

BOISE AIRPORT COMMISSION MEETING
April 5, 2018

The Boise Airport Commission meeting was held in the Salmon River Room at the Boise Airport.

Others Attending: Guy Shadiow, Airfield Maintenance Manager BOI; Sean Briggs, Marketing Manager BOI; Greg Myers, Operation Manager BOI; Mike O'Dell, Deputy Director Finance and Business Administration BOI; Addison King, Custodial Supervisor BOI; Amy Snyder, Property & Contract Administrator BOI; Bill Best, Delaware North Companies; Kurtis Sorenson, IT System Administrator; Jordan Bauer, Operations Security Manager BOI; William Adams, Idaho Pipeline; Josh LeBlanc, Paradies; Alex Everman, Deputy Director Operations & Security; Tara Sterling, Paradies

A. Old Business

A1. Roll Call: Commission Present: Frank Walker; Russ Westerberg; Mike Pape; Kylie Casper; Gen. Saylor; Bill Vasconcellos

A2. Approval of Minutes from Airport Commission Meeting of March 1, 2018: Mr. Walker moved the minutes to be approved. Mr. Pape seconded. All in favor.

A3. Director's Report: Ms. Hupp showed slides of *March Runway Closures*: Most of the closures was for lighting, signage and pavement maintenance. No scheduled runway closures in April. *March Madness*: 8 teams arrived in Boise for March Madness, the majority of them chartered 737 aircraft, they deplaned at Jackson Jet Center and Western Aircraft. *Frontier Began Service to Denver*: Frontiers inaugural flight was March 27, 2018. Nonstop to Denver, with three flights weekly. The inaugural flight was full. *Alaska to discontinue Lewiston flight*: Alaska's final flight to Lewiston will be August 25. Alaska is removing all service from Lewiston. Boise hasn't lost service since 2013. *SkyWest expands Apron*: SkyWest has completed the expansion of their apron. 97,000 square feet. Creating 6 additional parking spots for regional jets. *Idaho Industries Congressional Delegation Breakfast*: The Boise Airport co-hosted the event with the Spokane Airport. Discussed the importance of air travel to the economy of Idaho. Highlighted federal and national issues important to both airports. *United Way book drive*: April 9-13, 2018. The airport will have three drop box locations. *Top 10 Operating Revenue*: Is up 3%. *Top 10 Operating expenses*: down 1%. *February Enplanements*: up 12% February 2018 over February 2017. *2018 Total Passengers*: Up 13% over 2017. *Upcoming Events*: Southwest begins daily nonstop service to San Jose on April 8. Final master plan technical advisory committee meeting & final master plan public open house on May 1. Next Commission meeting on May 3. TSA precheck event May 7-11, 2018 here at the airport.

A5. Commissioner's Comments: Ms. Casper said that she flew out last week during spring break and asked how the airport handles the extra passengers. Ms. Hupp replied that we add additional staff, open the economy lot for parking and the Concessions plan ahead. Mr. Pape said that the Lewiston issue is statewide, hoping to find service again. Gen. Saylor said he has been flying back and forth to Phoenix and it is great to be back in Idaho.

B. New Business

B1. Convention and Visitor's Bureau Presentation: Ms. Westergard showed slides of *Marketing*: of the print/digital ads on why to visit Boise during Christmas. Print: Northwest Travel & Life Co-op with the Boise Airport in the March/April 2018 issue. Print: Horizon Air/Alaska Air Magazine April 2018. Digital: April 2018-June 2018, Allocated \$5400 for April-June for the Reno/Spokane promotion; geo-fenced around the Reno and Spokane airports; travelers that enter or have entered will get served mobile display ads; creative matches the BCVB brand, with a simply fly non-stop message to respective markets; geo-fenced around the Boise Airport to track the visit; ads will track both impressions and clicks; direct ad traffic to landing page <http://boise.org/visit/how-to-get-here>. Digital: Adara Partnership November 8-January 8. \$27,000 spend (partnered with Boise Airport, Idaho Tourism. Ability to see search, booking and loyalty data (leisure focused). Able to determine how many airline tickets and hotel nights/ dollars were driven as a result of the campaign. *Sales:* Marketplace/Trade shows. Results hosted 7 site visits, hosted 4 media, 15 qualified leads/RFP's to Boise Centre +8 in pipeline from March. *Top 2017-18 media targets in Spokane, WA & Reno, NV; other top media Placements.* Today show- Top 5 places to visit in 2018 – Megan Kelly; Since December we have had 24 stories run. *Event Sponsorship-* spend over \$150,000 annually supporting Major Special Events in the Boise Area with a visitor draw.

C. Questions & Answers

There were no questions or comments from the Public.

Next Commission meeting will be May 3, 2018.