

**Marketing and Promotion Committee
Minutes**

Thursday, May 2, 2013

Manistee County Blacker Airport
Airline Terminal

Committee

Members Present: Ross Spencer, Chairman
Alan Marshall, Thom Smith

Members Absent: Paul Schulert

Others Present: Barry Lind, Airport Director

The meeting was called to order at 3:03 PM.

The committee conducted a general discussion concerning the mission of the Marketing & Promotion Committee. The consensus opinion was that the committee should act as the clearing house and facilitator for activities leading public awareness.

The following action items were identified:

Calendar – Provide and maintain a calendar system to help track events open to the airport's participation and help assure opportunities are not missed. BARRY and ROSS

Improve Entrance Signage - \$20,000 grant available for improvements. Meet with available advisors to get advice and ideas. BARRY

State Signs – Most communities have state maintained signs indicating directions (similar to hospitals) to the local airport. Start process by contacting Jerry Anderson at the Manistee County Road Commission. THOM

Business Cards – Each Authority Board Member is expected to act as an ambassador to the airport and will make contacts promoting the airport. Each Authority member will be provided with a supply of business cards. BARRY

Airport Events – Bring events to the airport: Chamber After Hours, Dawn Patrol, Military Displays, Historic Aircraft, balloon/glider rides, etc. BARRY, ROSS, PAUL

Manistee Blacker Airport Authority
Marketing and Promotion Committee
May 2, 2013
Page 2 of 2

Service Clubs/Groups – Look for opportunities to provide speakers for groups in Manistee and surrounding counties. All members of the Authority Board are being asked to help locate opportunities.

Key Accounts – Interlochen, Casino, Epworth Community, Manufacturing Groups, ski clubs, resorts etc.

Brochures – Find businesses, service providers and merchants willing to display information on the Manistee Blacker Airport and services provided. We will start with the Manistee downtown business community. ALAN

Business After Hours – Attend events in Manistee, Benzie, Mason and Wexford counties. Coordinate attendance to avoid missed opportunities.

Sponsor – Identify local groups that could help make the airport more visible to the public. Boy/Explorer Troops, Experiment Aircraft Association (EAA), RC Model Aircraft Clubs, Civil Air Patrol.

Experience – Look for ways for improving the overall experience of everyone who takes advantage of the airport whether for general aviation use, as an airline passenger, for a meeting, or just visiting.

The meeting was adjourned at 4:25 PM

Respectfully submitted,

Ross Spencer, Chairman
Marketing and Promotion Committee