

Walker Field Airport Authority

Minutes of the Regular Board Meeting

June 16, 1998

BOARD COMMISSIONERS PRESENT: Martin O'Boyle Robert McCormick
 Miles McCormack Charles Gillett
 Mike Sutherland Jim Richards

AIRPORT STAFF PRESENT: Corinne Nystrom Ted Balbier
 John Thomas Dennis Wiss
 Dan Reynolds

ALSO PRESENT: Marilyn Petek and Peg Wallace of Thunder Mountain Ground Services, Inc.; Al Acker of Alaska Software; Larry Kempton of Kempton Air Services; Richard Farabee of Farabee Adventures, Inc.; Joseph Marie of Mesa Airlines; Don Pettygrove and Terry Nichols of Nichols Associates; and Doug Briggs, Authority Attorney.

I. CALL TO ORDER

Chairman O'Boyle called the meeting to order at 5:19pm, and noted that Commissioner Morris would not be in attendance at this meeting.

II. APPROVAL OF AGENDA

Chairman O'Boyle asked for additions or changes to the published Agenda. Manager Nystrom requested that Consent Item G- "Application of Sky's Restaurant Security Deposit to Outstanding Amounts Owing" and Consent Item J- "Amendment to Isbill Associates/Raytheon Infrastructure, Inc. Contract for Engineering Services" be moved to the Action items. Additionally, she requested that Consent Item I- "Contract with R.W. Jones for Terminal Building Renovations" be deleted from the Agenda.

Commissioner Gillett moved to approve the changes to the Agenda. Vice Chairman McCormack seconded. Voice vote: all ayes. Motion carried. The Agenda was amended as requested.

III. PUBLIC COMMENTS AND COMMUNICATIONS

There were no public comments or communications.

IV. CONSENT AGENDA

A. Minutes: May 19, 1998 Regular Board Meeting

B. Amendment to Thunder Mountain Ground Services, Inc. Lease Agreement

Staff presented the Board with a proposed lease addendum to Thunder Mountain Ground Services' underlying lease agreement and addenda. Thunder Mountain previously leased space in the 3rd airline ticket office (ATO), but has relocated their operations to the 1st and 4th ATOs in light of Air Wisconsin Airlines leasing the entire 3rd ATO for its operations. The proposed addendum details the exclusive, non-exclusive, and shared use space arrangements located in the 1st and 4th ATOs.

Staff recommended approval of the addendum based upon Thunder Mountain's proven financial history with the Authority and its long-term commitment to serve the Grand Junction market. Staff also recommended that the Chairman be authorized to sign the agreement on behalf of the Authority.

C. Amendment to Mesa Airlines Lease Agreement

Staff presented the Board with a proposed lease addendum to Mesa Airlines' underlying lease agreement, reflecting changes requested by Mesa Airlines in square footage requirements in wake of the cancellation of the United Express contract between Mesa Airlines and United Airlines. Mesa previously leased the entire 1st airline ticket office (ATO), but has now requested to reduce its total square footage citing it no longer needs the entire 1st ATO to operate only the America West Express Airline division. The proposed addendum details the exclusive, non-exclusive, and shared use space arrangements located in the 1st ATO.

Staff recommended approval of the addendum based upon Mesa Airlines' proven financial history with the Authority and its long-term commitment to serve the Grand Junction market. Staff also recommended that the Chairman be authorized to sign the agreement on behalf of the Authority.

D. Resolution 1998-004: Corporate Resolution for Safe Deposit

Staff presented the Board with a proposed resolution to update the signatories for the Authority's safe deposit box at Norwest Bank, 2808 North Avenue, in Grand Junction. There have been several changes of Board and Staff members since the previous safe deposit resolution. Traditionally, the signatories for the safe deposit box have been the Chairman of the Authority Board of Commissioners, the Airport Manager, and a Staff member who is involved with the financial activities of the Authority.

