

## Auburn Municipal Airport Planning – October 17, 2006

# Auburn Aviation Association / City of Auburn Airport Development Plan Meeting October 17, 2006

TO:

Evan Wolfe, president, Auburn Aviation Association  
Mike Holmes, Mayor, City of Auburn  
Robert Snyder, Auburn City Council  
Robert Richardson, Auburn City Manager  
Jerry Martin, manager, Auburn Municipal Airport  
Members of the Auburn Aviation Association and interested parties

We held our seventh airport development plan meeting this date with city councilmen Bob Snyder and Kevin Hanley, city manager Bob Richardson, airport manager Jerry Martin, facilitator Wayne Manning, and a number of airport users and interested parties present.

The purpose of this meeting was to review our progress to this point and reach consensus regarding the kind of development the team would like to see over the next several years. We also looked at the current status of action items and began looking at our leasing policy.

1. Upon reviewing the results of our previous six meetings the group agreed that our development discussions are where we want them at this point and ready to be turned into a Work Plan. City manager Bob Richardson and staff will take our findings and, in concert with the Airport Master Plan, create a Work Plan with cost estimates. This will be brought back to this team when complete, for review and prioritization of projects.
2. We saw that our next step is to develop a Marketing Plan, which will be the main agenda item at our next meeting in November. We identified a number of resources:
  - a. Our group
  - b. City staff
  - c. Commercial brokers
  - d. Professional marketers
  - e. Brian Metcalfe
  - f. A representative from the Bend, Oregon airport to review for us what works for them

We committed to begin this phase of our discussions with a two-pronged approach, occurring in parallel: Our group will begin discussing marketing strategies at our next meeting. Jerry Martin will invite a spokesperson from the Bend airport to join us. At the same time, City staff will also develop some marketing strategies for the airport. Both discussions will include the Airport Industrial Park, but the main emphasis will be around marketing on-airport business opportunities.

3. We began a discussion of our lease policy and lease terms. It became apparent that some team members had not had a recent opportunity to review the five lease term documents. Jerry agreed to email the documents to the group on Wednesday, October 18. City Council had calendared the Leasing Policy and Terms question for their consideration at the next Council meeting on October 23. Council members agreed to reschedule their discussion until the November 13 meeting (6 p.m. at City Hall), allowing this team to review the documents in detail.

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4. Lastly, we reviewed the current status of outstanding action items from the previous meeting:
- Develop an Airport and Industrial Park Marketing Plan (see discussion above)
  - Authorize an architectural design based on the findings above and as informed by the Mead Hunt Master Plan study. A review of possible core area layouts in the Master Plan on Figures 4D and 4E shows a good deal of similarity to the results of our discussion. (this will be a part of the coming Work Plan)
  - Perform a core area lease analysis (complete)
  - Create a visiting pilot's survey for their thoughts on airport elements they would like to see (This has been done. Jerry is tweaking the final document based on group feedback at this meeting, and will begin to use now.)
  - Update the airport and industrial park elements of the City's web site, particularly from a marketing perspective, i.e. the space currently available in the industrial park (Bob Richardson) (pending)
  - Perform a funding survey to determine whether any FAA funds are available for any part of Area #3 proposed projects (Jerry Martin) (ongoing)
  - Research possible United States Department of Agriculture grants (from a "new jobs and economic development" perspective) (unassigned) (pending)
  - Make Pilot's Lounge accessible off hours (Jerry will have the push-button combination lock in place and the lounge functional by mid-November.)

Our next meeting is scheduled for Tuesday, November 14, 2006 at 6:30 p.m. in the Barnstormer. We will begin discussing marketing strategies and determine what resources we can usefully draw upon. Hopefully a representative from the Bend, Oregon airport will attend and talk about some of the strategies they have used successfully (and also what didn't work!) at their facility.

As always, we encourage as many of you as possible to be involved in these discussions. It's YOUR airport... come and make your contribution to its future.

Respectfully submitted,

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