

**Airport Advisory Commission
Meeting Minutes
Tuesday, January 16, 2024
3:30 PM
Boeing Conference Room**

Members Present

Marco Barros
Roger Dillard
Jeff Fair
Mark Fessler, Chairman
Pat Garrison

Marsha Hendler, Secretary
Earl Jackson, Jr., Vice Chairman
Deborah Omowale Jarmon
Marc Miller

Joshua Nash

Mark Provost
Jeremy Roberts
MaryAnn Schweers
James Velesky

Members Absent

John Grisell
Mayra Levy
Melissa Williams

Staff Present

Jesus Saenz, Director
Tom Bartlett, Deputy Director
Jeff Coyle, Assistant City Manager
Nicole Fowles, Board Liaison
Katinka Howell, Assistant City Attorney
Andi Deleaune, Marketing Manager

Visitors Present

Laura Lopez, Group Account Manager, KGB Texas
Veronica Jimenez, Group Account Manager, KGB Texas
Ron Landreth, Partner, KGB Texas

Call to Order / Roll Call

The meeting was called to order by Chairman Mark Fessler at 3:38 p.m. The roll call was taken by the Board Liaison. A quorum of at least 10 members was present at roll call. During the meeting, the Board Liaison provided a friendly reminder to members to not communicate about public business through email, but instead to send messages intended to all members to her so she could send out to the entire Commission. The Board Liaison sends out the emails with BCC so if any member replies, it will only go to her.

1. Approval of Meeting Minutes

Motion: Commissioner Jeremy Roberts moved to approve the meeting minutes from the meeting held October 23, 2023. Commissioner MaryAnn Schweers seconded the motion. Motion passed.

Public Comments:

The Board Liaison confirmed no public comment had been received.

Items for Briefing and Possible Action:

2. Feedback and Recommendations for Public Roll-Out of the Upcoming Branding Campaign for the San Antonio International Airport

Public Comments:

There were no public comments on this item.

Discussion and Motion: Introduced by San Antonio Airport System Marketing Manager Andie Deleaune, KGB Group Account Managers Laura Lopez and Veronica Jimenez and KGB Texas Partner Ron Landreth presented its plan for the roll-out of the new branding campaign for the San Antonio Airport System. Ms. Deleaune shared with the members of the Airport Advisory Commission that the Airport System was at a pivotal point with the growth of air service and the launch of the Terminal Development Program and required a new branding campaign that would reflect these milestones and work with a local and national audience to reflect the Airport System's vision and mission. Mr. Landreth presented the Commission members with an overview of the proposed new branding campaign and the process of its messaging and development. Ms. Lopez discussed the retention campaign for the shoulder season, the period between holiday winter travel and Spring Break as well as Spring Break and the kick-off of summer travel. Commissioner Jeremy Roberts noted that the proposed media tactics had an expansive outreach to multiple ages and income brackets. Commissioner Marco Barros asked about the process for the branding approval and Mr. Landreth noted the firm pitched three options and this was the option that was most beneficial. In response to another question, Assistant City Manager Jeff Coyle noted that KGB and City Staff met with each Council member for their input to develop the branding campaign. Commission members noted their support for the branding campaign and the marketing efforts and some made suggestions for locations for the digital billboards.

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

3. 2023 Year In Review

Public Comments:

There were no public comments on this item.

Discussion and Motion: Aviation Director Jesus Saenz provided a high-level overview of the milestone year of 2023 including the announcement of the first transatlantic flight; the release of the solicitation for three concessions packages for the San Antonio International Airport; and the record-breaking passenger growth. Deputy Director Tom Bartlett discussed the extension of the concessions packages solicitation response due date due to a delay in the process of certifying firms by the South Central Texas Regional Certification Agency. The new date is now February 29, 2024.

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

4. Election of Officers

Public Comments:

There were no public comments on this item.

Discussion: The Board Liaison read aloud the process by which the elections for officers for the Airport Advisory Commission members would be held. She noted the process had been developed in consultation with the City Attorney's Office and followed other City Board processes. The voting for each office position – Chair, Vice Chair and Secretary – was a voice vote process that had prospective officeholders nominated by a current and present Commissioner. Following the election of the officers, several Commission members noted the professionalism and respect that each candidate showed during the election.

Vote: The results of the election were as follows:

Chair:

Jeremy Roberts, nominated by Marco Barros: 1

Mark Fessler, nominated by Earl Jackson: 12

Mark Fessler was elected Chair of the Airport Advisory Commission.

Vice Chair

Earl Jackson, nominated by Mark Fessler: 9

Jeremy Roberts, nominated by Marco Barros: 3

One member chose to abstain from the voting.

Earl Jackson, Jr. was elected Vice Chair of the Airport Advisory Commission.

Secretary

Marsha Hendler, nominated by Mark Fessler: 8

Marco Barros, nominated by Jeremy Roberts: 5

Marsha Hendler was elected Secretary of the Airport Advisory Commission.

5. Commission Members Announcements/Request for Future Meeting Topics

Public Comments:

There were no public comments on this item.

Discussion and Motion: Commissioner Deborah Omowale Jarmon spoke in support of Dreamweek.org and the week-long activities to support the goals and ideals of the Rev. Martin Luther King, Jr. Commissioner Marco Barros gave several suggested topics for future meetings:

- Tour of the Federal Inspection Station in Terminal A (also known as the Customs Area)
- Request for the following organizations to present the AAC on their Activities:
 - Fly-Away Valet
 - greater:SATX
 - Alamo Expansion Project
 - Visit San Antonio

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

Adjournment

This meeting was adjourned on 5:34 p.m.