Staff recommended that the Board formally adopt the Corporate Resolution for Safe Deposit and that the Chairman be authorized to sign the Safe Deposit Lease on behalf of the Authority.

E. Western Colorado Inter-Net/Steve Jones Offer of Settlement for Computer Printer

Staff presented the Board with a settlement offer of \$300 from Western Colorado Inter-Net (WCI) for forgiveness of its outstanding amounts owing the Authority. In May, 1995, the

Authority ordered computer hardware, including a printer from WCI. On May 19th and June 12th, 1995, the Authority paid for the printer. However, the printer was never delivered. Although unsuccessful, the Authority made several attempts to meet with Steve Jones, Owner of WCI, to resolve this issue.

On April 18, 1996, the Authority obtained a judgment of \$695.00 (\$675.00 award + incurred costs and \$20.00 estimated future costs) against Mr. Jones. Responses to Interrogatories received from Mr. Jones indicated few assets available to satisfy the judgment. Included in his disclosures were: an undisclosed amount owing the IRS, one vehicle with an estimated value equal to the amount of the security interest in the vehicle, and \$60 of liquid assets.

In May, 1998, Mr. Jones contacted Staff and presented a settlement offer of \$300.00 in exchange for forgiveness of the outstanding amounts owing the Authority. On May 29, 1998, Staff received a check drawn on an escrow account in the amount of \$300.00 on behalf of Mr. Jones. The check is being held by the Authority pending the Board's decision on this matter.

Staff recommended acceptance of Mr. Jones's payment of \$300.00 in exchange for forgiveness of the outstanding amounts he owes the Authority and that the Chairman be authorized to sign any necessary documents to evidence the forgiveness of the outstanding amounts.

F. Sublease Agreement Between BFLP and Davis Aircraft

Staff presented a proposed sublease agreement between Davis Aircraft Sales, Inc. and Buescher Family Limited Partnership (BFLP) for office space located in the building directly west of the main office complex of West Star Aviation. Davis Aircraft Sales, Inc. wishes to renew a sublease agreement with BFLP on the space they are currently leasing. This renewal is consistent with the existing agreement and all provisions appear to be similar to agreements made between BFLP and its sublessees. Per the Authority's lease agreement with BFLP, BFLP is required to obtain Authority approval on all subleases it enters into.

Staff recommended approval of the sublease agreement between Davis Aircraft Sales, Inc. and BFLP. Staff also requested that the Chairman be authorized to sign the agreement on behalf of the Authority.

G. Application of Sky's Restaurant Security Deposit to Outstanding Amounts Owning

Relocated to Action Item D

H. Off-Airport Rental Car Concession Agreement with Farabee Adventures, Inc.

Staff presented the Board with a proposed Off-Airport Rental Car Concession Agreement between the Authority and Farabee Adventures, Inc. The proposed agreement is the standard off-airport rental car agreement in place with Enterprise Rent-A-Car with modifications to Article IV (Fees Payable to the Authority), Article V (Default and Remedies), Article VI (Books and Records), Article VII (Security Deposit), and Article IX (Solicitation Provisions). Language was added to Article IV to clarify what specific charges are not included in calculating the 10% of gross revenues owing the Authority. Specifically, the leasing of rental cars to customers who were not picked up from any point on the airport premises within 24

hours of arrival at the airport are excluded from the gross revenue calculation. A signature line is to be included on the rental car contract to determine this.

Article V was added to coincide with the on-airport agreement and the majority of other agreements in place with the Authority. Article VI was amended to provide the Authority with additional trackability in the books and records of the concessionaire. Article VII allowed the concessionaire to utilize a performance bond for the security deposit (\$13,750.00) that is equal to 4 estimated monthly payments, and was computed based on 70% of the monthly revenue figure which Budget was enjoying while operating as an on-airport concessionaire. Article IX was amended to allow off-airport rental car providers the ability to enter the terminal building to pick-up pre-reserved customers only, but would not allow any solicitation on the premises.

