

MEETING AGENDA

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DATE: 2/13/2017
TIME: 8:00 – 9:30 AM
RE: Airport Rebranding and Communications Sub-Committee Meeting

- 1) Review draft timeline, tasks, milestones: where we are, where we're headed – see attachment (35 min)**
 - a. Draft timeline – confirm tasks/milestones
 - b. Need for a “phase one” target market analysis (consultant services) to precede rebranding / communication effort – discussion
 - c. Identify opportunities for airport involvement in major local events this year – suggestions? Other creative ideas for events at the Airport / ways to engage the public?
 - i. Airport-specific events: Pancake breakfasts (open to public, dates TBD), Collings Foundation “Wings of Freedom” tour July 14-16, others?
 - ii. Non-airport events
- 2) SWOT Analysis, Rebranding Effort Goals & Measures of Success (20 min)**
 - a. SWOT: Review / confirm – does the SWOT support our broad goals and measures of success?
 - b. Other implications for airport rebranding effort?
- 3) Airport signage & wayfinding updates (30 min)**
 - a. Review existing conditions and concepts for updates – **see attachment**
- 4) Adjourn / Next Steps (5 min)**
 - a. Identify standing meeting time / date

HOMEWORK:

- Review timeline; add suggested events for outreach / marketing