

MINUTES OF THE CITY OF WICHITA
WICHITA AIRPORT ADVISORY BOARD

Monday, September 9, 2013

Present: Dave Bayouth, Charles Fletcher, U.L. Gooch, Dwight Greenlee, John Hennessy, Carl Koster, Karyn Page, Thomas Pryor, Dr. Thom Rosenberg, Bill Ward, Brent Wooten, Kurt Yowell

Absent: None

Airport Staff: Victor White, Brad Christopher, Kathryn Keathley, John Oswald, Jean Zoglman

City Staff: Jay Hinkel, Deputy City Attorney

Others: Pat McCollom, ACT 3 Project Manager, AECOM
Brian Youngers, Signature Flight Support

Chairman Rosenberg called the meeting to order at 2:33 p.m.

Approval of Minutes

Karyn Page recommended correction of the word “researched” to “research,” on page two, last paragraph, first sentence of the August 5th meeting minutes.

Motion by Greenlee, second by Page, to approve the corrected minutes of the August 5, 2013, Wichita Airport Advisory Board meeting. Motion carried unanimously.

Director’s Report – Victor White, Director of Airports

The Kansas Aviation Expo will take place on September 27th at the National Center for Aviation Training (NCAT).

The Wichita Flight Festival is at Jabara Airport on September 28th and 29th.

Airport Advisory Board member Rip Gooch will celebrate his 90th birthday with a gala event on September 14th.

The Airport Board was encouraged to begin considering the issues surrounding a petition started by a local radio station (104.5 The Fox) to change the name of Mid-Continent Airport to “Wichita Dwight D. Eisenhower International Airport.” Mr. White expects that the City Council/Airport Authority (WAA) will seek the Board’s opinion on the issue. At this point, Mr. White is not aware of any opinions of members of the Airport Authority on the name change petition. It is understood that the radio station plans to present the petition at the October 15th City Council meeting since Mr. Eisenhower’s birthday is October 14th. The Airport Authority

will not take action at that time, but the petition may initiate a decision process that is expected to involve a review committee appointed by the WAA. Jay Hinkel, Deputy City Attorney, stated that the Airport Authority does not have a policy that specifically addresses a change to the Airport's name, but that the City Council has two criteria when considering naming public places after individuals which may be used in the decision process if the Airport Authority chooses to consider the petition: 1.) the individual must be deceased, and 2.) the individual must have made a unique, local contribution to the City of Wichita.

Mr. White stated that the effort to honor Mr. Eisenhower is admirable and that the former president grew up in Kansas and had many outstanding achievements in his military and political careers. He did not, however, have any connection or specific local contribution to Wichita that is known to staff. But, it is recommended that the analysis of whether to change the name of the entire airport should be focused on the costs, consequences, and spin-off matters that affect the airport, the airlines, airport tenants and stakeholders, aviation system users, and the taxpayers who would have to pay for items related to a change. The legal process of initiating an airport name change is relatively simple, but the domino effect afterward creates concerns and costs for many others who do business on the airport. It is doubtful that the radio station or name change supporters have considered the spin-off effects, disruption, and costs this would create.

According to what Mr. White has been told, the radio station's initial statement for starting the petition basically was that because Wichita is building a "new airport," a new name should be chosen and rolled out at the dedication ceremony. Mr. White stated that obviously a new airport is not being built, but that strictly a new terminal is being constructed. It is not required by any protocol that the new terminal be given a name, just as the current terminal has no name. And, there is also no requirement to change the name of the entire airport simply because there is a new terminal being added to the Airport.

Some of the other reasons suggested by the radio station for changing the name to include Mr. Eisenhower's name include (in no particular order): it will more accurately reflect the prominence of Wichita in the world; it will be more representative of a world class city; that it is important to include the term "international" in the name, so that if airport service grows to add international airline destinations, it is already part of the name and won't have to be changed later; the proposed name will be easier to market; it will attract more passengers; the proposed name will be more recognizable world-wide; it will better reflect the airport's location; it is more world renowned; it is more world class; it prepares the airport for the growth of the community; it is more memorable; and, it will honor the legacy of Mr. Eisenhower and his accomplishments.

Mr. White stated that having the term "international" in an airport's name is not an indication that it does or does not offer international service or has the capacity to do so. Mid-Continent already is an International Port of Entry with two full-time Customs & Border Protection inspectors, and currently has frequent international traffic with general aviation flights and cargo operations. However, in order for the airport to handle arriving international airline flights, Mid-Continent would need a greatly enlarged Customs facility designed for airline-size aircraft passenger loads, which is not practical until a passenger carrier provides an indication that it would like to establish an international route to/from Mid-Continent. If it were built, it would be

strictly speculative as to future airline use. There are also no funds in the Airport's current capital improvement program to move forward with an international Federal Inspection Facility at this time. Changing the name alone will not necessarily attract more passengers or make Mid-Continent more recognized internationally since airlines already know which airports can handle arriving international flights. People in the aviation industry know that Mid-Continent is in Wichita because of the 40 year history of the Airport's name, which was changed in 1973.

