

Airport Advisory Board Meeting Minutes

October 27, 2009 – 3:30 PM

Lakeland Linder Regional Airport
Conference Room A

Members in Attendance:

Mayor Ralph “Buddy” Fletcher, Chairman
John Burton, Vice Chairman
Tom Dunn
Jeff Kincart
Joel Adams

Members Absent:

Robert Knight
Ken Willaford

Also in Attendance:

Tony Delgado, Deputy City Manager
Justin Troller, City Commissioner
Nan Walsh, Assistant Airport Director
Teresa Cornett, Property Manager
John Von Preysing, Accountant
Samantha Blaschke, Airport Admin Assistant

I. Introduction:

At 3:30 PM, Mayor Fletcher (Chairman), noting a quorum was not present, welcomed everyone and called the meeting to order. At 3:35 PM, upon the arrival of one Board member a quorum was noted.

II. Approval of Minutes:

Approval of the Minutes was deferred to the end of the meeting. At the close of the meeting Mayor Fletcher asked if everyone had received and read the minutes from the last meeting. John Burton made a motion to approve the minutes, Joel Adams seconded the motion and the minutes were unanimously approved.

III. Old Business:

A. Airport Staff:

1) Minimum Standards – Survey Synopsis

Tony Delgado explained at the last meeting, the Advisory Board had asked that the survey be revised. The survey was revised and was redistributed. The survey results are now in and have been provided to the Board with a Synopsis of the 16 surveys that were received. One of the key areas that came out of the survey was finding ways to attract new businesses. There was also a concern relayed to lowering the standards so much that they no longer mean anything. This is not something that can be accomplished in a day. A workshop is necessary to discuss the Minimum Standards in lieu of an Advisory Board Meeting. This workshop should include the Board and a handful of selected tenants to sit on the panel and would like for it to be scheduled in December or January. Joel Adams feels the workshop would go hand-in-hand with the new Director. He said he is willing to put the effort into having the workshop. Tom Dunn feels we should wait for the new Director to be here for the workshop.

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John Burton feels that the workshop is a good idea and that it should include the tenants.

The Mayor asked for introductions from the audience; Tim Shay finalist for the Airport Director introduced himself. Also in attendance was Dave Moore the Air Traffic Manager with RVA. Mr. Delgado said as of October first the City is no longer running Airport Operations at the tower; it is now under contract with RVA, Inc. All of the City employees except for one person are still at the tower working under contract with RVA.

2.) Leasehold Impact

Tony Delgado explained at the last meeting the Board had asked staff to provide a report regarding leasehold impacts. John Von Preysing explained over the next 12 month period there will be 14 leases that are going to be subject to rent modification. Of the 14, 12 are subject to annual CPI adjustments, right now the CPI is in a negative. Due to the negative CPI they will be subject to a decrease in rent. In addition over the past year with the economic environment several tenants have had problems with meeting their rent. The City has met with each tenant and through a formal process of providing financial information and through lease modifications the City was able to keep them operating at the Airport and were able to keep cash flow at the Airport. Mr. Delgado said we have strived to work with the tenants as much as we possibly can. A recommendation for a six month hold on rental increase for the T-Hangars was approved by the Commission. The rent increase of the T-Hangars will be reviewed again and will go back before the Advisory Board and then to the Commission after the first six months.

3.) Marketing Overview

a.) Website

Mr. Delgado said there has been a concern with the lack of marketing at the Airport. One of the ways we are now trying to market the Airport is through the website. A new Lakeland Airport website has been developed and will help promote the airport and the businesses on the Airport. Samantha Blaschke explained that the new website can be viewed at www.lakelandairport.com. There are still openings for businesses to go onto the website in the Businesses and Services section. As more people become aware of the opportunity to promote their business the hope is they will provide the information to go on the site. Mr. Delgado said this was a key aspect that needed to happen and there are no costs associated to the tenants to advertise their businesses on the airport website.

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b.) Terminal Advertising

John Von Preysing said staff met with the Central Florida Visitors Bureau regarding a static display which will hold pamphlets and business cards and a directional map to be placed in the main lobby downstairs. There will be a 3 foot by 5 foot location map on each end and a place for pamphlets and business cards. The business information will mirror what is on the web. There will be a list of buildings and businesses which will include directions to the business locations. Mr. Delgado said he would like to thank the Central Florida Visitors Bureau and the Chamber of Commerce for working with staff on this project. Staff will also look into static advertising displays to be placed in the terminal. The Mayor suggested easel displays. Mr. Delgado said there might be too many easels due to the number of businesses on the airfield. Mr. Delgado said he would like to see a sense of unity in the advertising.

