

## MINUTES

Monday, October 16, 2017  
10:00 A.M.

Manistee County Blacker Airport  
Conference Room

**Members Present:** Brook Shafer, Chair; Doug Bell, Vice Chair; Mark Bergstrom (left at 12:40 P.M.); Jeff Dontz (left at 12:05 P.M.); Gerry Haw; Barry Peterson; and Paul Schulert

**Members Absent:** None

**Others Present:** Barry Lind, Airport Director; Brandon Jensen, RightSide Design (10:30 A.M. – 11:50 A.M.); and Rachel Nelson, Airport Authority Secretary

Brook Shafer, Chair, called the meeting to order at 10:00 A.M. Roll was taken by the Secretary.

**There was a motion by Mr. Schulert, supported by Mr. Haw, to approve the meeting agenda as presented. Motion carried by unanimous vote.**

There was no public comment.

The Chair confirmed that each member had received a copy and had an opportunity to review the minutes from the regular meeting of the Airport Authority held on Monday, September 18, 2017.

**There was a motion by Mr. Schulert, supported by Mr. Haw, to approve the Airport Authority regular meeting minutes of Monday, September 18, 2017, as presented. Motion carried by unanimous vote.**

There was discussion regarding the Airport Authority Treasurer position, which is appointed annually by the Authority in January. The Secretary position is also appointed annually in January.

The Authority next reviewed the September 2017 Accounts Payable Report (APPENDIX A). The payment to Mika Meyers Beckett & Jones is for George Saylor's services during August. The payment to USDA APHIS is for annually required wildlife training.

**There was a motion by Mr. Haw, supported by Mr. Bell, to approve the September 2017 Accounts Payable Report and authorize payment of the outstanding invoices totaling \$30,878.61.**

**A roll call vote was taken:**

**Yeas: 7 (Shafer; Bell; Bergstrom; Dontz; Haw; Peterson; Schulert)**

**Nays: 0**

**Absent: 0**

**Motion carried**

The Authority also reviewed the September 2017 Financial Statement (APPENDIX B), which includes a Balance Sheet, a Statement of Revenue and Expenses, and a running account of the Passenger Facility Charges collected.

**There was a motion by Mr. Schulert, supported by Mr. Haw, to approve the September 2017 Financial Statement. Motion carried by unanimous vote.**

The Orchard Beach Aviation rent information was provided, as well as fuel sales for September (APPENDIX C).

None of the committees met this month. The Hangar Expansion Committee should meet soon, and will discuss the committee's role and possibly expand its definition.

Mr. Lind reported that there were no airport incidents. An "incident" is anything that needs to be reported to the FAA. Mr. Lind presented a report on airfares which compares flights from Manistee, Traverse City, Grand Rapids, and Muskegon (APPENDIX D). Mr. Lind discussed the changing fare structures and how rates from Manistee are affected by Southwest at Midway. The report that Mr. Lind normally provides with information on airline passenger numbers for 2017 as well as the previous five years was not available this month.

Mr. Jensen provided a marketing overview (APPENDIX E). He stated that it has been hard to budget marketing expenses since MDOT grants are sometimes not authorized to be spent until mid to late fiscal year. Potential signage grant projects include pole/flag signage along US 31 and the parking lot, and a billboard on the end of the hangar facing US 31.

Mr. Lind noted that there are several possibilities moving forward for car rentals. Victorian City Car Port has expressed interest in a business partnership, Parkdale Auto has expressed interest in expanding their rental availability, and Watson's has expressed interest in working with Hertz. Mr. Lind will follow-up on these possibilities.

The airport inspection took place on October 3-4, 2017, and overall went well (APPENDIX F). Two minor issues were identified and corrected, and the list of four safety recommendations were reviewed.

Mr. Dontz left the meeting.

The land acquisition contract is not ready due to issues with MDOT. MDOT would prefer an aviation easement, however, the money that has already been spent would not be reimbursed if the land is not purchased.

Two bids were received for the tree clearing project. Treeworks, Inc. bid \$250 (trees less than 10" diameter), \$325 (trees more than 10" diameter), and \$2.25 (tree whips). J. Ranck, Inc. bid \$425 (trees less than 10" diameter), \$600 (trees more than 10" diameter), and \$6 (tree whips). Mr. Lind expects the total project to cost around \$10,000 if the low bidder is selected.

