

A special meeting of the Pitt-Greenville Airport Authority was held Tuesday May 1, 2018 at 10:00 am in the Conference Room of the Airport Terminal Building. Board Members in attendance were: Eric Clark, Chairman; John Banks, Vice-Chairman; Louis Buddy Zincone, Treasurer/Secretary; Jimmy Garris, Commissioner; P.J. Connelly, Mayor; and Jim Morris. Staff members in attendance were Betty Stansbury, Executive Director; April Cannon, Business Manager; and David Silver, Airport Counsel.

Chairman Clark called the authority meeting to order and confirmed there was a quorum and then opened the Public Comment Period and explained the procedures to be followed by those wishing to speak. Chairman Clark then invited any members of the public to come forward, with there being no one to speak.

The board then took on the discussion of two agencies for marketing and advertisement. The two companies were Evolve and IGOE Creative. Each company was given time to present their proposal on how they could provide beneficial marketing strategies and media services for the airport.

William Daugherty from Evolve began by informing the board that they have done research on the economy and community surrounding the airport. They are interested in contributing their two decades of experience into helping Greenville grow. Mr. Daugherty stated that they need to conduct research on how many people leaving the airport are doing so for personal or business related reasons. He stated this will have a major influence on the type of execution that is done. One of the first steps in coming up with the correct plan to address the objectives requested by the airport would be to understand the different audiences. In a 72 hour period, Evolve had received 430 completed responses to their survey regarding the airport. Research also indicated that people expressed an interest in another airline. Consumers are looking for more options to consider when picking reservations. This is a major consideration when it comes to bringing people to this airport. Banks stated that PGV has been attempting to bring in another airline. He has attended multiple airline conferences and he has experienced first-hand how difficult it is to recruit additional service.

With the timeline that has been established by the board the goal for Evolve is to have a plan to address the immediate objectives, but also to look for a long term future growth. In addition they will also be providing marketing services and upgrades to the website. Mr. Daugherty stated that they will make sure that the new website will be constructed to the new federal compliance requirements. He stated that he made sure there was money allocated in the proposal for the different messages based off the additional research on business vs personal trips.

Clark advised that they recognize that the board did not have the expertise and time to develop the type of marketing process that a firm can provide. With the board not providing a budget, the initial thought process was to revolve around the return of the CRJs, but this presentation has made the board realize it also needs to be a long-term process. Clark stated the goal for this campaign is to show the community how to utilize the airport. Part of this process in the long term is to send a message to airlines to show that the community is behind their airport and is utilizing the airport, which in return will be a part of the campaign to secure another air carrier.

Clark stated that on May 22- 23 there will be open community forums to meet with stake holders in the region to be informed of the expectations of the airlines and the major hubs, and what our community's responsibility is to be if awarded the SCASD grant service.

Emily Coffman of IGOE Creative was next to present their proposal to the authority board. They started by explaining the survey that they designed their proposal from was from 2003. Their research showed that reliability was a main factor for the community. She also stated that the community is in search for another airline option. IGOE Creative stated that they would utilize the local channels, groups, committee to vocalize the message about the airport. They also informed the board that they will make sure to actively communicate with reporters, and the community to make sure the message about the airport is clear. IGOE Creative stated

that they will revise the current website to make it more of a landing home page. This will give the public more of a straight forward look at current opportunities. She also suggested that showing the community all the upgrades that the airport is completing.

Clark stated that the most expensive component of a marketing strategy is usually the broadcasting. Digital would allow for the airport to target different audiences.

After discussion of both proposals, the board authorized the Executive Director to sign a contract with Evolve for marketing and media services for the airport, for a term of three months, and establish a not to exceed amount of \$50,000 for the initial startup as per the proposal. After 3 months, the contract marketing will be evaluated. A motion to approve was voiced by Jim Morris, seconded by Louis Zincone, and the vote to approve was unanimous with John Banks recusing himself from voting.

The Executive Director then requested authorization to sign a work authorization with Talbert and Bright for project formulation, grant administration assistance, design and bidding, and sub consultant services for the runway 2 approach clearing project, for a not to exceed amount of \$36,340. A motion to approve was voiced by Jim Morris, seconded by Jimmy Garris, and the vote to approve was unanimous.

The Executive Director then requested approval to accept a grant from the NC Department of Transportation, Aviation Division in the amount of \$377,070 for the runway 2/20 rehabilitation project. A motion to approve was voiced by Jim Morris, seconded by Jimmy Garris, and the vote to approve was unanimous.

The board the proceeded to go into closed session to discuss matters related to the purchase of real property, matters related to the location or expansion of businesses located in the area served by the airport, and for attorney consultation. A motion to go into closed session was voiced by Jim Morris, seconded by John Banks, and the vote to approve was unanimous.

A motion to go come out of closed session was voiced by Jim Morris, seconded by Louis Zincone, and the vote to approve was unanimous.

As there was no more business to attend to a MOTION TO ADJOURN was made by Jim Morris, seconded by Jimmy Garris and the meeting was adjourned following a unanimous vote. The next meeting of the Airport Authority will be held at 11:30am on Wednesday May 23, 2018.

Respectfully submitted,

Betty Stansbury