



**SCOTTSDALE AIRPORT ADVISORY COMMISSION
PUBLIC MEETING
Scottsdale Airport Operations Center
15000 N. Airport Drive, Scottsdale, AZ
Wednesday, October 17, 2018**

MINUTES

PRESENT: John Celigoy, Chair (telephonic)
Cory Little, Vice Chair (telephonic)
Brad Berry
John Berry
Larry Bernosky
Liz Kaplan
Kevin Maxwell

STAFF: Carmen Williams, Management Analyst
Sarah Ferrara, Aviation Planning and Outreach Coordinator
Chris Read, Airport Operations Manager
Gary Mascaro, Aviation Director

GUESTS: Stephanie Pressler, Director of Community Affairs

CALL TO ORDER

Commissioner Brad Berry, on behalf of Chair Celigoy called the meeting to order at 5:01 p.m.

ROLL CALL

A formal roll call confirmed the presence of Commissioners as noted above.

PLEDGE OF ALLEGIANCE

Commissioner Brad Berry led the meeting in the pledge of allegiance.

AVIATION DIRECTOR'S REPORT

Gary Mascaro, Aviation Director, welcomed everyone to the new Aviation Business Center, which was opened today at 12:00. There were originally 700 items on the punch list and that number has been reduced to approximately 200 items. The building has passed all inspections. The restaurant received approval for its health inspection license today. It will be open to the public on November 12th. Commission meetings will now be hosted in the location in either a small or large setup, depending upon the number of attendees expected. The public grand opening will take place on November 3rd.

APPROVAL OF MINUTES

1. Regular Meeting: August 15, 2018

Commissioner Brad Berry called for comments on the minutes.

COMMISSIONER BERNOSKY MOVED TO APPROVE THE REGULAR MEETING MINUTES OF THE AIRPORT ADVISORY COMMISSION ON AUGUST 15, 2018 AS PRESENTED. COMMISSIONER MAXWELL SECONDED THE MOTION, WHICH CARRIED 7-0 WITH CHAIR CELIGOY, VICE CHAIR LITTLE, COMMISSIONERS BRAD BERRY, JOHN BERRY, BERNOSKY, KAPLAN AND MAXWELL VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

PUBLIC COMMENTS

There were no public comments.

REGULAR AGENDA ITEMS 1 - 8

1. Annual Update from Experience Scottsdale

Stephanie Pressler, Director of Community Affairs Experience Scottsdale, stated that two years ago, they launched a new brand and advertising campaign. This includes deploying messaging in top markets for visitation. Research has provided insights as to where high value visitors reside, including New York, Chicago, Los Angeles and cities in Canada. She played a short video to illustrate the marketing efforts. For the past six years, Experience Scottsdale has encouraged potential visitors to book trips to Scottsdale throughout November and December. This is especially important for the City's tourism industry, as meetings groups tend not to book during holidays. As a result of these efforts, on average, occupancy at Scottsdale area hotels and resorts in November and December has increased more than 15 percent.

The next phase of the campaign launches next week, with the website, holidaysinscottsdale.com going live. The campaign will also be advertised via email blast, social media, public relations as well as advertisements on usatoday.com. There is also an initiative to drive visitation during summer, which is another need period. Experience Scottsdale spent May through the beginning of September promoting Scottsdale's summer rates and events to Phoenix, Tucson and Los Angeles. This campaign featured a website titled, "itsthat.com," as well as hosting digital billboards, advertising in Lyft and Uber vehicles in Los Angeles and posting Instagram murals.

Overall last fiscal year, over 800,000 brand engagements were generated. Staff assisted media around the world to place editorials which reached 3.7 million readers/viewers. The team met with 300 media journalists from the United States, Canada, Germany and Mexico and hosted 250 journalists in Scottsdale. Experience Scottsdale educates meeting planners on Scottsdale's myriad destination services and amenities. In the last year, the team booked 589 meetings to area hotels and resorts, resulting in 190,000 room nights, with 35 percent during the City's need times. They partner with the Airport by sharing information on the Airport's customs programs with international clients as well as its new business center and amenities. In the fall of 2019, they will support the National Business Aviation Association's annual conference by being a sponsor and sending a staff member to provide destination information to attendees.

Commissioner Maxwell asked about return on investment in terms of reach-out to 250 journalists and high luxury event travel planners. Ms. Pressler stated that a recent study on their marketing and sales efforts found an average annual economic impact of \$247,000 million.

2. Discussion and Input Regarding Quarterly Noise Complaint Summary Report

Sarah Ferrara, Aviation Planning & Outreach Coordinator stated that the report covers the period from July through September 30th. Complaints have decreased significantly compared with the previous year, from 909 to 483.

