

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

**Monday, October 1, 2012**

Present: Dave Bayouth, Charles Fletcher, U.L. Gooch, Dwight Greenlee, Thomas Pryor, Dr. Thom Rosenberg, Bill Ward, Brent Wooten

Absent: Steve Harris, John Hennessy, Carl Koster, Kurt Yowell

Airport Staff: Victor White, Brad Christopher, Kathryn Keathley, Traci Nichols, John Oswald, Valerie Wise

City Staff: Jay Hinkel, Deputy City Attorney

Others: Pat McCollom, AECOM  
Brian Youngers, Signature Flight Support

Chairman Rosenberg called the meeting to order at 2:35 p.m.

**Approval of Minutes**

*Motion by Fletcher, second by Greenlee, to approve the minutes of the September 10, 2012, Wichita Airport Advisory Board meeting. Motion carried unanimously.*

**Director's Report**

Director of Airports Victor White encouraged the Board to attend the October business luncheon of the Wichita Aero Club, at which FAA Administrator Michael Huerta will be speaking.

Mr. White provided information about potential changes in the way that the Airport procures advertising services. Airport staff, in conjunction with City Manager Bob Layton, are analyzing the possibility of hiring multiple specialty firms to generate specific marketing products, instead of hiring one agency to manage all aspects of the advertising program. The marketing strategies and creative content would be developed by Airport staff, and the graphic materials, Internet messaging, social media, and television and radio ads would be produced by firms hired to create the end product. The Manager has suggested that the Board be more involved in the development of the marketing program as well. If this model is approved, it would come into use following the completion of the current advertising contract with Stucky Nolte in December.

In response to a question from Bill Ward regarding the advertising budget, Mr. White stated that the allocated budget has not changed, but it is possible that the new model will result in lower overall advertising costs. Among similar sized airports, there is not a standard method for determining what is an appropriate amount to spend for advertising services or a standard

measurement to justify expenditures. The amount of money airports spend on advertising varies greatly. The new model may help establish a baseline for what is reasonable for the Airport Authority to spend for the desired outcome. Chairman Rosenberg commented that it may be more difficult to coordinate payment of vendors in the new model, since each marketing product would have to be approved and purchased separately. Mr. White stated that he will be working with the Manager's office, the Law Department, and the Purchasing Department to investigate options that would streamline the purchasing process.

### **ACT 3 Project Update**

Program Manager Pat McCollom spoke to the Board about the status of the ACT 3 Project. The Board is encouraged to sit in on the weekly progress meetings that happen each Wednesday. Two major project tasks anticipated to be completed within the next month are the issuance of Notice to Proceed No. 2 and a supplemental agreement with HNTB for the IT/Communication Design package. Notice to Proceed No. 2 will start the on-the-ground construction process with demolition and foundation preparation.

Informational graphics about the project are being designed to display in the baggage claim advertising area. It is anticipated that a larger display, most likely an electronic display that can be refreshed easily, will be installed at Gate 7 in the terminal. This gate is not in use and also provides a view of the project site. Several Web-enabled cameras will be installed so that images of the construction process over the duration of the project can be provided to the public on the Airport's Website and saved for historical documentation.

Chairman Rosenberg asked what plans have been made for entrance signage in conjunction with the new terminal project and if there were plans to re-purpose historical pieces from the old terminal in the new structure. Mr. White stated that Engineering and Planning Manager John Oswald is working on plans to install dynamic informational LED signage at a point along Mid-Continent Drive. Airport staff continue to discuss with the design consultants options for including possible aviation-themed motifs in the parking facility design, which may include some fixtures or design elements salvaged from the old terminal.

### **Other Business**

Assistant Director of Airports Brad Christopher provided a status update on the planning of the parking garage and rental car facility. After the September Board meeting, Mr. Christopher gave a workshop presentation to the City Council about the design plans for the parking/rental car facility. Based on comments during that session, Mr. Christopher believes that Council is pleased with the plans so far. The Board and the City Council both support the design as presented, including the crosswalk canopies. The project recently surpassed the 65% design development stage. The date for completing the 95% construction drawings is November 14, which is in effect the end of the design phase. Requests for construction bids could then be advertised sometime in January. Some of the upcoming tasks to reach the design completion goal are: two sessions in late October and early November with the design consultants to confirm final details of the plans; meetings with the rental car agencies and planning consultant

CooverClark to discuss interior finishes for the rental car facility; and finalizing IT requirements for the facility.

The next WAAB meeting will be Monday, November 5, 2012 at 2:30 p.m.

Meeting adjourned at 3:10 p.m.

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Kathryn Keathley, Clerk