

MINUTES OF THE CITY OF WICHITA
WICHITA AIRPORT ADVISORY BOARD

Monday, October 7, 2013

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

Absent: Charles Fletcher, Carl Koster, Kurt Yowell

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

City Staff: Jay Hinkel, Deputy City Attorney

Others: Pat McCollom, ACT 3 Project Manager, AECOM
Mike Alumbaugh, Citizens for Eisenhower Airport
Jan Harrison-Grier, Citizens for Eisenhower Airport and KFXJ Radio
Brian Youngers, Signature Flight Support
Keith Osborn, Federal Security Director, TSA

Chairman Rosenberg called the meeting to order at 2:32 p.m.

Public Agenda – Citizens for Eisenhower Airport

Jan Harrison, Chairperson of Citizens for Eisenhower Airport and KFXJ radio host, and Mike Alumbaugh, also member of the committee, spoke to the Board about the committee's proposal that Mid-Continent Airport be re-named "Wichita Dwight D. Eisenhower International Airport." Citizens for Eisenhower Airport suggest that, since a new airport is being developed, it makes sense to change the name now. The committee believes that the name Mid-Continent does not fully represent the identity and strengths of the community. The committee proposes that "Wichita Dwight D. Eisenhower International Airport" would honor one of the most revered American presidents who also claimed Kansas as his place of origin, represents the qualities of leadership and achievement, and gives the airport more world-class status. The committee believes that the proposed name would be valuable in changing stereotypes of Kansas as "fly-over country."

Ms. Harrison addressed concerns, brought to light by Mr. White in a recent meeting, about the costs to change the name and the length of the proposed name. Ms. Harrison received information from the Kansas Department of Transportation (KDOT) that the signs on Highways 235 and 135 and on Kellogg are scheduled to be replaced within the next two years and are paid for through the federal safety fund, which does not appear to impose any additional costs to stakeholders. Mr. White has raised concerns that the length of the name would be cumbersome for marketing media. Ms. Harrison stated that, although the full name should be used when marketing the Airport specifically, based on her experience with radio advertising, shortening the

name for event sponsorship announcements would not detract from the Airport brand. In respect to signage, Ms. Harrison noted that many directional signs simply say “Mid-Continent” or “Airport,” so the full airport name does not always have to be used for signage.

Some have commented, in other forums, that using “international” in the name is pretentious or disingenuous. Ms. Harrison stated that including “international” is consistent with airport naming trends and a build-to-grow philosophy. Alternatively, if it were determined that “international” is not appropriate, Citizens for Eisenhower Airport believe that using “national” would still communicate the prestige deserved by President Eisenhower and the pride and world-class status that this community should claim. Although those two naming alternatives are favored by Citizens for Eisenhower Airport, the committee believes that even using only President Eisenhower’s name, without “national” or “international” would still communicate the brand identity that the new facility should project.

Mike Alumbaugh addressed some of the business and marketing advantages that the committee believes the name would produce. The Airport is the front door to Wichita and the state for visitors from practically anywhere. Airports in general leverage that opportunity to immediately establish a presence with visitors, and many of those same things are planned for Wichita, with the aviation hall of fame concept. To broaden that concept, Eisenhower opens up the discussion to leadership in general, which is an important message to communicate as a state, especially to business clients. It further illustrates Kansas’ history, not only in aviation leadership, and bridges that discussion for economic development opportunities for clients that may be coming to Kansas for the first time. There are a number of additional marketing concepts that can be linked to the name Eisenhower. The most obvious is ‘I like Ike,’ which is how people will refer to the Airport, which is a tag that is also natural for Facebook posts, and those kinds of things. As Eisenhower is so representative of the military, there is a built-in identity that will immediately resonate with active duty and veteran service members, which with McConnell and some at Fort Riley, are customers of the Airport. There is a tremendous amount of opportunity for marketing to people throughout the state and to specific audiences.

