

**AIRPORT ADVISORY COMMISSION MEETING MINUTES**  
**For November 16, 2021**  
**Stinson Municipal Airport**

**MEMBERS PRESENT**

1. Marco Barros
2. Frank Cruz
3. Mark Fessler, Chairman
4. Marsha Hendler, Secretary
5. Earl Jackson, Jr., Vice Chairman
6. Deborah Omowale Jarmon
7. Maureen McCann
8. Ed Onwe
9. Diane Rath

**MEMBERS NOT PRESENT**

1. Vaugh Caudill
2. Charnelle Chin
3. John Grisell
4. Aurelina Prado

**VISITORS**

1. Marc Anderson, CEO, Visit San Antonio
2. Richard Oliver, Director of Partner & Community Relations, Visit San Antonio
3. Brent Salter, Amigo Walking Tours

**CITY STAFF**

- Thomas Bartlett, Deputy Director
- Nicole Fowles, Sr. Special Projects Manager/Board Liaison
- Mark Triesch, City Attorney

Chairman Mark Fessler called the meeting to order at 3:39 p.m. Roll call was taken, and a quorum was determined to be present. Mr. Fessler asked the Board Liaison if there were any Public Comments to share with the Commission. It was noted that no comments were received. The chairman asked if there were any changes to the posted minutes from the October 20, 2021 meeting and Commissioner Diane Rath noted a typo. The motion was made to approve the minutes with the noted revision and approved.

Mr. Fessler thanked the Commissioners for attending the meeting and recognized Brent Salter, who was recommended by the Transportation and Mobility Council Committee to the full Council to serve on the Airport Advisory Commission. Mr. Salter, whose given name is Jonathan, provided a brief biography highlighting his interest in philanthropy and promoting San Antonio.

Aviation Director Deputy Director Thomas Bartlett introduced Visit San Antonio CEO Marc Anderson to the Commission. Mr. Bartlett noted the strong partnership between Visit San Antonio and the Airport System, including Mr. Anderson's participation on the Airport System Development Committee and Air Service Task Force. Aviation Department Director Jesus Saenz serves on the Visit San Antonio Board of Directors.

Mr. Anderson provided a brief biography, highlighting his time with Choose Chicago and The Peninsula Hotels. He noted that his decision to move to San Antonio was the first career move outside of the Chicago area. He asked each member of the audience to provide a brief introduction.

Mr. Anderson gave an overview on the region's hospitality and tourism industry that Visit San Antonio supports, highlighting that pre-COVID the industry generated \$15.2 billion and accounted for one out of seven jobs. While San Antonio, like other destinations, continues to recover from the pandemic, he stressed the strong return of visitors to San Antonio. Mr. Anderson advised the commission on the Strategic Business Plan for 2021 to 2024 that Visit San Antonio recently adopted to support its recovery efforts. Mr. Anderson detailed the goals and targets for each vision statement that Visit San Antonio and its partners will focus on over the next three years:

- Position San Antonio as a premier leisure destination through storytelling nationally and internationally
- Bring the world's media attention to San Antonio through storytelling
- Position San Antonio as a premier destination to the regional domestic and international leisure travel market through storytelling, strategically placed promotions and programs
- Leverage Hotel Occupancy Tax (HOT) and Tourism Public Improvement District (TPID) resources to execute a post-pandemic sales and marketing strategy to mitigate lost group business, increase demand and return to 2019 business levels by 2024
- To support initiatives that help San Antonio create a thriving tourism industry and to protect the industry against harmful legislation
- Enhance local tourism efforts by engaging members, partners, community, and visitors
- Support operations and create events that help the River Walk area thrive and maintain its status as one of the most visited attractions in the State of Texas
- To create, nurture and sustain an inclusive organizational culture

Throughout the presentation Mr. Anderson provided specific examples of the steps Visit San Antonio had taken, or are in the process of taking, to achieve its goals. He ended the presentation by sharing how Visit San Antonio and the Airport System work together, including participations in airline pitches and meetings with airline executives and network planners about why they should choose to serve or grow their air service at San Antonio.

He also shared information on an upcoming event to help tell the culinary story of San Antonio, Taste America to be held on December 12, 2021. This event Chefs Kristina Zhao & Jian Li of DASHI Sichuan Kitchen + Bar and Johnny Hernandez of La Gloria who will prepare a multi-course menu as part of this James Beard Foundation event.

Commission members offered the following comments or questions:

- Sometimes I think the community takes our area military installations for granted. They are a \$41 billion economic generator for our region. Every week, families come into San Antonio on Thursdays to work their child graduate from Joint Base San Antonio-Lackland.
  - Mr. Anderson: We were recently successful in gaining approval from the military to create an on-line family portal to provide information. There are many rules and regulations that we will follow but I think it will be a successful.
- I think the portal is a great idea. I noticed in the last few weeks that restaurants were filling up on Thursdays.
  - Mr. Anderson: I want to stress that we aren't selling anything on the portal, just providing information.
- Several commission members discussed how to market different packages to families attending a graduation at JBSA-Lackland. Mr. Anderson noted that visit San Antonio has a dedicated staff member focused on military events and issues.

- When we tell the business story of STT Aerospace, we like to start with marketing San Antonio including recommendations to visitors of what to visit, where to eat, etc.
  - Mr. Anderson: We have stock images that you can use, just send us an email.
  - Visit San Antonio Director of Partner and Communications Richard Oliver: We also have on-line itineraries for visitors to San Antonio.
- I would also like to recommend that you become a corporate member of Visit San Antonio [<https://partners.visitsanantonio.com/new-partner-signup/>]. I am a member and the organization provides a great deal of support.
- What non-stop destination would you want the most?
  - Mr. Anderson: DCA [Reagan National] is our top priority which requires congressional action. We always want more direct daily flights to New York, Chicago and JFK. Internationally, we would love a return of Canadian service and flights to South America and China.
- Our airport is good but not a great airport. It is led by experienced aviation experts who will help us get it to be great. That was one of the exciting things about the Strategic Development Plan—it will get us to be great.
- Can we keep up the strong recovery of our tourism and hospitality industry?
  - Mr. Anderson: I think we can. We have a strong story with a culinary industry, we need to do a better job of telling that story.
  - Mr. Anderson: San Antonio has so much history to share with others.
- We have so many adjacent communities to help attract more visitors to San Antonio –the hill country, Fredericksburg, going to a dude ranch. Those activities add another day to anyone’s trip to San Antonio.
  - Mr. Anderson: You are right, and we do include those locations and activities.

Mr. Bartlett began the Director’s Report by thanking Mr. Fessler, Mr. Marco Barros and the other members of the Airport Advisory Commission who attended the B Session on the Strategic Development Plan for their support. He mentioned that the plan will go before the full City Council on November 18, 2021. Mr. Bartlett noted that the passenger levels continue to outpace the national average and the bookings for Thanksgiving looked strong and the Department and TSA was ready for the passenger levels. He also shared JetBlue Airways launched new service to Boston and JFK on October 31. Lastly, he shared that the vaccine clinic at the airport had provided 11,000 shots since its opening, including to employees of a Mexican carrier which chartered weekly flights for that purpose. He noted that these flights contributed to the Operating Funds of the airports through landing fees.

Mr. Fessler thanked Mr. Bartlett for the report and gave a special recognition to Mr. Bartlett for his work to help keep the Airport System so well-run.

Commission members offered the following comments or questions:

- I noticed traffic flow has been much improved.

Before adjourning the meeting, the Commission voted to cancel the December meeting. This meeting adjourned at 5:10 p.m.