



Advisory Board Meeting
Minutes – March 31, 2017

Board Members Present:

Barry Gore, Chair – Economic Development Representative
David Rose – Citizen Representative
Meredith Champlin-Eaton – FTG Tenant/Aviation Operations Representative DIA
Paul Deaderick – Space Sector Representative
Rick Ward, Vice Chair – Aviation Sector
Scott Ullerick – Business Sector
Steve Hogan – Intergovernmental (phoned in)

Board Members Absent:

Jeffrey Price – UAV Sector
Todd Leopold – Adams County Government Representative

Staff:

Dave Ruppel, Airport Director – Front Range Airport
Jeri Coin, Executive Assistant – Front Range Airport

Welcome & Introductions

Chairman Barry Gore welcomed the members and guests and all rose to give Pledge of Allegiance to the Flag of the United States.

Agenda & Minutes

Chairman Gore asked if there were any changes to the agenda, or minutes and seeing none, the February 2017 minutes and the March agenda were accepted as submitted.

Master Plan Update

Dave Ruppel reported on the master plan; work continues in finalizing the Master Plan, with the first seven chapters's finished, the last one being financial implementation. We are well into the deliverables phase of the Master Plan. The remaining chapter is the capital improvement plan, which is in process right now, and should be coming out within the next month. Once that is completed we will have a chance to look at the final product before it is sent off to the FAA, for approval and the adoption phase.

Chairman Gore reminded everyone that all of this was available online through the airport's website.

Air & Spaceport Update

Projects for 2017

Taxiway A7 repair, is an AIP 40 project, and the CATEX was recently submitted to the FAA. This project will include installation of dirt work for new Taxiway A8, and will be used temporarily while A7 is being rehabilitated; paving for Taxiway A8 budgeted in pavement repair.

Crack seal, and painting has begun, and will continue weather permitting.

Spaceport License

Dave Ruppel reported that we are currently awaiting signature of Director FAA Commercial Space for Environmental Assessment (EA); he had spoken with the department of Commercial Space the day before, and they informed him that the EA is still going through their internal process. They have had some additional questions on it, and they are looking at the possibility of changing the type of assessment from an EA, to a Programmatic Assessment (PA). By doing

this it would reduce some of the specification requirements that are necessary for and EA. We have been told by Commercial Space that they hope to have Dr. Nield's signature on the EA within the next month.

Marketing Discussion

Dave Ruppel showed a PowerPoint presentation, of the following information.

Target Customers

1. Large Businesses
 - Flight Departments
 - Corporate Flight access plays a role for the company (i.e. Gaylord)
2. Medical Vacation
3. Research and Development Transportation
4. Other businesses that benefit from proximity to flight operations.
5. Aviation related (aircraft parts manufacturing, final assembly, testing, training)

6. Commercial Space related

Unique Selling Proposition (USP)

1. Location
 - Proximity to DIA
 - Proximity to Workforce
 - Beneficial Zoning
 -
 - Room to Grow
2. Infrastructure
3.

Pricing and Positioning Strategy

1. What position do we want?

How will customers buy from us?

1. Land Leases
2. Office Leases
3. Hangar Leases
4. Fuel Sales
5. Purchase of Services
6. Events

Our Offers

1. Reduced initial lease rates.
2. Amortizing of Tap Fees.
3. County Incentives.
4. Room to grow.
5.

Marketing Materials

1. Website
2. Print brochures
3. Business Cards
4. Other website inputs
5. Event brochures
6.

Promotions Strategy

1. Trade show participation
2. Advertisements-trade magazines
 - -Fuel Provider magazines
 - -Sports and travel magazines
3. Advertisements on our websites and social media
4. Advertisements on other websites
 - -Fuel Provider
 - -Pilot Information websites
5. Event Marketing
 - Warbird and Auto Show
 - Colorado Mile

Online Marketing Strategy

1. Pilot Information websites
2. Fuel Provider websites
3. Keyword Optimization-needed
4. Search Engine Optimization-needed
5. Paid Online Advertising Programs-needed
6. Social Media Strategy-needed
7.