Staff expressed its intentions to present an Addendum to the Enterprise Agreement to the Board at a future date, with the aforementioned modifications to its existing Agreement. The proposed Farabee Agreement would be retroactive to May 15, 1998, the date that Farabee Adventures, Inc. d/b/a Budget Rent-A-Car vacated its on-airport location.

Staff recommended approval of the agreement, contingent upon Farabee Adventures, Inc. becoming current on monies owed to the Authority and providing the revised security deposit amount and Certificate of Insurance as stipulated in the contract. Staff also recommended that the Chairman be authorized to sign the agreement on behalf of the Authority.

I. Contract with R.W. Jones for Terminal Building Renovations

Deleted from Agenda.

J. Amendment to Isbill Associates/Raytheon Infrastructure, Inc. Contract for Engineering Services

Relocated to Action Item E.

Commissioner McCormick moved to approve the items on the Consent Agenda. Vice Chairman McCormack seconded. Roll call: all ayes. Motion carried.

V. FINANCIAL REPORT

A. April, 1998 Financial Statements

Manager Nystrom updated the Board regarding the April, 1998 Financial Statements. She commented that April is generally one of the slower months at Walker Field for both revenues and expenses. However, April, 1998 was a strong month for the Authority. Similar trends were experienced in April as in recent months. Expenditures for the Runway 11/29 litigation are reflected in the cash balance.

The year-to-date income to retained earnings is substantially over budget (41%). Operating revenues are 2.8% above budget. Revenues by source—rental car revenues are doing very well, terminal concessions are still under budget, and military fuel flowage fees are higher year-

to-date than this time last year. Operating expenses are within \$513 of budget—Maintenance and Operations and Security departments are under budget. However, Administration department expenditures are over budget primarily because of expenditures in marketing, Staff overtime, and the increased use of the Authority Attorney for the rental car concession agreements and land lease negotiations.

Airline revenues year-to-date are slightly lower than for the same period last year primarily because of a decrease in commercial fuel sales. However, air freight, rental car, parking lot, and general aviation revenues have increased.

Commissioner Richards moved to acknowledge receipt of the April, 1998 financial statements. Commissioner Gillett seconded. Voice vote: all ayes. Motion carried.

B. Accounts Receivable Report

Manager Nystrom updated the Board regarding the accounts receivables. She commented that Open Range Gift Shop had been on the list of delinquent accounts, but has submitted a payment to the Authority of \$384. Staff is working with Open Range to bring its account current.

VI. ACTION ITEMS

A. Termination of Ground Lease Agreement with G-Force Maintenance, L.L.C.

Staff presented the Board with a request to terminate G-Force Maintenance, L.L.C.'s Ground Lease Agreement for failure to provide evidence of adequate insurance coverage. In December, 1997, Staff contacted Steve Bush, Owner of G-Force Maintenance, L.L.C. d/b/a Angel Aircraft (G-Force), via phone to notify him that the Authority did not have a current original Certificate of Insurance for G-Force on file. Several messages were left at G-Force's office, but Mr. Bush did not respond. Staff then contacted Mr. Bush's most recent insurance agent to obtain a current Certificate and was told that G-Force's insurance coverage was terminated on December 12, 1996 because of non-payment.

Through subsequent phone conversations, Mr. Bush indicated that he would immediately obtain insurance coverage. No Certificate of Insurance was forwarded to the Authority. On May 4, 1998, Staff sent Mr. Bush a Notice of Default requesting that G-Force provide a Certificate of Insurance to the Authority within thirty days of the receipt of Notice. On May 15, 1998, Staff sent a delinquency notice to Mr. Bush listing delinquent amounts owing the Authority of \$21.80. Mr. Bush has not contacted Staff since his receipt of the Notice of Default. The delinquency letter (certified) was returned unclaimed. Staff personally delivered the delinquency letter to Mr. Bush.

