

CITY OF WICHITA
WICHITA AIRPORT ADVISORY BOARD

Monday, November 4, 2002 - 3:00 p.m.

Present: Tim Austin, Dion Avello, Bill Calloway, Mitch Faroh, Beth Garrison, Michael Ledy, Dave Murfin, Don Slawson, Jay Swanson

Absent: Charles Bouilly, Dorothy McKay, and Carrie Williams

City Staff: Ernie Garcia

Airport Staff: Bailis Bell, Valerie Wise and Jean Zoglman

Chairman Avello called the meeting to order.

Approval of Minutes

Motion by Calloway to approve the minutes of the September 9, 2002 Wichita Advisory Board meeting. Motion carried unanimously.

Airport Promotions for 2003

Wichita Mid-Continent Airport began an advertising campaign in 2002 in order to provide air service information to the public. The airport has agreed with Mesa Airlines, d/b/a Frontier Jet Express to spend up to \$100,000 in advertising Frontier Jet Express at Mid-Continent Airport. The Greteman Group was hired to promote the airport and created the Ditch the Drive advertising campaign. On November 5, 2002 the City Council will act on an amendment to the contract with The Greteman Group to extend their agreement through December 2003.

Beth Chapple with The Greteman Group explained the Ditch the Drive ad campaign. The campaign uses e-newsletters, a website, billboards, radio and TV ads, and newspaper ads. The newspaper ads appear in the Wichita Eagle, Wichita Business Journal, and outlying newspapers. The campaign emphasizes AirTran Airways and Frontier Jet Express. There are currently 867 subscribers to the e-newsletter.

In order to gauge the effectiveness of the ad campaign, The Greteman Group in conjunction with KWCH – Channel 12 conducted an automated call-in survey the week before the campaign was launched. The same survey will be conducted again at the end of 2002. This will determine if the advertising campaign has increased the awareness of air service out of Wichita Mid-Continent Airport. The survey covers the Mid-Continent Airport catchment area.

The bulk of the advertising dollars is spent on TV ads due to the cost. However, there is a considerable amount spent on radio and newspaper ads to reach the outlying areas. The

message in the Ditch the Drive campaign in the outlying markets is different in that it states “Fly Wichita Mid-Continent Airport – it’s worth it.”

AirTran Airways is one of the few profitable airlines in the industry today and it was suggested that this message should be promoted.

Early in the campaign both AirTran Airways and Mesa preferred to promote their fares since fares change so often. However, AirTran Airways’ marketing representative recently agreed to allow The Greteman Group promote fares to Chicago. This promotion will run through midnight of November 7. Radio ads for this week have been changed to promote Chicago fares for as low as \$54.

AirTran Airways has donated two round-trip tickets for two to give away on the Ditch the Drive website. This is one way of encouraging people to check out the website and raise their awareness of air service promotions. Local radio stations have worked with The Greteman Group to come up with various promotions, such as trips to Chicago, Atlanta, and Denver for shopping, concerts, etc.

The Greteman Group is recommending that the Ditch the Drive campaign continue through June 2003. Some changes would be made to the message and billboards. For the remainder of 2003 it was recommended that Wichita Mid-Continent Airport needs a brand and a marketing campaign specifically for the airport. Part of the campaign for the first half of 2003 would include two direct mailings: one to businesses and one to corporate travel departments. Also recommended is a way of thanking passengers for “ditching the drive.”

It was suggested that the amount of money saved in fares be promoted, similar to how United Way tracks its donations.

Chapple requested that the board members submit ideas for the e-newsletter.

It was recommended that a survey be conducted similar to the Sabre study that determined the zip codes of passengers flying out of Mid-Continent Airport to see if people in the catchment area are now flying out of Wichita. The purpose of this study would be to measure the progress made to date. There was some concern that the City of Wichita was subsidizing travelers and the perception was that at least half of the travelers were from outside the City of Wichita. The information would be beneficial to the community in knowing that money from other communities is being spent in Wichita. Also, other communities pledged to the Fair Fares campaign and would find this information beneficial.

Chapple has asked AirTran to bring sales representatives to this market to visit with corporate travel managers and travel agents.

Report on Passenger and Baggage Screening Changes

The Transportation Security Administration has required that by November 19, 2002 all the passenger-screening functions be changed over from private enterprise to the Federal Government. Mid-Continent Airport has complied with this requirement. Also, all passenger screeners at Kansas airports west of Manhattan will train at Mid-Continent Airport. The layout and equipment of the passenger screening area has been changed out to match that of about 400 airports in the U.S. The appearance is better than what previously existed, however, it is too congested. Bell will continue to promote the division to two passenger-screening areas, one on each concourse, with the Transportation Security Administration. The standard that was set by the TSA is that no one should stand in any line more than ten minutes.

The TSA has also required that by the end of 2002, every piece of checked baggage that goes on the airplanes must be either electronically or manually searched. The TSA has contracted with the Boeing Company to design the checked baggage screening. Initially the Boeing Company was recommending the installation of 15 electronic trace detection machines in front of the ticket counters. After a review of this plan by the airline representatives and airport staff, the Boeing Company was asked to come up with a better design. The final plans now place these machines behind the ticket counter walls, which would take up much of the space in the baggage makeup area. Bell is strongly suggesting that the TSA educate the public as to the new procedures.

Master Plan/Terminal Area Planning Project – Status Report

The overall master plan consultant contract for Mid-Continent and Jabara Airports is in the City Manager's office for signature. The Terminal Area Planning Project has been contracted with a consultant. The Federal Aviation Administration requires an independent cost analysis be done if Federal funds are going to be used to pay for the project. A firm has been hired to conduct that analysis. It is predicted that the contract for the terminal area planning project will be signed in a month.

August and September 2002 Statistical/Project Report

Passengers continue to increase. Operations are down due to the closure of the east runway for construction.

Other Business

The board discussed the City Council's action on their request to travel to airport conferences. Upcoming conferences for 2003 will be provided at the next meeting.

Meeting adjourned at 4:30 p.m.

Valerie Wise, Clerk