

MEETING MINUTES

PANAMA CITY – BAY COUNTY AIRPORT AND INDUSTRIAL DISTRICT

Opening:

The Board Meeting of the Panama City-Bay County Airport and Industrial District was called to order at 9:00 a.m., July 25, 2018 by Chairman Mathis.

The Invocation was given by Chairman Mathis.

The Pledge of Allegiance was led by Chairman Mathis.

The Executive Secretary called the roll and indicated that all Board Members were present. Ms. Sims announced she would need to leave at 9:30 a.m. for an EDA announcement.

Mr. McDonald made a motion to approve the Agenda. Ms. Sims seconded the motion. The vote was taken and the motion passed unanimously.

Recognition:

Mr. McClellan informed the Board that just prior to the Meeting, he was notified that ECP Air Traffic Manager Mr. Mike Parker would be retiring on August 4 after nearly 25 years of service, and asked that the Board give him the authorization to prepare a Resolution for the Chairman's signature highlighting Mr. Parker's accomplishments. Mr. McClellan invited Mr. Parker to address the Board; and Mr. McClellan, Mr. George Rampulla of Precision Flight Training and the Board all thanked Mr. Parker. Mr. Parker said he was proud to have been a part of it.

Ms. Sims made a motion to direct Mr. McClellan to prepare a Resolution and authorize the Chairman to sign the Resolution. Mr. McDonald seconded the motion. The vote was taken and the motion passed unanimously.

Election of Officers:

The annual terms of Board Chairman and Vice Chairman were due for election by members of the Airport Authority Board.

Following Board discussion and the appreciation and recognition of Chairman Mathis' service, Ms. Sims made a motion to nominate Mr. Del Lee as Chairman and Mr. Glen McDonald as Vice Chairman. Mr. Tusa seconded the motion. The vote was taken and the motion passed unanimously.

Reports:

Mr. Parker McClellan presented and reviewed the Activity Report.

Ms. Darlene Nelson presented and reviewed the Financial Report.

Consent Agenda:

a. Board Meeting Minutes – June 27, 2018

This item provides for Board approval of the June 27, 2018 Board Meeting Minutes

b. Approval of Runway Rubber Removal – Hi-Lite Airfield Services, LLC

This item provides for Board approval for the purchase of airfield runway rubber removal services for the Airport from Hi-Lite Airfield Services, LLC.

c. Approval of Disposal of Surplus Property

This item provides for Board approval and authorization for the sale and/or disposal of surplus property.

d. Adoption of Resolution for FDOT JPA 42336459401 – Extend Airport Infrastructure

This Resolution will allow FDOT to redefine the project scope and list of project deliverables of the Joint Participation Agreement 42336459401.

Mr. Mathis made a motion to approve the Consent Agenda and Ms. Sims seconded the motion. The vote was taken and the motion passed unanimously.

Business Items:**a. Annual Review of Airport Board Guidelines and Sunshine Law/Ethics Update**

This item provides for the annual Board review of current Airport Board Guidelines presented by Mr. McClellan, and a review of the Sunshine Law and required ethical Board behavior expected by law presented by Mr. Franklin Harrison.

Following Board discussion, there were no changes to the Airport Board Guidelines, therefore this item was for informational purposes only and required no formal action by the Board.

Bay EDA Update:

There was no presentation.

The Moore Agency Update:

Ms. Katie Spillman of The Moore Agency thanked everyone for the success of the June events with everyone's help. Ms. Spillman reported that the 3rd Campaign Burst that ran from May 28 through June 10 earned a 7.5% increase in organic searches month-over-month, i.e. googling ECP; an 18.29%-over-May increase in airline website clicks from our website, and over 24,000 new website visitors, who mostly migrated from the digital "Plan Your Escape Sweepstakes with American Airlines" ad to our sweepstakes page on the website, which also increased the number of social media followers. There were two sweepstakes winners and over 45,000 actions taken as a result of the campaign.

The Plan Your Escape Sweepstakes with Southwest Airlines ran at the same time with the "Kickin' Country radio show text-to-win contest and live morning show interviews with Parker gave us great exposure on both Thursday – for the American inaugural flight – and Saturday for the Southwest inaugural flight news. Ms. Spillman reported that we're exceeding our goals for newsletter distribution, Instagram followers, and pacing well to reach all our goals by the end of year. She said the most top performing organic post (no advertising dollars) of over 4,000 reach was the Facebook live video on the Denver to ECP Southwest Airlines inaugural flight. The Moore Agency will be refreshing and updating the website, and sponsoring the Pepsi Gulf Coast Jam at the end of August, where they'll show our video at the concert and we'll get good exposure on their online app.

Executive Director Report:

Mr. McClellan informed the Board that American Airlines (the largest airline in the world) thanked ECP Staff for being so welcoming and easy to work with. He said the Southwest Super Summer Saturdays are happening on Sundays now, too, with 47 minutes being the longest TSA line wait time. A line extending to the restrooms would be a 25-minute wait. United Airlines' bigger 75-passenger airplanes with more multi-class seating have brought more people. Delta announced that in September they will be flying in their Boeing 737-900 with 180 seats for certain flights.

Mr. McClellan added that ECP has been working with the county engineers and contractors to minimize traffic delays as they move the water line to build the roundabout at our entrance, and they've used 4,000 cubic yards of our sand for the project and will be buying more. Mr. McClellan said the SR388 realignment to the east to tie in the SR77 is in the five-year work program for the state and will take 3 years to complete once funded.

Public Comments:

There were no public comments.

Adjournment:

The meeting was adjourned at approximately 9:59 a.m.

Kathy Gilmore, Executive Secretary

Del Lee, Chairman