Chairman Rosenberg stated that at the terminal groundbreaking ceremony last year, Mayor Brewer stated that Wichita will become the gateway to America. Chairman Rosenberg expanded on that in his comments at the ceremony, saying that Mid-Continent will be the gateway to the world, because Wichita builds aircraft for international customers. In the new terminal, there will be a marquee in the great hall that reads “Wichita - Air Capital of the World,” so when people come here, in-bound, they see this is the air capital of the world, and out-bound, this is a facility that is the vision to visiting anywhere in the world. Ms. Harrison stated that worldview is important. Mr. Alumbaugh stated the proposed name change is completely compatible with that.

U.L. Gooch asked if the committee has found anything that illustrates Eisenhower’s association with, or gives him a tie to, Wichita. Ms. Harrison stated that President Eisenhower separated the Army Air Force from the Army, creating the Air Force. President Eisenhower believed strongly that jet propelled aircraft were needed for refueling purposes, to provide the air superiority needed to win wars. His leadership in this area essentially sanctioned the building of the KC-135, which has influenced Wichita over time, as well as the B-52. He was the first president

with a pilot's license, the first president to fly in a jet, and he coined the term Air Force One. Mr. Alumbaugh added that President Eisenhower, through the National Security Act, started NASA. He took many actions that involved aerospace and aviation.

John Hennessy asked when the committee began the campaign to change the Airport's name. Ms. Harrison stated that it began on August 4th. Mr. Hennessy stated he was a little disturbed that the staff has had to spend so much time responding to the campaign, which has cost a lot of time and money. Mr. Hennessy asked when the proposal was taken to the City Council and the Airport. Ms. Harrison stated that she is going to make a formal presentation to City Council the following day, October 8th. Mr. Hennessy stated that he believed the proper way to undertake such a proposal would be to start with either the Airport or the Airport Advisory Board. Ms. Harrison stated that she did take that under consideration, as she spoke with Chairman Rosenberg some time ago, and also relied on her Council member to advise her on the best way to proceed. Mr. Hennessy stated that that information had not been shared with the Board. Mr. Hennessy stated that he is also concerned that the media can project something a lot differently and sometimes do not tell the entire story. One is the effect to pilots throughout the United States that are familiar with Mid-Continent, and that the name change will be an inconvenience to them. There are other questions that have not been addressed. Mr. Hennessy complimented Mr. White on the reports he has provided about the complications and procedures that are involved with a name change. Mr. Hennessy stated that the campaign has caused an undue burden on the staff in efforts to respond to the campaign.

Dave Bayouth stated that he is a great admirer of General Eisenhower, and is proud to be a lifetime member of the VFW, but believes that the name should remain as it is, because the present name tells it all, and that to tie an individual's name to the Airport would not benefit the Airport.

Brent Wooten stated that he noticed early in the presentation that Ms. Harrison stated a new airport is being built, but that it is basically a new terminal. Mr. Wooten asked if consideration had been given to, or what might be the opposition to, possibly naming the terminal. Ms. Harrison stated that, given President Eisenhower's stature, that it would be more appropriate to honor him with the Airport's name, and that if just the terminal name was given, it would not be as memorable. Ms. Harrison stated that she understands that there will be costs, and understands the comments made by Mr. Hennessy, but that many airport names are changed. For example, the Bill and Hillary Clinton Airport in Little Rock. Ms. Harrison stated that there are many airports named for presidents (there are three named for President John F. Kennedy alone, one for President Bush, and one for President Reagan), and that it makes the name memorable and retainable, which Ms. Harrison does not believe is the case with the name Mid-Continent that she believes suggests "fly-over country" and does not say much about the community. Chairman Rosenberg asked the Board how many people knew the Jeppesen Terminal (two Board members and Mr. White indicated they did). The Jeppesen Terminal is at the Denver airport. Ms. Harrison further stated that obviously it will be in the Council's hands, and the Board will be able to advise the Council, but that she does not feel that the terminal alone should be named to honor President Eisenhower.

