

ADOPTED

City of Keene
New Hampshire

AIRPORT DEVELOPING AND MARKETING COMMITTEE
MEETING MINUTES

Tuesday, August 28, 2018

9:00 AM

Dillant-Hopkins Airport Terminal

Members Present:

Curt Hansen, Chair
Beth Bendel, Vice Chair
Bill Hutwelker
Joe Bendzinski
Rick Blood
Nathan Jacobs

Staff Present:

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

Members Not Present:

Mayor Kendall Lane
Councilor Mitch Greenwald
Brian Johnson
Peter Delaney

1) Call to Order

Chair Hansen called the meeting to order at 9:02 AM.

2) Approval of Minutes – July 24, 2018

Mr. Bendzinski moved to approve the minutes of July 24, 2018, which Mr. Jacobs seconded and the ADMC carried unanimously.

3) Old Business

Mr. Wozmak shared a brochure that he sent to more than 26 companies, which is just one element of spreading the word about the Keene airport. Most information in the brochure is now included on the City website as well. Not all photos in the brochure are local and Mr. Blood suggested soliciting local photographers to contribute photos. Mr. Wozmak welcomes those photos as long as they reflect the message of the text. He used pictures to demonstrate who comes to the airport, like skiers. The Committee discussed previous efforts to bring FedEx to Keene; Mr. Wozmak asked anyone with connections there to share those with him. He is open to revising this brochure to target the appropriate audience and market the airport, but printing them is expensive (printed by Prospect Park Press in West Chesterfield, which Springfield Printing bought recently). Ms. Bendel asked whom Mr. Wozmak is targeting: skiers or corporations. Mr. Wozmak said he is

open to anyone. Ms. Bendel said she thinks skiers will pass through no matter what, but this brochure should market qualities of the airport to corporations such as the new jet registration fees and free trade zones. She thinks these will be attractive to businesses.

The Committee continued discussing possible improvements to the brochure & corporate outreach (the Committee will discuss in an email thread after and Mr. Wozmak will communicate with Ms. Bendel and Mr. Jacobs on messaging and outreach):

- Brochure:
 - List available lodging for visitors
 - Less recreational pictures and more that target corporate needs (such as last minute, quality catering before boarding)
 - Highlight Ms. Bendel's business (she or her staff greet every visitor personally)
 - Discuss housing and other support flight departments will need (e.g., the new apartments and condos downtown)
 - Promote the proximity of maintenance facilities; staff can explore the idea of a transient hangar that mobile repair units can use (programs at the Cheshire Career Center could also build interest in aircraft maintenance careers)
 - We do not have the congestion of every other airport on the east coast; we have land while other airports are searching for room to grow
 - Highlight airport improvements like the runways, taxiways, and fencing; chief pilots want to visit airports that are maintained and getting better
- General Corporate Outreach:
 - Reach out to corporate aircraft sales representatives, which would be in-line with new aircraft registration fees (Mr. Jacobs will share contacts with Mr. Wozmak)
 - Businesses—like Wayfair and Fisher Scientific—want bigger planes and places to put them; many have to reposition planes to Boston to pick up owners because there is no space
 - Mr. Wozmak is working to generate more data to share with major airlines, like Cape Air, because they need assurance they can fill 15 seats regularly
 - Challenges include marketing outside subsidies (Lebanon and Rutland have subsidies from the state) as well as the pilot shortage
 - Thomas transportation stopped their Boston shuttle for reasonable prices because they did not have enough demand. Pricing is important to show corporations they can do more business if they get to the airport faster. Still, air might not be faster here because logistics like TSA. Corporate standard is to drive if the destination is drivable in six hours.
 - Keene will be more successful targeting corporate jets than commercial airlines; it is easier to pass through a non-controlled airport efficiently
 - Many corporations want airport fire rescue on site; finding a way to facilitate this, in cooperation with the town of Swanzey, would attract corporate jets

Mr. Jacobs asked the process for building a hangar at the airport. Mr. Wozmak replied he communicates with the Planning Board and administrative staff to develop a land lease and rates. It is mostly negotiation about what the developer needs and what acreage is available. The City Manager added there is standard lease language. Lease terms are variable, though Mr. Wozmak prefers 15-year renewable terms, which are adequate security if someone needs to mortgage a hangar.

4) New Business

a. Runway 14/32

The runway 14/32 reconstruction will be complete by the beginning of September, which means the crosswind runway can reopen after several weeks closed. There is no opportunity to lengthen the physical runway but an opportunity to move the displaced threshold as we continue cutting trees, thus enhancing the usable aspect of the runway. The main runway taxiway extension (to the end of the runway) will begin soon (\$4 million cost).

Mr. Jacobs asked if a narrower crosswind runway effects federal funding. Mr. Wozmak replied funding reflects the design standards of planes that use that runway; current funding covers less pavement than the original standards.

Mr. Wozmak met with NHDOT to discuss 10-year airport capital improvement projects (CIP) that align with federal funding and the City CIP.

The Committee discussed ceremony possibilities to open the new runway officially:

- Ms. Bendel has two more BBQs this year, but there are already associated events so they would not be good opportunities for a ceremony
- The Committee agreed the primary audience of this event should be pilots, not the community. To attract pilots, the event could include:
 - No flowage fee weekends so more planes use the airport
 - If gas prices are subsidized, more planes might fly in, eat at the Flight Deck, and the Committee could greet pilots and give them free ice cream
 - A Saturday morning could be ideal, when pilots already like to fly
 - Such an event would be entirely weather dependent
 - Such a large event at the airport could draw more community attention to the airport
 - Aerobatics practice will likely occur again on September 15 (dependent on runway completion) and could be an opportunity for this event
 - The City is in a position to wave a minimal amount of revenue (a few hundred dollars) to discount fuel sales during the event
 - This could be an open house weekend where pilots can fly-in and see what we offer
 - It is easy to advertise an event like this to pilots with Ms. Bendel's connections, the NH Pilot's Association, hangar tenants, flying clubs, websites, etc.
 - Social media can help advertise the event

Mr. Bendzinski asked about hangar status. Mr. Wozmak replied all hangars are occupied and there is one person on the waiting list. We do not need new t-hangars right now. Some tenants pay through the winter if they are not here, which has been working well; they like to have a hangar already available when they return. Mr. Jacobs asked if there is a way planes can fly in and park for an evening (like an Air B&B for planes). Ms. Bendel thinks insurance might prohibit that and the City manager thinks they would need permission because there are no assignment rights in the lease.

b. Acxiom

Mr. Wozmak reported he is still working to acquire data for marketing but has had little success.

Chair Hansen asked about the broken weather station. Mr. Wozmak replied the temperature and wind aspects are broken but the FAA monitors these malfunctions and are working to fix them.

5) Adjournment

The City Manager summarized the meeting:

- Circulate further brochure edits via email, including additional pictures
- Runway opening event planning
- Going forward, she wants to understand and identify maintenance partners; possibly develop a long-term plan for building a hangar to facilitate such a partnership
- She also wants to learn more about the subsidy process and who we reach out to for corporate jet sales

Ms. Bendel shared Monadnock Aviation updates:

- October 20 – BBQ to host Patient Airlift Services
- A new turbine aircraft (other than CNS) will be based with Monadnock Aviation beginning in November; they will lease the green hangar, freeing the blue hangar for new jets

The Committee did not discuss the next meeting date. Mr. Bendzinski moved to adjourn the meeting, which Mr. Blood seconded and the ADMC carried unanimously. Hearing no further business, Chair Hansen adjourned the meeting at 10:08 AM.

Respectfully submitted by,
Katie Kibler, Minute Taker