

DATE: 2/13/2017
TIME: 8:00 – 9:30 AM
RE: Airport Rebranding and Communications Sub-Committee Meeting
ATTENDEES: Jason Licon, Sean Keithly, Cindy Mackin, Tom Fleming, Amanda King, Diane Jones

Begin Meeting Record

Agenda Item #1: Review draft timeline, tasks, milestones: where we are, where we're headed

- a. Draft timeline – confirm tasks/milestones
 - o Discussion of air service study / analysis
 - NoCo region has ~20% of total Front Range demand (S. Wyoming to N. New Mexico). COS has ~15%.
 - With ~1.2M enplanements per year included in the total demand for the area, FNL could potentially achieve 10-20% of this number.
 - o COS: How did they get to where they are now (with scheduled service, multiple airlines)?
 - Significant amount of funding from tax dollars, bonds, other gov't sources
 - Growth / demand has historically been in that region – but NoCo has been experiencing faster growth more recently – stage is set for a shift if growth continues.
- b. Need for a “phase one” target market analysis (consultant services) to precede rebranding / communication effort – discussion
 - o General agreement from group – “No wine before its time”
 - o Important to understand target market before executing rebranding / communications piece
- 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?
 - o Airport events include: Collings Foundation “Wings of Freedom” tour July 14-16, Pilot’s Assn. “pancake breakfast” (or similar) outreach events, dates TBD
 - o “Airplane truck”
 - o Events with a family component
 - o Drones / UAS demos
 - o Static displays
 - o Partnerships with schools, e.g., Aims CC, to help foster interest with the younger generation
 - Direct outreach to local schools, e.g. STEM programs (High Plains K-8, others)
 - o Other methods of outreach:
 - FCTV

- PPT/Video – could be taken on the road to service clubs, biz assns., etc.
 - Building support and relationship base w/ business assns. could be critical for potential future efforts (e.g. Airport authority)
- Using Airport Commission members to support outreach efforts
- Loveland Business Appreciation Breakfast (October)
- Quarterly breakfasts with City Council, stakeholders (TBD)
- Back-of-business card (or separate card) value proposition statement
- All of the above activities could serve to set the table for future rebrand / comm effort

Agenda Item #2: SWOT Analysis, Rebranding Effort Goals & Measures of Success

- a. SWOT: Review / confirm – does the SWOT support our broad goals and measures of success?
 - Need to have a “so what?” piece – actions that would result from what the SWOT ID’d
 - Amanda’s example: Investment, Resources, Impact, Feasibility
 - Show degree for each (e.g. High / Low)
 - Develop a straw man example of the above for use at a Commission retreat or similar
 - Additions to SWOT:
 - Adjacent land (Strength? Opportunity? Weakness? – may be more than one)
 - UAS / Sci / Tech (aviation-related technologies) as opportunities

Signage / Wayfinding Effort

- a. Review existing conditions and concepts for updates
 - Signage update offers an opportunity to identify a new gateway (future – TBD)
 - Need to ensure that opportunity is not lost to work w/ Martin Lind on integrating Airport signage into new Brands development
 - Incorporate artwork into future efforts to improve Airport gateway / entrance area
 - Group consensus: Proceed with signage / wayfinding update as outlined.

Adjourn / Next Steps

- Standing Meeting Time: 4th Wednesdays of each month, 3:30 PM – 5:00 PM
- Will do Doodle poll for next meeting b/c of potential conflict w/ Commission Mtg timing

End Meeting Record