

**GERALD R. FORD INTERNATIONAL AIRPORT AUTHORITY
OPERATIONS AND MARKETING COMMITTEE MINUTES
Wednesday, January 18, 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, Clint Nemeth, Haley Abbas, Tom Cizauskas, Lisa Carr, Heather Day and Laura Feigel

1-1 Meeting Minutes

The Operations and Marketing Committee minutes of December 14, 2022 were approved as submitted with a motion by Mr. Verhulst and support by Chair Small.

1-2 Public Comment

No public comment.

1-3 Resolution 23-1: Terminal Enhancements – Phase I Design Phase

Mr. Nemeth explained that TSA approached the Authority in 2020 with interest in pursuing a Checked Baggage Inspection System (CBIS). The Terminal Enhancement project, CBIS with additional project components, will complement the timeline and objective of the CBIS project. Aspects of the expanded project include expanding the terminal building to the west, which will present the need to relocate the loading dock and vehicle gate 4. The ticket counters on the east side of the terminal will be relocated to the new space which will also include a curb front expansion. VTC was selected as the CBIS designer in 2020 and the Board approved their contract in April 2022. VTC will continue to partner with local firm Fishbeck and airport architect, Corgan on this project. Mr. Koorndyk inquired about the timeline of this project. Mr. Nemeth stated construction is projected to begin in early 2024 and wrap up mid year in 2025. Mr. Verhulst asked about the possibility of price fluctuation. Mr. Nemeth stated this item is only for the design and is a fixed, not to exceed price. The construction phase hasn't been bid yet, escalation and contingencies are being carried in the project estimate due to unknowns until subcontractor bids are received.. The Committee was informed of the Construction Manager at Risk (CMAR) project process underway and was asked to be a part of the Request for Proposal interview panel. Mr. Verhulst would like to be included. The cost of project design is \$867,503.25 and is included in the 2023 Capital Improvement Budget and in the bond request approved by the Kent County Board of Commissioners in November 2022.

Motion by Mr. Burrill, supported by Mr. Verhulst, the approval of an \$867,503.25 contract amendment with VTC for design phase services associated with the Terminal Enhancements – Phase I project, and authorization for the President and CEO to sign all associated documents. Motion carried.

1-4 Marketing Update – Q1 2023 Marketing Campaign

Ms. Abbas presented the marketing efforts she and her team have capitalized on to continue increasing engagement in the community for quarter one. Ms. Abbas highlighted billboards, social media ads, print ads, video and radio ads that are currently running through the end of April. She pointed out that some of our billboards and ads are in Spanish in an effort to attain more diversity within our campaigns. Ms. Abbas announced the airport will run a local Super Bowl ad again this year. Mr. Burrill stated the airport has the best marketing campaign compared to any other board he's worked on. Ms. Abbas concluded her presentation with a reminder that the airport is celebrating

it's 60th year in its present location and she will have a marketing campaign update in the future to present anniversary plans.

Ms. Abbas announced the sponsorship with the West Michigan Whitecaps entails a trip to watch a Detroit Tigers spring training game in Lakeland, FL. The contest has drawn a large amount of participants in a very short time.

1-5 **Project/Construction Report**

Mr. Ries reviewed the monthly report format and noted that the January report has been updated to reflect projects included in the approved 2023 capital budget. Mr. Ries announced two milestones that have cleared in the past month in the pursuit of a new and relocated air traffic control tower; 1) the FAA has approved and signed the siting plan for the tower location, and 2) Congress has approved the 2023 federal budget, which includes funding for the design of a new tower at GRR. The help of Senators Peters and Stabenow is very much appreciated in these accomplishments.

There were no questions or concerns expressed regarding the report.

1-6 **Other**

Mr. Ries mentioned the Grand Valley Metro Council's (GVMC) Airport Access Study and GVMC's public sessions planned over the next 2 weeks.

Chair Small congratulated Mr. Richardson on his appointment to the ACI-NA board and commented that with all the bad press around aviation in the last few weeks, Southwest Airline's system-wide malfunction, the blizzard, and the FAA's NOTAM system failure, the media did not report any negative stories about the airport. The Committee commended the team for their efforts with such a big accomplishment.

Meeting adjourned at 8:42 a.m.

tc/lf