

**GERALD R. FORD INTERNATIONAL AIRPORT AUTHORITY
OPERATIONS AND MARKETING COMMITTEE MINUTES
Wednesday, February 15, 2023
8:00 a.m.**

Present: Dan Burrill, Doug Small, Mike Verhulst and Dan Koorndyk

Also Present: Tory Richardson, Alex Peric, Maria Kim, Casey Ries, David Cripps, Haley Abbas, Tom Cizauskas, Kevin Delaney and Laura Feigel

2-1 Meeting Minutes

The Operations and Marketing Committee minutes of January 18, 2023 were approved as submitted with a motion by Mr. Verhulst and support by Mr. Burrill.

2-2 Public Comment

No public comment.

2-3 Resolution 23-3: Snow Removal Equipment Purchase

Mr. Delaney explained there are four obsolete pieces of equipment that are due for replacement. The Authority issued two separate RFP's and received four responses per requests. The selection committee made their recommendations based on product, price, performance and references. The Snow Wolf will be the Authority's third and the two Boschung's will make eight in the fleet. These multi-use machines enable the team perform more functions while minimizing the need for more staff. This equipment purchase was approved in the Capital Budget. Mr. Verhulst asked about the life span of the broom bristles and Mr. Delaney reported that they see roughly three months of life on them. Mr. Verhulst asked if the equipment comes with a warranty and Mr. Delaney replied that the warranty varies by component but generally good for two years. Mr. Koorndyk inquired about the quantity of new equipment and what is needed for the future. Mr. Delaney said no purchases are expected within the next five years. Mr. Verhulst asked what the trucks spray on the concrete. Mr. Delaney replied that the multi-purpose trucks can spray potassium acetate as well as spread sand. Mr. Burrill commended staff on the maintenance and care of the fleet and how that translates into the long life-cycle of our aging equipment.

Motion by Mr. Burrill, supported by Mr. Verhulst, the approval of purchase agreements totaling \$3,104,151 with Airport Technologies Inc. and Boschung America for the purchase of a high-capacity runway snow blower and two multi-purpose snow removal units and authorization for the President and CEO to sign all associated documents. Motion carried.

2-4 Marketing Update

Chair Small congratulated Ms. Abbas for a successful Super Bowl ad. Ms. Abbas presented the marketing report comparison of 2021 and 2022 endeavors. She pointed out the significant gains in reach throughout the state in 2022 and the various marketing tactics used. Mr. Koorndyk asked what specifically the Authority is doing to market to the black community. Ms. Abbas shared the marketing strategy and noted the Authority is in discussions with Black Wall Street and Power 91.9 to solidify advertising agreements. Mr. Burrill noted how successful the airport's marketing campaigns are and that he likes the measured results. Ms. Abbas concluded her presentation with a look at the 60th anniversary advertising lined up for the quarter.

2-5 Airport Entryway Improvements

Mr. Cripps spoke about the landscaping improvements coming soon to the front entrance of the airport, at 44th and Patterson. Mr. Koorndyk inquired what species of tree will be used. Mr. Cripps indicated the team chose trees that will remain green all year and minimize the wildlife attraction. He said one type of tree will be the River Birch and the elevated beds in front of the monument signs will be annuals that are replaced with each season. Mr. Ries added that the landscaping team have created a vetted list of acceptable vegetation according to FAA regulations and wildlife mitigation standards through this process. Mr. Ries brought attention to the upcoming expansion of the economy lot and the need to remove the sweep lanes at the entrance of the airport according to a study conducted by the Kent County Road Commission. Accident numbers remain elevated at 44th and Patterson and in an effort to remediate that issue, the sweep drives will be replaced by dedicated turn lanes. Mr. Koorndyk asked how big the economy lot expansion will be and how many spaces it will add. Mr. Ries stated the expansion will be flexible and provide us the resources needed while construction on the ConRac is happening in the future. Mr. Koorndyk asked if the Authority is still planning on a hotel being constructed in the area of the economy lot and Mr. Ries acknowledged that is the intent. Mr. Burrill inquired as to how long the new tower will take to build. Mr. Richardson stated it is anticipated to take two years and cost \$60 million. Mr. Burrill noted that the airport's landscaping is always very nice and partnering with our community neighbors to keep their landscaping as nice would be beneficial.

2-6 Project/Construction Report

Mr. Ries noted three items from the report; 1) the FAA is moving forward with our request and is seeking proposals for GRR tower design, 2) Passenger Loading Bridges will begin being installed on the Concourse A expansion late this month, and 3) the recommendation for the Terminal Enhancement Project contractor will be brought to the March Operations & Marketing Committee meeting.

2-7 Other

Mr. Ries mentioned the Grand Valley Metro Council's (GVMC) Airport Access Study and GVMC's last public session scheduled for 2/15.

Mr. Verhulst relayed that he and other passengers experienced a delay at baggage claim during a late arrival and there was no communication from airline staff. He also noted the lack of wayfinding to bag claim four.

Mr. Koorndyk stated he was asked to assist in obtaining the liquor license for INK by Hudson.

Mr. Richardson notified committee members that Representative Hillary Scholten will be visiting the airport next week in an effort to learn more about it and continue the momentum in congress that Representative Peter Meijer had initiated.

Meeting adjourned at 8:50 a.m.

tc/lf