

**GERALD R. FORD INTERNATIONAL AIRPORT AUTHORITY
OPERATIONS AND MARKETING COMMITTEE MINUTES
Gerald R. Ford International Airport, International Room
5500 44th 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

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 1st and ends December 31st.

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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PROPOSED