

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

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

**Tuesday, September 22, 2020**

**9:00 AM**

**Remote Meeting via Zoom**

**Members Present:**

Nathan Jacobs  
Curt Hansen, Chair  
Brian Johnson  
Richard Blood  
Elizabeth Bendel, Vice Chair  
Mitchell Greenwald, Councilor  
Joseph Bendzinski  
Bill Hutwelker

**Staff Present:**

David Hickling, Airport Director  
Rebecca Landry, IT Director  
Elizabeth Manager, City Manager

**Members Not Present:**

**George S. Hansel, Mayor**

**1) Call to Order**

Chair Hansen read a prepared statement explaining how the Emergency Order #12, pursuant to Executive Order #2020-04 issued by the Governor of New Hampshire, waives certain provisions of RSA 91-A (which regulates the operation of public body meetings) during the declared Covid-19 State of Emergency. He called the meeting to order at 9:04 AM.

**2) Adopt Meeting Minutes**

Mayor Hansel made a motion to adopt the meeting minutes of August 25, 2020. Councilor Greenwald seconded the motion, which passed by a vote of 7 to 0. Mr. Johnson did not vote due to technical difficulties.

**3) Airport Marketing Presentation by Monadnock Broadcasting**

Mr. Hickling introduced guest Joanna Zambella from Monadnock Broadcasting. He explained how Ms. Zambella heard him speaking about the airport at an event, and about his and the ADMC's desire to grow the airport's positive image in the community, and she contacted him to ask how Monadnock Broadcasting can help. The two of them had conversations about how to

promote the airport to the community as well as get the word out to potential developers. Ms. Zambella has a presentation to give.

Ms. Zambella stated that in thinking about how to help the airport, Monadnock Broadcasting came up with two objectives: 1) community branding: How can we improve the perception of value of the airport to the community, and 2) How do we nationally recruit new aviation businesses?

Ms. Zambella gave an overview of what Monadnock Broadcasting is and the work that they do in radio and digital marketing, and how those two go together. She shared some statistical information, such as: Monadnock Broadcasting reaches over 90% of the people in the area every week, year after year. She spoke about how WKNE and WKBK are the two primary, local vehicles of the Monadnock Broadcasting's ten stations to reach people, how popular they are, and how these radio stations would be the best option to reach the local community in order to increase perception of the value of the airport to the community. She played two example advertisements for the Dillant-Hopkins Airport that Monadnock Broadcasting created, stating that they were designed to get people to think about the value of the airport and to get engaged with the airport. She played two examples of local radio DJs chatting with each other about the airport, airport events, and the airport restaurant.

Ms. Zambella spoke about the types of advertising Monadnock Broadcasting uses on its website, to put in front of people who navigate to the website, such as rotating block ads, and videos. She played an example video ad and spoke about the positive response she received from it. She spoke about targeted digital display advertising, which is advertising Monadnock Broadcasting sends to specific, targeted audiences in a certain geographic area and/or of a certain demographic. She showed examples of such ads, and explained how they could choose the demographic who would be most responsive to the ads – people of a certain age, a certain income level, within a certain region of a map, etc., who they determine are more likely to fit a targeted market. The ad could be targeted to a specific audience in a way that results in a person viewing the ad 33 times and thus being more likely to click on it. She spoke about the power of the targeted digital display ad in reaching potential businesses via “geofencing.” She explained how a display ad could be focused on a specific geographic location, however narrowly or widely you want, and gave an example – people waiting in line at a fast food drive-thru received a display ad on their phones from a competing fast food restaurant across the street offering a better deal. It can be that precise. She spoke about how targeted display ads could reach the limited number of charter and cargo carriers that exist in the nation, to get someone to consider building a hangar at Dillant-Hopkins.

Ms. Zambella presented a plan for the Dillant-Hopkins Airport marketing: 15 ads a week on WKBK, with a weather sponsorship every morning, and audio interviews with Mr. Hickling and whoever else they want; the same thing on WKNE; plus the block ads and e-blasts; community event sponsorships, at least a couple times a year; and the targeted digital display ads with the

geofencing. She stated that this is a campaign she believes would work. She continued that another great vehicle would be Mayor Hansel's radio show.

Mr. Hickling thanked Ms. Zambella. He spoke about how he particularly likes the geofencing idea and how effective it is, and how great it would be to be able to target areas of the country that have a high density of companies that have a shortage of hangar space, to consider relocating to Keene.

Mr. Jacobs asked about the cost. Discussion ensued. Mr. Hickling stated that they would probably have to go through the RFP process. He continued that his hat is off to Ms. Zambella for taking this idea and running with it and presenting this project for them to consider. Ms. Zambella gave more information about costs and stated that she wants to make it clear that the plan she presented could not run for just a few months – it would need about a year to see results.

Ms. Landry thanked Ms. Zambella for the presentation and ideas, and asked/stated: ads or interviews on local radio means capturing the local market, whereas digital advertising has a much broader market. They are different segments of targeted audiences, so the City can make decisions based on whom they are really trying to reach. Ms. Zambella replied yes, that is how it was designed and they work in concert with each other.