**There was a motion by Mr. Peterson, supported by Mr. Bell, to award the tree clearing project to Treeworks, Inc., and to authorize the Airport Authority Chair to execute the agreement.**

**A roll call vote was taken:**

**Yeas: 6 (Schulert; Peterson; Haw; Bergstrom; Bell; Shafer)**

**Nays: 0**

**Absent: 1 (Dontz)**

**Motion carried**

September had approximately 6% passenger growth compared to last year. On-time performance was back to normal with 1% of flights canceled and 20% delayed. There continue to be capacity constraints. 70% of days in September had at least one sold out flight (21 of 30 days), and 41% of all flights in September were sold out (28 of 69). [This was with the 19 seat plane.] The air service schedule has been extended to February 28, 2018. Public Charters is assuming that CFM will not continue providing service after February 28<sup>th</sup>, and is looking into options to fill the remaining contract period (March 1, 2018 through July 25, 2018).

The 4 year AEAS contract expires on July 25, 2018. The ideal timeline for the EAS/AEAS contract renewal would be as follows:

November 1, 2017 – DOT issues RFP for EAS Service

December 15, 2017 – Responses due

December 16-31, 2017 – Airport Authority reviews bids and decides whether to return to EAS or stay with AEAS

January 15, 2018 – Submit AEAS proposal to DOT (if that is the decision)

March 15, 2018 – DOT awards AEAS Contract

March 31, 2018 – New schedule under new contract published (7/26/18 – 9/30/18)

Mr. Lind expects that there will be several EAS bids, and stated that it would be good to discuss expectations prior to reviewing the bids. Questions to consider include (1) What do we want for service?, (2) How will we evaluate different service options?, and (3) What are our priorities? The Authority decided to begin the November 20, 2017, meeting one hour early (9:00 A.M.) to have this discussion. Current EAS providers with a 9 seat aircraft include Air Choice One, Boutique Air, and several others. Providers with a 50 seat aircraft include Sky West (United), ADI, and CFM. There are not currently any standard EAS providers using 19 or 30 seat aircraft. It was noted that reliability is very important.

Mr. Bergstrom left the meeting.

Mr. Lind is still waiting on Mr. Saylor regarding the Coho Bend billboard. A meeting will be organized with the township, county, tribe and MDOT to provide training on airport zoning. Explorer Solutions is on hold pending county economic development plans. Allan O'Shea had planned to be at the November meeting to give a presentation regarding solar farm potential, but Mr. Lind will reschedule since it will already be a long meeting.

There being no further business to come before the Authority, the meeting was adjourned at 12:50 P.M.

Respectfully Submitted,

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Rachel Nelson, Airport Authority Secretary

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# MANISTEE COUNTY BLACKER AIRPORT

## SEPTEMBER 2017 ACCOUNTS PAYABLE

CHECK #	VENDOR NAME	AMOUNT
	BARRY LIND	\$ 3,500.00
	CONSUMERS ENERGY	\$ 1,383.52
	A T & T	\$ 35.98
	MICHCON (DTE ENERGY)	\$ 62.10
	MIKA MEYERS BECKETT & JONES	\$ 1,386.75
	VARNUM LLP	\$ -
	BLARNEY CASTLE	\$ -
	PIPER MCCREDIE AGENCY	\$ -
	GILL-ROYS	\$ 34.14
	THE PIONEER GROUP	\$ 82.95
	USDA APHIS	\$ 350.00
	CUSTOM SHEET METAL & HEATING	\$ 492.31
	BLUE GLOBES LLC	\$ 57.75
	ORCHARD BEACH AVIATION	\$ 280.32
	LUDINGTON DAILY NEWS	\$ 87.60
	PRIMARY AIRPORT SERVICES	\$ -
	<b>TOTAL</b>	<b>\$ 7,753.42</b>
	<b>ADVERTISING INVOICES</b>	
	BENZIE CHAMBER OF COMMERCE	\$ -
	MANISTEE AREA CHAMBER	\$ -
	RIGHTSIDE DESIGN, LLC	\$ 2,311.30
	THE CHAMBER (LUDINGTON & SCOTTVILLE)	\$ -
	CADILLAC AREA CHAMBER OF COMMERCE	\$ -
	ORCHARD BEACH AVIATION	\$ 1,019.90
	<b>TOTAL</b>	<b>\$ 3,331.20</b>
	<b>ORCHARD BEACH AVIATION</b>	<b>\$ 19,793.99</b>
	REGULAR HOURS                     330 @ 16.50         5,445.00	
	MAINTENANCE HOURS             126 @ 16.50         2,079.00	
	PART 139 LABOR                         12,200.00	
	INTERNET                                     50.00	
	TV SERVICE                                     19.99	
	<b>GRAND TOTAL</b>	<b>\$ 30,878.61</b>

