

MINUTES
AIRPORT ADVISORY COMMITTEE MEETING

October 10, 2016

Meeting called to order by Robinson at 11:31 am

Present: Vogt, Ruffolo, Morton, and Robinson

Excused: Vandervort, Sigman, Kiel

Also present: Marc Holsen, Jason Ring

Approval of Minutes

Motion made by Jim Ruffolo, seconded by Supervisor Vogt to approve the August 1, 2016 minutes. Motion carried.

Public Comment:

None

Airport Security Measures

Commissioner Holsen explained that Gary Robinson will be sending out letters to all Lessees, Sub lessees and regular airport users regarding the gate code change/update. The change will be effective 1/1/2017. Discussion took place as to what code would be easily remembered for the relevant personnel. Ruffolo stated that his opinion would be that the number be related to runway numbers. Robinson explained that the actual remotes for the gate access change will be executed after the first of the year, once confirmed that all have adapted to the code change.

2016 Improvement Project

Robinson discussed the recently completed airport project including runway lighting updates, fencing relocations, and culvert extensions.

Airport Promotion Discussion

Jim Ruffolo started the discussion specifying that airport marketing/advertising has been lacking in previous years and what the Manitowoc County area has to offer. Jason Ring, President of The Manitowoc Area Visitor and Convention Bureau, introduced himself and gave a brief history of his position, duties, and interests. He explained his opinion on recreation pilots' opportunities at the airport. Ruffolo followed up with the comments due to the close vicinity of companies in the area and the overall potential benefits to enhance the area economy. Ruffolo stated that the legal minimum length of 5,000 feet of a runway is beneficial to attract businesses from the outside areas; although we just meet the requirement by a few feet. Ring proposed holding a Chamber of Commerce meeting at the airport facility in efforts of getting more organizations involved. EDC usage as a marketing tool was presented. Manitowoc Crane's facility to be recently vacant could possibly attract new businesses to the area. Discussion of the real estate industry possibly having interests in putting effort forth as well as Fish and Game Association; and the possibility of drafting brochures to disperse to industry related organizations. Website development was discussed for promoting the area and airport. Ring

spoke about the current rental car options for visitors as he stated the area currently has three different options. The county has 24 parks and lakes for recreational use as additional attractions. Bruce Morton confirmed that The EEA Chapter holds an annual Pancake Breakfast event that attracts pilots from various areas. Commissioner Holsen explained that any event presented shall be aviation related. Discussion on the collaboration of the cities (Manitowoc and Two Rivers) and county working together in efforts to enhance the potential growth of the events as the county as a whole benefits economically from the visitors. Ring recommended providing photos of previous events in some type of marketing strategy. Ruffolo stated that children interaction photos would provide interests towards the efforts such as The Young Eagles Program could be provided to Ring to put into the news letter. Ring showed an example of a brochure rack that was recently established for the public library as well as a kiosk. Volunteer greeters were discussed and agreed upon. Discussion resulted in that it is not feasible or justifiable due to the activity. The discussion took place on the possibility to work in conjunction with the area colleges to assist within certain programs such as marketing and printing of brochures and information related handouts. Ruffolo stated that a survey may be an effective start to determine the current awareness of the airport. The committee thanked Jason Ring for his efforts, attending the meeting and providing marketing ideas.

Gate Repair

Robinson explained the process of the recent under-pavement loops for the main gate on Freedom Way as they deteriorated and were previously causing entry issues. Airport Manager, Robinson, asked the committee to please inform him of any other maintenance issues that could arise.

Next Meeting Date:

February 7, 2017 at the Manitowoc County Airport, 1815 Freedom Way, Manitowoc, WI at 11:30 a.m.

Adjournment:

A motion to adjourn 12:48 at p.m. was made by Ruffolo, and seconded by Morton. Motion carried.

Respectfully submitted,

Marc A. Holsen,
Highway Commissioner