

**RICHLAND-LEXINGTON AIRPORT DISTRICT**  
**Air Service, Airport Development & Public Relations Committee**  
**October 10, 2022 @ 3:00 p.m. Carolina Room**  
**Draft Minutes**

**Attendance**

Duane Cooper, Chair; Dan Bell; Hank Jibaja; Sarah Johnson; Carol Fowler; Pat Smith; Anton Gunn

**Absent**

Hazel Bennett; LaJoia Broughton

**Staff**

Mike Gula; Gregg Hornsby; Kim Crafton; Ryan Kreulen; Jessica Foster; Lynne Douglas (Secretary)

**Guests**

Amanda Williams (Placer) (Zoom); Carrie Kelly, Marietta Landon (Ailevon Pacific) (Zoom)

**1. Welcome, Introductions, and Call to Order**

Committee Chair Cooper called the meeting to order.

**2. Determination of a Quorum**

Chair Cooper confirmed a quorum was present.

**3. Approval of April 4, 2022 Minutes**

Commissioner Jibaja made a motion to approve the minutes. Commissioner Bell seconded the motion. Motion carried.

**4. Placer, Demo & Overview**

Ms. Crafton introduced Amanda Williams, Placer's Customer Success Manager for CAE and staff's primary contact. Placer is a traffic analytics platform and is centered around mobile data. They partner with 500 plus mobile apps. Nationwide, they observe a panel of about 30 million devices around the clock and extrapolate data from that sample size. Ms. Williams shared a brief on-line report about the software, how it can be utilized for CAE's benefit, and how CAE staff is working with the company. Placer does not track personal data, they track where people are going. Ms. Williams reviewed some key elements of the dashboard, shared a CAE Customer Report and answered questions.

Chair Cooper asked if CAE has a digital advertising vendor. Ms. Crafton responded that staff works with Flock and Rally, a communications and marketing firm, to place much of CAE's digital ads as a third party vendor. She went on to highlight some of CAE's efforts with advertising to include digital as well as staff's partnership with MAG (Manchester Airport Group) to target reaching the pre-book parking customers. There was additional discussion regarding digital and push marketing and the benefits of both for CAE.

**5. Ailevon Pacific, CAE Overview**

Ms. Crafton introduced Carrie Kelly and Marietta Landon, with Ailevon Pacific, CAE's air service consultant since 2016. They presented an on-line presentation, State of the Industry – CAE (copies will be provided to committee members). Their presentation highlighted industry updates and CAE's air service performance as well as goals moving forward to continue pursuing an ultra-low cost carrier (ULCC). Industry challenges continue to include pilot

shortage, price of jet fuel, fleet constraints (retirement of aircraft and early pilot retirements), and operational challenges. Ms. Kelly reported that American, Delta, and United are all pleased with their performances at CAE. She announced a big win for CAE with American's current planned new schedule to Dallas: November 2022 – January 2023, 2 daily flights on American mainline; February 2023 – March 2023, 3 daily flights with a mixture of mainline and regional jet service; and beginning April 2023, 2 flights daily on the Boeing 738 (Boeing 737-800) with 172 seats.

Some questions followed for the Ailevon team. Commissioner Bell asked about strategies and opportunities that have been used successfully to bring in service by low cost airlines. Ms. Kelly explained revenue guarantees and said that some airlines view favorably and some do not instead preferring a robust marketing package. She also shared information about the SCASDP (Small Community Air Service Development Program) grant awarded by USDOT. Moving forward, Ailevon will provide additional information regarding the grant to include the application process. They will also put together a summary of airports who have previously received the grant.

Following the Ailevon presentation, there was discussion regarding CAE's marketing program to include marketing our air service. Chair Cooper said he would like staff to pursue a digital advertising firm to assist with a digital strategy. He went on to suggest that staff look at putting out a bid to firms who specialize in digital marketing/advertising. Ms. Crafton shared that staff is currently doing digital advertising. She went on to say that the current contract with Sparkloft Media, our agency of record, expires June 30, 2023. She plans to issue a RFP in January 2023 for another agency of record and will include the digital advertising component in that RFP.

Ms. Crafton reminded everyone of their invitation to the Experience Columbia SC event on November 2, A Toast to Tourism. She also handed out a one- page "fast facts" on the airport and region that she provides when meeting with airlines.

For the next committee meeting, Chair Cooper said he would like an update on the USC advertising contract as well as other similar contracts we may have, review what we're doing in community sponsorships, and review marketing efforts to include social media. Ms. Crafton reported that the contracts with USC, Allen, and SC State end June 2023. She is working with each of them regarding ideas.

6. **Old/New Business**

There was no additional business.

7. **Discussion/Suggestions**

There was no additional discussion.

8. **Adjourn**

Chair Cooper adjourned the meeting.

Respectfully Submitted,



Lynne Douglas, Commission Secretary