## MANISTEE COUNTY BLACKER AIRPORT

## SEPTEMBER 2017 REVENUE &amp; EXPENSES

## BUDGET REMAINING

0%

INCOME:	PREVIOUS MONTH	CURRENT MONTH	YEAR-TO DATE	ANNUAL BUDGET	BALANCE \$	%
FEDERAL GRANT - AEAS	\$ -	\$ 328,996.00	\$ 2,380,074.00	\$ 2,328,104.00	\$ (51,970.00)	-2%
HANGER RENTAL	\$ 1,650.00	\$ 1,650.00	\$ 19,060.00	\$ 26,000.00	\$ 6,940.00	27%
LANDING FEES - PUBLIC CHARTERS	\$ 18,382.10	\$ 18,382.10	\$ 220,585.20	\$ 220,585.00	\$ (0.20)	0%
LANDING FEES - GENERAL AVIATION	\$ 486.00	\$ 234.00	\$ 1,638.00	\$ 750.00	\$ (888.00)	-118%
AUTO RENTAL SPACE	\$ -	\$ -	\$ 2,475.61	\$ 6,000.00	\$ 3,524.39	59%
OFFICE RENT	\$ 1,065.00	\$ 1,065.00	\$ 12,780.00	\$ 13,500.00	\$ 720.00	5%
COUNTY OF MANISTEE	\$ 9,583.00	\$ 9,587.00	\$ 115,000.00	\$ 115,000.00	\$ -	0%
STATE REIMB-MARKETING			\$ 6,469.94	\$ 27,000.00	\$ 20,530.06	76%
MARKETING - PUBLIC CHARTERS	\$ -	\$ 2,500.00	\$ 10,000.00	\$ 10,000.00	\$ -	0%
PASSENGER FACILITY CHARGES	\$ 3,712.50	\$ -	\$ 18,198.00	\$ 25,000.00	\$ 6,802.00	27%
FUEL SALES	\$ 959.34	\$ 1,301.27	\$ 9,739.13	\$ 13,000.00	\$ 3,260.87	25%
SIGN LEASE	\$ -	\$ -	\$ 3,600.00	\$ 3,750.00	\$ 150.00	4%
MISCELLANEOUS	\$ 100.49	\$ -	\$ 273.10	\$ 1,000.00	\$ 726.90	73%
<b>TOTAL INCOME</b>	<b>\$ 35,938.43</b>	<b>\$ 363,715.37</b>	<b>\$ 2,799,892.98</b>	<b>\$ 2,789,689.00</b>	<b>\$ (10,203.98)</b>	<b>0%</b>

## EXPENSES:

AEAS CONTRACT-PUBLIC CHARTERS	\$ -	\$ 328,996.00	\$ 2,380,074.00	\$ 2,328,104.00	\$ (51,970.00)	-2%
PERSONNEL - MANAGEMENT	\$ 3,500.00	\$ 3,500.00	\$ 42,000.00	\$ 42,000.00	\$ -	0%
PERSONNEL - OP & MAINT	\$ 20,524.25	\$ 19,724.00	\$ 235,391.75	\$ 240,000.00	\$ 4,608.25	2%
DUES & FEES	\$ 325.00	\$ -	\$ 1,075.00	\$ 1,000.00	\$ (75.00)	-8%
SUPPLIES	\$ -	\$ -	\$ 1,188.04	\$ 2,500.00	\$ 1,311.96	52%
UTILITIES	\$ 1,599.64	\$ 1,515.61	\$ 24,492.61	\$ 29,000.00	\$ 4,507.39	16%
FUEL	\$ -	\$ -	\$ 5,279.46	\$ 7,500.00	\$ 2,220.54	30%
REPAIRS & MAINTENANCE	\$ 2,759.63	\$ 1,035.07	\$ 23,958.10	\$ 17,000.00	\$ (6,958.10)	-41%
CONTRACTED SERVICES	\$ -	\$ -	\$ 957.45	\$ 1,000.00	\$ 42.55	4%
LEGAL	\$ -	\$ 1,386.75	\$ 2,157.60	\$ 6,000.00	\$ 3,842.40	64%
AUDIT	\$ -	\$ -	\$ 3,350.00	\$ 3,150.00	\$ (200.00)	-6%
ADVERTISING	\$ 3,777.46	\$ 3,331.20	\$ 32,441.53	\$ 55,000.00	\$ 22,558.47	41%
TELEPHONE	\$ 35.98	\$ 35.98	\$ 612.20	\$ 500.00	\$ (112.20)	-22%
TRAVEL	\$ -	\$ -	\$ 412.19	\$ 500.00	\$ 87.81	18%
INSURANCE	\$ -	\$ -	\$ 16,496.94	\$ 20,000.00	\$ 3,503.06	18%
TRAINING (FIRE FIGHTER)	\$ -	\$ -	\$ 6,513.92	\$ 6,000.00	\$ (513.92)	-9%
EQUIPMENT	\$ -	\$ -	\$ -	\$ 1,435.00	\$ 1,435.00	100%
BOOKKEEPING	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00	100%
PFC EXPENSES	\$ -	\$ -	\$ 33,037.76	\$ 25,000.00	\$ (8,037.76)	-32%
MISCELLANEOUS	\$ -	\$ 350.00	\$ 4,925.26	\$ 1,000.00	\$ (3,925.26)	-393%
	<b>\$ 32,521.96</b>	<b>\$ 359,874.61</b>	<b>\$ 2,814,363.81</b>	<b>\$ 2,789,689.00</b>	<b>\$ (24,674.81)</b>	<b>-1%</b>

