

**GERALD R. FORD INTERNATIONAL AIRPORT AUTHORITY
OPERATIONS AND MARKETING COMMITTEE MINUTES
Wednesday, August 23, 2023
8:00 a.m.**

Members Present: Dan Burrill, Mike Verhulst and Dan Koorndyk - 3

Members Absent: Doug Small

Also Present: Tory Richardson, Alex Peric, Maria Kim, Haley Meyer, Tom Cizauskas, Casey Ries, Haley Abbas, Kevin Delaney, Pat Howe, J.J. Swain, Matt Zeilstra, Logan Lippert

8-1 Meeting Minutes

The Operations and Marketing Committee minutes of June 21, 2023 were approved as submitted with a motion by Mr. Verhulst and support by Mr. Burrill.

8-2 Public Comment

No public comment.

8-3 Airport Service Quality (ASQ) Quarter – 2nd Survey Results

Mrs. Kim provided an air service quality update for Quarter 2. She noted that our score for overall satisfaction was 4.6 and overall experience was 4.5.

8-4 Cybersecurity Update

Mr. Swain presented our cyber security overview and discussed what is next for us. He mentioned that staff is trained on an annual basis to recognize and report anything suspicious. In addition, we partner with several outside organizations to assist us with our cyber security efforts and programs.

8-5 Fall Marketing and Communications Campaign

Ms. Abbas presented our fall marketing campaign that starts September 1st and ends December 31st. She mentioned our media strategy continues to deliver prominently in Grand Rapids, as well as the greater west Michigan region.

8-6 Project/Construction Report

Mr. Ries reviewed the status of the construction projects.

8-7 Other

No other business was discussed.

Meeting adjourned at 8:48 a.m.

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