Nevertheless, the name change campaign has attracted the attention of the public and has received support from Senator Bob Dole, whose letter is on the radio station's website. The Wichita Eagle also recently published an editorial that seemed supportive of the change. As of today, there are approximately 900 people who have added their names to the petition and supporters have apparently been encouraged to lobby City Council.

Mr. White stated that if the name is changed, the new name must be simple, easy to pronounce, have marketability, and be practical for the Airport to use in advertising promotions, in graphic designs and logos, on roadway signs, and on vehicles and personnel uniforms. The proposed name uses President Eisenhower's full name and is long and quite a mouthful to say verbally, which makes it difficult to use for marketing, especially in media such as radio and TV. If the Airport Authority chooses to use the Eisenhower name, Mr. White recommends that only "Eisenhower" be part of the name, e.g., Wichita Eisenhower International Airport or Wichita Eisenhower National Airport. Chairman Rosenberg stated that the radio station representative he has spoken with could not reference any studies or statistics that support the claims that the Eisenhower name would make the airport more marketable. Bill Ward stated that other airports in Kansas may have a stronger claim to use the name Eisenhower. Mr. White replied that the City Commission of Abilene, Kansas (which is the home of the Eisenhower Presidential Library, Museum and Boyhood Home) recently voted to recommend that Mid-Continent take the Eisenhower name. Charles Fletcher stated that there is no reason to change the Mid-Continent name because it is accepted and recognized by the public and has 40 years of brand image. To start over with a new name would require the airport to spend significant sums of money to re-brand the facility and gain new name recognition.

Kurt Yowell asked what the cost of changing the name would be. Mr. White replied that no one knows at this point, but a few examples of the costs would be to airport businesses that have adopted the name Mid-Continent, or include the airport name in their marketing material; to airlines and internet booking engines that will have to change the name of the Airport in their databases; to the Airport Authority that will need new signage and brand identity materials (several years ago, logo design costs alone for Mid-Continent were at least \$50,000); and to the State of Kansas to change a significant number of highway signs around the region leading to the Airport. Dwight Greenlee stated that when the Airport chose the name Mid-Continent in the 1970's that it was a very long and difficult process to have all of the signs around the state changed. Mr. Ward stated that the largest costs would be to the state to change signage, which is taxpayer money.

Mr. Yowell stated that it is highly advisable to have a thorough cost estimate to provide clear reasoning of what a potential name change will mean for the Airport Authority and the public.

Mr. White will attempt to gather information for a cost analysis. It was commented that the burden should be on the radio station and name change supporters to collect the data on cost impacts instead of the City or Airport. Under Federal Aviation Administration (FAA) rules, the Airport is prohibited from paying the costs of any off-airport items associated with a name change, such as highway signs (which would be significant given the number of signs involved).

Mr. White stated that the actual process for changing the Airport's name, should such a decision be made, would start with a resolution approved by the Wichita Airport Authority, after which the FAA is notified. The FAA has no approval rights with respect to the name since it is strictly an airport governing body decision. The FAA then starts the process to update databases, navigational charts, and directories, etc. It typically takes several months for all of the FAA records and worldwide aeronautical reference information to be changed. Once the FAA changes its records, the airlines, travel websites, and other businesses that use that information will then be able to update their databases and other materials.

Brent Wooten asked when it is expected that the Airport Authority will vote on the name change proposal. Mr. White replied that the Airport Board can vote on a recommendation at any time, but it is suggested that the Board spend some time thinking about this and considering the consequences before making an official recommendation to the Authority. It is hoped that the Airport Authority will similarly thoroughly consider the issue and the ramifications before responding to the petition request. Mr. Hinkel stated that the Airport Authority will likely prepare its response by consulting existing policy and following the naming commission process, which involves extensive review of the proposal and generally a request for comments from stakeholders and the community at large.

Carl Koster asked if a name for the new terminal building had been selected. Mr. White replied that his recommended alternative to changing Mid-Continent's name would be designating the new terminal building in Eisenhower's honor, such as the "Eisenhower Terminal." Such an alternative would not affect any airport businesses, would not create any disruption to airport tenants and stakeholders and airlines, and would not present unreasonable costs for the Airport as compared to changing the entire Airport name. There are several airports around the U.S. (e.g., Denver, Los Angeles, and Louisville) that have chosen a particular name for a terminal to honor someone, without changing the official legal name of the airport.

Ms. Page stated that changing the name would constitute a re-branding of the Airport, which would be costly and long-term. The fiscal responsibility of such a decision is an important part of the issue. Ms. Page is pleased that the community is thinking about the future and the expected growth of the community through this proposed change, but that a cost-benefit analysis must be prepared to clarify the decision process. It also may be advisable to conduct an organized survey of the public to determine if there is, in actuality, broad public support for the proposed name change beyond those who have signed the petition. Mr. Yowell stated that a decision should not be made without a thorough review of the proposal by a committee, given the long-term consequences of changing the Airport's name.