EXCESS REVENUE OVER/(UNDER) EXPENDITURES **\$ 3,840.76** **\$ (14,470.83)**

## BALANCE ON HAND - AIRPORT FUND

BEGINNING BALANCE 09/01/2017 **\$ (61,823.03)**SEPTEMBER RECEIPTS **\$ 379,449.54**AUGUST DISBURSEMENTS **\$ (32,521.96)****\$ 285,104.55**

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# MANISTEE COUNTY BLACKER AIRPORT

## SEPTEMBER 2017 BALANCE SHEET

ASSETS	9/30/2017	8/31/2017
CASH	\$ 285,104.55	\$ (61,823.03)
CASH - PFC ACCOUNT	\$ 59,920.17	\$ 59,920.17
ACCOUNTS RECEIVABLE		
PUBLIC CHARTERS	\$ 57,646.30	\$ 73,528.40
ADVERTISING GRANT	\$ -	\$ -
STATE GRANT	\$ -	\$ -
MISC.	\$ 2,075.27	\$ 1,985.34
<b>TOTAL ASSETS</b>	<b>\$ 404,746.29</b>	<b>\$ 73,610.88</b>

LIABILITIES	9/30/2017	8/31/2017
ACCOUNTS PAYABLE - TRADE	\$ 359,874.61	\$ 32,521.96
ACCOUNTS PAYABLE - COUNTY	\$ -	\$ -
PREPAID HANGER RENT	\$ -	\$ -
<b>TOTAL LIABILITIES</b>	<b>\$ 359,874.61</b>	<b>\$ 32,521.96</b>

<b>FUND BALANCE</b>	<b>\$ 44,871.68</b>	<b>\$ 41,129.82</b>
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<b>TOTAL LIABILITIES AND FUND BALANCE</b>	<b>\$ 404,746.29</b>	<b>\$ 73,651.78</b>
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<b>PASSENGER FACILITY CHARGES COLLECTED THROUGH 09/30/2017</b>	<b>\$ 164,455.02</b>
STATE OF MICHIGAN (PARKING LOT & T-HANGERS)	\$ (7,625.00)
TRANSFER OF PUBLIC IMPROVEMENT FUNDS	\$ 683.39
MANISTEE COUNTY ROAD COMMISSION	\$ (817.71)
STATE OF MICHIGAN (RAMP AREAS)	\$ (4,363.00)
J RANCK ELECTRIC	\$ (4,400.00)
STATE OF MICHIGAN	\$ (22,740.00)
STATE OF MICHIGAN (TAXIWAY)	\$ 38.92
STATE OF MICHIGAN (T-HANGAR ETC.)	\$ 279.86
JOHNSON DIVERSIFIED SERVICES	\$ (6,800.00)
PREIN & NEWHOF	\$ (9,786.05)
PREIN & NEWHOF	\$ (10,180.05)
PREIN & NEWHOF	\$ (2,849.00)
JOHNSON DIVERSIFIED SERVICES	\$ (1,060.00)
NORTHERN PUMP SERVICE	\$ (1,979.00)
FORBES SANITATION	\$ (3,000.00)
ORSHAL CONSTRUCTION	\$ (24,575.00)
STATE OF MICHIGAN	\$ (5,000.00)
STATE OF MICHIGAN	\$ (462.70)
STATE OF MICHIGAN	\$ 100.49
<b>PFC FUNDS AVAILABLE</b>	<b>\$ 59,920.17</b>
<b>CAPITAL IMPROVEMENT FUNDS AVAILABLE AS OF 05/31/2017</b>	
SALE OF EQUIPMENT (TRACTOR)	\$ 10,556.58
REIMBURSEMENT FROM STATE (J RANCK ELECTRIC)	\$ 4,400.00
<b>TOTAL</b>	<b>\$ 74,876.75</b>

