

**GERALD R. FORD INTERNATIONAL AIRPORT AUTHORITY  
OPERATIONS AND MARKETING COMMITTEE MINUTES  
Wednesday, January 20, 2021  
8:00 a.m.**

Present via Teams: Doug Small, Roger Morgan

Present On site: Floyd Wilson, Jr., Tory Richardson, Alex Peric, Margie Witbeck

Staff Present via Audio Conferencing: Lisa Carr, Maureen Lynch, Casey Ries, Tim Haizlip, Matt Zeilstra, Stephen Clark, JJ Swain, Tom Cizauskas, Moe Khattak, Michelle Baker, Tony Gutierrez, Clint Nemeth, Jon Couchenour

Mr. Wilson asked for attendance by roll call.

Member Mr. Morgan stated he was attending the meeting remotely from Plainfield Township, Kent County, Michigan.

Member Mr. Small stated he was attending the meeting remotely from Grand Rapids Township, Kent County, Michigan.

Committee Chair Wilson said he was attending from Grand Rapids, Kent County, Michigan.

#### **1-1 Meeting Minutes**

The Operations and Marketing Committee minutes of December 9, 2020 were approved as submitted. Motion by Mr. Morgan, supported by Mr. Small. Motion carried.

#### **1-2 Public Comment**

No public comment

#### **1-3 Resolution 21-1: 2021 Capital Budget Amendment and Equipment Purchases**

Mr. Cizauskas said there are seven items on the Capital Budget that staff would like to amend, removing six altogether and increasing the budgeted amount for one item by \$285,000. The request also includes authorization to move forward with six budgeted capital items. The purchases will be methodically spread throughout the fiscal year.

Motion by Mr. Morgan, supported by Mr. Small, Capital Budget amendment and authorization for President & CEO to approve individual equipment awards for 2021 Capital Improvement Plan (CIP) equipment purchases. Motion carried.

#### **1-4 Marketing and Communication Update**

Mr. Khattak provided an air service update saying that when compared to 2019, the Airport's passenger numbers were down 51% for 2020. He also said that the average load factor decreased to from 80% to 56%. Mr. Khattak also shared that there are currently 24 non-stop destinations with upcoming routes to Los Angeles, Austin, Destin, Newark and Boston beginning in February and March.

Mr. Clark shared an update regarding the Airport's Guest Experience Program. He said 24 projects were completed in 2020 with the help of the Guest Experience team, which is made up of volunteers from the Airport's tenant and airline community. He also shared the average Net Promoter Score for GRR at the end of 2020 was 73.14% falling just short of the program's goal of 74%. Although the program missed its goal for 2020, it was in line with benchmark partners including the Ritz Carlton (NPS of 75) and Jet Blue (NPS of 74).

Additionally, Mr. Clark shared that the Airport's social media platforms continue to grow with not only followers but with engagement as well.

#### **1-5 Project/Construction Report**

Mr. Ries said that the Project/Construction Report has been updated to reflect the 2021 Capital Budget and that all projects remain below approved Board amounts. He said there are three main categories of projects for 2021: ongoing projects, priority projects, and projects pending traffic recovery. The FIS project is progressing nicely with building enclosure. The Operation Center on the east side of the airfield includes new facilities for airfield operations, airport communications, and an emergency operations center. The project will be released for public bidding soon. Mr. Cizauskas said that staff will be working to engage additional local, small, disadvantaged companies for future construction project opportunities, including the Operations Center. Staff will work to educate companies by walking them through the airport procurement process and furthering engagement and understanding regarding working at the airport.

Mr. Ries presented a new webpage that will be available at [GRR.org](http://GRR.org) regarding the airport's environmental commitment and ongoing PFAS investigation activities.

#### **1-6 Other**

Mrs. Carr said the vaccination process is moving forward with group 1b (employees that work for a critical infrastructure). It's a slow process and she asked for patience while the vaccines are being distributed.

Meeting adjourned at 8:50 a.m.

maw