

MEETING AGENDA

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DATE: 6/28/2017
TIME: 3:30 – 5:00(ish) PM
RE: Airport Rebranding and Communications Sub-Committee Meeting

1) Introductions (5 min)

- a. Aaron Gruen and Andy Ratchford of Gruen Gruen & Associates (Airport Target Market Analysis Consultants)
- b. Members of the Sub-Committee

2) Update on Air Service (15 mins)

- a. Update from Jason & Sean on recent meetings with airline route planners at the ACI Jumpstart conference in Providence.

3) Review of Phase 1 (current) tasks, Q & A (45 min)

- a. Andy Ratchford and Aaron Gruen will provide insight on the project as they see it, and give an overview of Phase 1 tasks in-progress as well as near-term upcoming tasks.
- b. Q & A with the consultants re: the project and scope

4) Tour of Airport (30 min)

- a. Tour of Airport, adjacent Airpark, and any other adjacent properties of interest
- b. The intent of this is to give all members of the S/C and the consulting team a chance to better understand and provide insights re: areas of the airport and adjacent areas available for development.

5) Adjourn
