



Dane County

Minutes - Final

Airport Commission

Wednesday, March 8, 2017

5:30 PM

Robert B. Skuldt Conference Room at the Airport

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A. Call To Order

Chair Haight called the meeting to order at 5:30PM

Present: 6 - DENNIS O'LOUGHLIN, PAUL RUSK, SALLY PROBASCO, WILLIAM HAIGHT, ANDREW SCHAUER and MAUREEN McCARVILLE

Excused: 3 - DAVE de FELICE, PERRY ARMSTRONG and DONALD ESPOSITO JR.

Pledge of Allegiance

The Pledge was recited.

Staff in attendance: Livingston; Jones; McHenry; and Ladell

Guests present: Danny Mager, Affirm Agency

B. Consideration of Minutes

1. [2016](#) DEC 14 2016 AIRPORT COMMISSION MINUTES
[MIN-461](#)

Attachments: [Airport Commission Minutes 12 14 2016](#)

A motion was made by Cmsnr. O'LOUGHLIN, seconded by Cmsnr. PROBASCO, that the minutes be approved. The motion carried by a voice vote. (6-0)

C. Reports of Subcommittees - none

D. Referrals (Resolutions & Ordinance Amendments)

1. [2016 RES-550](#) APPROVAL OF ASSIGNMENT OF LEASE NO. DCRA 83-15 INVOLVING LAND AT DANE COUNTY REGIONAL AIRPORT

Sponsors: de FELICE, McCARVILLE, RUSK and SCHAUER

Attachments: [2016 RES-550](#)

[2016 RES-550 Fiscal Note](#)

[2016 RES-550 DCRA 83-15 FOR AIRPORT CMSN](#)

A motion was made by Cmsnr. O'LOUGHLIN, seconded by Cmsnr. McCARVILLE, that the Resolution be recommended for approval. The motion carried by a voice vote. (6-0)

E. Items Requiring Commission Action

1. *Mileage and Per Diem for Airport Commisison Members in attendance at this meeting, March 8, 2017.*

A motion was made by Cmsnr. O'LOUGHLIN, seconded by Cmsnr. McCARVILLE, to approve mileage and Per Diem for Airport Commission members in attendance at this, March 8, 2017 meeting of the Airport Commission. Motion carried by a voice vote. (6-0)

F. Presentations

1. *2017 Marketing Campaign Overview - Danny Mager, Affirm Agency*

Chair Haight introduced Danny Mager from Affirm Agency to present the upcoming 2017 Airport's Marketing Campaign. Mr. Mager was very enthusiastic to present a power point outlining an overview and graphics of the new theme, "Fly Local." The new campaign, based on the "Dane Buy Local" theme, will replace the recent "Who Knew?" theme. A brief question and answer period ensued. Commissioners had positive feedback and mentioned looking forward to the upcoming media ads, outlets and special events to showcase "Fly Local." Brent McHenry, the Airport's Marketing and Communications Director, commented that he has seen an increase in traveler inquiries regarding flying out of Madison. Mention was made of the useful, cost-comparison calculator on the Airport's website. Passengers may easily calculate the cost differential in the price of flying out of Madison versus other airports such as Milwaukee or Chicago. A direct link to calculator will be included in the new campaign webpage.

G. Reports to Commission

1. *Activity Reports*

Chair Haight deferred to Director Livingston to present the activity report(s). A 20% increase in sales for the Airport's restaurant and retail concessionaires occurred in January, 2017 compared to January, 2016. Increases were also realized for Airport car rental agencies and parking ramp revenues.

Livingston reported that the Airport had a record-breaking 9.8% increase for enplanements at year-end, 2016. It was the largest increase realized in the State and near the top, nationally compared to similar-sized airports. Enplanements for the month of January, 2017 compared to last year, were up 6.6%.

2. Air Park Activity

Jones gave current tenant status report.

H. Future Meeting Items and Dates

Next meeting tentatively scheduled for, Wed., April 12, 2017 at 5:30pm, or Call of the Chair

I. Public Comment on Items not on the Agenda

There was no public comment.

J. Such Other Business as Allowed by Law

Chair Haight mentioned that the membership of the Art Subcommittee of the Airport Commission will remain the same. Current membership includes: Don Esposito, Jr.; Judy Sidran; Sally Probasco; and William White. The Art Subcommittee will next meet on, Tuesday, March 14, 2017 at 11:00AM in the Robert B. Skuldt Conference room at the Airport. The Commission's Noise Subcommittee will next meet later in April.

K. Adjourn

A motion was made by Cmsnr. Probasco and seconded by Cmsnr. Schauer, to adjourn. Motion carried by a voice-vote. (6-0) The meeting adjourned at 6:11PM.

*Minutes respectfully submitted on behalf of William Haight, Chair
WH:cjl*

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LUS CIM: Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

Airport Administrative Office - Christine Ladell (608) 246-3381 or Call WI Relay TTY 7-1-1