

Meeting Agenda
City of Bangor Airport Committee Meeting
City Council Chambers 3rd Floor
July 15, 2014

The following City Councilors were in attendance: Airport Committee Chair, Nelson Durgin, Pauline Civiello, David Nealley, Joseph Baldacci, Pat Blanchette and Gibran Graham. The following City Staff were also in attendance, City Manager Cathy Conlow, Airport Director Tony Caruso, and Marketing Director Risteen Bahr.

Agenda:

1. Maine Air National Guard-video presentation

The Maine Air National Guard base in Bangor is home to the 101st Air Refueling Wing, affectionately known as the "MAINEiacs". The 101 ARW is located at the Bangor International Airport (BGR). Their mission is to provide air refueling, airlift, aerospace expeditionary forces and expeditionary combat support forces to ongoing military operations worldwide and to provide air refueling to United States Strategic Command to support Global Strike Operational Plan tasking's. In addition to the mission objectives above, the 101ARW provides services to the airport. One of the major services provided is aircraft rescue and firefighting (ARFF). The 101ARW and the City of Bangor enjoy a great partnership. The 101ARW has developed a new video which highlights the importance of the missions they service. This video was presented to the Committee.

2. Maine Maritime Academy presentation-summary of report

The Maine Maritime grad. Students put together a project on the Airport Int'l Cargo economic tech stops. They presented their study as a - Chicken and Egg theory. Where the Chicken was the lack of carriers and the egg was the lack of cargo. The strengths of BGR are, BGR is closest U.S. Airport to Europe, on a great circle route, good turnaround time, good space availability, free trade zone, and Air Freight dependent industries in the region. The Weakness was small local population, no regularly scheduled cargo flights and lack of first mover initiative. BGR would be the least congestion airport compared to Massachusetts and New York. Their overall strategy was well thought out and there are portions of the plan that BGR will implement.

3. Airport statistic-June 2014

Airport Director Caruso indicated that this was the best June since 2005. The total monthly passengers was up by 4.2% and the YTD was only down by 2.4%. Based on the three year average, we are trending upwards. Our airline load factors are strong. Allegiant at 91%, Delta

at 80%, United at 78% and Us Airways at 91%. Market Share is good, Allegiant at 14%, United at 6%, Delta at 40%, and US Airways at 41%. Fuel Sales are up by 4%, with the military at 18.7% increase! With the United start up, we had a net gain of 15,000 seats. Allegiant notified BGR that the Punta Gorda will not be coming back. United did indicate that they are very happy with the service at BGR.

4. ACI-NA Jumpstart: Airline Meeting conference.

During the week of June 23-27, 2014, Bangor International Airport participated in the annual ACI-NA Jumpstart Air Service Development program. This annual program is the industry's premier airport-airline marketing event. ACI-NA's Jumpstart Air Service Development is a valuable program designed to bring airports and airlines together for dedicated, one-to-one meetings. This year, BGR had the opportunity to meet with several airlines, as well as attend some valuable seminars. BGR meet with American, Delta, Southwest, United and Silver airlines.

5. Airport marketing plan review.

Marketing Manager Risteen Bahr made a presentation on the Airport Marketing FY 15 Budget Overview. BGR spends 35.7% on advertising, 31.9% on marketing, Scasd & Airline Incentives at 26.8%, and postage, office supplies, copies, food, membership, professional development and travel the balance. For advertising that consists of Guides, US newspapers, consumer magazines, us radio, television, Canadian newspapers, and trade shows.

Meeting Adjourned