

**GERALD R. FORD INTERNATIONAL AIRPORT AUTHORITY  
OPERATIONS AND MARKETING COMMITTEE MINUTES  
Wednesday, August 19, 2020  
8:00 a.m.**

Present: Floyd Wilson Jr., Doug Small, Roger Morgan (via audio conferencing),  
Dan Koorndyk (via audio conferencing)

Also Present: Tory Richardson, Alex Peric, Tim Haizlip, Stephen Clark, Moe Khattak,  
Clint Nemeth, Tom Cizauskas, Margie Witbeck

Present via Audio Conferencing:

Lisa Carr, Casey Ries, Maureen Lynch, Matt Zeilstra, Jon Couchenour,  
Ann Biafore, Laura Feigel

**8-1 Meeting Minutes**

The Operations and Marketing Committee minutes of July 22, 2020 were approved as submitted. Motion by Mr. Small, supported by Mr. Morgan. Motion carried.

**8-2 Public Comment**

No public comment.

**8-3 Resolution 20-33: 2020 Airfield Pavement Repairs – Budget Increase**

Mr. Nemeth said that during the process of the airfield pavement distress repairs, unexpected concrete slab failures (due to concrete expansion) occurred and resulted in additional removal and replacement costs. He added that Kamminga & Roodvoets (K&R) constructed a pavement expansion joint to alleviate future pavement damage due to expansion pressure.

Motion by Mr. Small, supported by Mr. Morgan, the approval of a \$103,000.00 contract budget increase with K&R Inc. for additional airfield pavement repairs and ratify authorization for the President and CEO to sign. Motion carried.

**8-4 Resolution 20-34: Janitorial Management Services**

Mr. Haizlip said that an RFP for a cost-plus janitorial management services contract was issued and after interviewing the top 3 firms, it is the recommendation of the interview panel that the contract be awarded to The Professional Group of Detroit. He also said that the annual cost for janitorial services is estimated to be approximately \$2 million when air traffic returns to pre-COVID levels.

Mr. Peric added that we, as an airport, took the Pure Michigan Pledge to uphold local safety protocols and CDC travel guidelines to travel safely.

Motion by Mr. Small, supported by Mr. Morgan, the approval of an agreement with The Professional Group for Janitorial Management Services and authorization for the President and CEO to sign. Motion carried.

#### 8-5 **Marketing Strategy Update**

Mr. Clark shared an overview of the marketing strategy. He said that the total advertising value for broadcasting is estimated to be a \$58,000+ value along with the print/online advertising value of \$89,000+. He shared that our target markets continue to be with the business and leisure travelers, commercial developments and air cargo.

Mr. Clark said staff is implementing additional methods of communication with the airport tenants, as well as the passengers, that include ASQ surveys, guest experience meetings, stakeholder meetings, information desk involvement, leadership interaction and comment cards. He also said the airport has received a Net Promoter Score of 73.

#### 8-6 **Air Service Update**

Mr. Peric said that GFIA had 35 non-stop destinations pre-COVID and as of today, there are 22. He said that compared to national travelers, GRR is trending above average.

Mr. Khattak said that the total number of seats has increased while the load factor has decreased. He added that GRR remains the fastest growing airport in Michigan since 2010, despite COVID-19 capacity decreases. He said that in a survey conducted with the RAA members, the results showed that 52.63% of businesses expect to begin travel by year end or early next year.

#### 8-7 **Project/Construction Report**

Mr. Nemeth reviewed the Project/Construction report. He pointed out that Gateway Phase 2 was complete as of July 31<sup>st</sup> and that the Gerald R. Ford Statue will be delivered late September.

#### 8-8 **Other**

Mr. Richardson shared that the next Operations and Marketing Committee meeting will be held on September 23<sup>rd</sup> instead of September 16<sup>th</sup>. He also thanked Mr. Small for the partnership with Experience Grand Rapids.

Meeting adjourned at 8:53 a.m.

maw