



SIERRA VISTA AIRPORT COMMISSION
REGULAR MEETING MINUTES
JULY 9, 2008, 6:00 PM
SVMA TERMINAL

CALL TO ORDER:

Chairman McColley called the meeting of the Airport Commission to order at 6:00 p.m. in the Terminal Building of the Sierra Vista Municipal Airport, 2100 Airport Avenue.

ROLL CALL:

Present: John Falzone, Joe Gill, Bob Hazlett, Chris Ireland, Jon Nelson, Amy Metz, Dick McColley, and non-voting member Steve Ciccanti

ATTENDEES:

City of Sierra Vista: Craig Johnson, Richard Cayer, Steve Tyminski, and Janet Laduke
Public: Brian Belleose, Angela Moncur, Heidi Melarchik, Greg Harrell, Cliff Van Vleet, George Pohlman, and Roland Bockhorst

INTRODUCTIONS:

Everyone introduced themselves.

ACCOLADES FOR AVIATORS:

Jeffery Ingertson received his private pilot's license.

ACCEPTANCE OF AGENDA:

Motion made by Commissioner Nelson to accept the agenda as written. Commissioner Hazlett seconded the motion.
Vote – unanimous. The motion carried.

ACCEPTANCE OF JUNE 11, 2008 MEETING MINUTES

Motion made by Commissioner Nelson to accept the minutes as written. Commissioner Ireland seconded the motion.
Vote – unanimous. The motion carried.

REPORTS:

Airport Operations Report: Airport Operations Supervisor, Steve Tyminski

Steve reported the following:

- Runway 8/26 distance remaining markers funding has been approved by the FAA. The project goes out to bid this month, and will begin in August. NOTAMS will be issued accordingly.
- RFP for FBO will be sent out the week of July 20th. The Airport Commission is requested to provide a list of recipients. The City will send the information to all surrounding airports.
- Commissioner Metz asked that future reports include where the RFP has been sent or published.
- The Airport Commission budget was approved for \$5,000 for FY 2009 with the understanding that \$1,500 to \$2,000 will be used to support the annual EAA Fly-In.
- The listing of authorized Airport Operators has been updated.
- The process of creating Minimum Standards, and updating the Airport Rules & Regulations and Fees and Charges schedule will begin in late July or early August.

Fort Huachuca: Greg Harrell – ATC Chief/Acting Airfield Commander reported that LAAF would have a representative at as many of the APC meetings as possible. He advised that the tower hours have changed for the monsoon season (through September) to 12 midnight to 1600. He also advised that Brian Bellerose would be traveling to local airports to discuss how to get onto FHU-SVMA restricted airspace.

City Report: Councilman Craig Johnson

- Councilman Johnson advised the RFP for the FBO was being finalized and was going out the week of July 20th. He advised that he would keep the Commission updated as to where the City was advertising.
- Councilman Johnson advised that the Airport Commission budget was approved for \$5,000 and that the City's preliminary budget of \$87 million has been approved and will go before the Council on July 24th for final approval.

UNFINISHED BUSINESS:

Commissioner Gill and Councilman Johnson have been working on a PowerPoint presentation that will be presented to civic organizations in the area. Viewing the presentation was tabled to the August meeting due to technical difficulties.

NEW BUSINESS:

Commissioner Falzone advised the Chamber of Commerce would be holding candidate forums and would like questions from local pilots. Any questions can be sent to him at bblinds1006@qwestoffice.net.

Commissioner Falzone also advised that he would be working with the City PIO on airport advertising/marketing. (See ANNEX I following these minutes.)

ACTION ITEMS/ASSIGNMENT LOG:

- 1) Brian Bellerose will check with the Army Public Affairs Office to find out if there is a file containing information on previous air shows at FHU that would be useful in deciding whether another air show may be worth considering. (May 14, 2008).

Greg Harrell/Brian Bellerose/Heidi Melarchik advised that the Army is willing to consider an air show at LAAF. A specific plan must be in place and submitted to the Fort prior to receiving their approval. They must be advised of dates, times, displays, etc.

CALL TO PUBLIC:

George Pohlman advised that there is an electrical outlet at the wash rack for power washers.

ANNOUNCEMENTS: None.