Dwight Greenlee stated that, while the road signs are paid for under the federal government's highway program, his experience from being on the Airport staff when the existing signs were installed many years ago, is that because there is a demand for the dollars at other locations and for other projects, it can be difficult to get the approval to have the signs changed. Ms. Harrison stated that in her discussions with KDOT, she was assured that if there is a change to the name, they respond. KDOT referenced the repurposing of the Kansas Coliseum, and that those signs were changed with no problem. Mr. Greenlee stated that there are many reasons from a cost standpoint that the proposed change should be carefully considered. Mr. Greenlee stated that it is also important to consider that the airport encompasses many more businesses and aviation activities than just the airline terminal, and that it is important from a marketing standpoint that the distinction is made between the terminal and the airport. Ms. Harrison asked that Mr. White provide her additional information that he would feel is valuable in highlighting the variety of things going on at the Airport, as she would be happy to talk about those things and promote the Airport as she has opportunity.

Approval of Minutes

Motion by Wooten, second by Greenlee, to approve the minutes of the September 9, 2013, Wichita Airport Advisory Board meeting. Motion carried unanimously.

Director's Report – Victor White, Director of Airports

Valerie Wise, Air Service and Business Development Manager, spoke to the Board about the Thanks Again customer loyalty program that the Airport will initiate in October. A press conference to launch the program is scheduled for October 8th. Signage has been posted in the parking lots and will be posted in the terminal building tomorrow. The program allows customers to register their existing credit and debit cards to earn points on purchases made for parking, shopping, and dining at the Airport. Points are accrued for either airline rewards or hotel rewards, which the customer chooses at time of registration. All concessions in the terminal are participating merchants, as well as The DoubleTree by Hilton. Each dollar spent earns one flight mile or two points for hotel rewards. About 170 airports across the country have Thanks Again, which means points can be earned when a traveler stops at those airports as well. In six months, the Airport will be able to analyze the customer participation data, which will lead to better marketing to frequent customers. In the coming months, the Airport will be inviting other merchants in the Wichita area to participate in the program.

There will be an Honor Flight departing Mid-Continent on October 9th. There will be one more flight this month, which will capture all of the World War II veterans from Kansas that are able to travel to the Washington memorials.

There is a new Rapid Rewards / Wichita State marketing promotion called "Win With Wu" that is planned to begin October 7th. Several different prizes will be offered based on number of entries. The grand prize is two round-trip tickets on Southwest Airlines.

Mid-Continent Airport's traffic in August was virtually flat, just up 0.6%. For the year, it is down about 2%. Mid-Continent's traffic is similar to most competitors in the region. Kansas City's traffic for year-to-date is down 2.89%, Tulsa is down 1.6%, Omaha is down 3.4%, and Oklahoma City is flat. The U.S. statistical reporting typically lags two months, but has been flat as well.

Mr. White stated that the Airport is still considering developing a mobile app, looking at ways to get an Airport-specific app with a smaller budget. The Airport, through its advertising partnership with Clear Channel, was able to be included in the mobile app developed by FlySmart (flysmartapp.com), which provides some Mid-Continent-specific information. There was no cost to the Airport because of the partnership with Clear Channel. It will help the Airport test out how an app would be utilized, in addition to the app linkage with the Thanks Again program. The Airport will continue to work on developing a proprietary app, but the cost of doing so will be a significant factor in how quickly that is accomplished. Mr. Hennessy commented that more might be done to publicize the existing mobile version of flywichita.com, such as advertising in the terminal. All of the most pertinent travel information for Mid-Continent is accessible on the mobile site, but people do not know that the site is there. For the other apps that the Airport is included on, there is not a way for people to know through an app search that Mid-Continent is part of those apps. Chairman Rosenberg asked if there was a link on flywichita.com where people could download the FlySmart app, and if that was possible to add. Mr. White replied that the Airport will look into the possibility of adding such a link.

