

**GERALD R. FORD INTERNATIONAL AIRPORT AUTHORITY
OPERATIONS AND MARKETING COMMITTEE MINUTES
Wednesday, January 24, 2024
8:00 a.m.**

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

Members Present: Dan Burrill, Doug Small, Mike Verhulst at 8:06am, and Dan Koorndyk - 4

Also Present: Tory Richardson, Alex Peric, Maria Kim, Haley Meyer, Braden Myers, Heidi Groenboom, Haley Abbas, Lisa Carr, Casey Ries, Dan Villalobos, Kevin Delaney

1-1 Meeting Minutes

The Operations and Marketing Committee minutes of November 15, 2023, were approved as submitted with a motion by Mr. Koorndyk and support by Mr. Burrill.

1-2 Public Comment

No public comment.

1-3 Marketing Sponsorship

Mrs. Abbas presented 2024 sponsorship program, including newly added partners such as Grand Rapids Public Museum, Midwest United, West Michigan Food and Beverage, Hispanic Center of Western Michigan, and Grand Rapids Asian Pacific Foundation.

1-4 Marketing Campaign

Mrs. Abbas presented the winter/spring marketing campaign to continue increasing engagement in the community.

1-5 Event Review

Ms. Groenboom informed the committee on the passenger record-breaking event that is being held on January 31st.

1-6 ASQ Results 2023 Year End

Mrs. Kim presented the ASQ results over the last year and pointed out trends.

1-7 Snow/Winter Operations Event Recap

Mr. Peric provided a presentation on the EOC activation winter weather event we had January 12th through January 14th.

1-8 Hunting Program

Mrs. Carr presented our employee deer hunting program and went over the safety, etiquette, and qualifications to participate. She also noted the positive effects this has had on the airport.

1-9 January 2024 Construction/Project Report

Mr. Ries reviewed the status of the construction projects.

Meeting adjourned at 9:08 a.m.

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