

MEETING AGENDA

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DATE: 12/16/2016
TIME: 3:30 PM
LOCATION: FNL Conference Room
RE: Airport Rebranding and Communications Sub-Committee Meeting

1-10-17

1) Introductions

- a. New members: Diane Jones, Thomas Fleming

2) 2017 committee goals

- a. Update on progress to date (name change, FAA implementation, etc.)
- b. Implement strategic action plan item #5: *Rebrand the Airport and more productively engage the public*
 - i. Rebrand the Airport to create an enhanced regional identity
 - ii. Build a stronger Airport public information program / build a stronger public awareness of the Airport, its identity, and role in the community
 - iii. Other tactics not in the Strategic Plan
- c. Overall 2017 marketing budget: Review / feedback

3) Review of draft marketing / communications RFP

- a. Overall scope and structure – feedback
- b. What did we miss? What should be omitted?
 - i. Tom Fleming: Need to first identify what the airport of the future will do that is *different* than what it does today.

4) Other items not on agenda

5) Adjourn / Next Steps

- Create simple interface for info
- Pro business

① Focus on vision of airport

② Do research on audience

Promotional

- Development

- Users or Operators

- Brand awareness

- Education

- Gateway Wayfinding

- Create a Buzz

- Outreach with Airport Stakeholders

* Analysis of Opportunities

- Send out Strategic Plan to
Members
 - Market analysis
 - GA
 - Corporate
 - Commercial
 - Airport Revenue
 - Timeline development → Bubble diagram
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① Explain where we are headed
- Come up with game plan

② Triple helix incorporation

- Bring in CSU + DDC

③ Aviation

- GA, Corp, Commercial, Military

Everything Else

- How to attract