



Dane County

Minutes - Final Unless Amended by Committee

Airport Commission

Wednesday, December 17, 2014

5:30 PM

ROBERT B. SKULDT CONFERENCE ROOM AT THE
AIRPORT

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A. Call To Order

Chair Probasco called the meeting of the Airport Commission of December 17, 2014, to order at 5:30 p.m.

Present: 9 - DENNIS O'LOUGHLIN, PAUL RUSK, GEORGE GILLIS, DAVE de FELICE, SALLY PROBASCO, WILLIAM HAIGHT, PERRY ARMSTRONG, DONALD ESPOSITO JR. and ANDREW SCHAUER

Cmsnr. Rusk arrived late. (after item E-1)

Staff Present: Livingston; Jensen; Jones; Murphy; Ladell

Guests Present: Jeff Davis, Wisconsin Aviation; Danny Mager - Staples Marketing

Pledge of Allegiance

B. Public Comment on Items not on the Agenda

There was no public comment.

C. Consideration of Minutes

1. [2014 MIN-477](#) 2014 MIN-477 NOVEMBER 19 AIRPORT COMMISSION MINUTES

Attachments: [2014 MIN-477 NOV. 19, 2014 MINUTES AIRPORT COMMISSION](#)

Motion made by Cmsnr. O'LOUGHLIN, seconded by Cmsnr. SCHAUER, approving the Airport Commission minutes of November 19, 2014. Motion carried. (8-0)

Ayes: 8 - O'LOUGHLIN, GILLIS, de FELICE, Chair PROBASCO, Vice Chair HAIGHT, ARMSTRONG, Secretary ESPOSITO JR. and SCHAUER

Absent: 1 - RUSK

D. Fund Transfers - none

E. Referrals (Resolutions & Ordinance Amendments)

1. [2014 RES-435](#) AUTHORIZING TRAVEL OUTSIDE OF THE CONTINENTAL UNITED STATES FOR THE DANE COUNTY REGIONAL AIRPORT DIRECTOR OF OPERATIONS AND PUBLIC SAFETY

Sponsors: RUSK, BAYRD, KRAUSE, McCARVILLE and SCHAUER

Attachments: [2014 RES-435.pdf](#)
[2014 RES-435FN Travel Outside US Director OPS.pdf](#)

A motion was made by Cmsnr. O'LOUGHLIN, seconded by Cmsnr. de FELICE, recommending this resolution for approval. Motion Carried. (8-0)

Ayes: 8 - O'LOUGHLIN, GILLIS, de FELICE, Chair PROBASCO, Vice Chair HAIGHT, ARMSTRONG, Secretary ESPOSITO JR. and SCHAUER

Absent: 1 - RUSK

F. Items Requiring Committee Action

1. Election of Officers

Chair tabled election of officers until Commissioner Rusk arrived. Rusk arrived. Motion by Cmsnr. O'Loughlin, seconded by Cmsnr. Rusk that the current slate of officers continue in their roles for the current commission term. Motion carried unanimously. (9-0) The following were approved as officers of the Airport Commission: Chair, Sally Probasco; Vice-Chair, Bill Haight; and Secretary, Don Esposito.

2. [2014 ACT-332](#) HONORING JO MURPHY ON HER RETIREMENT

Attachments: [2014 ACT-332 Murphy Resolution.pdf](#)

Motion made by Cmsnr. O'LOUGHLIN, seconded by Cmsnr. de FELICE, approving this resolution honoring Jo Murphy on her Retirement. Motion carried Unanimously. (9-0)

Ayes: 9 - O'LOUGHLIN, RUSK, GILLIS, de FELICE, Chair PROBASCO, Vice Chair HAIGHT, ARMSTRONG, Secretary ESPOSITO JR. and SCHAUER

Chair Probasco read the resolution and thanked Jo Murphy for her service to Dane County since August 25, 1986. She thanked her for dedication and leadership staffing and attending more than 400 meetings and subcommittee meetings of the Airport Commission. The Commissioners and staff congratulated and applauded Jo. A framed copy of the resolution was presented to Jo.

Cmsnr. Haight left the meeting at 5:56pm.

3. Mileage and Per Diem

Motion by Cmsnr. Gillis, seconded by Cmsnr. Armstrong approving mileage and per diem to Cmsnrs. present at meeting tonight, Dec. 17, 2014. Motion Carried. (8-0)

G. Presentations

1. 2015 Marketing Campaign Update - Danny Mager - Staples Marketing

Chair Probasco introduced Danny Mager from Staples Marketing. Mr. Mager presented a power point and gave a 2014 Media recap followed by a presentation of the 2015 media initiatives. The main concept for 2015 is: "Who Knew?" with local radio show host, Michael Feldman. The concept is based on his National radio broadcast, "Whad' Ya know?" Feldman will be the spokesperson for the campaign including radio ads, outdoor billboards, webpage and TV ads. There were a few questions and comments. Chair Probasco thanked Mr. Mager.

H. Reports to Committee

1. Activity Report

Livingston reported that Airport activity reports were not compiled at this time.

2. Airpark Issues

Jones reported status quo for Air Park issues. Kwik Trip continues testing the site. The newly constructed west parking ramp is open. Parking ramp work which remains includes: artwork; resurfacing; and new elevators including FID monitors in the elevators.

I. Future Meeting Items and Dates

- 1. Discuss alternate date for February Commission Meeting.*

The commission voted unanimously to keep the meeting date for February, the third Wednesday of the Month, the 18th. The next regularly scheduled meeting of the Airport Commission is January 21, 2014.

J. Such Other Business as Allowed by Law

K. Adjourn

Motion by Cmsnr. Armstrong, seconded by Cmsnr. Gillis, moving adjournment at 6:11 p.m. Motion carried (8-0)

*Respectfully Submitted,
Sally Probasco, Airport Commission Chair*