ADJOURNMENT: Commissioner Nelson moved to adjourn the meeting. Commissioner Hazlett seconded the motion and without objection Chairman McColley adjourned the meeting at 6:55 p.m.

Next meeting scheduled for August 13, 2008 at 6:00 PM at the Airport Terminal Building.

Dick McColley, Chairman

Joe Gill, Secretary

DRAFT

Sierra Vista Municipal Airport
General Aviation – Future Marketing

Where do we stand today?

The Sierra Vista Municipal Airport (Airport) is a small regional joint use airport with world-class airside facilities, to include, instrument approaches, radar and a control tower. The airport has clear airspace and low traffic counts. The Airport has the potential to be a real force in future tourism and general economic development for the region. It is currently not being marketed to general aviation and as a consequence is not well known to that audience and is very under utilized. The Airport needs to be marketed and needs to provide visitor friendly services, including easy-access to ground transportation and other local amenities.

The primary objective in marketing the airport is to increase general aviation traffic into the airport, thereby increasing revenues for fuel sales and supporting local economic growth through the infusion of high-end visitors. In addition, the airport should be marketed as a resource for special events and fly-ins and marketed locally as *the place* to learn to fly and as *the place* to be for local pilots.

In addition to the airport's attributes, what do we have to market? What are our key marketing messages?

- Gateway to the old west and the history of the Buffalo Soldier
- The hub of the compass
 - North to Kartchner Caverns, Tucson and the Mogollon Rim
 - East to Tombstone and Bisbee
 - West to Sonora Wineries, Nogales, the Kino Trail and Kit Peak
 - South to Mexico for an international Experience
- World Class Birding
- Dark night skies for astronomy buffs
- Fine dining in Sierra Vista and surrounding communities
- Unique shopping in Tombstone and Bisbee
- Easy access to the airport/easy access to Sierra Vista and surrounding communities
- Open space with some urban amenities, mountains, hiking, river, no congestion or traffic worries – leave those at home
- Year-round great weather

Future possibility:

Gateway to Old Mexico – international destination (many pilots have indicated they dislike flying into Nogales). The Airport could offer customs service and fueling for in and out-bound travelers to Mexico

Who should we market to?

- Weekend destination pilots and spouses
- Transient traffic – pilots flying through to other destinations will often prefer a smaller, less congested airport for fueling and meals. They would find the SV Airport attractive, but just do not know about us
- International Business Aviation

How should we market the airport?

- Basic brochure – designed to describe the Airport's attributes that would be attractive to general aviation pilots. Information on key messages and area attractions to be included
- Distribution through:
 - Chamber of Commerce relocation packets
 - Sierra Vista Convention and Visitor's bureau (CVB) mailings
 - Small general aviation airports in the southwest region of the US
 - **Local pilot groups, the Arizona Pilots Association and ADOT**

Our target market for this brochure is potential visitors, not the local community

- Advertising in :
 - Trade magazines
 - **Trade websites**
 - Aviation web sites and email newsletters
- First year placement in two to four “middle of the road” publications, not too high-end to start is recommended
- Researching subscriber numbers, profiles, and advertising costs of various publications will be needed
- Identify trade travel writers and host one or two for a fly-in weekend (including: lodging, ground transportation and meals). Research of potential tourism partners to support this effort will be needed
- Create a general aviation presence on the **CVB web site (www.visitsierravista.com)** with a link to the City's airport site and aviation database sites for pilot information
- Research how to:
 - Link to other AZ tourism sites and general aviation sites

Travel/Trade Shows:

- Task force to research and determine several trade shows and fly-ins to visit in the first year

Display:

- Create a color, tri-fold brochure for distribution by local pilots and FBO's in the region

Engage local private pilots:

- To assist with marketing efforts during their own travels

Research:

- Are there trade publications or web sites that will accept submissions for publication?
- E-mail lists – how do we connect Airport to broadcast e-mail lists?

To market successfully, product must support the marketing efforts and must address:

- Providing reliable rental car service
- How to provide fast, friendly fueling service
- The need for dedicated staff to develop relationships with local lodging, attractions and restaurants
- Developing international status for airport, international relationships, working with U.S. Customs, etc....
- Easy and ok to come here despite restricted airspace