

**MINUTES OF THE CITY OF WICHITA**  
**WICHITA AIRPORT ADVISORY BOARD**

**Monday, November 6, 2006**

Present: Tim Austin, Dion Avello, Ron Estes, U.L. Gooch, Dwight Greenlee, Charles Fletcher, Willis Heck, Dave Murfin, Jay Russell, Jay Swanson and Bill Ward

Absent: Jeffery St. Clair

Airport Staff: Victor White, Sandy Coykendall, Shannon Feltes-Bauer, Traci Nichols, Tom Nolan, John Oswald, Linda Turley, Valerie Wise, Jean Zoglman

City Staff: Doug Mosier, Senior Assistant City Attorney

Others: Bob Karslake, Midwest Corporate Aviation  
William Mitchell, HNTB  
Brent Wistrom, Wichita Eagle

Chairman Fletcher called the meeting to order.

**Approval of Minutes**

*Motion by Mr. Ward to approve the minutes of the October 9, 2006  
Wichita Airport Advisory Board meeting. Motion carried unanimously.*

**Director's Report**

Administrative Assistant. John Oswald introduced Linda Turley as the new Administrative Assistant for Engineering. Turley's previous employer was USD #259, where she was responsible for grants.

Marketing Campaigns. Valerie Wise gave an overview of marketing and advertising activities. A popular Ponca City DJ is promoting Mid-Continent Airport during his radio program. He was traveling on Friday, November 3 on Allegiant Air to Las Vegas and returning November 6. The promotion started two weeks prior to the trip and will continue after the trip. Hot Fares has over 500 subscribers. The Woman's Focus magazine has an AirTran ad that promotes direct flights to New York City. In the near future, a booking engine will be available on the flywichita.com website. This will enable us to build a database of travelers and learn about travel needs. It will also be useful for promotional activities. An AirTran representative will be in town November 6-7, 2006 to meet with Wichita businesses. A promotional flyer about Mid-Continent and Jabara Airports was distributed at the NBAA. Area schools will provide Christmas music in the terminal December 11-21, 2006.

Wichita Area Outlook Team. W.S.U.'s Wichita Area Outlook Team will meet on Wednesday, November 8, 2006, 11:30 a.m., at W.S.U.'s Metroplex. The purpose of this meeting is to discuss the terminal area redevelopment program.

Bill Calloway's Resignation. Bill Calloway submitted his resignation due to schedule conflicts.

Naming Rights. Mr. White suggested that the airport solicit donations in exchange for naming rights for the terminal building or naming rights for certain locations within the terminal building. The Mid-Continent Airport will continue to be the name of the airport. Mr. Heck mentioned it is necessary that criteria be set up for naming rights. The board members liked the concept. Mr. White stated he would need the Mayor's approval.

### **Air Service Development Incentive Policy**

Valerie Wise presented a draft air service development incentive program. In order to be competitive with other airports in the country, it is important to offer air service incentives. The FAA allows airports to offer incentives on a nondiscriminatory basis for a promotional period. The program would offer incentives for new airline service, for an existing airline to start service to a new destination, and for an existing airline to provide service that will increase passengers to an existing destination. Incentives for a new entrant airline that provides a non-stop service to a new or current destination would include waived landing fees, terminal rents and charges, assistance with startup costs and marketing incentives up to one year. Incentives for an existing airline that provides non-stop service to a new destination would include a three-year credit per enplanement program, which basically waives or reduces landing fees. Incentives for an existing airline that increases passengers to an existing destination would include up to \$5 per increased enplanement to be credited against the airport's quarterly charges. The increase would have to be at least 5% above the previous year's corresponding quarter. Marketing incentives would apply to any new service, would need to be approved by Airport staff, and must include promotion of the Airport. Credits against Passenger Facility Charges are not included in the proposal. Any expenses will be charged against the existing marketing budget.

*Motion made by Estes to recommend to the Wichita Airport Authority to adopt the resolution and program pending review by legal counsel. Motion carried 11-0.*

### **Terminal Area Redevelopment Program Concept Alternatives**

Bill Mitchell, HNTB Architecture, gave a PowerPoint presentation and provided handouts for the board members. The recommendation for the target cost is \$150 million. It is necessary to decide between a single-level or two-level landside terminal in order to continue to the next stage. HNTB Architecture recommends the one-level configuration. The next step is to develop either one or two design concepts based upon the approved configuration. The schematic design is to determine the basic terminal

layout. The next stage is the design development phase followed by the construction document phase to prepare the drawings for the contractors. In order to meet the recommended cost of \$150 million, significant changes will need to occur such as to eliminate the elevated roadway; reduce the targeted size of the terminal area plan; reduce changes to the apron construction; reduce portions of the public parking replacement and use some of the existing parking area; and preserve both sides of the new terminal building's existing roadway. A single-level terminal offers good service for up to four million annual passengers; simplifies future expansion; eliminates future cost for maintaining elevated roadway; and accommodates a pedestrian connection from the future parking garage to the new terminal. There are benefits of having a two-level terminal building, some of which are to separate the arrival and departure traffic; have a greater potential of curb length; will occupy less land area; and provide a better community expectation.

Mr. Greenlee inquired about the cost per month due to delays and if the airport has incurred any costs due to delays. Bill Mitchell said the project is close to being on target but it is necessary to move ahead in order to avoid incurring any cost.

In response to Mr. Heck's inquiry, the passenger projection for 2017 is 1.7 million passengers and the configuration can handle 2 million passengers.

Bill Mitchell advised the board members to plan a Phase II to include a future parking garage. The structure would be in front of the new terminal building with an enclosed walkway. This could provide the possibility to have electronic check-in and baggage kiosks.

There was some discussion regarding the concepts for a future parking garage.

Bill Mitchell mentioned the construction cost would be approximately \$300 per square foot. He also suggested the rental car parking areas be located on the east side of the terminal building. In the event a parking garage is built, it is standard practice to allow rental car parking on the first floor. The concept design will be ready by the end of December. Mr. Russell requested information on Harrisburg Airport.

*Motion made by Estes to recommend to City Council a new terminal with a single-level design with future design concepts from HNTB.*

*Motion carried 11-0.*

### **Other Business**

Mr. White invited the board members to attend the City Art's Design Council meeting on Thursday, November 16, 2006, 11:00 a.m.- 1:00 p.m. at the City Arts building.

Tim Austin inquired about hosting the travel agents after the holidays. He also inquired about the progress of privatizing the baggage handling service. Mr. White had spoken with several airlines and will need to further investigate this subject.

The September activity report shows that passenger traffic was flat, which was an improvement over the previous months of declining traffic.

Mr. Russell commented that the marketing plans appear to be going in the right direction.

The next WAAB meeting will be Monday, December 4, 2006.

Meeting adjourned at 5:17 p.m.

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Traci Nichols, Clerk