ORCHARD BEACH AVIATION

September 2017

## RENT

OFFICE	\$340.00	
HANGER	\$200.00	
FUEL	\$1301.27	
T-SHIRT SALES	\$0.00	(0 @ \$12)
LANDING FEES		
TWIN	\$18.00	(2 @ \$9)
JET	\$216.00	(12 @ \$18)
DAILY HANGERS	\$0.00	(0 @ \$25)
TOTAL	\$2075.27	



## FUEL SALES SEPTEMBER 2017

100LL 1039.0 Gal

JET 8334.2 Gal

TOTAL 9373.2 Gal

General 6426.3 Gal @ .15 = \$963.95

PublicCharters 1000.0 Gal @ .15 = \$150.00

PublicCharters 2495.9 Gal @ .08 = \$119.67

PublicCharters 0.0 Gal @ .02 = \$0.00

Orchard Beach 451.0 Gal @ .15 = \$67.65

Orchard Beach 0.0 Gal @ .08 = \$0.00

DIESEL FUEL 0.0 Gal @ \$2.20 = \$0.00

**November Travel as of 10/15/17****Best Fares**

	MBL	TVC	GRR	MKG
Atlanta (ATL)	288 DL	386 DL	171 DL	224 UA
Boston (BOS)	290 WN	188 DL	187 AA	254 UA
Chicago (MDW or ORD)	149 P1	333 AA	151 AA	370 UA
Dallas (DFW)	357 WN	368 UA	282 DL	352 UA
Denver (DEN)	381 WN	430 UA	282 AA	358 UA
Houston (HOU)	487 WN	452 DL	340 DL	422 UA
Kansas City (MCI)	351 WN	384 DL	288 UA	338 UA
Las Vegas (LAS)	445 WN	414 AA	350 UA	410 UA
Los Angeles (LAX)	413 DL	414 AA	322 DL	404 UA
Minneapolis (MSP)	296 DL	380 AA	231 DL	219 UA
New York Area (NYC)	353 WN	315 UA	207 DL	290 UA
Orlando (MCO)	393 WN	302 DL	210 DL	278 UA
Philadelphia (PHL)	357 DL	188 AA	236 DL	440 UA
Phoenix (PHX)	461 WN	398 AA	390 UA	388 UA
Portland (PDX)	523 WN	434 UA	417 DL	410 UA
San Diego (SAN)	561 WN	414 UA	342 UA	410 UA
San Francisco (SFO)	448 DL	414 UA	384 DL	410 UA
Seattle (SEA)	595 WN	434 UA	414 UA	410 UA
St Louis (STL)	427 WN	280 DL	260 AA	258 UA
Washington DC Area (WA)	375 DL	342 UA	187 AA	186 UA

Average Fare	\$397.50	\$363.50	\$282.55	\$341.35
Change from one month	\$3.60	\$51.70	\$17.90	\$5.10
Change from two months	\$57.85	\$9.90	\$12.75	\$8.20
Fares Pulled 10/15/17 for travel 11/08/17 - 11/15/17				

**Best Fares +7 days parking**

	MBL	TVC	GRR	MKG
Atlanta (ATL)	288 DL	426 DL	225 DL	259 UA
Boston (BOS)	290 WN	228 DL	241 AA	289 UA
Chicago (MDW or ORD)	149 P1	373 AA	205 AA	405 UA
Dallas (DFW)	357 WN	408 UA	336 DL	387 UA
Denver (DEN)	381 WN	470 UA	336 AA	393 UA
Houston (HOU)	487 WN	492 DL	394 DL	457 UA
Kansas City (MCI)	351 WN	424 DL	342 UA	373 UA
Las Vegas (LAS)	445 WN	454 AA	404 UA	445 UA
Los Angeles (LAX)	413 DL	454 AA	376 DL	439 UA
Minneapolis (MSP)	296 DL	420 AA	285 DL	254 UA
New York Area (NYC)	353 WN	355 UA	261 DL	325 UA
Orlando (MCO)	393 WN	342 DL	264 DL	313 UA
Philadelphia (PHL)	357 DL	228 AA	290 DL	475 UA
Phoenix (PHX)	461 WN	438 AA	444 UA	421 UA
Portland (PDX)	523 WN	474 UA	471 DL	445 UA
San Diego (SAN)	561 WN	454 UA	396 UA	445 UA
San Francisco (SFO)	448 DL	454 UA	438 DL	445 UA
Seattle (SEA)	595 WN	474 UA	468 UA	445 UA
St Louis (STL)	427 WN	320 DL	314 AA	291 UA
Washington DC Area (WA)	375 DL	382 UA	241 AA	221 UA

