

DATE: 5/24/2017
TIME: 3:30 – 5:00 PM
RE: Airport Rebranding and Communications Sub-Committee Meeting
ATTENDEES: Jason Licon, Sean Keithly, Tom Fleming, Amanda King, Diane Jones

Begin Meeting Record

Agenda Item #1: Overall Schedule Review *[Note: Discussion of schedule covered Agenda Item #3 and was merged with Item #1 for the purpose of the minutes]*

- a. Discussion of Target Market Analysis RFP status
 - o Sub-Committee should be a part of the planning for the Commission workshop in July that is to be focused in part on the Target Market Analysis effort *[Note: the “workshop” will likely be part of a regularly-scheduled Commission meeting]*.
 - o Will Sub-Committee interact with the consultant as part of the project? [Yes]
 - o Contract and final scope of work should be circulated to Sub-Cmte when finalized
 - o Study results could potentially shape governance model
 - o When contacting references, consider any lessons learned from prior projects

Agenda Item #2: Airport Video Discussion

- a. Watched Greeley Airport “about us” video as a discussion starter. Feedback:
 - o Too long at nearly 10 minutes (should be no more than two minutes; even three minutes is long-ish)
 - o A core video with short add-ons as needed is a good model
 - o Need to answer the question of “why the airport exists”
 - Tom: Not ready for the video now; need to wait until after we answer the “target audience” question
 - o Two sets of audiences: General public (education) and potential stakeholders (business development)
 - o *[If we’re not prepared to fully tell the story now]* Can do video now (summer / fall – when seasons are favorable) and supply narration later
 - o Look at sources for b-roll: Students (e.g., CSU) could be utilized; this footage could potentially be used along with primary footage
 - o Potentially do a version 1.0 first, with a 2.0 to follow once the storytelling piece is solidified
 - o Think about target audiences – e.g., commercial carriers – and video “modules” that could communicate to them
 - o Think about how to “nudge” the remote tower forward as part of the video.
 - Jason: Provide a chart of the remote tower process / timeline to the Sub-Cmte

MEETING RECORD

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Agenda Item #4: Other Business

- a. (Tom) Primary focus on marketing / business development efforts should be getting a commercial carrier
 - o Make a recurring agenda item for sub-committee, provide updates
 - o Present data / our data interpretation to the Sub-Cmte
 - o (Diane) Agree partially; corporate air service can have an equal impact. Remote tower is key to getting commercial service.
- b. (Diane) Look at attending P3 Airport Summit in San Diego
- c. (Tom) Look at opportunities for integrating UAS at the airport
 - o Currently reaching out to CSU regarding the potential of utilizing Christman Field as part of a partnership opportunity (blending UAS with FNL's future controlled airspace)

Adjourn / Next Steps

- a. Begin to answer the question, "What is our story?". How do we convey this message (esp. with regard to the video project). *[Also, identify the overall goals for the project]*
 - What are the "modules" needed to accomplish the project goals?

End Meeting Record