

## MEETING MINUTES

### PANAMA CITY – BAY COUNTY AIRPORT AND INDUSTRIAL DISTRICT

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#### **Opening:**

The Board Meeting of the Panama City-Bay County Airport and Industrial District was called to order at 9:00 a.m., January 22, 2014 in the Airport Board Room by Vice Chairman Bruett.

The Invocation was given by Ms. Patty Mitchell.

The Pledge of Allegiance was led by Vice Chairman Bruett.

The Executive Secretary called the roll and indicated that all Board Members were present except Chairman Pilcher and Mr. Carey Scott.

#### **Approval of Minutes:**

The December 13, 2013 Board Workshop Minutes and the December 18, 2013 Board Meeting Minutes were approved as distributed.

#### **Reports:**

Mr. McClellan presented and reviewed the activity report.

Ms. Henderson presented and reviewed the financial report.

#### **Consent Agenda:**

##### **a. TIMCO Aviation Services – Lease Assignment**

This item provides for Board consent for the Lease Agreement between the Panama City – Bay County Airport and Industrial District and TIMCO Line Care, LLC to be assigned to Triad International Maintenance Corporation.

**Following Board discussion, Ms. Moliterno made a motion to approve the consent for the lease assignment of TIMCO Line Care, LLC to Triad International Maintenance Corporation and authorization for the Board Chairman or his designee to execute any necessary documents. Mr. Forehand seconded the motion. The vote was taken and the motion passed unanimously.**

**b. Banner Tow Agreement – SkyWords Advertising, LLC**

This item provides for Board approval of a Banner Tow Agreement between SkyWords Advertising, LLC and the Panama City – Bay County Airport and Industrial District for the operation of aircraft banner tow activities at the Northwest Florida Beaches International Airport.

**Following Board discussion, Mr. Mathis made a motion to approve the Banner Tow Agreement with SkyWords Advertising, LLC and authorization for the Board Chairman or his designee to execute any necessary documents. Mr. Forehand seconded the motion. The vote was taken and the motion passed unanimously.**

**c. Accept Joint Participation Agreement – Aircraft Ramp Project**

This item provides for Board acceptance of an FDOT Joint Participation Agreement that will provide funding for the aircraft parking ramp and a public access road to the general aviation area.

**Following Board discussion, Ms. Moliterno made a motion to accept the FDOT Joint Participation Agreement and authorization for the Board Chairman or his designee to execute any necessary documents. Mr. Forehand seconded the motion. The vote was taken and the motion passed unanimously.**

**Business Items:**

**a. Moore Communications Group – Annual Report**

This item introduces representatives from Moore Communications Group, the airport's marketing firm, to provide a presentation to the Board of the Annual Report outlining the firm's accomplishments over the past year.

Ms. Jordan Jacobs and Mr. Patrick Sheffield with Moore Communications Group (MCG) lead the presentation that provided an outline and review of the four major components that were targeted for the airport. They discussed the improvements made to the website and the impact that social media has furthered for the airport over the past year. The following is a list of the major areas that Moore Communications Group highlighted during their presentation:

1. Media Relations
2. Advertising
3. Advocacy
4. Digital Media

Ms. Jacobs and Mr. Sheffield stated that throughout this past year, MCG has worked collaboratively with local media to secure positive coverage for ECP. They worked with both local television stations, the News Herald, many regional magazines, as well as visitor's guides for Bay and Walton counties and Tyndall Air Force Base.

They discussed the improvements made to the airport's website and advised that there were over 276,000 website visitors during 2013. In addition, they discussed the introduction of ECP's first E-Newsletter titled *On the Horizon*, which is distributed to subscribers quarterly.

Board members thanked MCG for their successful efforts and accomplishments over the past year. This item was for informational purposes only and required no formal Board action.

**b. Moore Communications Group, Inc. – Professional Services Contract Extension**

This item provides for Board approval to extend the contract of the Professional Services Marketing and Communications Services Agreement with Moore Communications Group.

In March 2011, the airport entered into an agreement with Moore Communications Group (MCG) for marketing and communications consulting services. The agreement provided for a three year term with reviews of their performance on an annual basis.

MCG has performed numerous tasks over the third term of their agreement ranging from continued support of our communications plan, which includes marketing to our local passengers, web site development and support, news media support, community and project presentations and they played a key role in the development of the sponsorship opportunities with the 30A Songwriters Festival and the Seabreeze Jazz Festival.

In partnership with MCG, the airport will be focusing on air service development, property development and growth in the marketing efforts. The agreement with MCG would expire at the end of March, and the possibility of transitioning to another firm would have a significant impact on the ability to complete these efforts.

Staff is requesting to extend the current agreement with MCG for marketing and communications services until September 2016 to allow Staff and MCG the ability to effectively and efficiently address the issues related to marketing and communications.

In an effort to help control cost, MCG has agreed to an extension and would not increase the fees for the term of the agreement. In the event of a catastrophic event, Staff and MCG would address any additional time and/or expenses before incurred. Funding is available in the FY14 budget and will be programmed in future budget for the support of this agreement.

**Following Board discussion, Ms. Moliterno made a motion to approve the extension of the Professional Services Agreement for Marketing and Communications Services with Moore Communications Group through September 30, 2016, and authorization for the Executive Director or his designee to execute the appropriate documents pending review by airport legal counsel. Mr. Forehand seconded the motion. The vote was taken and the motion passed unanimously.**

**Executive Director Reports:**

**Hangar Door Repair:** Mr. McClellan advised the Board that the hangar door repair for Bay Aircraft Owners had been completed.

**Covered Parking Project:** Mr. McClellan advised the Board that the Covered Parking Project had been completed and parking in the covered lot was available.

**Ramp Parking Project:** Mr. McClellan advised the Board that the Notice to Proceed had been issued for the Ramp Parking Project.

**Bay EDA:** Mr. McClellan provided the Board with an Executive Summary from the Bay EDA which outlined the 2014 shared opportunities.

**30A Songwriters Festival:** Mr. McClellan advised the Board that the 30A Songwriters Festival was a success and ECP had been the official airport recognized by the event sponsors.

**Contract Tower Program:** Mr. McClellan advised the Board that funding had recently been approved through September 2014 for the Contract Tower Program.

**Public Comments:**

There were no public comments.

**Adjournment:**

The meeting was adjourned at approximately 9:55 a.m.

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Patty Mitchell, Executive Secretary

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Till Bruett, Vice Chairman