

**AIRPORT DEVELOPMENT BOARD**

July 27, 2021

**MINUTES**

**MEMBERS PRESENT:** Lawrence Gill, Chairman, Woody Gilliland, Vice Chairman, Darrin Black, Courtney Queen, Nanci Liles, Kirk Thaxton

**MEMBERS ABSENT:** Gray Bridwell, Jordan Hibbs, Joe Crowder, Randy Williams

**AIRPORT STAFF:** Don Green, Kate Alvarez, Alex Cargile

**CITY EMPLOYEES:** Kelley Messer, First Assistant City Attorney

**VISITORS:** James Boone, Airport Development Board Facilities Sub-Committee

**1. Call to order**

The meeting was called to order at 4:28 pm.

**2. Consideration and Action approving minutes of the May 12, 2021 meeting**

N/A

**3. Agenda Items:**

**1. Airport Management Report:**

**a. Review and acknowledgement of Statistical Reports**

N/A

**b. Regulatory and Legislative Issues Update**

N/A

**c. Update on current projects:**

N/A

**d. Air Services and Business Development Update**

Discussed SkyWest air service. SkyWest is getting increased pressure to succeed in Abilene due to lack of available aircraft in regions with more demand. SkyWest asked what the City can do for them to increase service. Discussed marketing with a company called ArkStar.

**e. Restaurant Update – N/A**

**f. Airport Blvd Construction – N/A**

**g. TSA Office Space– N/A**

**4. The Facility & Planning Subcommittee and the Marketing & Development Subcommittee.**

N/A

**5. Recommendation and Action to on Contract with ArkStar.**

ArkStar is an advertising agency that would focus on developing the SkyWest market. They are familiar with the loyalty products and business match programs. They can provide analytics for passenger travel and leakage studies. This would cover 3 months. Contract would focus on digital advertising and search engine optimization. They can see real-time booking. They would also be working to develop the business match programs. If SkyWest were to leave, existing advertising would end. In that case, the airport could explore using ArkStar analytics to benefit the airport as a whole. \$47,500 for a three month contract. This provides advertising, analytics. There is an additional \$12,500 for additional work that may be necessary for a total of \$60,000 for 3 months. There is an additional \$60,000 optional amount for second 3 month period.

Motion to accept made by Ms. Liles and seconded by Ms. Queen. Motion Approved.

**6. Recommendation and Action to Accept AIP Grant 50.**

AIP Grant 50 is funded at 100% federally funded at \$1,234,283.00. These funds are planned to be used on refurbishing or replacing the Terminal Jet Bridges and to start Terminal Interior Improvements. Jet bridge estimates are currently \$650-700k for refurbishment. The jet bridges contain obsolete parts with one Jet Bridge currently down.

Motion to accept made by Ms. Queen and seconded by Mr. Black. Motion Approved.

**Executive Session:**

**Pursuant to Govt. Code Section 551.072, a governmental body may conduct a closed meeting to deliberate the purchase, exchange, lease or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person. Additionally, Section 551.087 allows a governmental body to discuss or deliberate on commercial or financial information that has been received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the City and with which there may be ongoing negotiations or deliberate the offer of a financial or other incentive to a business prospect. Further, Section 551.071 provides that a governmental body may seek advice from its attorney regarding a pending or contemplated litigation subject, settlement offer, or attorney-client privileged information. Additionally, Section 551.076 provides that a governmental body may conduct a closed meeting to deliberate the deployment, or specific occasions for implementation, of security personnel or devices; or a security audit. After discussion in executive session, any action or vote will be taken in public.**

The Airport Development Board entered into executive session at 4:58 and exited at 5:12 with no decisions being made.

**7. Adjournment**

Motion to adjourn made by Mr. Black, seconded by Mr. Thaxton. Motion passed. The meeting was adjourned at 5:13pm.

Signature of Chairman to confirm minutes: Lawrence P. Hill

Date: 10/13/21