

MINUTES

Thursday, June 14, 2012
1:00 P.M.

Manistee County Blacker Airport
Conference Room

Members Present: Paul Schulert, Chairperson; Ross Spencer, Vice-Chairperson; Duane Anderson; Ervin Kowalski; Glenn Lottie; Dale Picardat; and Bob Wilson

Members Absent: None

Others Present: Barry Lind, Airport Manager; Mark Sandstedt, MS Creative; and Rachel Nelson, Airport Authority Secretary

Paul Schulert, Chairperson, called the special meeting to order at 1:00 P.M. Roll was taken by the Secretary.

Mr. Lottie reminded the Authority that the purpose of the special meeting was to discuss the promotion message topics regarding the airline, advertising targets, and advertising means. It was stated that the name of the airline is Public Charters.

Mr. Picardat stated that the changing schedule might be an issue. Mr. Lind provided a flyer with the flight schedule which will be effective June 28, 2012 through August 10, 2012 (APPENDIX A) and have one flight per day Sunday through Friday. The current schedule through June 28, 2012, is one flight per day on Sunday, Monday, Thursday, and Friday. After August 10, 2012, the schedule will have ten flights per week, with one flight on Sunday and Wednesday, and two flights on Monday, Tuesday, Thursday and Friday. Positives with the Chicago Midway terminal include being easy to get around in, availability of connecting flights, and transportation is available to Chicago O'Hare. It was noted that it might be good to have information at the Manistee airport on the types of transportation available between the Chicago Midway and Chicago O'Hare airports. Additional information should be added to the airport's website, which is something that MS Creative is working on. MS Creative has also discussed making a brochure which would have information on what to expect when you arrive at Midway on one side, and information about arriving in Manistee on the other.

Benefits of the airline include bringing people into Manistee for tourism, manufacturing, free parking, being cheaper than competition, and not having to drive far to take a flight. The flights are also very reliable based on the schedule. It was noted that the airplane is very comfortable, pressurized, and has a restroom.

Mr. Lind would like to initiate a marketing effort directed at the local travel agencies, which would include an email newsletter. It was noted that it would be nice to be able to offer packages for Chicago and Manistee which would include the flight, rental car, hotel and various activities.

Mr. Kowalski wondered if it would be beneficial to have someone at the airport an hour before the flight leaves to talk to people, similar to a concierge desk. The Airport Authority couldn't afford to hire someone at this time, but it was noted that perhaps an email packet could be put together with information to be sent once a passenger books a flight. It's possible that this could be done as part of the confirmation email that the passenger would receive from Public Charters.

Advertising targets include Manistee, Ludington, Cadillac, Traverse City, Chicago, regional tourist and business destinations, local governments, Chamber of Commerces, Downtown Development Authorities, and regional and local small businesses. Various types of advertising would include radio, television, newspaper, travel brochures, State Visitor's Centers, and County Visitor's Centers.

It was noted that the Airport Authority members represent the airline at community events. Authority members should consider giving presentations to businesses, Chambers, municipal boards, and other community groups. There was discussion on possibly joining other Chambers.

The Promotion Committee will continue to work on ways to promote the airline. Mr. Lottie will provide a summary of this meeting.

With there being no further business to come before the Authority, the meeting was adjourned at approximately 2:45 P.M.

Respectfully submitted,

Rachel Nelson, Airport Authority Secretary

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APPENDIX A



PublicCharters

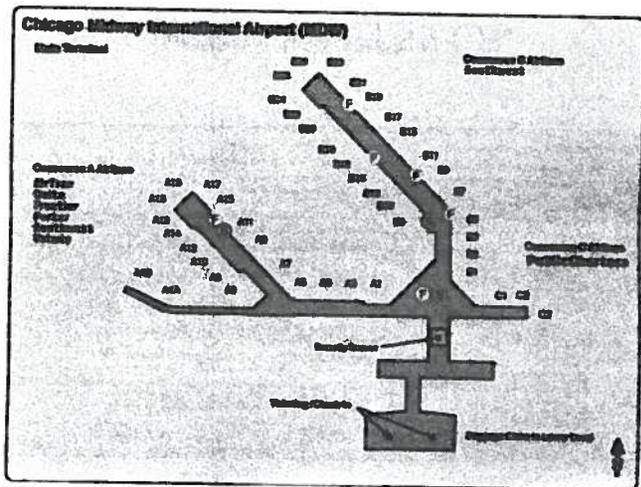
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FLIGHT SCHEDULE

EFFECTIVE JUNE 28TH

MONDAY-FRIDAY

DEPART MANSTEE	8:15AM EST
ARRIVE MIDWAY	8:10AM CSTT
DEPART MIDWAY	6:00PM CST
ARRIVE MANSTEE	7:55PM EST

SUNDAY

DEPART MANSTEE	4:00PM EST
ARRIVE MIDWAY	3:55PM CST
DEPART MIDWAY	6:00PM CST
ARRIVE MANSTEE	7:55PM EST

*NO FLIGHTS ON SATURDAY