TSA Briefing on Pre-Check Passenger Screening Program – Keith Osborn, FSD, TSA

Mr. Osborn stated that the federal shut-down will not delay the implementation of the PreCheck screening lane at Mid-Continent. Beginning in October, travelers that are members of PreCheck will be eligible for expedited screening in a dedicated lane. PreCheck allows approved travelers to leave laptops in carrying bags, keep 3-1-1 compliant liquids in carry-ons, and keep shoes and outer garments on at the checkpoint. It can reduce screening times to as little as twenty seconds. Some larger airports have already been able to implement this expedited screening process. Chairman Rosenberg asked if PreCheck is the program that one registers with through the federal website, or if it is another program. Mr. Osborn stated that PreCheck refers to all of the expedited security approval programs that have been vetted by the federal government, such as Global Entry (Customs and Border Protection program) or the airline trusted traveler programs. The TSA's security approval program has not yet been instituted, but is expected to be available soon on the TSA website. Applicants must go to an application center to complete the PreCheck application process. There is not one in Wichita at this time. It is possible that in the future the application process can be completed here during a specific period when the government provides a temporary application center, but that has not yet been determined. Mr. Greenlee asked if there is an advantage to being in PreCheck if you still have to complete secondary screening because of an artificial joint. Mr. Osborn stated that the PreCheck membership will allow you to go to the shorter, and overall faster, line.

Discussion of Mid-Continent Airport Name Change Proposal

Chairman Rosenberg reviewed the possible recommendations that the Board could make regarding the proposal of Citizens for Eisenhower Airport. In addition to the Board's response to the proposal, Chairman Rosenberg stated that, if the City Council proceeds with a special committee to study the name change proposal, that the Board should recommend that the Director of Airports and representatives from the Board be appointed to that committee.

Motion by Hennessy, second by Bayouth, to recommend to the Wichita City Council that the name of the Airport not be changed. Motion carried unanimously.

Mr. White stated that Citizens for Eisenhower Airport plan to present their petition and make comments regarding the proposal during the public agenda of the City Council meeting on October 8th. Chairman Rosenberg asked the Board if anyone had any comments regarding his recommendation that representatives from the Board be appointed to a special committee if the Council chooses to proceed. Mr. Hennessy recommended that Dwight Greenlee be nominated for a committee, given his background and depth of experience at Mid-Continent. Mr. Greenlee stated that he would volunteer if a committee is appointed. Mr. Greenlee also commented that, although a strong opinion was expressed by Citizens for Eisenhower Airport that naming the terminal alone would not properly honor Eisenhower, he can envision that as a possibility if it is determined that Eisenhower's name should be added to the Airport.

Mr. White asked if the Board wanted to consider recommending that the terminal be named to honor Eisenhower. Karyn Page stated that not enough information had been presented to make additional recommendations. Chairman Rosenberg, Mr. Hennessy, and Mr. Greenlee agreed. Mr. Greenlee stated that a primary consideration in choosing to name a facility after an individual is the contribution that person made directly in Wichita. If the City Council proceeds with changing the name, it may be necessary to also consider changing the naming policy. There may be other citizens that had a great deal more to do with the development of Wichita than President Eisenhower. Ms. Page stated that, aside from the report that Mr. White prepared, the Board has not received any other analysis of this proposal. A cost benefit analysis, a community survey, and additional information about naming protocol are just some of the other information that the Board would need to prudently respond to the proposal. Bill Ward commented that there will be lots of changes for pilots if a new name is chosen, but that the Airport will always be referred to as ICT.

Mr. Wooten asked if Mr. White was scheduled to speak on the City Council agenda on October 8th. Mr. White stated that he will attend the meeting, but since the Citizens for Eisenhower Airport are presenting as part of the public agenda, no action will be taken at that meeting, although the Council is able to ask questions of the presenter.

Mr. Hennessy commented that he does not think that the committee has followed the proper procedure for this proposal. Chairman Rosenberg stated that he was advised by Mr. White that the committee should initially seek the approval of the City of Wichita. Mr. White added that, with the City Manager's concurrence, he met with Ms. Harrison earlier in the week to discuss the issue. He provided Ms. Harrison the final report that both the Board and the City Council have also received. However, based on a preliminary draft report that Mr. White had given to City

Council in August, the committee had already prepared a response to the Airport's concerns and distributed it to the City Council. Mr. White stated that there is no data that supports that changing the Airport's name will increase airline passenger or General Aviation traffic or that would attract new aviation tenants, and any media publicity that might promote the City or the Airport would be short-lived. Ms. Harrison stated during their meeting that the committee considered the suggestion of naming the terminal for Eisenhower as an unacceptable alternative. Mr. White pointed out in their discussion that it is his impression that the supporters of the petition are largely not stakeholders, customers, or tenants of the Airport and have not fully considered the upheaval that the proposed change will mean to businesses, tenants, and aviation customers on the Airport.