Staff recommended that the Authority terminate G-Force's Ground Lease Agreement with the Authority effective June 23, 1998, unless: an original Certificate of Insurance is provided to the Authority evidencing sufficient coverage per G-Force's Lease Agreement and G-Force's account is brought current. Additionally, Staff recommended that if G-Force's Lease Agreement is terminated, a portion or all of G-Force's \$50 security deposit be applied to any amounts owing the Authority.

Commissioner Richards moved to terminate G-Force's Ground Lease Agreement with the Authority effective June 23, 1998, unless: an original Certificate of Insurance is provided to the Authority evidencing sufficient coverage per G-Force's Lease Agreement and G-Force's account is brought current. Additionally, he moved that if G-Force's Lease Agreement is terminated, a portion or all of G-Force's \$50 security deposit be applied to any amounts owing the Authority. Commissioner Gillett seconded.

Vice Chairman McCormack recommended discussing liability insurance requirements at a future Board workshop.

Roll call: all ayes. Motion carried.

B. Nichols Associates Engineering Agreement

Staff presented the Board with information regarding a request by Nichols Associates to modify its existing contract to perform engineering services for the repair of the terminal building beams. On January 20, 1998, the Authority signed a contract with Nichols Associates to perform engineering services for the repair of the terminal building beams. The amount specified to perform these services was \$9,950.

On April 21, 1998, Amendment No. 1 to the Contract was signed by both parties which transferred the administrative portions of the engineering services to Isbill Associates/Raytheon Infrastructure, Inc. This transfer of duties resulted in a reduction in the amount which Nichols Associates could charge the Authority for this project to \$8,450.

On June 4th, Don Pettygrove, P.E. of Nichols Associates, sent a letter to the Authority requesting payment for an additional \$4,745 beyond the agreed upon amount of \$8,450 for services rendered, along with a projection of at least an additional \$1,202.50 to complete the project. If the Authority agreed to this, the estimated total cost to have Nichols Associates complete the project would be \$14,397.50. This is \$5,947.50 more than both Nichols Associates and the Authority agreed to in Amendment No. 1 to the Contract. In addition, it exceeds the \$10,000 limit which is placed in the Authority By-Laws for contracts to be put out to bid. The engineering services for this project were not advertised through a formal bid process since both sets of engineers that the Authority originally worked with on the project stated that the services would not exceed \$10,000.

Staff recommended that the Board consider the following: 1) Should the additional invoices submitted by Nichols Associates be paid; 2) Should Nichols Associates continue to provide engineering services for the duration of this project; and 3) Is a 2nd Amendment to the Nichols Associates Contract necessary. Commissioner McCormick asked if the review of alternatives by Nichols for the terminal beams renovation project was performed before or after the first amendment which reduced the contract amount to \$8,450. Manager Nystrom noted that the review of alternatives occurred before the first amendment.

Don Pettygrove of Nichols Associates commented that he believed several items which Nichols completed were outside the scope of work contained in the contract, including the design report and design calculations which are both required by the FAA. Additionally, Nichols considered nine different alternatives—one of which had four options. Subsequent to these items, Nichols performed an additional cost estimate for the columns alternative. Because of the additional

items, Mr. Pettygrove believed the Authority should pay Nichols above and beyond the \$10,000 limit contained in the Authority By-Laws. Mr. Pettygrove indicated that he was under the impression that the \$10,000 limit only applied to the scope of work contained in the contract—not the entire project.

Commissioner Richards asked Terry Nichols of Nichols Associates if he knew about the \$10,000 limit prior to performing the additional work. Mr. Nichols indicated he was aware of the limit, but thought it only applied to the scope of work contained in the contract, not for any additional work. Commissioner McCormick asked why Nichols did not bring this to Staff's attention prior to executing the first amendment of the contract. Mr. Pettygrove stated that he was so busy working on the project, that he did not have time to sit down and assess where Nichols was with respect to the costs incurred versus the contract amount.

