

City of Keene
New Hampshire

AIRPORT DEVELOPMENT & MARKETING COMMITTEE
MEETING MINUTES

Tuesday, April 24, 2018

8:30 AM

Dillant-Hopkins Airport Terminal

Members Present:

Kendall Lane, Mayor
Peter Delaney
Joe Bendzinski
Rod Thompson
Curt Hansen
Bill Hutwelker (left early)
Nathan Jacobs
Elizabeth Bendel

Staff Present:

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

Monadnock Aviation:

Beth Bendel, FBO

Members Not Present:

Mitch Greenwald, Councilor
Nathan Jacobs

1) Call to Order

Mr. Wozmak called the meeting to order at 9:07 AM and roll call was conducted. Guests attending included Brian Johnson and Ed Munoz of the C&S Flight Department.

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

The Airport Manager advised the Committee to contemplate the nomination and election of a Chair and Vice Chair for the next meeting.

The Airport Manager introduced the City Manager to the Committee. The City Manager stated the prior functions of the AAC involved the day to day operations of the airport. She stated that when she began her position with the City of Keene it was easy to see after being present for one or two meetings it was evident that everyone has done a great job. The City Manager stated the focus now as the Committee moves forward is to focus on the needs of the airport by marketing the airport as an asset for the region. In addition, marketing the airport will help with economic development and will also tie into the rest of the economic development that is happening in the City and region. The City Manager explained that changing the charge of the Committee makes this goal more clear and concise.

In addition, the City Manager stated that she finds that if the Committee is able to engage residents and community members in a way that uses everyone's strengths it will be more impactful.

She then recommended the Committee have a brainstorming activity to determine what strengths and ideas the Committee has to market and develop the airport. The City Manager said the goal is to assign roles to the recommendation and to research the idea and then report back to the Committee at the following meeting. She noted this would help broaden the reach and start the momentum to move forward with a marketing plan. In addition, the City Manager reported she had a meeting with the NH State Director of Travel and Tourism last week that led to some important leads and also some good ideas and resources that could be brought to the table.

The City Manager said the goal is to look at marketing inside the airport building but also around the airport as well because activity in the area will influence the airport. In addition, she reported that she and Mayor Lane had several meetings with local businesses to ask them if they are using airport or would be in need of using the airport. The City Manager strongly emphasized there is a need for people to advocate for the airport. She recommended the airport have a stronger presence on social media by using online social networks such as Facebook and Twitter.

The City Manager then explained that once a marketing plan has been established there needs to be a strategic plan in place. She reported one lead that was given to her was the connection to Brattleboro and the suggestion to reach out to the Chamber of Commerce to ask where people in Brattleboro are flying. The City Manager suggested the possibility of advertising the airport with the Brattleboro Chamber of Commerce.

The City Manager said another example of good public relations for the airport was the article written in the Keene Sentinel about Committee member Ms. Bendel. She explained this article recognized the airport due to Ms. Bendel operating her origination here at the airport.

Mr. Delaney asked why the owner of the Flight Deck, Tracy Keating was not a part of the Committee. The City Manager explained that Ms. Keating does not have enough time as she is also a member of the Downtown Revitalization Committee. Mr. Delaney added that Ms. Keating's input is important and that the Committee should have her consulting. Mr. Wozmak stated that he will add her to the email list distribution list in order to be kept informed. In addition, he stated that he could add other people to the list if needed. The City Manager further explained that there are only a certain a number of spots available on the Committee. She reported the City is looking to bring on Brian Johnson of C&S to fill this connection.

Mr. Delaney asked if there is there an association with the tenants in the T-hangar's such as the previous Monadnock Pilots Associations. Ms. Wozmak replied that he was not aware if any of these associations existed. Mr. Thompson suggested putting the owners of the T-hangars on the email distribution list. Mr. Wozmak and the City Manager agreed that adding the tenants was important.

3) Airport Manager's Verbal Report

a. Marketing PR

Mr. Wozmak stated that his marketing plan has been to identify companies by researching their annual reports and SCC filings to get a sense of their growth goals. In addition, Mr. Wozmak will also look at what comments these CEO's are making and then tailor a letter to directly to them stating how the airport could better serve their needs. He reported that he sent out between 26 and 30 letters.

Mr. Wozmak asked the Committee to bring forward any company that would be a great fit for the airport.

b. Website Development

Mr. Wozmak reported that the City has redone the website and as times goes on the Committee could help add more information to the website.

c. New Hangar Projects

Mr. Wozmak reported there is a new hangar project north of the old firehouse that is ready to break ground. He noted they have been waiting on the FAA form 7460 with building clearances in height.

In addition, he reported there have been a couple of people that have expressed interest in building hangars that are private hangars and land leased. He noted the value of the buildings will pay real estate tax to the Town of Swanzey and pay land leases to City of Keene. Mr. Wozmak reported the airport was virtually 100% occupancy.

4) Discussion of the role, activities and goals of this new Committee

The City Manager asked the Committee to brainstorm their ideas, opinions and suggestions on what the Committee should work on next in terms of how to best market the airport.

