

MEETING RECORD

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DATE: 1/10/2017
TIME: 3:30 – 5:00 PM
RE: Airport Rebranding and Communications Sub-Committee Meeting
ATTENDEES: Jason Licon, Sean Keithly, Cindy Mackin, Tom Fleming, Amanda King

Begin Meeting Record

Agenda Item #1: Committee goals discussed at last meeting

- a. Alignment with Strategic Plan & Vision
 - b. Define how to measure success
- Began meeting with an overview of our goals and a review of the Strategic Plan and Vision. Also briefly reviewed points made in Diane Jones' email (included in meeting packet) re: committee role and potential steps going forward.
 - Roundtable discussion of what defines success for the Airport's rebranding and communication effort:
 - Goal discussion:
 - Better to have goals that are specific / measurable / results-oriented
 - Airport-specific vs. public benefit (harder to measure the impact on the public at large – social media metrics may help)
 - Avoid over-promising
 - Chicken / egg issue: Airport needs to attract people, but people won't be attracted without a reason to do go there (beyond existing uses).
 - Example goals
 - Add value to the community
 - Become self-sustaining
 - Example measures of success
 - Air service
 - Property development
 - Public support
 - Aviation (and aviation-compatible) business development

Agenda Item #2: Timeline and outcomes development

- a. Rebranding / marketing budget review
- Mention of existing Airport bus. dev. efforts including upcoming conferences (Feb / Jun)
 - Getting some outside assistance to compile data to support future airline service
 - Discussion of draft timeline and brand development as part of broader effort

- How is the definition of a brand different from recent efforts to develop the Airport's mission and vision?
 - Brand = "Why" an expression of value (i.e., the Airport's "reason for being")
 - Fort Collins Climate Action Plan branding effort example:
 - People "seeing themselves" in the objective (how it affects them) → relate to the brand → inspires behavior change
- Consider the regional / broad audience of the airport in any effort
- Effort needs to consider that the brand will be different things to different people
 - Who is the audience / who are the stakeholders?
 - What is the message?
 - Ensure that different messages are mutually supportive
 - Need to make sure that the above are accomplished in our rebranding / communication effort
- Consider Strategic Plan strategies #2 and #3 as potentially defining the most important goals for this effort ("Create a sustainable business model" and "Encourage immediate private investment")
- Create add'l milestones beyond one year (e.g., three years out)
- Consider doing some market research to consider what's missing in terms of potential audiences / markets
- Need consultant to assist in "telling the story"
 - E.g., when commercial service ended, that represented less than 1% of all aircraft movements at the airport (600 out of 95,000 flights) – however, few people recognize the Airports significance beyond the "Vegas flights"

Agenda Item #4: Adjourn / Next Steps

- a. Identify standing meeting time / date
- Next steps:
 - Develop goals / outcomes (homework)
 - Align with Strategic Plan / Mission / Vision
 - Create preliminary SWOT using data from StratOps planning process, send to Sub-Cmte to review / edit
- Standing meeting date:
 - Suggestion of meeting two week prior to Commission meeting to allow ample time for deliverables / reporting to Commission
 - Will send Doodle poll for next meeting

End Meeting Record