Manager Nystrom asked Mr. Pettygrove if Nichols Associates is willing to work with the Authority and complete the remaining work under its contract. Mr. Pettygrove responded in the affirmative. She noted that Staff is reluctant to recommend that the Authority pay the full amount requested by Nichols because of several issues raised by the Authority Attorney and auditors as to whether the By-Laws would be violated if such payment is made. Manager Nystrom suggested amending the Nichols contract to allow the total costs not to exceed \$10,000. Another option would be for Isbill Associates to hire Nichols Associates as a subcontractor for the duration of the project. Finally, a third option would be to amend the Nichols contract to an amount not to exceed \$10,000, and hire another engineer to complete the project.

Chairman O'Boyle noted that there seems to be a discrepancy as to what the scope of work entailed. He stated that his interpretation of the scope was terminal beam repair and associated work. Chairman O'Boyle asked what Nichols' interpretation was of the scope of work. Mr. Pettygrove stated that regarding the review of alternatives, he felt the scope included only two or three alternatives.

Commissioner McCormick moved to amend the Nichols Contract price to an amount not to exceed \$10,000 for Nichols to complete the project. Commissioner Gillett seconded.

Commissioner McCormick recommended that in the future, any items outside of the scope of work should be put in writing.

Commissioner Sutherland recommended creating an additional contract of \$1,105 for the design reports. There was no second.

Commissioner McCormick expressed concern over the option whereby the Nichols contract would be amended to an amount not to exceed \$10,000, and the hiring of another engineer to complete the project. He felt the contract calls for Nichols to complete the project, and if the Authority is going to spend more on the project than \$10,000, then he would rather choose Commissioner Sutherland's recommendation, and stay with Nichols as the engineer.

Roll call: all ayes, except for Commissioner Sutherland, who voted against the motion. Motion carried.

C. Airport Manager Performance Evaluation

Chairman O'Boyle described the process of the Airport Manager's evaluation. A sub-committee was created to perform the evaluation. The evaluation was presented to the Board members for review and input during a Board workshop. The sub-committee then discussed the completed evaluation with Manager Nystrom. The Board recommended a \$5,000/year increase in compensation, either in salary or benefits. Commissioner McCormick recommended that the Board concentrate on establishing quantitative expectations of the Airport Manager.

Commissioner McCormick moved that the Airport Manager's annual compensation be increased by \$5,000, retroactive to the Airport Manager's anniversary date. Commissioner Gillett seconded. Roll call: all ayes, except for Commissioner Sutherland who abstained from voting on the motion. Motion carried.

D. Application of Sky's Restaurant Security Deposit to Outstanding Amounts Owing

Staff presented the Board with a request to apply Sky's Restaurant's security deposit to outstanding amounts owing. On March 7, 1998, Sky's Restaurant vacated its leasehold and ceased operating the restaurant concession at Walker Field. During the transition between Sky's and the new concessionaire, Marge's Frozen Custard, the Authority incurred \$2,965.13 of cleaning costs which were necessary to correct items which were in excess of normal wear and tear of the premises. Additionally, Sky's owes the Authority trash and utilities charges of \$1,913.67 for the months of January, February, and March and associated late charges. The combined costs and charges total \$4,878.80.

Sky's Restaurant has a cash security deposit of \$3,900.00 on file with the Authority. On April 10, 1998, Steve Robertson, Owner of Sky's, requested that the Authority return Sky's security deposit less amounts owing for trash and utilities. The Authority responded with a letter on May 18th which provided an itemized breakdown of cleaning costs, and trash and utilities costs. Additionally, the Authority's letter notified Mr. Robertson that because Sky's owed the Authority more than the amount of the security deposit, Sky's security deposit would not be returned.