The Committee's ideas, opinions, and suggestions are as follows:

- Mr. Thompson suggested putting the directional signs to the airport back on Route 12 and place other signs around the City directing people to the airport. Mr. Wozmak will contact the NH DOT and find out what type of signs they provide for airports.
- Mr. Bendzinski recommended having shorter time between events at the airport. He suggested the possibility of having a drone club or other events of this nature to keep people coming back. Mr. Wozmak reported there is a B17 flying in on September 24th and will be at the airport on September 25th and leave on September 26th.
- Mr. Moriarty recommended posting events on social media such as Facebook. He volunteered to communicate these events to IT to be posted on the City's Facebook page. The City Manager stated that she follows the Flight Deck on social media and noted how the Flight Deck uses Facebook Live. She suggested this may be an idea for the airport to use to promote events to the public. In addition, she suggested creating a calendar of events at the airport and finding different ways to communicate this to the public. Mr. Moriarty stated there needs to be another air show and noted the air show put on by Ms. Bendel did not receive a lot of support from the City. He stated that air shows are events that people remember. The City Manager explained to the Committee there was a time when the airport was looked upon as a burden and that has shifted and now more people are realizing the airport is an asset. In addition, she said the work at the airport needs to be connected to the work in the downtown area.
- Ms. Bendel stated that one of things she did to minimize risk to Monadnock Aviation was to start a nonprofit with New England Aeronautical Society that has a 501c3. She noted this is available for events and activities that often times can accept donations. She noted this was something available to the airport.
- Mr. Hansen asked if Mr. Wozmak could provide a list of the companies he sent letters to and asked how the list coordinated with the whole community for business development. Mr. Wozmak replied there is no a link at this time and was an initiative that he took on his own. Mr. Hansen asked if that was a gap. Mr. Wozmak replied in the affirmative and

explained that prior to the City Manager there was a lack of clarity as to what the role of the City should be in economic development to the airport. Mr. Delaney asked if anyone in the Committee was on the Monadnock Economic Development Committee. The City Manager replied that Councilor Hansel is on that committee and Jack Dugan talks to the City on a regular basis about projects. She noted most recently the City was focusing on the Marlborough Street corridor. Mr. Wozmak noted that the Kingsbury site may be a match for a company that needs access to an airport. The City Manager stated that she would contact MEDC and invite them to a meeting to discuss the updates between the two committees and to determine if the work could be tied together. In addition, she stated she wanted to have a stronger relationship with the Keene Chamber of Commerce. The City Manager stated she would handle contacting the Chamber of Commerce and MEDC.

- Mr. Wozmak will provide the Committee with a list of the letters he sent in order for the Committee to help expand the list. He explained that he focused on companies he felt would be interested in the airport. Mr. Wozmak stated the Manchester Airport is getting more congested and the goal would be to peel off some of that activity and successfully reroute logistically the framework to come up Highway 91. He said every airport on the East Coast is congested and operating on a 1960s infrastructure. In addition, he noted how all of these delays associated with congestion cost money. The City Manager reported the NH State Director of Travel and Tourism stated there is the ability to determine who is parking at airports. Mr. Wozmak stated that he would like to create a database to understand how many people spend money to travel by ground to the airport and live in this region. He explained there is a way to access how many people, sorted by zip code spend the night at an airport. In addition, he said that Cape Air has been very clear that the airport would need to fill a 9C plane regularly before they could schedule a flight. Mr. Wozmak noted accessing this information has been an impediment. Ms. Bendel volunteered to research this database and report back to the Committee.
- Mr. Hutwelker reported the Tri-Town Group's next phase is to hire a recruiter that consists of a group that is going to recruit businesses to the area. Mr. Hutwelker stated that he would set-up a meeting with this group.
- Mr. Hutwelker stated that under Governor Sununu economic development is being funded. He reported there have 5 inquiries for the mill in Swanzey all of which came through the state. The City Manager will contact the NH Department of Resources and Economic Development for a meeting.
- Mr. Hutwelker will contact Sara Carbonneau, Director of Planning and Community Development for the Town of Swanzey to discuss the ERZ Zone and the TIFF district in Swanzey.
- Mr. Wozmak will provide Committee with a map displaying the developable pieces of property.
- Mr. Johnson suggested developing another instrument approach from the north. Mr. Wozmak reported that he did look into this and did receive some coordinates from the FAA for what it would take to have the instrument approach from that angle. He noted that one of the problems is the hills. In addition, the flight path would directly come over downtown all the time. Mr. Thompson stated that he was under the impression the airport was doing all of the tree removals partly for electronic navigation. Mr. Wozmak said they cut these trees because they were in the flight path and caused the Papi lights to be turned off at that end which limits the nighttime circling. He said with those trees gone they can now certify the trees have been removed in the latitude and longitude locations that have been pinged by the FAA and are now able to get the Papi lights back on. He said today, they removed one tree that made an ODP not authorized on 20. Mr.

ARPAB Meeting Minutes
April 24, 2018

Wozmak said due to the Papi lights being turned off several years they will have to conduct a flight survey that proves to the FAA that the trees have been removed. He noted there are still some trees that are in neighbors' yards that are still an issue.

The City Manager thanked members of the Committee for their thoughts and ideas. She stated the next step is to start researching all of the ideas discussed at this meeting.

Discuss the day and time of the next meeting

The Committee agreed to hold meetings on a Tuesday starting at 9 AM.

7.) **Next Meeting-** May 22, 2018 at 9AM

8.) **Adjournment**

Hearing no further business, The City Manager adjourned the meeting at 10:17 AM.

Respectfully submitted by,
Jennifer Clark, Minute Taker