c.) Marketing & Sales

Teresa Cornett said she attended some trade shows and received several contacts. She said she felt the Airport was moving in a positive direction. John Jerue Truck Brokers has recently completed a beautiful build out on the second floor at 3200 Flightline Dr. at Airside Center. The Airport has completed an extension of Flight Safety land lease. The Airport is in the process of negotiating two leases on the field which still need approval from the City Commission. The Airport has shown space at Airside Center to several large aviation prospects. Mrs. Cornett wanted to thank Sun 'n Fun for allowing the Airport to join them at NBAA and Rick Garcia for facilitating the partnership. Good contacts were made with many aviation people.

d.) T-Hangar Survey - completed

Mrs. Cornett said at the request of the Board, staff has completed a T-Hangar survey which was sent out prior to the meeting. The Airport is in the middle of an electrical upgrade to the older two rows of T-Hangars which should be accomplished in a two to three week period.

Mr. Delgado said comments were received regarding the survey from tenants and some felt it was not totally complete. Real specific items were not captured on the initial survey but a more in depth survey can be done if the Board would like to see that. It will take longer to complete. Joel Adams said he would not want it to detract from the other important business that staff is working on. John Burton said this should be an ongoing process but felt this was a great start and would welcome any comments. Mr. Burton feels we should stay on top of things and would like it done on a six month basis at the longest and then eventually one could be done quarterly at some point. The Mayor felt that would be too often. Mrs. Cornett said Tampa does one on an annual basis. Mr. Adams asked if the City ratified the Airport rates, Nan Walsh said it was not but was in draft format. Mrs. Cornett said there is a

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national company that does a survey of aviation rates all over Florida and it should be completed by the end of the year, that report will come out on an annual basis. Mr. Delgado said we do have contacts around the state, and are trying to find base lines and will then start using that. Jeff Kincart said we should have what amenities they include and the location.

B. Board Members:

John Burton said NBAA's attendance was down significantly this year. He said they did make good contacts but it was a real eye opener at the reduction in attendance this year.

IV. New Business:

A. Airport Staff:

1.) Introduction of David Moore, Air Traffic Manager – RVA, Inc.
Introduced in previous section.

2.) Grant & Major Projects Update

a.) Master Plan Update – Stakeholder and Technical Task Force

Tony Delgado said one of the major update items is the Master Plan; one item was to put together a stakeholders group to work with the Board. Staff sent the Board a request for members of this stakeholders group. A list of potential members is provided in the Boards packets. Stakeholders that are on the Airport and key stakeholders within the City have been provided. This is a potential list of participants and would like for the Board to review and determine if anything needs to be added or changed. This update cannot be accomplished in one meeting, it will take several meetings and will take time. This list will require their acceptance, these are only potential participants. Todd Zimmerman our consultant will oversee both of these groups.

b.) Security Gates and Access Control

Nan Walsh discussed the security gates and access control. She explained that phase one has just been completed which included changing out the hardware on the gates. Staff anticipates adding three more gates which is pending funding. Phase two includes badging additional people; over 300 people have already been badged. Staff will be reviewing and updating policy and training materials.

c.) All Other Projects

Nan Walsh touched on a few of the maintenance projects. She explained the design is funded for the realignment of taxiway Juliet which will widen the taxiway; it is a design only project. The realignment of taxiway Hotel which will straighten out the taxiway is in conjunction with the current

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master plan. A regional pond west of that location is being designed. A pavement upgrade project will start in the next couple of weeks; this is a sealant upgrade to insure the life of the pavement. This will take place on taxiway Hotel and Gulf, the Warbird ramp and taxiway Delta. It will also include the taxiway into the LPD hangar by the Airside Center. This project will use Airport funding and is considered repair and maintenance. An air traffic control tower site study and fuel farm site study are being conducted; this is important because of the Master Plan update. Design and installation is funded for an AWOS and should be operational late this year. Lighting on Taxiway Echo is another project which has been funded. An Airfield Sweeper truck was purchased that should be here by the end of the month or beginning of November. An additional project is the replacement of the lighting transformers and circuits on taxiway A. The fire suppression system at Airside Center is in the process of being upgraded. Mr. Delgado said these types of updates will be provided at the next few Advisory Board meetings.