Staff consulted with Authority Attorney Doug Briggs regarding this issue. Attorney Briggs stated that the Authority could withhold sums from Sky's security deposit for the above-referenced cleaning costs. Staff received a letter on June 15th from Mr. Robertson acknowledging that Sky's owed amounts for trash and utilities, but he contested the amounts that the Authority is claiming it incurred for cleaning the leasehold. Because the cleaning costs, trash, utilities, and late charges total more than Sky's security deposit, Staff recommended a portion of the deposit (\$1,913.67) be applied to the trash and utilities charges only, and that Staff meet with Mr. Robertson to discuss the cleaning costs.

Chairman O'Boyle asked if Mr. Robertson was given the opportunity to clean the premises prior to Staff cleaning the area. Manager Nystrom responded that he was given the opportunity to clean the leasehold prior to his vacating the premises. Chairman O'Boyle inquired whether Mr. Robertson was notified what items needed to be cleaned. Staff commented that on the last day of Sky's lease, Staff performed a walk-through with Mr. Robertson. During the walk-through, an inventory of the equipment was performed. Additionally, Staff brought several items to the attention of Mr. Robertson which needed to be cleaned or repaired. Mr.

Robertson's response to Staff's comments during the walk-through was that Sky's had finished its cleaning.

Commissioner McCormick moved to authorize the application of \$1,913.67 of Sky's Restaurant's security deposit to amounts owing the Authority for trash and utilities, and that Staff meet with Mr. Robertson to discuss the amount of cleaning costs incurred by the Authority. Commissioner Richards seconded. Roll call: all ayes. Motion carried.

E. Amendment to Isbill Associates/Raytheon Infrastructure, Inc. Contract for Engineering Services

Staff presented the Board with a proposed amendment to the Isbill Associates/Raytheon Infrastructure, Inc. contract for engineering services. Isbill Associates has an existing contract with the Authority for engineering services. The proposed amendment is for: 1) project administration services for the terminal beam project; 2) administration, design, and field engineering for the airport perimeter security fence project; and 3) pre-design and design of the rehabilitation of Taxiway Alpha. The amount of Isbill's amended contract would be \$164,797.

The next step for the terminal project is to accept the FAA Grant Agreement when it has been signed by the FAA. The security fence project is currently being advertised with a bid opening scheduled for July 7, 1998. The engineering work related to the rehabilitation of Taxiway Alpha is for pre-design and design work only so that Staff will be ready to advertise for bids for the construction if FAA discretionary funding becomes available.

Staff recommended the Board approve the amendment to the Isbill Associates/Raytheon Infrastructure, Inc. contract and that the Chairman be authorized to sign the amendment contingent upon FAA funding becoming available for the AIP-17 project through the forthcoming Grant Agreement.

Commissioner Richards moved to approve the amendment to the Isbill Associates/Raytheon Infrastructure, Inc. contract and to authorize the Chairman to sign the amendment contingent upon FAA funding becoming available for the AIP-17 project through the forthcoming Grant Agreement. Vice Chairman McCormack seconded. Roll call: all ayes. Motion carried.

VII. DISCUSSION ITEMS

A. General Aviation Ground Leases

The Board discussed several issues pertaining to ground leases in the general aviation area. At the June 8, 1998 Special Board Meeting, Staff handed out copies of the three letters of interest for the general aviation parcel(s) north of the Colorado Skunkworks and United Companies/Luxury Wheels hangars. Staff requested guidance from the Board for developing a policy regarding letters of interest and the manner and order in which they are to be processed in the event more than one letter is received on the same parcel.

Commissioner McCormick asked what the precedent has been regarding this issue. Manager Nystrom noted that in the past, the first party to submit a letter of intent held first priority in negotiating a lease. She further commented that with regard to the parcel(s) at issue in the

general aviation area, this situation will probably occur with more frequency as airport land becomes more scarce. Commissioner Gillett asked what time-frame a party has to begin development after submitting a letter of intent to the Authority. Manager Nystrom responded that the Authority does not currently specify a certain amount of time. However, the FAA's guidelines require development of the parcel to commence within twelve months of the airport's receipt of the letter of intent.