Average Fare	\$397.50	\$403.50	\$336.55	\$376.35
Change from one month	\$3.60	\$51.70	\$17.90	\$5.10
Change from two months	\$57.85	\$9.90	\$12.75	\$8.20

Parking Fees for one week are \$0 at Manistee, \$40 at Traverse City, \$54 at Grand Rapids, \$35 at Muskegon

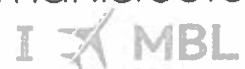


**RE: Marketing Overview**  
**Client: FLYmanistee/Manistee Airport**  
**Date Presented: 10-16-17**

**NORTH COUNTRY**



[FLYmanistee.com](http://FLYmanistee.com)



# 2017-2018 BUDGET BREAKDOWN

TOTAL PROJECTED BUDGET : \$40,000

- \$20,000 (MBL)
- \$10,000 (NCS)
- \$10,000 (Split between 2 MDOT grant years)

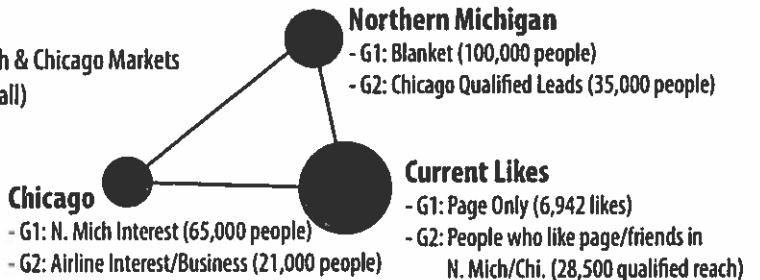
PRIOR YEARS BUDGET SUMMARY	Jan-Dec 2013 : Total Budget - \$75,000	
	Jan-Oct 2014 : Total Budget - \$40,000	
	Oct 2014 - April 2015 : Total Budget - \$20,000	} \$35,000
	May 2015 - Sept 2015 : Total Budget - \$15,000	
	Oct 2015 - Sept 2016 : Total Budget - \$40,000	
Oct 2016 - Sept 2017 : Total Budget - \$45,000		

## DIGITAL MARKETING - \$27,500

### SOCIAL

**\$12,500** in Social Media Ads (includes mgmt.)

- 12 month campaigns to promote general awareness to N. Mich & Chicago Markets
- Targeted promotions/sweepstakes (3/year - spring, summer, fall)
- Discounted fare sales (Winter Solstice, Cyber Monday, Valentines Day, Directional if desired, etc.)
- Schedule Opening/Promotions
- General News/Notifications
- 2017/2018 - Adding new business markets and reconfiguring the general markets.



### EMAIL

**\$3,000** in email marketing - composition and management

- 2 eblasts/month - peak, 1/month off-season, and as needed/promotions dictate
- Targeting nearly 7,500 currently in the PAX database
- Open Rates: 9%-20%
- 2017/2018 - Seeking new email platform with better open/targeting rates

### GOOGLE

**\$10,500** in Google Marketing (Display, Search, Remarketing - includes mgmt.)

- 12 month - 365 day/year campaign
- Focus on search and remarketing advertising
- Over 11,000 clicks with 3.2 million impressions : Click thru rate: .35% avg. @ \$.82/click cost
- 2017/2018 - Opening market to Display Marketing in Northern Michigan. Will target new customers without prior interaction to the service.



### DIGITAL CONTESTS/PARTNERSHIPS

**\$1,500** in partnerships/contests - \$500/contest

- 3 per year - spring, summer, fall
- Discounted hotels/attraction items thanks to marketing co-op.
- Participants include the Palmer House in Chicago and Shedd Aquarium.
- 2017/2018 - Continue successful programming and open up for more Chicago > Northern Michigan promotions - 2017 was first year for a fall color tour, with quality results/success in attracting active Chicago participation.



## PRINT MESSAGING - \$1,500

### TRAVEL ADS

\$750 into local Travel Guide (VISIT Manistee County)

### BROCHURE/COLLATERAL

\$750 into reproduction of MBL/MDW brochures and schedules



## WEBSITE BUILD/MAINTENANCE - \$3,500

### WEBSITE UPDATES/HOSTING

\$3,500 into WEB/PAGE updates for 2017/2018 to enhance general aviation and airport functions

- MBL is seeking to enhance the presence of general aviation
- MBL is seeking to have a more defined partnership and online presence for rental car information (online booking if applicable)
- MBL will be enhancing the website upon the award of the new EAS contract



## CHAMBER/COMMUNITY MARKETING- \$2,000

### CHAMBER MEMBERSHIPS

\$800 into regional chamber memberships

- 2017, MBL offered chamber member discounts and flight promotions. Low redemption rate, however, high advertising exposure to business audiences.

