

MINUTES

AIRPORT ADVISORY BOARD

Monday, June 27, 2016

6:00 p.m.

City Hall - 385 S. Goliad, Rockwall, Texas 75087

I. CALL MEETING TO ORDER

The meeting was called to order at 6:00 PM. Present were Tom Woodruff, Mike Potter, Kellie Roby, Dwight Royall, Brad Bassett, and Matt Murphey. Board member Mark Berglund was absent.

II. OPEN FORUM

The audience was given the opportunity to share comments or concerns with the Board as part of Open Forum. There were no speakers during this portion of the agenda.

III. DISCUSSION/ACTION ITEMS

- 1. Consider approval of the minutes from the May 23, 2016 Airport Advisory Board meeting, and take any action necessary.**

Mr. Potter made a motion to approve the minutes of the May 23, 2016 meeting. Mr. Murphey provided the 2nd and the motion was approved 5-0-1. Mr. Berglund was absent and Mr. Bassett abstained.

- 2. Discuss and Consider a request to hold the Rockwall Balloon Festival at the airport and take any action necessary.**

JJ Smith requested an opportunity to present his plan to hold a Rockwall Balloon Festival at the airport. Mr. Smith was out of town and had Keeli James attend on his behalf. The Board generally likes and supports the idea of a balloon festival in Rockwall but there were several concerns regarding logistics, impact to operations, potential cost vs. revenue, safety, and other items the Board wanted Mr. Smith to address. Due to a significant number of concerns and questions the Board had about the event, it was proposed that the Board hold a special meeting when Mr. Smith arrives back in town to discuss the event further. Staff forwarded a list of concerns to Mr. Smith and asked him to appear before the Board to discuss the details of his proposal. The special meeting is scheduled for Monday, July 11, 2016 at 6 pm at the airport.

- 3. Discuss and consider forming a subcommittee to work on a marketing plan for the airport and take any action necessary.**

Mr. Bassett discussed forming a Subcommittee to look at ways to better market the airport. He informed the Board about how effective the Parks & Recreation marketing plan has been so far and recommended looking at similar ways to promote the airport.

Staff reported that it has submitted a budget request for airport marketing promotional materials and website development as well. It is believed that by promoting the airport throughout the region, the City will benefit economically by having those with airplanes fly into Rockwall, enjoy many of the shopping, dining, and recreational destinations the City has to offer, spend the night, contribute to the local economy, and fly out the next day with little impact to city services.

The information on the website and the promotional materials can also be used by the REDC in their recruiting packets to prospective companies looking to locate in Rockwall. An example of the Mineral Wells Airport pamphlet was presented as an example. Mr. Bassett made a motion to form a Subcommittee to work on a marketing plan for the airport. Mrs. Roby provided the 2nd and the motion was approved 6-0. The Subcommittee will consist of Mrs. Roby, Mr. Woodruff, and Mr. Bassett.

4. Hear and update on the customer appreciation day activities held on Saturday, June 4th and take any action necessary.

The event held on Saturday, June 4th had approximately 35 participants. There was discussion about having another event during the holiday season. Staff will work on this and present some dates to the Board for consideration.

5. Hear a Staff Report and take any action necessary.

Staff gave an update on land acquisition. A request was submitted for consideration in the 2017 fiscal year airport budget. TXDOT Aviation has indicated they will act as the City's agent for land acquisition at such time as the City is ready to proceed. It is proposed the City use TXDOT's procedure for land acquisition in order to be eligible for a 90% reimbursement at such time the airport expands or the funds used for land acquisition can act as local grant matching for future airport CIP projects.

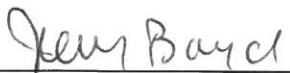
Staff will be out of town on July 25th. The next regularly scheduled Board meeting will be held on Monday, August 22nd.

IV. ADJOURNMENT

The meeting was adjourned at 6:51 PM. The next Airport Advisory Board meeting is scheduled for Monday, August 22, 2016.

PASSED AND APPROVED BY THE AIRPORT ADVISORY BOARD OF THE CITY OF ROCKWALL, TEXAS, THIS 22nd DAY OF AUGUST, 2016.

ATTEST:



Joey Boyd, Director of Internal Operations



Dwight Royall, Chairman