Manager Nystrom commented that the situation which gave rise to this issue occurred under Timberline's lease agreement with the Authority. Its lease agreement provides Timberline the first option to lease eleven acres between its existing facility and the Mesa Maintenance Hangar. The Authority received two letters of interest for portions of the eleven acres. Timberline was notified in writing by the Authority that it had 30 days to exercise its first option. The resolution of the issue occurred because one of the interested parties found another parcel on the airport, and the other interested party was not in a position to develop the parcel. If an existing tenant wishes to exercise its first option to lease, it also has 12 months to develop the parcel.

Commissioner Sutherland recommended using consistent terminology when describing first rights of refusal, first options to lease, letters of intent, offers to lease, etc. Additionally, he suggested drafting a form which could be used by prospective lessees to make such offers. Chairman O'Boyle recommended the Authority consider qualifications of prospective lessees when determining whether or not to lease property to them. Manager Nystrom agreed that the qualifications should be a factor, but cautioned that the Authority should be careful to not inadvertently discriminate against someone. A possible solution would be to have objective criteria to determine qualifications.

Chairman O'Boyle inquired whether a policy establishing priorities of interest in a parcel would conflict with the Authority's existing First Option to Lease Policy Statement. Manager Nystrom responded that the existing Policy Statement pertains to existing tenants only. Additionally, she commented that she would refer that issue to Attorney Briggs for review. Commissioner McCormick recommended discussing this issue at a Board Workshop. Kent Pfleider of Colorado Skunkworks recommended that a first right of refusal should be given to existing lessees for adjacent parcels because those parcels are generally the only places in which the existing lessees can expand.

Chairman O'Boyle recommended discussing this issue at the next 1998 Board workshop. Commissioner McCormick noted that there is an existing unwritten policy which can be used until a written policy is established. Commissioner Sutherland suggested a possible "highest bidder" consideration when formulating a new policy. Regarding the three letters for the parcel in the general aviation area, the Board members indicated it was up to Staff to determine priority based upon the existing precedent. Manager Nystrom suggested Staff work with Attorney Briggs to develop a draft of a written policy addressing the priorities given to instruments of intent to lease, and then present the proposed policy to the Board at a workshop.

B. City/County/WFAA Meeting

Chairman O'Boyle, Commissioner Richards, and Commissioner Gillett presented the Board with a proposed agenda for the City/County/WFAA Meeting to be held on Wednesday, June 17th, and finalized its plans for the Authority's presentation at the meeting.

C. Request for Proposals for Marketing/Advertising/Public Relations Services

Staff presented the Board with information pertaining to the preparation of a request for proposals for marketing, advertising, and public relations services. This information was the result of Staff's evaluation of the importance of marketing, advertising, and public relations at the Staff level and also resulted from discussions with the Board. It has been the general consensus that these areas are very important aspects of the Airport and deserve time and labor. However, Staff is not currently in a position to address these items on a full-time basis due to the current work load.

Thus, Staff proposed to utilize an advertising and public relations firm on an as-needed basis to work with Staff to ensure that these functions are performed on a proactive basis. Although the Marketing Coordinator will be working directly with the selected firm, the Airport Manager will continue to have oversight of marketing, advertising, and public relations activities. The selection of a firm would be accomplished by using the standard request for proposal method, with a recommendation from Staff being presented to the Board at a future Board meeting.

Commissioner McCormick expressed concern regarding the scope of work for this contract, especially day-to-day items, such as crisis management. Additionally, he asked whether Staff was looking for a consultant, or for marketing and public relations services. Staff responded that it was looking at a mixture of both functions.

VIII. OTHER ITEMS

There were no Other Items.


IX. ADJOURNMENT

There being no further business to come before the Board, Commissioner Gillett moved to adjourn. Vice Chairman McCormack seconded. Unanimously carried. The meeting was adjourned at 7:24pm.

APPROVED AND ADOPTED THIS 21st DAY OF July, 1998.



Martin O'Boyle, Chairman

ATTEST: 

David J. Anderson, Clerk