

Meeting Agenda
City of Bangor Airport Committee Meeting
City Council Chambers 3rd Floor
February 11, 2014

The following City Councilors were in attendance: Nelson Durgin, Joseph Baldacci, Pauline Civiello, David Nealley, Gibran Graham and Pat Blanchette. The following City Staff was also in attendance, Airport Director, Anthony Caruso, Assistant Director, James Canders, Superintendent of Operations Robbie Beaton and Marketing Manager Risteen Bahr.

Agenda:

1. FAA Approved- 5 Year Airport Capital Improvement Plan.

Superintendent of Operations, Robbie Beaton discussed the five year FAA-approved CIP program for Bangor. Each year Airport staff works with the FAA Northeast Region Representatives and the Maine State Department of transportation to develop, review and update out 5 year capital improvement plan (CIP) program. These construction projects involve major enhancements to the airfield infrastructure, airport terminals, and airfield equipment and include projects that improve safety, CIP programs are plans of capital and major maintenance expenses to be incurred over a multi-year period, along with the proposed means for financing the expenditures. In order to remain eligible for, and obtain, airport improvement plan (AIP) funds, an airport must have an approved 5 year airport capital improvement plan. Robbie discussed the AIP 58, 59, 60, 61, 62 and 63 projects for the Fiscal Year 2013-2019.

Questions/Comments

Councilor Nealley asked about the funding if it is at a negative or goes over budget. Superintendent Beaton indicated that we can carry over the funding from one year to the next.

2. Airport Statistics

Marketing Manager Bahr indicated that for the month of January our Passenger count was down by 10%, this was due to several cancellations due to the weather and the realignment of flights. Allegiant flights can be more flexible when weather is a factor, where Delta and US Airways can't be. The monthly totals were down some from January 2013, 30,265 and January 2014 at 27,140. Going back to 2005, the average monthly total is 23,030. The Airline load factors were Allegiant at 87%, Delta at 65% and US Airways at 68%. Market share had some changes from last month, US Airways at 46%, Allegiant at 31%, and Delta at 23%. The fuel sales were also down by 5%. Retail at -22%, DOD up by 6%, Resellers up by 30% and Into Plane down by 18%.

3. Business development:

a. Report on NBAA: Schedulers & Dispatchers conference.

Marketing Manager Bahr reported that this is the National Business Aviation Association conference. This was the 25th annual meeting with 475 Exhibitors and 2,600 registered attendees during the 3 day event. This is one of the business aviation industry's premier events for schedulers, dispatchers and their suppliers. The Schedulers & Dispatcher Conference provides exhibitors the opportunity to meet the individuals who are directly responsible for the scheduling and dispatching of aircraft and procuring services for aircraft operations for flight departments and on demand charter operations throughout the world. This event is designed, and is highly successful at, putting the key decision makers together to allow discussion and focus on the ever-changing trends and opportunities in the business/general aviation. Many of BGR's competitors continue to be aggressive at this event, therefore, it is always valuable to have an opportunity to speak directly with our customers to deliver our continued message of why we are the leader in trans-Atlantic Tech Stops. In addition to general discussions promoting BGR with a number of attendees, important meetings were held with UVAIR, and World Fuel (Resellers) for updates, business development discussions were held with flight departments of Moonjet, NetJets, and the Reseller Mercury. Meetings with our fuel supplier, Irving Oil, were held to discuss potential business opportunities. There were conversations held with media representatives from Professional Pilot and GlobalAir about marketing and advertising opportunities. As always, we receive good feedback from customers who have transited through BGR such as Crown, Wiggins, Starbucks, and Elite just to name a few.

4. Airport advertising program-presentation & update

Marketing Manager Bahr presented a power point presentation of the Airport advertising program. She reviewed the television, radio, internet, print media, social media, testimonial ads, and magazine ads.

Questions/Comments

Councilor Baldacci as what the budget is for advertising. Marketing Manager Bahr indicated that it was \$60,000-\$65,000 for television and the advertising budget was \$300,000.

Councilor Graham asked about advertising for the Canadian market, Bahr indicated that we do social media for them and that is done in house, the advertising for Canada is expensive.

Meeting Adjourned.