

**City of Keene**  
**New Hampshire**

**AIRPORT DEVELOPMENT AND MARKETING COMMITTEE**  
**MEETING MINUTES**

**Tuesday, July 24, 2018**

**9:00 AM**

**Dillant-Hopkins Airport**

**Members Present:**

Curt Hansen, Chair  
Beth Bendel, Vice Chair  
Mayor Kendall Lane (Arrived Late)  
Joe Bendzinski  
Rick Blood  
Nathan Jacobs

**Staff Present:**

Elizabeth A. Dragon, City Manager  
Jack Wozmak, Airport Manager  
Rebecca Landry, IT Director/Assistant City  
Manager  
Mike Moriarty, Airport Operations Manager

**Members Not Present:**

Councilor Mitch Greenwald  
Bill Hutwelker  
Brian Johnson

**1) Call to Order**

Chair Hansen called the meeting to order at 9:04 AM.

**2) Approval of Minutes – June 26, 2018**

Mr. Bendzinski made a motion to approve the minutes of June 26, 2018, which was seconded by Ms. Bendel and carried unanimously.

**3) Information Regarding the Data Company in Peterborough – Beth Bendel**

Ms. Bendel reported that the data company seems to have gone out of business. The phone is no longer operational and emails bounce back. The City Manager said she got their information from the Peterborough Chamber of Commerce and she will contact them again to confirm if the information was correct.

**4) Follow-Up on Missing Airport Sign – Airport Manager**

Mr. Wozmak said there is only one sign missing at the intersection of RT-32 and RT-12. There are many signs scattered throughout Keene and at all intersections coming in and out of the City (the standard state green airplane signs). If the City wants different signs for the airport, the Commissioner of Transportation will create and place a larger sign (\$7.50/square foot plus cost of posts).

Mr. Blood asked if there can be a blue information sign with the airport name under the standard green sign. Mr. Wozmak replied it would still be the same cost no matter the design we request. We cannot make our own signs and put them up in state right-of-ways; the state has to make them and put them up.

Mr. Wozmak will speak with NH DOT and see what they are open to for a design and inquire about cost and number of signs. He will speak to the Public Works Director about the process of placing them if we can use City equipment. The City Manager said she thinks the City can put signs in the state right-of-way and she will look into the process. Still, she said having the state make signs and the City place them does not sound too expensive if it is a simpler process; the Public Works Director will know.

#### **5) Update on ERZ Expansion Application – City Manager**

The City Manager said the state is putting together the application for an ERZ on airport property. When the application is complete they will share it with the Committee for comments before it goes to their Board. The state hired a new Planning and Economic Development person who can also be a connection for the Committee.

#### **6) Marketing Agenda – IT Director**

The IT Director said she has been happy to work with the City Manager because she agrees we need more management and communication on how we market ourselves as an organization, not just the airport. Two industrious KSC seniors (Madison Lamothe and Lillian Sawyer) had five-week internships, in which they developed a marketing and communications plan for the City—challenging in such a short timeframe. They conducted a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis with City employees (they suggest including City business partners in future surveys). Both students received job interviews based on this experience. The students discuss the need for this plan to *take ownership of Keene's identity*. People believe families should be the focus of marketing and communication for the City; people relocate for jobs and to start businesses because this is a great place for families. The students identified that the airport provides valuable resources for business support and recruitment; they mention the airport in the short, near, and long-term development goals of the City and the airport is listed as one of the top strengths of Keene. One goal right now is a branding project for the City, which is something the airport, Chamber of Commerce, and college can be a part of in early phases so people can see a logo and know what those organizations are about.

Mr. Bendzinski asked if the City provides support packages or a specific person to contact (to know permits they need, etc.) when businesses are interested in moving to Keene. The IT Director replied yes, there is a website ([www.choosekeene.com](http://www.choosekeene.com)) with contact information for the Economic Development Director ([med@choosekeene.com](mailto:med@choosekeene.com)), so there is one place you can get all the information you need. She shared a Choose Keene flyer and packet that includes details about different properties in the City, which

could include an open hangar at the airport in the future, for example. The City Manager added that when someone approaches the City about a project, staff meets with the potential developer to find ways to work together on development. With a one contact person now, we can coordinate and bring in the right staff members to help developers overcome road blocks they have encountered in the past. Staff has met with several people in the last few months. The City Manager and Mr. Blood agreed the process of streamlining the planning department as the new Community Development Department symbolizes a new process for the City.

