

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

**Monday, December 6, 2010**

Present: Steve Dunne, Ron Estes, Charles Fletcher, U.L. Gooch, Dwight Greenlee, Willis Heck, John Hennessy, Kevin Myles, Rebecca Pilshaw, Thomas Pryor, Dr. Thom Rosenberg, Bill Ward, Brent Wooten

Absent: None

Airport Staff: Victor White, Brad Christopher, Kelly Fabrizius, Traci Nichols, John Oswald, Valerie Wise, Jean Zoglman

City Staff: Jay Hinkel, Deputy City Attorney

Others: Marc Coury  
Michael Carter, AECOM  
Mark Chamberlin, Armstrong Shank  
Dr. Robert Ross, The Research Partnership, Inc.  
Kendra Friesen, The Research Partnership, Inc.

Chairman Greenlee called the meeting to order at 2:30 p.m.

**Approval of Minutes**

*Motion by Dunne to approve the minutes of the November 1, 2010 Wichita Airport Advisory Board meeting. Motion carried unanimously.*

**Director's Report**

Victor White, Director of Airports, advised the Board of a few brief items. First, there have been a lot of rumors this past month regarding Midwest Corporate Aviation having been sold and Mr. White said he would like to clarify that it is not true and to please disregard those rumors.

Mr. White reported that the FAA Reauthorization Bill did not happen and for the 17<sup>th</sup> time the House has passed a temporary extension which will last until the end of next March. One item of good news is that Congressman John Mica from Orlando is taking over for Congressman Oberstar as Chairman of the House Transportation and Infrastructure Committee. Congressman Mica is a great supporter of aviation and airports, and he has been to this airport a number of times to meet with us. We think that is going to be a good thing for us and are looking forward to meeting with him when we go to Washington D.C. at the beginning of February for the Annual Legislative Conference.

Mr. White said he is sure the Board heard all of the press coverage over the Thanksgiving holiday regarding TSA and security screening at the checkpoints. Congressman Mica recently sent out a letter urging airports to what he calls “opt out” which means to replace the TSA from a passenger screening standpoint and try to look at private contractors to perform that service. Mr. White said that he would like the Board to know that staff has looked into this over the last several years and at the moment the most he can say is that we are not sure why it is a good idea. The Federal Security Director here runs an excellent operation and we have a great relationship with him and we think that is a great benefit to the Airport. The second thing is we have not been able to, nor have any other airports found what the benefit is to switching to a private contractor for screening because, despite what the media would lead you to believe, the advanced imaging scanners would still be used and the infamous pat downs would still take place. However, we will continue to investigate the issue and we have asked for information from TSA about the program to find out what the process is to even go through the potential for investigating a change.

Mr. White introduced to the Board Steve Dunne of Midwest Corporate Aviation who will be the newest member of the Board. Chairman Greenlee welcomed Mr. Dunne to the Board.

### **The Research Partnership, Inc.**

Valerie Wise introduced Dr. Robert Ross and Kendra Friesen from The Research Partnership, Inc. who are here to give the Board a presentation regarding the effectiveness of the advertising programs that we have been conducting over the past five years. Ms. Friesen described the basic research goals and the way the information was collected and Mr. Ross discussed the results that were obtained from that.

[The results entitled “Managerial Observations” are attached as “Addendum A” and incorporated herein by reference.]

### **ACT 3 Project Update**

Michael Carter, AECOM, presented to the Board a PowerPoint presentation providing an update on the current schedule and upcoming meetings.

Mr. White advised the Board that he does not have anything new to report. If you remember back on October 5<sup>th</sup> we went to the City Council in a workshop and it was decided to postpone the decision on whether to advertise for bids for the new terminal until January. Mr. White said that the City Manager asked City Finance Department staff to provide some information to the City Council regarding local demographics and some economic statistics and he believes they are working on that right now.

There was discussion regarding the delay of the decision on whether to build the new terminal and how it might impact the project.

