

**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 31<sup>st</sup>.

**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 12<sup>th</sup> through January 14<sup>th</sup>.

**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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PROPOSED