Mr. Wozmak asked, as the City becomes more development-friendly, how they can show there is a clear timeline for a development proposal through the City process; he thinks that would help if it is possible. The IT Director replied that 90% of projects move through the planning department in one month. Mr. Wozmak said advertising that will entice a developer because they can plan better. The City Manager said they are currently evaluating the process to be able to declare a more specific timeline. There are many projects right now (Land Use Code Update, economic development work, new community development department, etc.) working to move the City forward. Mr. Wozmak agreed there are a lot of people and projects working to send a positive message about the City, which is an encouraging step. Mr. Bendzinski said the City is lucky to have the City Manager; she replied that it takes a team.

Mr. Jacobs asked the process if someone wants to build a hangar. The City Manager replied the only City process required is the lease process (and automatic renewal of leases) and staff is working with Mr. Wozmak to streamline that. Mr. Wozmak said the last hangar project went through the Planning Board quickly because the airport is in Swanzy. The new hangar (60' X 80') will be by the old fire station; there is also a shovel-ready site near the terminal, making it easier to market. The IT Director said some projects will take longer (like the hangar, which needed FAA approval for height), which is why she is hesitant promising a specific timeline to developers. Mr. Blood and Mr. Bendzinski agreed it is important to make prospective developers feel supported.

The Committee agreed this is a great start and will allow the City to be more responsive and flexible to interested companies. The IT Director said the City has more connections with the state now because of the City Manager and the City is frequently working with the state on social media.

## **7) New Business**

The City Manager noted the Chamber of Commerce is on the list to be interviewed for the statewide economic development plan, but the City/airport is not; she said that will not stop the City from giving their input. She asked what input we want to provide about the airport to ensure we are considered in their plan and what they offer developers. The Committee will discuss this at the August meeting.

The City Manager continued that she wants Committee members to look at the City's airport website and bring ideas for it to the August meeting. She said the IT Director does

a great job keeping up the City and airport website but the Committee should be adding relevant things as well, like stories, pictures, and soundbites. She said people want to know the story of the community and airport; we should take advantage, for example, of Ms. Bendel and her story. Ms. Bendel agreed she is in favor of marketing and she wants to know other stories from the Committee; she asked how often they should update airport news stories on the website. The City Manager replied the website is somewhat static and social media is the more prominent platform that is always changing to make sure we are relevant. The IT Director said it is important to stay current but people will look to social media more than the airport website for up-to-date information. The City Manager said the airport website needs to be improved and updated with stories. Mr. Moriarty and the City Manager have been promoting the airport and City, respectively, on social media.

Mr. Blood asked how to get our own community to embrace the airport. The IT Director suggested hosting more regional meetings (e.g., the Chamber of Commerce) at the airport. Mr. Wozmak said the Swanzey Selectmen do that occasionally. Mr. Blood said he thinks Ms. Keating has done well with the restaurant to engage people at the airport. The City Manager suggested something about community engagement with Cheshire TV in the future and noted the City is installing live bulletin TVs in the lobby of City Hall. Mr. Moriarty said he thinks people do not realize what goes into aviation and he wants them to know what is involved, so he has been sharing projects on social media but he does not get the response he hopes for. The IT Director said he does not get higher response because he is just one person; if the airport, Monadnock Aviation, and the Chamber of Commerce were sharing each other's posts, they would all have greater visibility for projects, followed by carefully worded press releases. Mr. Bendzinski suggested creating videos to share what we are doing on YouTube.

Mr. Blood asked at what point the airport needs traffic control for an event like the B17 in September. Ms. Bendel replied if it is just one plane they can manage without traffic control, but Monadnock Aviation staff still has to manage incoming jet traffic. Mr. Blood said he was thinking about other events at the airport that do not require traffic control, like a school STEM day. The City Manager said Mr. Blood and other members should share proposals for ideas with the Committee to see what is possible. Mr. Wozmak said he looks forward to working with Mr. Blood on some of these ideas; he is the newest Committee member and he actively travels to air shows, bringing back ideas for things we can do here.

Mr. Jacobs asked Cape Air's hesitation for coming to Keene. Mr. Wozmak provided two reasons: 1) the airport needs data to show them they can fill a plane here on some regular basis, and 2) there is a pilot shortage and if they add this as a route they need to pull from somewhere else. They like Keene but need evidence to support the move. He has also contacted Frontier Airlines as they try to expand into new markets. The City Manager added she was trying to get data on demographics of people who drive to Manchester for flights to see if Keene is a more convenient option.

**8) Next Meeting Date – August 21, 2018**

**9) Adjournment**

Hearing no further business, Chair Hansen adjourned the meeting at 9:58 AM.

Respectfully submitted by,  
Katryna Kibler, Minute Taker