3. Discussion and Input Regarding Monthly Construction Report

Chris Read, Airport Operations Manager, reported that the Terminal Area Redevelopment Project is in the punch list phase. The Taxiway A reconstruction project is complete, with final striping tonight. The Delta Ramp reconstruction project will likely begin early in 2019.

4. Discussion and Input Regarding Monthly Operations Report for August, 2018

Mr. Read noted that there were only four alerts for August. There were five incidents and seven enforcement actions. U.S. Customs revenue year to date totals \$49,200. Total uses for the month were 46. Total uses fiscal year to date were 93 and U.S. visits 17. For September, there were four alerts, two incidents and four enforcement actions. U.S. Customs revenue was \$83,825. Total uses for the month were 61. Total uses fiscal year to date were 154 and U.S. visits 16. Comparisons of fiscal year to date were all up in 2018 over 2017.

5. Discussion and Input Regarding Financial Report for June, July and August, 2018

Carmen Williams, Senior Management Analyst noted that June was the last month of the fiscal year. The report contains all three months, however, the presentation will cover June and August. Revenues were just under \$4.5 million, which exceeded the forecast by approximately 14 percent. There were higher revenues overall for U.S. Customs. Expenses totaled \$3 million, below budget of \$3.2 million. For the June monthly comparison to last year, revenues were \$535,000, which is higher than last year. Expenses were higher, but overall the net was nearly even with last year. As of June 30th, the Operating Aviation Fund cash balance was \$1.4 million.

For fuel flowage, jet fuel accounted for 62 percent, AVGAS was 2.9 percent and Airpark 35 percent. Overall year to date, they are up 1.6 percent.

For August the report reflects some year-end closing and reversal of some accrued revenues. Year to date revenues are \$651,000, 18 percent less than the budget forecast. The primary reason was approximately \$193,000 in reverse accruals. Revenue categories will correct within the first quarter. Year to date expenses are \$277,000. August expenses were slightly higher than last year, due to the expenses associated with moving to the new Aviation Business Center. As of August, 2018, the Aviation Fund cash balance was \$9.6 million. For fuel flowage, jet fuel accounted for 49.7 percent. AVGAS was 3.4 percent and Airpark 46.9 percent. Fuel flowage was up 7 percent compared to August of last year and is up 7.4 percent for the year.

Commissioner Bernosky asked about potential increases in the operating budget related to being in the new building. Ms. Williams confirmed that additional expenses were budgeted, such as utilities and landscaping.

Commissioner Maxwell noted the significant numbers in the 120-day aging report. Ms. Williams clarified that these are negative numbers because several tenants prefer to pay six months in advance. Commissioner Maxwell inquired as to the long-awaited delivery of the truck. Mr. Read stated it is now in Scottsdale and being fitted with radios.

6. Discussion and Input Regarding Public Outreach and Planning Projects

Ms. Ferrara said there has been an update from the FAA sent on step two of the community involvement process as it relates to the NextGen/Phoenix Metroplex. Two workshops will be held in February or March of 2019. Listserv messages are sent as needed, including staff introductions, employee recognition and the grand opening. Staff is working to complete a video to be shown at the public grand opening event on November 3rd. Staff hosted 40 Scottsdale employees for a tour and presentation. The next pilot briefing is scheduled for November. One voluntary curfew notice was sent in August and one in September.

7. Administrative Report from the Aviation Director or Designee Regarding the Status of Aviation-Related Items

Gary Mascaro, Aviation Director, stated that there are minimal updates. City Council approved a contract for the Delta Ramp construction project. Construction is scheduled for January. It appears that redevelopment is gearing up to occur on the CrackerJax mini-golf site. Nationwide has purchased the site.

Commissioner Maxwell commented that he had read in the newspaper that the City of Phoenix DMB Circle Road was declined by the Phoenix City Council.

8. Discussion and Possible Action to Modify the Airport Advisory Commission Meeting schedule and Commission Item Calendar

Mr. Mascaro stated staff recommend moving the November meeting, as it falls the day before Thanksgiving, to Wednesday, November 28th.

COMMISSIONER JOHN BERRY MOVED TO CHANGE THE DATE OF THE NOVEMBER MEETING TO NOVEMBER 28TH. COMMISSIONER MAXWELL SECONDED THE MOTION, WHICH CARRIED 7-0 WITH CHAIR CELIGOY, VICE CHAIR LITTLE, COMMISSIONERS BRAD BERRY, JOHN BERRY, BERNOSKY, KAPLAN AND MAXWELL VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

PUBLIC COMMENT

There were no public comments

FUTURE AGENDA ITEMS

No action taken.

ADJOURNMENT

Commissioner Brad Berry called for a motion to adjourn.

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 5:35 p.m.

AYES: Chair Celigoy, Vice Chair Little, Commissioners Brad Berry, John Berry, Bernosky, Kaplan and Maxwell

NAYS: None

SUBMITTED BY:

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