

City of Keene
New Hampshire

AIRPORT DEVELOPMENT & MARKETING COMMITTEE
MEETING MINUTES

Tuesday, May 22, 2018

9:00 AM

Dillant-Hopkins Airport Terminal

Members Present:

Curt Hansen, Chair
Elizabeth Bendel, Vice Chair
Mitch Greenwald, City Councilor
Kendall Lane, Mayor
Joe Bendzinski
Curt Hansen
Bill Hutwelker
Nathan Jacobs

Staff Present:

Elizabeth Dragon, City Manager
Jack Wozmak, Airport Manager
Mike Moriarty, Airport Operations Manager

Monadnock Aviation:

Beth Bendel, FBO

Members Not Present:

Peter Delaney
Rod Thompson
Nathan Jacobs

1) Call to Order

Mr. Wozmak called the meeting to order at 9:09 AM and roll call was conducted. Sly Karasinski attended as a guest.

2) Minutes of the Previous Meeting-April 22, 2018

Mr. Bendzinski made a motion to approve the minutes of April 22, 2018, which was seconded Mayor Lane and carried unanimously.

3) Nomination and Election of a Chair and Vice Chair of the Committee

The Airport Manager asked if there was a nomination for Chair and Vice Chair of the Committee. The Mayor nominated Mr. Hansen as Chair, which was seconded by Mr. Bendzinski and carried unanimously.

Mr. Hutwelker nominated Ms. Bendel as Vice Chair, which was seconded by Mr. Hansen and carried unanimously.

4) Airport Manager's Verbal Report

The Airport Manager stated that he emailed the Committee a copy of the Dillant Hopkins Airport site and parcel map. He indicated that the solid line in the diagram represents the TIF district. He stated the proposal is to expand the TIF district in some way. The dark green areas in the diagram represent the developable sites. The City Manager reported that she met with the Town of Swanzey, to discuss the ERZ (Economic Revitalization Zone) and the TIF Zone (Tax Increment Finance). She stated that they discussed the possibility of expanding both to provide coverage of the developable airport properties. She stated that this was a good conversation because they were able to show the Town of Swanzey what property is developable and to talk about the process. The City Manager noted that Sarah Carbonneau, the Director of Planning & Community Development for the Town of Swanzey is set to retire and they wanted to have this meeting before she left due to her wealth of knowledge.

During this meeting the City Manager reported they were able to talk about the history of Swanzey and where the lines are located. She stated that there seemed to be an interest to create a new ERZ Zone that would encompass the airport property. The City Manager noted that this would be a state incentive and not a local tax credit. She explained that the TIF district expansion is a much more difficult conversation because it involves using new tax revenue in the district that it is set-up in. The City Manager stated the Town of Swanzey already has a TIF district and the request is to expand the TIF district to the airport. Her proposal is to not expand the TIF district but to create a new one. She noted that there can be multiple TIF districts in a town. The reason she is proposing this is to not take money away from a project that is currently in a TIF district. By creating a new TIF district to include the airport it will create new value that will be reinvested and will generate more tax revenue in the same zone. In addition, she noted that it is self-supporting. The City Manager stated this may also help address any political concerns from tax payers. She explained that if someone is a Town of Swanzey tax payer they do not want to feel they are supporting the airport, which is owned by The City of Keene. The City Manager noted the conversation was off to a good start.

Councilor Greenwald asked if the Town of Swanzey understands that this is all for the benefit of Swanzey. He stated that he is not hearing any benefit for the City of Keene other than more activity for the airport. The City Manager replied that a benefit to the City of Keene would be the lease revenue. She explained they are trying to get the operations of the airport to be self-sufficient, so the lease revenue and the activity at the airport off sets the running of the airport so it is not subsidized by the tax payers of Keene. Mr. Hutwelker stated that he wanted to applaud the City Manager because he could not recall seeing a more clear and concise plan compared to past presentations to the Town of Swanzey.

