

**GERALD R. FORD INTERNATIONAL AIRPORT AUTHORITY  
OPERATIONS AND MARKETING COMMITTEE MINUTES  
Gerald R. Ford International Airport, International Room  
5500 44<sup>th</sup> Street SE, Grand Rapids, MI 49512  
Wednesday, August 21, 2024  
8:00 a.m.**

The meeting was called to order at 8:00 AM by Chair Small.

Members Present: Doug Small, Emily Brieve and Dan Koorndyk – 3

Members Absent: Mike Verhulst -1

Also Present: Tory Richardson, Maria Kim, Alex Peric, Haley Meyer, Lisa Carr, Heidi Groenboom, Casey Ries, Jeff Berghage, Haley Abbas, Tom Cizauskas, Jack Bryan, Alexis Katz and Arica Gately with CLEAR, Jeff Salowitz from Coalition Companies, Adam Meeker from Fishbeck, and Dave Snyder from Turner Construction.

**8-1 Meeting Minutes**

The Operations and Marketing Committee minutes of June 19, 2024 were approved as submitted with a motion by Mrs. Brieve and support by Mr. Koorndyk.

**8-2 Public Comment**

No public comment.

**8-3 Clear ID**

Mr. Peric presented that the airport will be launching CLEAR as a service for our passengers in an expedited security program beyond TSA Pre-Check. Clear members go through a dedicated lane line with dedicated CLEAR employees rather than waiting in the TSA standard screening or Pre-check queues. He then introduced Alexis Katz and Arica Gately with CLEAR. The CLEAR representatives explained further the program function and costs.

**8-4 Art Journey**

Mrs. Abbas presented the Art Program update and the new art program website that focuses on highlighting the artists and their pieces. Additionally, she provided information on the upcoming ACI-NA conference set to take place in Grand Rapids next month.

**8-5 Fall Marketing Campaign**

Mrs. Abbas presented our fall marketing campaign that starts September 1<sup>st</sup> and ends December 31<sup>st</sup>.

**8-6 Consolidated Rent – A – Car Center Progress Report**

Mr. Ries introduced Mr. Berghage, who is the Project Manager for the Consolidated Rental Car Center (CONRAC) project. Mr. Berghage then introduced Jeff Salowitz from Coalition Companies, who provided an overview of the project and an update on its progress.

**8-7 Project/Construction Report**

Mr. Ries reviewed the status of the construction projects.

8-8 **Other**

No other business was discussed.

Meeting adjourned at 8:57 a.m.  
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