

City of Keene
New Hampshire

AIRPORT DEVELOPMENT AND MARKETING COMMITTEE
MEETING MINUTES

Tuesday, May 23, 2023

9:00 AM

Terminal Building
Dillant Hopkins Airport

Members Present:

Elizabeth Bendel – Vice Chair
Curt Hansen
George S. Hansel, Mayor
Richard Blood
Brian Johnson
Kristopher Radder
Peter Temple
Bill Hutwelker
Luca Paris

Staff Present:

David Hickling, Airport Manager – Chair
Rebecca Landry, Assistant City Manager and
Marketing and Communications Director

Members Not Present:

Councilor Mitch Greenwald
Nathan Jacobs
Alona Florenz
Elizabeth Dragon, City Manager – Ex Officio

1) Call to Order

Chair Hickling called the meeting to order at 9:01 AM.

2) Adopt April Meeting Minutes

Mayor Hansel made a motion to accept the minutes of the April 25, 2023 meeting. Mr. Blood seconded the motion. The motion passed unanimously.

3) Airport Marketing vs. Airport Development Marketing.

Chair Hickling opened the discussion by pointing out that they've been focused recently on Business development and how to market those opportunities to increase airport activity, viability & revenues. Recent efforts have included the airport land use study, the development of the Interactive webpage and looking into Consultant/Broker opportunities.

Another aspect of marketing focuses on marketing services at the airport, value to community and general public relations. The airport informational video series now in progress is part of that plan as well as recent public engagements through the local Kiwanis and Leadership Monadnock. Hosting events such as the Humane Society Dog walk, EAA events like “Flying Start and the Young Eagles program. Also promote the airport to the community.

Chair Hickling stated that he and Ms. Landry recently had a discussion with the City Manager regarding the possibility of working with consultant “Guide Studios” who the city worked with on their recent Branding Project, to get input on how they may be able to help us with this part of our marketing. As a result of this discussion Ms. Landry has reached out to Guide Studios to request a proposal from them to see if this is a viable option.

4) Airport Development Marketing Consultant

Chair Hickling updated the committee that he and Ms. Landry had reviewed proposals for airport development brokerage services with City Manager. It was determined that the Market Analysis proposal is feasible and that the cost would be justified. The proposal for brokerage however was not as revenues for the City are limited to the land lease, and their proposal to collect 10% +/- over full term of lease as their brokerage fee would make this financially impractical. Chair Hickling added that this is not necessarily a game stopper. We will look for a work-around, some other option, or try to negotiate another fee structure.

Ms. Landry further explained the issues with revenues from airport development being split between the City and town of Swanzey, and how that plays into this proposal.

5) Airport Development Website

The interactive airport development webpage should be live with a link added to our website this week. Chair Hickling asked the committee to please take a look at the website development page, he would like any feedback or suggestions on how we could make this stronger, clearer or better.

6) Airport Video Series

Chair Hickling referred to the video that was posted on the city social media last week showing and explaining an aircraft refueling process and asked how many had seen it. The video was then shown to the Committee, which showed a positive response. The quality of the

It was explained that this was the first of the video series and that there would be more of Monadnock Aviation as well as many others. Chair Hickling explained that he had talked to several other airport businesses and users who had agreed to participate in the video series including Monadnock Choppers and Mama McDonough’s, and a Nanotech employee who uses his aircraft to travel to see family every weekend. The E.A.A. has a “Young Eagles” event scheduled for June 10th which we plan to highlight in one of these videos as well as Eversource who can share how the airport serves them in their operations.

Other suggestions for possible videos were made, including some tenants that use their aircraft for their small businesses.

Mr. Radder suggested sharing promotional videos with FACT KEENE and Falls Area Community Television Keene. Ms. Landry stated that she would look into those possibilities.

7) **General Discussion**

Chair Hickling introduced Airport Operations and Maintenance Manager Ben Albert to the Committee and comment on his valuable contribution to the airport. Ms. Bendel and Mr. Johnson both praised Ben for his talents and commitment to solving any issues that arise.

8) **Adjournment**

There being no further business, Chair Hickling adjourned the meeting at 9:31 AM.

Respectfully submitted by,
David Hickling, Airport Director