

Peninsula Airport Commission

July Meeting Minutes

July 22, 2021

Commissioners in attendance:

Chair: Jay Joseph

Vice Chair: Rob Coleman

Treasurer: Thomas Herbert

Assistant Secretary: Brian Kelly

Assistant Treasurer: Sharon Scott

Commissioners absent:

Secretary: Lindsey Smith

Staff members in attendance:

Executive Director, Michael Giardino

Business Manager, Christopher Walton

Operations Manager, Shaun Kelly

Recorder, Barbara Rumsey

Other Attendees:

Counsel, L. Scott Seymour

Assistant City Manager Newport News, Ralph Clayton

Growth strategy Consultant, Steve Romme

Architectural Consultant, Fabio Bandana

Public Attendees:

None

Mr. Joseph called the meeting to order at 8:00am.

Approve minutes: Mr. Joseph asked if there were any edits to the minutes presented in the packet. Mr. Kelly had sent in some edits. Mr. Coleman made a motion to approve with edits. Mr. Kelly seconded the motion. Voice vote by Roll Call. 4-0. **Minutes Approved.**

Public Comment. Mr. Joseph asked if there were any sign-ups for public comment. Ms. Rumsey replied, none.

Committee reports:

- Finance & Audit Committee report from Mr. Herbert

- Mr. Herbert provided a financial update for June
- The staff is doing a good job of stewardship for the airport
- Thank you to the team
- Mr. Giardino sent a Financial Update to the Commissioners and was included in the Agenda Packet.
- Mr. Herbert asked for questions. There were none.
- Planning & Development Committee Report by Mr. Joseph
 - Mr. Joseph stated that an update on the Corporate Hangar build will be provided in August.
- Governance Committee Report from Ms. Smith
 - Met with Newport News attorney.
 - There is a disconnect on language interpretation in the bylaws.
 - Mr. Ballou will work on the legal side.
 - Greg Garrett and the Executive leadership of GPNow will be involved with air service development.

Mr. Kelly stated that there would be a brief at the next meeting regarding concerns from the Kiln Creek Homeowners Association to include history of the issues. Mr. Joseph and Mr. Giardino has had multiple meetings with the group on this topic.

- Marketing & Public Relations Committee Report by Mr. Kelly
 - Did not meet.

Staff Reports:

- Executive Director
 - Mr. Giardino asked Mr. Walton to introduce Mr. Romme
 - Mr. Walton handed out bullet points for the Commissioners See Exhibit B
 - Mr. Romme presented the growth strategy plan
 - Expedia marketing sales up 14x
 - YouTube Channel
 - Targeted Marketing
 - New PA Announcements
 - Staff training to include customer service
 - Questions?
 - Mr. Joseph asked if the airline would cooperate with load factors.
 - Mr. Joseph asked if pick-up and drop-offs will change for residents.
 - Mr. Giardino replied that everything is on the table.
 - Comments
 - Mr. Kelly added that the team we build is vital to success.
 - Mr. Giardino stated that the underlying challenge is that every time we outperform ticket prices go up.
 - Kelly added that employee recognition and leadership is important and stated that we may be sending the wrong message by meeting offsite.

- Mr. Romme added as an outsider, the staff is tasked with focusing on passengers alone.
- Mr. Romme stated that the ask is to hire Passenger Ambassadors and that will cost money, so we have humans walking around the building assisting passengers.
- Mr. Kelly stated that Marketing and Public Relations will be held at the airport next month.
- Ms. Scott asked if we would be able to use the new brand colors.
 - Mr. Walton replied yes.
- Mr. Romme stated that airlines use Dynamic pricing so the fuller the aircraft, the more money they collect.
- Operations Manager Shaun Kelly presented an update on the construction projects. See Exhibit B
- Mr. Kelly asked what American does when they book at over 100% capacity.
 - Mr. Shaun Kelly replied that they offer to buy the tickets from passengers.
- Mr. Joseph asked if Mr. Bandana has a presentation.
 - Mr. Giardino replied no, he is here to get current drawings to begin on PFC 6.
 - Mr. Herbert asked if 3D scans will be done on the interior and exterior.
 - Mr. Bandana replied yes to both and added that with the additions, we need to take a look to see what the smartest way to move forward will be.

Motion to go into Closed Session.

Mr. Joseph made a motion to go into closed session to discuss prospective business opportunities. Mr. Kelly seconded the motion. Voice vote by roll call. 5-0 Approved.

Mr. Seymour read law for closed session. “Be it resolved, that the Commission enter into a Closed Meeting pursuant to the Virginia Freedom of Information Act, Section 2.23711.A5. Discussion concerning a prospective business or industry or the expansion of an existing business or industry where no previous announcement has been made of the business or industry’s interest in locating or expanding its facilities in the community. Specifically, the closed meeting will discuss prospective Air Service specifics.”

Closed session began at 9:19am.

Motion to reconvene in Open Session.

Mr. Joseph asked for a motion reconvene in open session. Mr. Herbert made the motion and Mr. Kelly seconded the motion. Voice vote by roll call 5-0.

The Commission entered a Closed Meeting at 9:19am and reconvened in an Open Meeting at 9:28am. Upon reconvening it was resolved, that to the best of the Commission’s knowledge, only public business matters lawfully exempt from open meeting requirements, and only such .

Mr. Joseph adjourned the meeting at 9:39am.