Mr. Fletcher asked how the FAA's was addressing the money they have already provided for the terminal project. Mr. White said the FAA recently sent him a letter a few weeks ago expressing their concern that we have not proceeded forward with the terminal project because we have received approximately \$22 million worth of federal grants from the FAA to date for the project and have spent the money for construction of roadways, utilities and the apron around the site of the new terminal as well as for design and program management fees. They are concerned about the fact that we have spent the grant money, however have not yet started the terminal construction. There is also the issue of the future grants that are supposed to come to us to complete the construction of the ramp projects, which amount to another \$10-15 million. The FAA has a system where they have grants lined up years in advance and if our dominos start to fall out of place it might interfere with the rest of the country's federal grant process and it may impact our ability to receive future grants. Mr. Gooch said he thinks that is a very important message that the Board Members need to pass on to our appointers. Mr. White added that the FAA letter has already been forwarded to the City Manager, who has passed it on to the Mayor and City Council.

Mr. Fletcher said that he and Mr. White have met quite often with Governor-elect Brownback in the past and asked if it would be beneficial if we tried as a Board to meet with the Governor. Chairman Greenlee said that was a good idea, or at a minimum address a letter to him from the Board. Mr. Fletcher suggested we could provide information on the Affordable Airfares Program and ask for whatever help he can give us. Mr. White said that we need to be careful and make sure that what the Board sends in the message aligns with what the community leaders are saying to the legislature as well. They are putting together position papers and WSU has done multiple studies on the return on investment and economic impact of the program. The amount of money the state invests is returned several times back just in sales taxes, corporate income taxes and personal taxes that are coming back to the state, and that does not include the benefit to the consumer. For the \$5 million per year that is invested, there is \$11-12 million in return directly identified to the State Treasury, and that is one of the messages the group is trying to promote.

Chairman Greenlee asked the Board whether or not they believed a formal letter should be drafted. The Board indicated by a show of hands that they were in favor of such a letter. Chairman Greenlee said he will begin drafting a letter to the Governor-elect and he believes it needs to go to the City Council and the Mayor as well.

There was discussion regarding the costs of renovating the current terminal building.

Mr. Estes asked if considering the current delay are there some interim remodels, refurbishments or corrections that need to be done that we may have to start spending money on now for the existing facility. Mr. White said the building operates as it sits today, although we are pushing the edge of the maintenance envelope. For example, we do not know how much longer the chillers and boilers will last. We have been postponing fixing the roof as long as we can, and we are stretching. The short-term parking lot pavement and drainage is in major need of repairs. When you spend \$100,000 here and there it starts to add up quickly. Mr. White said the number one thing that customers complain about the most is the security checkpoint and the ramp. The

ramp is not ADA compliant and it is very difficult to push wheelchairs up or down in a safe manner. The TSA checkpoint is on a slope, and there is not enough room for the proper equipment to do the security screening that they need to do. Just fixing that area alone would be a \$15-20 million project. Also, the baggage screening area would need to be redone as well at a cost of around \$20 million.

**Other Business**

The next WAAB meeting will be Monday, January 3, 2011 at 2:30 p.m.

Meeting adjourned at 4:58 p.m.

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Kelly Fabrizius, Clerk

## Addendum A

### MANAGERIAL OBSERVATIONS

The following are *managerial observations* regarding the Wichita Mid-Continent Airport *intercept research*.

1. **Unaided advertising recall:** Unaided recall of the advertising undertaken for Wichita Mid-Continent Airport is good, with **69%** reporting such recall. Of those with unaided recall:

- ✚ **54 %** recall television advertisements.

- ✚ **27%** radio advertisements.

- ✚ **16%** in airport advertisements.

- ✚ **12%** recall billboard advertisements.

2. **Unaided message recall:** When respondents were asked for their unaided recall of the advertising messages they had seen, the most frequently reported messages were:

- ✚ *Fly Wichita* and *Fly Wichita.com*.

- ✚ Messages focusing on the "*red coat*" *courtesy patrol*.

- ✚ Messages featuring a *coach* or about an athletic team.

- ✚ Messages dealing with the "*It's a breeze*" theme.

- ✚ Messages featuring *Mayor Brewer* welcoming travelers to Wichita.

3. **Messages that were most frequently mentioned as effecting the impression of the airport:** Close to **20%** of the respondents indicated that the advertising that they recalled had affected their impression of the airport. The messages that were most frequently reported as affecting impressions were those focused around the *red coat wearing courtesy patrol*.

