

Meeting Agenda
City of Bangor Airport Committee Meeting
City Council Chambers
3rd Floor
July 30, 2012

The following City Councilors were in attendance: Charlie Longo, Nelson Durgin, Pat Blanchette, Joseph Baldacci, James Gallant, Geoffrey Gratwick, and Carey Weston. City Manager Cathy Conlow was also in attendance. The following City staff was also in attendance, Airport Director, Anthony Caruso and Risteen Bahr, Marketing Manager. Councilor Longo opened the meeting.

Agenda:

1. Passenger Statistics for June 2012

Airport Director Caruso indicated that the numbers for June were up. The Year to Date was up by 19% and the number for Passengers was up by 12% for the month of June. We have positive load factor and positive numbers. This is the best we have been since June of 2005! We are pleased to see the load factor up and strong.

Questions/Comments:

Councilor Durgin asked about the discontinue of the affiliate of Delta, and if this had any effect on Bangor. Airport Director Caurso indicated that if it did, it would be very minimal.

2. Airport's advertising and public relations RFP

Councilor Weston indicated that because he is part of Sutherland Weston, that there might be a conflict of interest and asked if he should leave the room. After a discussion with the members of the committee, Councilor Weston, left the room. Airport Marketing Director Bahr indicated that they will be going through the process of selecting an advertising agency and a public relations agency over the next couple of months. In July of 2009, the Airport contracted with Sutherland Weston to be their Public Relations firm and in September of 2009, Sward lick Marketing was selected as the advertising agency. Both companies were awarded three year contracts with renewal options. In March of 2011 Sward lick went out of business and the advertising contract was assigned to Bright Matter LLC. Bright Matter was a business started by the personnel from Swardlick that had handled the Airport account. Renewal options are not being exercised because of the changes in the firms. The Airport will issue two RFP's again-one for advertising and one for Public Relations. This gives an opportunity for firms specializing in one but not the other the chance to respond. As in past years we will form a selection committee made up of airport staff and others. The committee will review and evaluate the responses. It is hoped to have both contracts awarded in September.

Questions/Comments

Councilor Baldacci asked about what amount was being budgeted; Marketing Director Bahr responded approximately \$300, 00 for advertising and \$10, 00 for Public Relations. They discussed the changes in the terminal. The RFP's were going to be mailed and emailed within the state and also on the website.

3. BGR's annual Customer Forum briefing

During the period of July 17-19, 2012, the Airport held its annual Customer Forum. During this event, airport personnel met with key customers and partners. This forum provides us the opportunity to have dedicated meetings with our key customers, provide them with the comprehensive tour of our facilities and discuss operational issues. We were able to answer direct questions concerning pricing and Federal clearance issues, and continuously follow up with customers to secure future working relationships. This is something we have been doing for the last four years and it is a very successful event.

Meeting Adjourned