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

During the last month, an expansion of the Short Term lot was completed that increased capacity by 18 stalls. The terminal return connector relocation is complete. A new sidewalk connecting the DoubleTree with the east side of the Airport is complete. The irrigation system is expected to be complete soon. Garage excavation and work to place the deep foundations is ongoing, as is utility construction for the facility. The parking control services vendor was selected. In the coming month, the spine road that will connect to the Long Term lot should open and landscape work will begin. There are currently 17 subcontractors from the Wichita area working on the project.

To follow-up on a question that was asked of him by a citizen, Mr. Greenlee asked what happened to the fountain and entrance monument that said "Welcome to Wichita." Mr. Oswald stated that it was removed during the new roadway construction several years ago. There is a one-of-a-kind casting with airplanes embedded in it that was kept, and will be placed in the rental car facility lobby floor tiling. Mr. Greenlee stated the individual that asked the question wondered if it would be replaced. Mr. White stated that is another issue to consider with a name change. It would not be advisable to build a similar entrance sign, then to have the name changed, so we need to wait and see how the naming issue plays out. Mr. Greenlee stated he thought that is what prompted the individual to inquire about the sign. Chairman Rosenberg asked if it was planned to build a façade, where the name could eventually be placed. Mr. White stated it would be a separate project that is not currently budgeted. A monument sign has not been part of the planning process to date, nor has a location been determined. That type of detail will be considered as the project comes closer to completion, and it is clearer what the options are and how much funding may be available, since it would be a new capital improvement project. An entrance feature may be a project that could be completed with a fundraising effort. Mr. Christopher added that, in addition to cost, another reason that the entrance monument facet of the project was not included in the terminal design bid was that there was considerable interest from other organizations to be part of the planning process, so it was determined that it would be best to make it a separate project.

Jean Zoglman, Finance Manager, informed the Board that Amano McGann was selected last week as the parking revenue control system designer for the new parking facility. Amano

McGann will be hired as a sub-contractor to Crossland Construction, which will involve a change order to the prime contract. There are some components of the existing parking revenue collection system that were manufactured by Amano McGann. An improvement to the current system will be that all of the equipment will be designed by the same vendor. The Airport is making a final review of the Amano McGann proposal to ensure that it meets the needs of the Airport. The design and installation of the system is still on schedule to be complete for the opening of the exit plaza in October 2014. The support staff for the system will be chiefly located in Kansas City or St. Louis, which is also considered an advantage for maintenance of the system.

Chairman Rosenberg asked if there is a plan to provide transportation from the parking areas to the terminal. Ms. Zoglman stated that there will be a defined walkway for pedestrians between the parking garage and the terminal. The actual distance that one would walk is not significantly more than the current average walk from the Long Term lot.

Mr. Greenlee asked if the proposed parking control system allows visitors to move between lots if an individual changes his/her mind about where to park. Ms. Zoglman stated that if you enter a lot and decide you do not want to be there, you must exit the lot and then go to the entrance gate for the lot that is preferred. There is not a way to go from one offering to another. Mr. Greenlee asked if the system identifies commercial vehicles. Ms. Zoglman stated that there will be an AVI (automated vehicle identification) system for the commercial vehicle lane, which will have a gated entrance. The AVI will include a system for managing fees for the commercial vehicle lane, for instance a charge per trip or a charge based on length of time spent in the commercial vehicle area. Mr. Greenlee asked if there were plans for a program that provides access for a monthly fee. Ms. Zoglman stated that such a program would be offered to ground transportation vehicles. At this time, similar access for public parking will not be offered.

Mr. White stated that the software allows a lot of flexibility in fee structure, so as the system design is refined, the Airport will decide which options to choose that are compatible with parking use at Mid-Continent. The Kansas Turnpike Authority (KTA) recently contacted Mr. White, to discuss possibilities for integrating the K-TAG system with the Mid-Continent parking lot system, so that customers that have the K-TAG can also use it to get in and out of the parking lots. Mr. Greenlee stated that when the K-TAG was first implemented, the same concept was discussed at that time as well. An agreement was not reached at that time that would allow dual use. Mr. White stated that it was also discussed around 2006, again with no final agreement. The KTA believes there is now increased value for K-TAG customers to also have Mid-Continent parking lot access with the tag, so there may be more possibility for an arrangement to be finalized. Whether this is technically possible has yet to be determined. Amano McGann has begun the process of determining if the technical aspects of the two systems can be connected. The fee collection process and how potential system integration will be paid for will also need to be negotiated, since this feature was not part of the original design. Staff will meet with KTA in the coming weeks to discuss this issue.