5) Marketing PR Updates

a) Directional Signage

Mr. Wozmak will update the Committee about the directional signage at the next meeting.

b) Social Media

Mr. Moriarity reported that he has been posting a few photos and updates about the airport on the Facebook Page. He stated that he is in the process of setting up a meeting with IT.

c) Business Development

Mr. Wozmak emailed the Committee a periodic report of the airport marketing efforts. The objective is to research and approach entities, companies or individuals whose corporate profiles, SEC filings, annual reports or website information suggest a strong correlation between their business activities, goals and the capacity and location of this airport. Once the research has been

done, a letter is drafted that is specific to identified language within their company documents that aligns with the marketing message. A cover letter is then sent with the brochure and other marketing materials with an invitation to meet or discuss the opportunities.

Mr. Wozmak reported that he reached out to several corporations such as Honda Aircraft. He reported that Honda Aircraft recently built a corporate headquarters in Greensboro, NC. He noted that recently the FAA gave approval to build the new Honda Jet. However, their current location (Piedmont International Airport) has a shortage of available land as well as increased congestion. Mr. Wozmak noted there is enough land available at the airport to bring in a manufacturing plant or assembly of research or development. He noted that these corporations could take advantage of the flight school that Ms. Bendel operates.

Mr. Hansen stated that he has read through letters and noted the letters do not have a follow up date or a time to discuss setting up a meeting. Mr. Wozmak stated this is an area that he needs assistance with and asked the Committee to assist with follow-up. Mr. Hansen asked if there was an update with the KSC flight school. Mr. Wozmak stated that a meeting did take place and that KSC has expressed no interest at this time.

The City Manager asked the Committee to review the contact list Mr. Wozmak created and determine if they have any connections to these companies or other companies not listed. In addition, she asked the Committee to start thinking about the initial contact with these companies.

d) Connection with MEDC & Chamber of Commerce

The City Manager reported that she will be attending a meeting with MEDC and the Chamber of Commerce on June 4th. The meeting is to discuss regional development. Phil Suter, Chris Coates and the City Manager will meet to talk about the Committee's efforts and to talk about what property is developable at the airport. The City Manager stated that she will report these discussions back to the Committee.

e) Database

Vice Chair Bendel is still waiting to receive the link to the database. Mr. Wozmak stated that he is also waiting to hear back from the Peterborough Chamber of Commerce for information on who to contact for the link. Mr. Bendzinski asked what supports services are available to support large corporations should they use the airport. Vice Chair Bendel replied as a business she would provide all services needed, if necessary. Mr. Wozmak stated that the airport is equipped to meet most of the needs. Vice Chair Bendel will provide a synopsis of the services she provides for the next meeting. The Mayor stated that part of what makes this airport different than bigger airports are that the services are personalized. In addition, he stated that for a certain amount of dollars companies would get more here than they would at other cities such as Manchester or Portsmouth. He said developers need to understand that cost is less here.

f) Tri Town Development Group

Mr. Hutwelker reported that Steve Bittle would be attending a Tri Town Development Group meeting and would report back to the Swanzy Board of Selectman.

g) State Office Invite

The City manager reported that she reached out to the State of NH Economic Development Office and confirmed they will meet with the Committee on June 26th. She asked the Committee

to think about what questions they would like to ask them that is specifically related to the ERZ Zone.

h) C&S Another Approach to Airport

Mr. Wozmak stated now that the obstruction of trees has been removed, the airport is just as good as any other major airport such as Worcester or Hyannis. He noted this in terms of the ability to fly in at the airport under all conditions. Vice Chair Bendel stated this is the best position the airport could be at given the terrain around the airport. Mr. Wozmak stated that the instrument approach is certainly doable but is a longer term process. He explained this was due to the instrument approach requiring certain easements as well as the different air space requirements.

Chair Hansen recognized guest Sly Karasinski and asked if he had any questions or comments. Mr. Karasinski stated that he was listening to all of the information presented and was in full support of the airport.

7.) Next Meeting- June 26, 2018 at 9AM

8.) Adjournment

Hearing no further business, Chair Hansen adjourned the meeting at 10:08 AM.

Respectfully submitted by,
Jennifer Clark, Minute Taker