Manistee County Blacker Airport Authority
2323 Airport Road • Manistee, Michigan 49660 • (231) 723-4351

Marketing and Promotion Committee
Minutes

Wednesday, September 25, 2013
Manistee County Blacker Airport

Committee Members Members Present:	Ross Spencer, Chairman Alan Marshall
Members Absent:	Thom Smith
Others Present:	Barry Lind, Airport Director

Chairman Spencer called to order at 12:10 PM.

Director Lind provided a sample direct mail flyer to be mailed to each of the passengers who have flown Public Charters since service began in 2012. This will be mailed this week and take advantage of bulk mail permits owned by the Benzie Chamber of Commerce and provide substantial cost savings for our marketing budget. Which of the two possible mailers used depended on the traveler's residence. Samples of each flyer are attached.

We discussed contacting school systems to promote flights to Chicago to provide student access to the Chicago Field Museum, Art Institute, Shedd Aquarium and other educational venues in Chicago. Member Marshall has agreed to make inquiries with members of the Manistee education community known to him. The Committee feels that providing student access to these education organizations is extremely important to the community. Possible other schools, such as Ludington, Cadillac and others could become involved.

Information gained from a conference attended by Director Lind indicates that a style of airport locator sign that was previously thought not to be available to non-international airports might be available. We will continue to develop this information. In the meantime Chairman Spencer will check with our MDOT contact in Cadillac for an update on the signs being provided through their office.

We discussed the excellent coverage the airport has received through several reporters, including Meg LeDuc currently, at the Manistee News Advocate. Our monthly passenger surveys indicate the news articles have resulted in increased passenger awareness and likely usage. Director Lind will invite the new Managing Editor, Michelle Graves, of the Advocate for a tour of the airport to provide insight into the facilities available and value to the northern Michigan region.

The Committee discussed the advertizing and website design provided by Brandon Jensen and his associates at Rightside Design. Our contract with Rightside Design will end with the calendar year. Director Lind has expressed his satisfaction with our association with Rightside and has strongly recommended that we negotiate with Rightside Design for a contract for calendar year 2014. The committee members concurred and hereby recommend to the full Manistee Blacker Airport Authority that Director Lind should work with Rightside to secure a contract. The Committee believes that there is nothing to be gained by delaying this process and much to be gained in continuity and strategic planning by moving forward with this process.

The Committee discussed the design of a calendar to identify future events and opportunities where Authority members might provide information to Chambers of Commerce, service clubs, manufacturing and industrial associations or any other group. The Committee believes that the area we serve is regional, and we should not place any artificial distance limit on where these opportunities may reside. Each Authority member would be expected to help keep this calendar up to date by looking for and bringing opportunities back to the Marketing and Promotion Committee. Director Lind and Authority members who have made prior presentations will work with those members willing to make future presentations on the Authority's behalf.

The Going Places Travel Agency was contacted to explore the possibility of promoting package trips from Manistee to Chicago including air fare, hotel accommodations and possible event passes to help promote and increase utilization of our air service. Chairman Spencer will follow up.

The Manistee County Road Commission was contacted and a request was submitted to have a street sign for our entrance road replaced. It's believed this sign was not reinstalled when the terminal building was completed and the entrance road relocated.

With no further business items remaining, Alan Marshall motioned for adjournment at 1:30 PM

Respectfully submitted,

Ross Spencer, Chairman
Marketing and Promotion Committee

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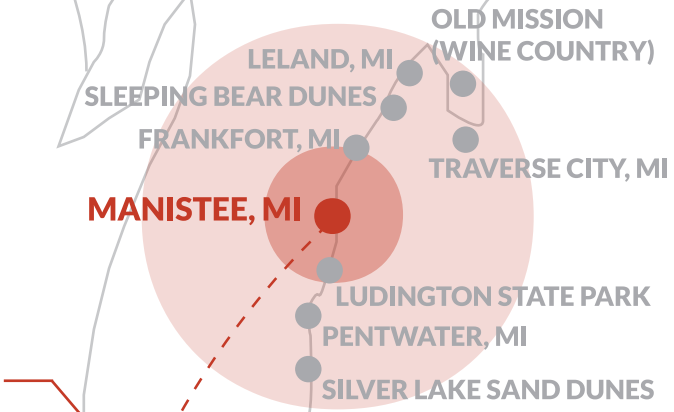

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