- 2017/2018 - Seeking new partnerships with Wexford and Benzie Co. Chambers

### EXPO/PR/PROMO. ITEMS

\$1,200 into booth fees and other various items for promotions/giveaways



## OTHER MARKETING COSTS/BUDGET ALLOCATIONS

BI-MO. MKTG MTGS/ MDOT GRANT MANAGEMENT/BUDGETING/PLANNING \$3,900

CONTINGENCY - \$1,600

2017: Successfully applied and obtained Signage/Wayfinding Capital Grant: \$10,000

# TARGET MARKETS

## ● SOCIAL-BLUE REGIONS

- Target markets for social (Facebook) ad networks. These networks are targeted for the following demographics:
- Females/Males: 25-65+

### Northern Michigan

- G1: Blanket (100,000 people)
- G2: Chicago Qualified Leads (35,000 people)

### Current Likes

- G1: Page Only (6,942 likes)
- G2: People who like page/friends in N. Mich/Chi. (28,500 qualified reach)

### Chicago

- G1: N. Mich Interest (65,000 people)
- G2: Airline Interest/Business (21,000 people)

## ● DIGITAL-ORANGE REGIONS

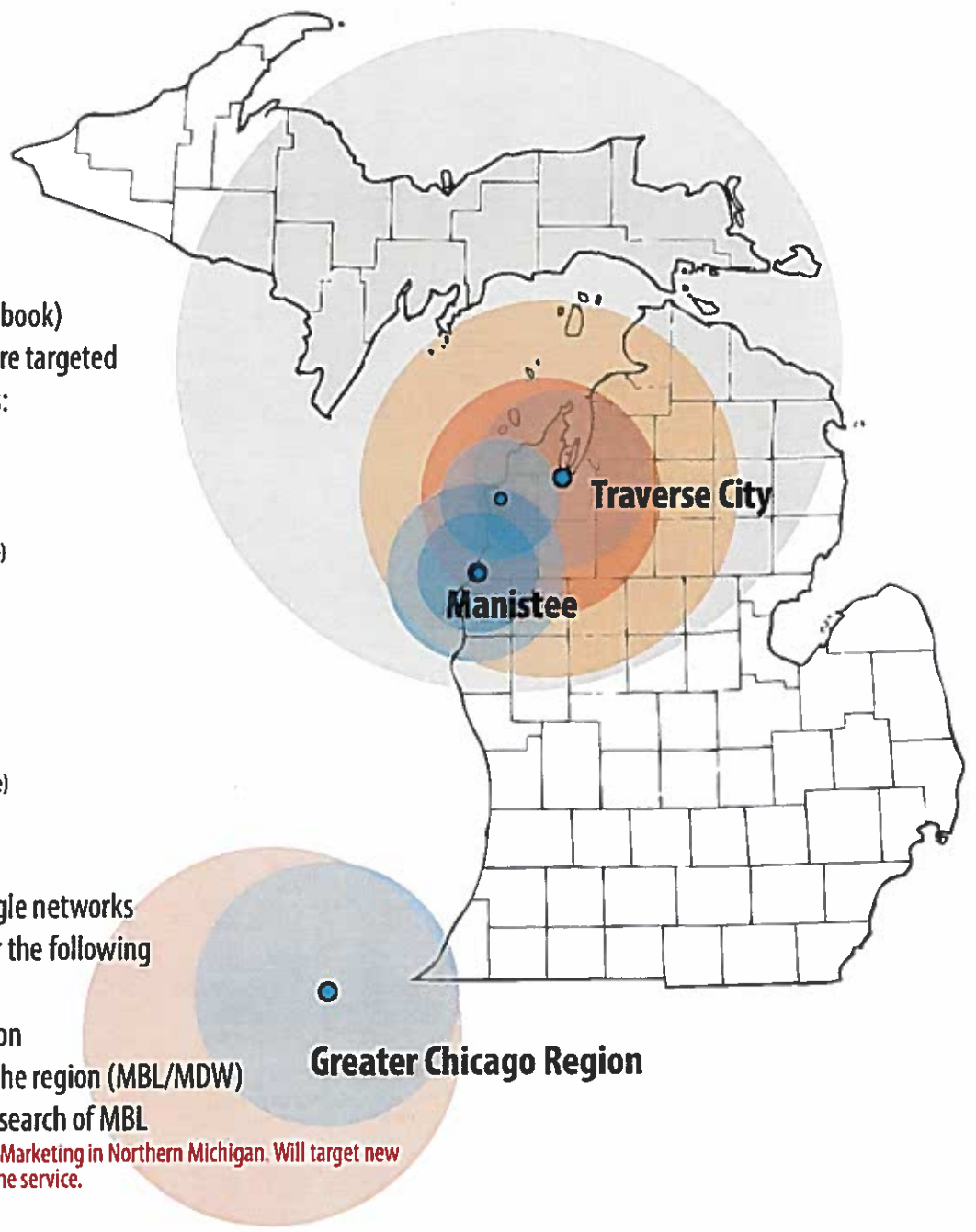
- Target markets for digital Google networks
- These networks are targeted for the following demographics:

