art. The Magic Flight sculpture will be positioned by airline ticketing counters. It will be too difficult to move before the opening and will be relocated after the demolition starts on the current terminal. The 9-11 remembrance sculpture will be relocated to new terminal as well.

Section two covers future public art. As a result of changing the name of the airport, many people have inquired as to potential Eisenhower Art to celebrate Eisenhower in or around the terminal. Possibilities include a statue of the president, a display case with Eisenhower artifacts, or perhaps a formal portrait with design approval by the Eisenhower family and museum library and foundation. Approval rights must be obtained from the family as far as who is the artist, the type of medium, and where will it be located. This would only occur if a public fundraising effort away from the airport system can provide the funds necessary to produce the piece(s).

Section three covers any additional permanent art or rotating art may be considered after six month time period if there is available space and it has been determined all of the essential functions for signage, equipment, furniture and advertising display, the obligations to the tenants and concessionaires are met.

Section four covers live performance art if there is a place where musicians could come in and set up a stage.

WAA would work with the city's division of arts and cultural affairs to insure the selection of the art is not solely at our discretion. If funding is required, they would be involved to raise the necessary funds, as WAA is not committing to paying for any extra art pieces, beyond what exists in Section one (1).

Suggestion to change six month time period for discretion to a one year time period, to go through all four seasons.

Motion by Mr. Fletcher, 2nd by Dr. Rosenberg to adopt the public art policy with addition of one year period section to allow the advisory board to change time period at their discretion.

Other Business

The next WAAB meeting will be Monday, April 6, 2015 at 2:30 p.m.

Motion to adjourn at 4:30 p.m. by Mr. Greenlee, 2nd by Tom Pryor.

Belinda Witt, Clerk