The question was asked, if businesses such as Monadnock Aviation, the restaurant, and Monadnock Choppers would join the City in paying a portion of these marketing costs. Mr. Hickling replied that he would have to talk with them; he has talked with Ms. Bendel, who suggested that she might be agreeable to paying some of it as long as it was helping promote her business, too.

Mr. Hickling thanked Ms. Zambella for her presentation. Ms. Zambella left the meeting.

#### **4) Airport Marketing Discussion**

Mr. Hickling expressed appreciation for Ms. Zambella's work and stated that the budget she stated per month is beyond what the Airport has available for marketing per year, but they may be able to do a part of it. He asked for people's thoughts.

The City Manager spoke positively about Ms. Zambella's presentation, especially the part about working locally to build support from the local community. Recruiting potential other charters and aircraft to build hangars here is important too, but they have been talking a lot about trying to build local support for the airport and get people to understand its value. She is not sure how they would do a RFP for this. There is the possibility for the City to do something; she will talk with Ms. Landry, who is doing some other marketing work right now. They want to make sure what they do ties in well with what the Chamber is doing with their larger branding effort for the region, although they should not wait for the Chamber. This has great potential. Maybe they could just start with the local marketing.

Mayor Hansel stated that he wants it to be clear, for the record, that he is not participating in this discussion because he has a business relationship with Monadnock Radio Group.

Discussion continued about budget. Mr. Hickling stated that he would reach out to the tenants and see if they are willing to contribute. Ms. Landry stated that the City is doing a broader, digital ad campaign, as City Manager mentioned, and she has highlighted making sure the Airport is included. Mr. Hickling thanked her and stated that he particularly loved hearing Monadnock Broadcasting's examples of radio DJs' chatter about airport events, and he agrees with the City Manager's comments. It would be great to have an air show, runway 5K, food festival, or other event.

#### **5) Air Service Feasibility - Update**

Mr. Hickling reported that there was a meeting last week with the stakeholders. He continued that they reviewed the data CMT provided with the catchment area and leakage study. It is great information and will be really valuable using that data for soliciting air service; it shows there is a potential market to add air service here. Given the budget at this point, and given the pandemic and how the airline industry is being hit hard, the timing is not right for trying to attract new service right now. He and the stakeholders group do not think it makes sense to move forward in spending the money on phase II with CMT. There are some things they can do internally, maybe working with the Chamber and KSC students to do some additional research. There are some plans to work on over the next year.

#### **6) Capital Projects**

Mr. Hickling stated that they were expecting three grants. Two were included with the last NH Block Grant announcement from NHDOT this month. The extension portion and the reimbursement are included with that. Right now, they are with the Governor to be processed and executed through the State. The third grant is the supplemental discretionary for the 1.6 million dollars to do the reconstruction portion of the taxiway. That grant was not included in the last Block Grant but they expect it this month. Given the time of year it is, there most likely will not be construction this year, which is disappointing, but it is hard to get construction work going this late in the year. They will be able to execute the agreements with the contractors so everything is set to go for construction season next year.

Mr. Hickling asked if anyone else had anything to discuss. Ms. Bendel asked him to talk about the status of the fuel farm. Mr. Hickling stated that DuBois & King is working on bids to buy the tanks. He continued that he thought they would just be buying the tanks themselves then hiring a contractor to put them in, but they are built in one big unit – so the tanks, the pumps, everything is going to be built and assembled off site and delivered as a unit. It will then be unloaded and set on the pad. Thus, buying the tanks is really buying the whole system, so they will have to bid that out which we hope to do in the next couple weeks. They are

hoping/planning to get the concrete poured this fall. Ms. Bendel expressed concerns about the timing. Mr. Hickling replied that he would talk with Mark and get Ms. Bendel an update on the timing.

Mr. Bendzinski asked if they always have to bid out those services, especially when a vendor only does the service one time or does one thing, or if only one vendor can do it? Mr. Hickling replied that there is the possibility to do sole source if you can show that only one vendor can do it, but they have to make sure they are getting the best deal for the cost, which is why they go through the RFP process. He asked Mr. Bendzinski which project he means. Mr. Bendzinski replied the fuel farm system. It seems like there are not many vendors who could do that kind of work. Mr. Hickling replied that is correct and most likely using the NH vendor would be the best because of the cost of shipping, but they still have to do their due diligence and make sure they really are getting the lowest price.

Chair Hansen asked if there was anything more to discuss. Ms. Bendel stated that she has heard that an operator she had never heard of, Boutique Air, is getting really aggressive at starting new markets. Mr. Hickling replied that he knows of them; they have been mostly in the Midwest. Ms. Bendel replied that they are here and are flying PC-12s, which is a perfect platform for this airport. Mr. Hickling replied that that is an airline they would target, then – he had not considered them because he did not know they were anywhere in the east coast. He thanked Ms. Bendel for the information.

There being no further business, Chair Hansen adjourned the meeting at 9:51 AM.

Respectfully submitted by,  
Britta Reida, Minute Taker