

**Airport Advisory Commission
Meeting Minutes
Monday, October 23, 2023
3:30 PM
Boeing Conference Room**

Members Present

Jeff Fair
Mark Fessler, Chairman
Pat Garrison
Marsha Hendler, Secretary
Earl Jackson, Jr., Vice Chairman

Marc Miller
Joshua Nash

Mark Provost
Jeremy Roberts
MaryAnn Schweers
James Velesky

Members Absent

Marco Barros
Roger Dillard
John Grisell
Deborah Omowale Jarmon
Mayra Levy

Diane Rath
Melissa Williams

Staff Present

Jesus Saenz, Director
Tim O’Krongley, Deputy Director
Jeff Coyle, Assistant City Manager
Nicole Fowles, Board Liaison
Katinka Howell, Assistant City Attorney
Jacob Tyler, Air Service Manager
Lejandro Ligeralde, IT Domain Architect

Call to Order / Roll Call

The meeting was called to order by Chairman Mark Fessler at 3:39 p.m. The roll call was taken by the Board Liaison. A quorum of at least 10 members was present at roll call.

1. Approval of Meeting Minutes

Motion: Commissioner MaryAnn Schweers moved to approve the meeting minutes from the meeting held on September 19, 2023. Commissioner Marsha Hendler seconded the motion. Motion passed. Two members, Peter Velensky and Marc Miller, who were not present at the last meeting were not recorded as approving the minutes. Both members introduced themselves to the Commission with a brief biography.

Public Comments:

The Board Liaison confirmed no public comment had been received.

Items for Briefing and Possible Action:

2. Air Service Update

Public Comments:

There were no public comments on this item.

Discussion and Motion: San Antonio Airport System Director Jesus Saenz introduced Air Service Manager Jacob Tyler and focused the discussion on how the Airport Advisory Commission could support the new and expanded international air service to Germany and Mexico. During the

presentation, Mr. Saenz and Mr. Tyler discussed the benefits of the new locations (Frankfurt, Germany and Torreon and Queretaro in Mexico) to San Antonio:

- Frankfurt, Condor: Summer 2024 and Summer 2025, three times a week
- Torreon, Viva Aerobus, Summer 2024, twice a week
- Queretaro, Viva Aerobus, December 2023: twice a week

Commissioners asked questions throughout the presentation for clarification and to provide their opinion on the successfulness of the various programs. Commissioner Jeff Fair asked about the term of the new service to Frankfurt – 16 weeks during the summer of 2024 and 2025. Mr. Saenz explained that it is typical for airlines starting new service in markets such as San Antonio that have never had transatlantic service to use a summer seasonal service to test the demand. Assistant City Manager Jeff Coyle added that the summer will prove the market for travelers from Germany to San Antonio. Mr. Tyler added that many did not realize that while London is the largest European market for those flying out of San Antonio, Germany is the top country that passengers are ultimately flying too.

Commissioners suggested the Airport System stress in their marketing/promotion efforts:

- Selling the Condor Connectivity Map, including stressing the uniqueness of the connection Frankfurt has to Middle East destinations
- Continue to build the relationships with the business community to communicate new service – stressing manufacturing opportunities with
- Stress the recreational activities in Germany
- Focus on Condor’s code-share agreement with Alaska Airlines and promote layover opportunities
- Build relationships with local universities, especially the University of the Incarnate World, which has relationships with universities across the world.
- Market a simple, connect the dots messaging for the audience – such as stressing Frankfurt’s connectivity, the convenience of the San Antonio airport, the service-level at San Antonio International Airport
- Focus lots of the marketing in-terminals
- Focus marketing efforts in Hill Country and South Texas communities as well as to tourism industries
- Utilize Google Search/Ads
- Ask Spurs to promote the Mexico service through their relationship with Viva Aerobus
- See if there are opportunities to include package deals for F1 event in Austin

Vote: No motions were made by the Commission that required a vote.

3. Schedule for Upcoming Meetings

Public Comments:

There were no public comments on this item.

Discussion and Motion: Chairman Mark Fessler introduced the topic of changing the time and/or day of the Airport Advisory Commission meetings for discussion and find potential vote. This topic was suggested in an email by Commissioner Marco Barros who asked if the meetings could start later (and potentially on a different

day). Discussion ensued on the topic focused on the impact to members' schedules and the schedules of Aviation Department staff as well as whether or not to move the topic to a future meeting since Commissioner Barros was unable to attend today's meeting.

Vote: Commissioner Marsha Hendler motioned to set the schedule for the meetings for the third Tuesday of the month at 3:30 p.m. The motion was seconded and passed with nine members voting in favor of the motion, two voting against and one member abstaining from voting.

4. Announcements

The Board Liaison announced there would not be a formal meeting in November; rather, an airfield tour would be held for Commission members to learn more about the airfield. Chairman Mark Fessler suggested that a December mixer event with the Airport System Development Committee should be considered. Commissioner Marsha Hendler suggested a future topic of a review of the marketing plan.

Adjournment

This meeting was adjourned on 5:10 p.m.