3.) Restaurant RFP

Tony Delgado explained that staff is moving forward with the restaurant; an RFP was drafted and would like to see it published soon. The Board was provided a copy and staff would like to see any modifications they feel are needed before it is published. Purchasing has reviewed and approved the RFP. The Lakeland Center just moved forward with a new food and beverage company called Ovations. They are already in the mix and are trying to establish something. Staff would like the Advisory Board to act as the panel to review the proposals as they come in. The Mayor asked if Ovations will already be here. Mr. Delgado said they want to be a part of the RFP process and is willing to help us. The Mayor asked if they will have to put in all the equipment. Mr. Delgado said if Ovations gets it, they would probably be more of a cafeteria experience. This RFP will be out for 30 days and the timeframe can be extended if necessary. Mrs. Cornett said a number of people have expressed some interest in the past and an invitation will be extended to them. The Mayor said they will have to bring in all equipment and furniture. John Von Preysing said everything will have to be a capital investment by the restaurant. The Board felt the RFP was acceptable and staff could move forward with getting it published.

B. Board Members:
No comments.

C. Agenda Items for Next Meeting:
No comments.

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D. Time and Place for Next Meeting:

Mr. Delgado proposed that the next meeting be a workshop to discuss minimum standards. An email will be sent to the Board regarding whom they feel should sit on the panel. Mr. Delgado asked what the preference of the Board was on the date. John Burton said the first two weeks in January will work well. Mr. Delgado said an email will be sent out with a few dates to choose from. Mr. Delgado said he would like all the Board members at that meeting.

Mr. Delgado said a tenant meeting will also be scheduled closer to Sun 'n Fun and would like all the Board members at that meeting as well. The new Director will be here before the next tenant meeting.

E. Report on Airport Director Search

Tony Delgado explained they have gone through 75 resumes and narrowed down to a workable group of 27 and is now down to 6 candidates. November third will be the first interview and it will be a two day process. It will consist of tours of the Airport and the City and an interview in front of a panel. Community Development will be assisting with tours of the City. On Wednesday the panelist will meet with the City Manager one on one. The goal is to begin negotiations by the end of the week and would like to have someone on board by December or no later than January. Joel Adams said he was very impressed with the candidates. Mr. Delgado said they have already completed written and phone interviews.

V. Audience:

Sal Capra, Hangars 92 & 93, said he would like to get a copy of the Minimum Standards Synopsis. Mr. Delgado said we will send out the synopsis by email and will post it on the website. Mr. Capra also asked to get a Tower phone number; he would like to get calls to ATIS. Mrs. Walsh said this will be a part of the AWOS installation. Mr. Capra referenced the T-Hangar survey and said it goes hand in hand if they are occupied. It is important to know if it is 100 percent occupied and if there is a waiting list and if a deposit is necessary to hold the spot. Mrs. Cornett said she did get some additional information on some items but other places will not share much.

Mr. Kincart asked if the waiting list has been verified. Mrs. Cornett said Sharon Herber has called everyone on the list and is in the process of updating it.

Mr. Von Preysing said we are looking at putting the T-Hangar availability on the front page of the web. A deposit could be considered for the T-Hangar waiting list which may help make the list more reliable. That is something that would have to go to the Board.

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Craig Payne said he would like to also see the survey responses.

Rick Garcia said he wanted to commend everyone for the hard work that has been done since the last meeting. He also made a suggestion on the website regarding the Home page.

Mark Blanton, Atlantic Airlines in the Executive hangars, explained that it was his first time at an Advisory Board meeting but he has read the past minutes. He said there is a lot of discussion on the price of T-Hangars. He said we have a lot to offer here at the Airport but right now no one is flying in. He said we should get a restaurant back in here and need to find out how we can get people to come to us. He suggested getting a lower Avgas for just one day a month and maybe it would get the numbers up so we do not lose the tower. He thinks there should be an electronic display in the terminal rather than a static display. Mr. Delgado said we have explored electronic displays but there is a cost factor. Mr. Blanton suggested selling advertisement for the electronic displays. Mr. Delgado said there is a significant cost and the cost would have to go to the tenants and at this time we do not feel that it is the right time to ask for that. Mr. Blanton asked if a restaurant came in if it could be on a sliding scale because it may not survive. Mr. Delgado said the Advisory Board will have to take the proposals into consideration and the lease amount will be negotiated. The Mayor agreed that the restaurant was a key item at the Airport; he said the restaurant was always full and people were always waiting to get through the door.

Mr. Payne asked if there was flight training at the Airport and if they were still sending people to Tampa for flight training. Mark Moberg with Leading Edge said that was addressed at the last meeting and his company was not sending anyone to Tampa.

Mrs. Cornett said someone has sent information about putting together a Lakeland Linder Airport Expo. The tenant spear heading this Expo is looking into possible dates.

IV. Adjournment:

There being no further comments and/or items for discussion. The meeting adjourned at 5:01 PM.

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Respectively Submitted,

Samantha Blaschke
Airport Administrative Assistant

Mayor Ralph "Buddy" Fletcher
Chairman of the Airport Advisory Board