Joint Ventures and Partnerships

1. Gaylord
2. Fitzsimons- Medical Tourism, Flight for life,
3. Sports Teams
4. Commercial Space
5.

Referral Strategy

1. How to incentivize customers to refer new customers?
2. What incentives?
3.

Strategy for Increasing Transaction Prices

1. Competitive set evaluations
2. Ways to increase prices
3. Bundling services
4.

Retention Strategy

1. Monthly Newsletter
2. Customer loyalty program
3. Frequency of purchase
4.

Financial Projections

1. Promotional Expenses
2. ROI
3. Expected retention results
4. Goals and objectives.
5.

Conversion Strategy

1. Sales
2. Testimonials
3.

After the presentation, Dave Ruppel explained to the board that they would have homework, and each board member was given a handout of the presentation. He encouraged them to finish the thought process, where there was a after the number; basically finish the statement, or add information, to help develop a marketing strategy.

Dave Rose said he appreciated the marketing presentation in laymen terms, and thought Dave Ruppel did a great job putting it together.

Chairman Gore said there had been a marketing position on the advisory board that was supposed to be filled after Mark Sander, with Go Go Air was transferred out of state, and asked; where are we with that? Dave replied they had advertised on the Adams County website, through boards and commissions, and had an applicant, who in the end, thought it was a paid position. It is still listed on the website, and Dave said he would contact Katie Burczek with Adams County, in hope of moving it to the front.

The Chair thanked Dave for his presentation.

Board Member Comment

The Chairman acknowledged Paul Deaderick, who suggested a display at DEN, or the museum of Nature and Science. Rick Ward added the Wings over the Rockies would be another venue to add a display, and printed material. John Berry is the CEO, and a tenant at the Front Range Airport.

Paul Deaderick said it would be good to do educational events for the kids out here at the airport. He then added that he was recently introduced to Glamper's (glamorous camping), women that are camping in vintage restored campers and he thought this could be a money making demographic that should not be ignored. He said we have enough space, that it could be like Oshkosh, and they would be invited to camp at our events; it would bring awareness to our airport.

Meredith Champlin-Eaton wanted to see us reach out to Metro State and possibly work with internships. Dave Ruppel said we are currently developing a curriculum program, and working with Metro State. Rick Ward said they have some flying teams and suggested that Dave Ruppel meet John Pepperdine

Chairman Gore thanked the Board for their comments.

Public Comment

Bill Totten, long time FTG tenant and part of the EAA Young Eagles, Chapter 301, reported on the March 4th event, that there had been 38 kids, 8 pilots with aircraft, and 15 ground crew volunteers. On March 25th event, there had been 50 kids, 12 pilots with aircraft, and 15 ground crew volunteers. There have been 6,393 since it began at Front Range. The next event will be on April 29th and will Eagle Scouts, working on their merit badges.

Dale Fischer, tenant had a couple of articles that he handed out to the Board, and stated he would start attending the meetings on a regular basis.

Roy Stricklin, tenant, had questions regarding the procedures of gaining access to the pilots lounge, and what it would take to have a business license. Dave Ruppel stated he would need to let the CSR on duty know he needed in the pilots lounge, and they would let him in. The business license application would need to be completed, have the correct insurance, and comply with the guiding documents, rules and regulations, then pay the \$400.00 fee. Roy thanked Dave for the information, and stated that sounds easy enough.

Bruce Vogel, free lance pilot, handed out a letter to the board that was written to him by the Director regarding his flight School operations without a business license. Bruce went onto say that he was a licensed pilot that does free lance instruction, and should be allowed to bring students here without a Front Range Airport business license. He said it was against his civil rights to be told he couldn't fly here with students. Chairman Gore thanked Bruce for bringing this to their attention.

Walt Barbo, tenant said he wasn't sure how to word this, but had a question regarding the role of this board. He has sat through the majority of meetings the board, has had, and he saw it functioning primarily as the role of sharing information, with occasional suggestions. He looked at an advisory board coming up with a list of items that you're advising on, and reporting to someone. He felt the information he has heard over the years is useful, and he enjoyed being at these meetings.

The Chairman thanked them for their comments.

Set Agenda

Chairman Gore recognized Meredith Champlin-Eaton, who suggested having Dave Ulane, Director at CDOT-Division of Aeronautics back to give an update on the offsite air traffic control towers. The other board members agreed that was a great idea. Additional agenda items will be submitted via email to Dave Ruppel and Barry Gore.

Adjournment

No further business came before the Board and the meeting was adjourned at 3:10 p.m. The next Front Range Airport Advisory Board meeting, is scheduled for Friday, April 28, 2017 at 1:00 p.m., in the second floor, large conference room in the Airport Terminal.

Approved by: Barry Gore 4/28/17
Chairman Date

