

**GERALD R. FORD INTERNATIONAL AIRPORT AUTHORITY
OPERATIONS AND MARKETING COMMITTEE MINUTES
Gerald R. Ford International Airport, International Room
5500 44th Street SE, Grand Rapids, MI 49512
Wednesday, October 23, 2024
8:30 a.m.**

The meeting was called to order at 8:30 AM by Chair Small.

Members Present: Doug Small, Mike Verhulst, Emily Brieve and Dan Koorndyk – 4

Also Present: Tory Richardson, Haley Meyer, Haley Abbas, Pat Howe, Casey Ries, Tom Cizauskas, J.J. Swain, Chris King Dye,

10-1 Meeting Minutes

The Operations and Marketing Committee minutes of August 21, 2024, were approved as submitted with a motion by Mrs. Brieve and support by Mr. Verhulst.

10-2 Public Comment

No public comment.

10-3 Annual Cyber Security Update

Mr. Howe presented our annual cyber security overview and discussed next steps for GFIAA.

10-4 Clear Channel Client Proposals

Mrs. Abbas presented a client proposal for advertising at the airport and requested feedback from the board. The discussion highlighted some concerns regarding the effectiveness of advertising in the baggage claim area.

10-5 GRR 2025 Sponsorships Partners

Mrs. Abbas presented our 2025 sponsorship program, including newly added partners such as Western Michigan University, Frederik Meijer Gardens & Sculpture Park, John Ball Zoo, Silent Observer West Michigan, Girls in Aviation Day, and Urban Core Collective.

10-6 Project/Construction Report

Mr. Ries reviewed the status of the construction projects.

10-7 Other

Mr. Ries introduced our new Director of Maintenance and Asset Management, Chris King-Dye to the committee.

Meeting adjourned at 8:57 a.m.

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