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

The terminal project is at 540 days to substantial completion. A City Council tour was offered again in September, and most of the Council was able to attend. All of the second floor slabs have been constructed, as well as approximately 75% of the first floor. The floors should all be complete by the end of October. Work on the masonry walls and glazing for the mullions continues. Some of the window framing on the concourse side is being installed. The completion of the roof is of prime importance at this time, and is expected to be complete by the end of October. Approximately the center third of the roof on the entrance side is currently complete. In September, the City Council approved a supplemental agreement with HNTB to complete additional design work for expansion of the second floor concessions area. This will increase the concessions area in the concourse by approximately 5,400 square feet and is expected to increase interest among potential concessions bidders. If the bids are under the amount provided for in the contingency, there will be a change order to the construction contract to authorize this addition.

The passenger loading bridge preliminary design is being reviewed. The bid request is expected to be issued at the end of November or early December. The base bid will be glass construction, with an alternate bid for steel, and a purchasing decision will be based largely on the acquisition cost difference and consideration of the potential additional O & M costs associated with glass bridges. Glazing work is expected to begin by the end of October. The Airport received a \$6 million discretionary funds grant from the Federal Aviation Administration for the Apron Phase 3 project. Apron Phase 3 work is planned to begin around February/March 2014. The systems integrator request for proposals was issued in September. This portion of the project involves the security systems, communications networks, and electronic information display systems. The proposal deadline is October 11th. Organizations that submitted qualifying proposals will then be issued the project design documents, based on which detailed bids will be prepared. Finally, organizations that meet cost and compliance requirements will be interviewed. The selected organization will be hired as a sub-contractor to Key Walbridge. The selection process is expected to be complete in December.

There will be a meeting with the airline representatives in October to discuss ticket counter locations, gates choices, offices, and operations area options in the new terminal. Following that, lease negotiations will begin for the business deal. Mr. Ward asked how many airlines will be able to operate out of the new terminal. Mr. McCollom stated that a maximum of ten ticketing offices and operations spaces will be available, as well as 48 ticket counter positions, so there are multiple options for at least the five airlines that currently serve Mid-Continent, and space for additional airlines that may begin service. Mr. White commented that at the beginning of the design process in 2005, there were 14 airlines represented at Mid-Continent, but that as a result of mergers and airlines going out of business, that number has been reduced to five. Mr. Gooch asked if there were plans for curbside ticketing. Mr. White stated that the airlines chose not to offer that service. The ticket counters have been designed so that there is a drop-off point for the baggage screening system for bags picked up by either skycaps or airline curbside ticketing services, so the facility is prepared for such services if an airline chooses to offer them. The Airport currently pays for a skycap service to offer curbside assistance to departing passengers.

There was some discussion of plans for Hangar 20, as it would be beneficial to remove it, not only to improve ramp usage for the airlines, but also because some City Council members have recommended it be removed for aesthetic reasons. The site probably does not have the prerequisites for an airline apron, but opening up the site would increase gate clearances on the west end of the new terminal. If the hangar is removed, it would happen at the very end of the project, because the Airport currently earns revenue by leasing the space for aircraft storage and the building houses some airfield maintenance equipment. It is possible the building could be sold or auctioned.

Other Business

New officers were elected.

Motion by Hennessy, second by Ward and Bayouth, to nominate Dwight Greenlee for Airport Advisory Board Chairman. Motion carried unanimously.

Motion by Greenlee, second by Bayouth, to nominate John Hennessy for Airport Advisory Board Chair pro tem. Motion carried unanimously.

The next WAAB meeting will be Monday, November 4, 2013 at 2:30 p.m.

Meeting adjourned at 4:22 p.m.

Kathryn Keathley, Clerk