

MINUTES
WATERLOO REGIONAL AIRPORT BOARD
Wednesday, December 14, 2022

I. ROLL CALL

Board Chair, Scott Voigt, called the meeting to order at 9:30 a.m.

Board Members Present: Arlene Humble, Scott Voigt, Gwenne Berry, Cary Darrah,
David Deeds, Doug Rathburn and Todd Holcomb.

City Officials Present: Ray Feuss, Council Liaison.

City Officials Absent: John Chiles, Council Liaison.

Airport Staff Present: Keith Kaspari and Sheila Combs.

Other Attendees:

David Hughes, AECOM; Adrienne Miller, City Planning Staff; Bob Petersen, Kingfisher Aviation & Livingston Aviation; Tom Powers and Dave Beatty, GCV's Air Service Working Group; Will Berchelman, Volaire Aviation; Christina Cole, Kayleigh Tarbet and Steve Hodgins (phone), Advance Aviation.

II. AGENDA AS RECEIVED OR AMENDED

III. PUBLIC COMMENTS

None.

IV. REPORTS

A. Airport Director

No questions.

B. Legislative Information – Industry News

C. Misc. Monthly Airport Reports

General discussion by Staff and Board regarding budget, enplanements, and airfares.

V. BOARD APPROVAL

A. Approval of Minutes of the October 26, 2022 Regular Meeting.

Mr. Voigt stated that he has had calls from three unrelated people who all said they were unable to rent a car from Avis/Budget @ ALO and all said they won't fly into ALO again until that changes. Mrs. Humble stated that the shortage of rental cars is an industry-wide problem and not specific to ALO. Discussion followed.

Mrs. Darrah moved approval of the minutes of the October 26, 2022 meeting, seconded by Mrs. Berry. Ayes: 6. Motion carried.

B. Motion to Receive and File October and November 2022 Expenses.

Mrs. Humble moved that the September and October 2022 expenses be received and filed, seconded by Mrs. Darrah. Ayes: 6. Motion carried.

VI. OLD BUSINESS

A. Board Update: Airport Department: Personnel Update.

Mr. Kaspari stated that interviews have been completed and a list of applicants have been forwarded to the Civil Service Commission for certification. The meeting is scheduled for December 16, 2022.

Mr. Kaspari stated that he hopes to have new employees on board in January 2023.

B. Board Update: Revision/Rewrite of ALO Airport Security Plan (ASP).

Mr. Kaspari stated that he is continuing to work on the rewrite of the Airport Security Plan. TSA has requested a 3 to 4-month approval window to review and approve the rewrite.

Bids are to be opened tomorrow for the HVAC / CCTV / Fire Station Paving projects, and Mr. Kaspari stated that he hopes to be able to install alarms on all doors in the airline passenger terminal building that leads to the terminal apron in 2023.

VII. NEW BUSINESS

A. Board Update: Summary by Will Berchelmann, Air Service Consultant, Volaire Aviation, for a Post-Las Vegas Take-Off Conference and Industry Update, and Recommendations for ALO as near the end CY-2022 and transition to CY-2023.

Mr. Berchelmann spoke on ALO's flight times in comparison to banks of flights going in and out of ORD (Chicago), and stated that they are not as bad as they seem, as there are plenty of connections going out of ORD for our passengers to continue their travel, after our flights land.

Mr. Berchemmann made an additional comment that ALO is doing much better than many other small communities with air service.

Mr. Berchemmann provided additional comment, in that it's important to keep our information up to date and continue to build relationships with airline route planners, as well as upper level airline executives.

Mr. Berchemmann further recommended that we update our leakage study ASAP.

His best recommendation for better airline service is to lobby for a second hub (i.e. one daily flight to ORD and one to DFW).

It is anticipated that an EAS bid for this two-hub level of scheduled service will cost more than our current schedule, with two daily flights to ORD, so the community needs to "make noise", in addition, as a community, we should also work with our federal legislators to help to make this happen – especially during the next or upcoming EAS bid-cycle with is schedule for the Fall of 2023.

Mr. Berchemmann further suggested we can claim a DFW flight is needed for us to be able to compete with CID (Eastern Iowa Airport).

He further recommended that our collective and region wide community may still need to do provide a Minimum Revenue Guarantee, or MRG for a second daily flight to ORD, in order to provide much improved airline service to the Greater Region of Iowa's Cedar Valley.

Mr. Berchemmann stated that the Board's goals should be to figure out how to "make noise" and to start getting verbal commitments from American Airlines.

Mrs. Humble stated that she wondered if we would be better off going for a 3 to 4-year term for EAS service rather than a 2-year term. Additional and general discussion ensued.

B. Board Update: Summary by Christina Cole and Kayleigh Tarbet, from Advance Media, for a Summary of CY-2022, and Transition to CY-2023, on ALO's Marketing Campaign.

Ms. Cole stated that the new website is doing well. "Engagements" are up, visits to the landing page are way up over last year, as are clicks to "book now".

Ms. Tarbet recapped that 2022's messages centered around the theme, "Close, Quick, Connected".

Going forward, they would like to highlight TSA's investment in new, state-of-the-art screening equipment to be sure potential passengers know they won't have to unpack their bags to go through the screening checkpoint, and that TSA screeners no longer have the need to perform extensive inspections of passenger's checked luggage.

Mr. Steve Hodgins also discussed the future of targeted ads.

Mr. Kaspari stated that he would like to see our marketing budget increased to \$100,000 – using \$48,000 from the IDOT Air Service Development Grant, with the required \$12,000 match, then adding an additional \$40,000 from the airport's annual Operating budget.

Mr. Deeds mentioned that we need to update the leakage study, which Mr. Berchermann provided an estimate to cost approximately \$25,000, so he suggested that we move forward on that, and then add \$25,000 for additional marketing.

Mr. Deeds moved to instruct Staff to add \$25,000 to the FY-24 Operating budget for an updated Leakage Study and \$25,000 for additional marketing, seconded by Mrs. Humble. Ayes: 6. Motion carried.

- C. Board Update: FAA AIP and CARES Funded Projects for CY-2023.
(See Director's Report)

Update carried over to the January 25, 2023 meeting.

- D. Board Update: Iowa DOT Funded Projects for FYs 2022 & 2023.
(See Director's Report)

Update carried over to the January 25, 2023 meeting.

- E. Results of November 2-3, 2022 Annual FAA Safety and Certification Inspection.
(See Director's Report)

Update carried over to the January 25, 2023 meeting.

- F. FY-2024 – 2028 City of Waterloo – Capital Improvement Program – Airport Department Requests. (See Director's Report)

Update carried over to the January 25, 2023 meeting.

VIII. STAFF AND BOARD MEMBER COMMENT

None.

IX. ADJOURNMENT

Dr. Holcomb moved adjournment of the meeting at 11:02 a.m., seconded by Mr. Rathburn. Ayes: 6. Motion carried.

Respectfully submitted,



Scott Voigt, Chairperson