#### 4. Aided recall of advertising:

✚ When respondents were aided in their responses regarding the *"It's a Breeze"* campaign:

- 56% reported aided recall.
- 88% indicated that the advertisements created a good impression of Mid-Continent Airport.
- 37% of all respondents reported that the message had influenced their decision to utilize Mid-Continent Airport.

✚ When respondents were aided in their responses regarding the *"sports"* campaign:

- 27% had recall of the campaign.
- When exposed to the *"sports"* campaign, 75% felt that the campaign created a good impression of the airport.
- 57% of the respondents felt that the campaign *"appealed to them"*. Those that disagreed with this statement, for the most part, indicated that their disagreement was based on their disinterest in college sports.

✚ When respondents were aided in their responses regarding the *"air services promotional"* campaign:

- 25% had recall of the campaign.
- The most frequently recalled advertisements were those focusing on:
  - Service enhancements by Allegiant.
  - Service provided by Air Tran.
  - Miscellaneous new air service, such as Frontier to Denver.

✚ When respondents were aided in their responses regarding the “*air services promotional*” campaign (Cont.):

- 85% of the respondents felt that the campaign created a good impression regarding the airport.
- 40% of the respondents felt that the campaign had an effect, or would have an effect (positively) on their decision to use Mid-Continent Airport.

5. Awareness and evaluation of the Courtesy Crew: Sixty two percent (62%) of respondents are aware of the courtesy crew, and 84% indicated that the presence of the Courtesy Crew created a *friendly atmosphere* at the airport.

6. Reasons for the choice of Mid-Continent Airport: The percentage of respondents who *agree or strongly agree* that they chose Mid-Continent Airport because of certain key criteria is as follows:

✚ Convenience	97%
✚ Ease of use	92%
✚ Meets Travel Needs	91%
✚ Friendly	71%
✚ For Fare Sales	43%
✚ Affordability	42%

7. The most important criteria for choosing Mid-Continent Airport: When respondents were asked which of the *four criteria* were most important in their selection of Mid-Continent Airport for their flight, *convenience* was selected by 64% of those interviewed. Affordability was selected second most important by only 19% of respondents.

8. Agreement with the statement "Wichita Mid-Continent Airport is my Airport": Gratifyingly 93% of the respondents indicated that they *agree* or *strongly agree* with this statement. When probed as to the reasons for their response, most indicated the following:

- ✚ The airport is close to where they live. (233 responses)
- ✚ Convenience (103 responses)
- ✚ It's the only major airport in Wichita. (46 responses)
- ✚ "I always fly out of Wichita Mid-Continent Airport." (44 responses)

9. Agreement with the statement "Airfares at Wichita Mid-Continent Airport are a "good value for the money". Sixty percent (60%) of the respondents *agreed* or *strongly agreed* with this statement.

10. Agreement with the statement "Because of Wichita Mid-Continent Airport ads, I have more awareness of the air service available at Mid-Continent Airport". Forty five percent (45%) of the respondents *agreed* or *strongly agreed* with this statement.

11. Agreement with the statement "Because of Wichita Mid-Continent Airport ads, I consider traveling out of Wichita Mid-Continent Airport more often". Thirty three percent (33%) of the respondents *agreed* or *strongly agreed* with this statement.

12. Sources of information regarding air service: Eighty two percent (82%) of the respondents indicate that they get this information from an internet/travel website. The most frequently named websites are *Expedia, Travelocity and Orbitz*.

13. Preference for booking air travel: Eighty two percent (82%) of the respondents indicate that they book their air travel on the internet. Their most frequently used websites are *Expedia, Travelocity and Orbitz*.

14. Visits to "Fly Wichita.com": Twenty six percent (26%) of the respondents reported visiting the "Fly Wichita.com" website.

15. Media consumption: Seventy percent (70%) of the respondents indicate that *television* is their prime source of local news, naming KWCH and KAKE most frequently. Approximately 11% name *newspapers* (The Eagle) and another 10% name the internet (Google) as their prime source for local news. Fifty one percent (51%) report that they utilize social media, with Facebook being most frequently named.

16. Profile of the respondents:

✚ 66% are over 45

✚ 57% are *male*

✚ 46% make more than \$80,000 per year household income

✚ 53% of those interviewed were flying for *pleasure*

✚ 65% of those interviewed fly *3 or more times* per year and 20% fly *10 or more times*.