Mr. Greenlee voiced support for a committee to review all naming options, and added that if the proposed name is placed on the terminal, the Airport would forfeit the option of naming rights or paid sponsorships for the terminal. Mr. White stated that, in 2009, the Board voted to consider funded naming rights for the terminal only, at which time Mid-Continent was thought to be the first airport in the U.S. to look at that possibility and USA Today did a story on it. Since then, several U.S. airports have sought business investment for naming rights of terminals, but none have been successful. Mr. White had subsequently spoken with industry personnel who have advised that naming rights for a terminal probably will not produce the type of value that the Airport is seeking, because there is little marketing asset value in such an investment as compared to a sports venue that receives significant media exposure. However, there may be some potential in seeking naming rights for sections of the terminal, such as the ticketing or baggage claim wing, or the security checkpoint, or the concourse, or levels within the parking garage. Dave Bayouth stated that since Wichita is the Air Capital, there is more value in keeping the name Wichita than in any other name that could be chosen. Mr. Koster stated that, as part of the review process, it would be important to determine the marketing influence of the name Eisenhower.

Mr. White provided a draft report to the Board he had prepared which describes in some detail a number of issues, concerns and consequences associated with changing the Airport name that should be considered before making the decision to change the name. In the event that the WAA wishes to change the name of the Airport, the report also describes typical naming protocols of U.S. airports when an honoree's name is included. The report also makes the alternative recommendation that the new terminal be named in Eisenhower's honor instead of changing the entire Airport name.

Parking and Rental Car Facilities Project Update – John Oswald, Engineering & Planning Manager

Due to the recent rains that slowed down work, it is expected that the contractor will ask for and receive a time extension on the overall project completion. Excavation for the parking garage is currently the prime activity. The deep foundations (80-95 feet deep) for the garage are expected to be placed soon. During the last month, the contractor made progress on the utility and infrastructure preparations for the parking facility. The landscaping irrigation system and storm sewer are being installed. The terminal return connector is expected to open this week. The west entrance to the Long Term lot is expected to open soon. Additional sidewalks will be installed from the DoubleTree parking lot to the general aviation section of the Airport. This is part of the larger sidewalk plan for the Mid-Continent campus. At this time, there are nine subcontractors from the Wichita area involved in the project.

Mr. Ward has observed that the Long Term lot is full and the Park & Ride is close to full. Mr. White stated that the open or full status of the Long Term lot fluctuates throughout the day and over the week; when it is full, customers are directed to park in the Park & Ride lot by a large variable message sign at the entrance of the Airport, and also at the lot entrance. The Airport is working on a contingency plan to create more public parking in the Park & Ride lot prior to the

holiday travel season by re-locating employee parking that currently utilizes the north end of the Park & Ride to an area that is north of Learjet.

ACT 3 Project Update – Pat McCollom, ACT 3 Project Manager

The terminal project is at 525 days to substantial completion. The work over the next few months is focused on enclosing most or all of the building. The concrete floors have been completed. The glazing and exterior wall installation is expected to be well underway within the month. The roofing is progressing steadily; most of the structure has at least the base layer of roofing material installed.

The Apron Phase 3 package contract is expected to be awarded on September 10th, pending release of grant funds from the FAA; due to the sequestration, grant funding has not been announced yet, and there may be a delay until next year. The IT/Communications package request for qualifications and proposals is expected to be advertised in September. Due to the security sensitive nature of this package, firms whose qualifications submittals meet the selection committee's criteria will receive the contract documents, at which point the qualifying firms will prepare detailed proposals for the IT/Communications portion of the project. The proposals will be reviewed, and firms that meet the compliance checklist will be interviewed.

The project management team has been finalizing several contract modifications. Additional design work is required for four elements: the parking facility interface with the terminal building and related roadway design; the second floor expansion of concessions area; remodeling of the Airport Police & Fire building to accommodate a new security console; and modifications to the foundations at the front of the building. The design modifications are an increased cost of \$253,000. Other construction related modifications include a change order in the amount of \$10,000 for a different generator pad and enhanced gutter system and a change order in the amount of \$800,000 that covers work related to the baggage handling system upgrade, HVAC ductwork modifications, and changes to glazing specifications from translucent to fritted. Fritted glazing will provide more visual openness for the building.

In August, Mr. McCollom, Assistant Director of Airports Brad Christopher, and Building and Utility Facilities Manager Ryan Miller traveled to Amarillo, Texas to gather information about maintenance and mechanical needs for glass passenger loading bridges. It was learned that issues with the mechanics of the bridges during the approximately two years that Amarillo has had the bridges were not due to the glass structure, but due to lack of experience with the mechanics of boarding bridges in general. To expedite the decision and purchase process for the passenger loading bridges, the bid will require vendors to provide alternate quotes for both steel and glass bridge construction. The Airport expects to initially purchase eight or nine bridges for the terminal opening, and then three or four additional at a later date when the current west concourse has been demolished or when needed. The passenger loading bridge bid is expected to be advertised around late November or early December.

Mr. Yowell asked how errors and omissions to the terminal design were being accounted for. Mr. White stated that all errors and omissions are being tracked, and towards the end of the project (but prior to the statute of limitations running out) will be settled with the design team.

Other Business

The next WAAB meeting will be Monday, October 7, 2013 at 2:30 p.m.

Meeting adjourned at 4:23 p.m.

Kathryn Keathley, Clerk