- Interests in the Manistee Region
- Tourism assets in and around the region (MBL/MDW)
- National exposure with direct search of MBL

● - 2017/2018 - Opening market to Display Marketing in Northern Michigan. Will target new customers without prior interaction to the service.

## ● TRADITIONAL-GREEN REGIONS

- Target markets for traditional advertising such as TV, Radio, Print, and Outdoor. Past media include 9/10, 7/4 Charter, Lamar Outdoor, WTCM, WQCT, & WMTE Radio and Manistee News Advocate & various digital news websites.
- Interests/Demographics generally include Females 35-65+



# WEBSITE TRAFFIC - FLYMANISTEE.COM

## SESSIONS

▲ **6.91%** (OCT-OCT)  
65,700 (2017) -- 61,500 (2016)

## PAGEVIEWS

▲ **0.91%** (OCT-OCT)  
148,500 (2017) -- 147,150 (2016)

<b>ORGANIC SEARCH</b> ▲ 2.61% (33,683)	<b>SOCIAL</b> ▲ 10.78% (7,502)	<b>PAID SEARCH</b> ▼ 1.76% (5,663)
<b>DIRECT</b> ▲ 12.17% (11,728)	<b>DISPLAY/REMARKETING</b> ▲ 87.74% (5,924)	<b>REFERRAL</b> ▼ 49.82% (1,288)

**AVG. MONTHLY PAX GROWTH**  
▲ **+/- 10%**

# TOP MARKETING GOALS FOR 2017/2018

- Reconfigure Social Media Markets and message groups to attempt to lower the Cost Per Click and reach new customers in the areas of Business and "VFR-Visiting Friends and Relatives" market share.
- Seek new ways to promote and advertise connections through MDW with increased fares with Southwest being a price point challenge
- Reconfigure and obtain a new email marketing platform for the 2018 season.
- Leverage and take advantage of display only marketing through Google throughout Northern Michigan - Trail basis will determine reach and overall dollar allocations for the peak season - 2018
- Continue to leverage promotions and contests to keep existing passengers informed of products while also encouraging the "share" and referral.
- Enhance the FLYmanistee.com website infrastructure with the new EAS contract for 2018.
- Seek new business travelers through Chamber Partnerships.
- **Continue leveraging existing marketing infrastructure to reach customers and sustain current growth.**



U.S. Department  
of Transportation  
**Federal Aviation  
Administration**

Great Lakes Region  
2300 East Devon Avenue  
Des Plaines, IL 60018

October 4, 2017

EIR Number: 2018 GL 800 \_ \_ \_ \_

Mr. Barry Lind, Airport Director  
Manistee Co.-Blacker Airport  
2323 Airport Road  
Manistee, Michigan 49660

Dear Mr. Lind:

**Compliance Letter**

From 10/3/2017 - 10/4/2017, the Federal Aviation Administration inspected your airport's organization, systems, facilities, and procedures for compliance with 14 C.F.R. part 139. At the end of that inspection, we advised you of the following findings:

1 139.311b: Marking, signs, and lighting.

Inspection revealed worn blank sign panels on hold position signs at Taxiways A and C which allowed light to shine through. Repair blackout material on panels.

**Correction Date: 11/1/2017**

2 139.311c: Marking, signs, and lighting.

Inspection revealed that airport beacon was out of service between February and May, 2017. Review procedures for assessing and completing corrective action in a timely manner, and confirm that procedures are sufficient, or revise as needed.

**Correction Date: 11/1/2017**

We have given consideration to all available facts and concluded this matter does not warrant legal enforcement action. In lieu of such action, we are issuing this letter, which will be made a matter of record. We will expect future compliance by the airport with the regulations. Please advise Kenneth M. Taira at FAA Great Lakes Region, 2300 East Devon Ave., Des Plaines, IL 60018 by return of this letter when the discrepancies are corrected no later than 15 days after the correction date.

Sincerely,

Kenneth M. Taira  
Airport Certification Safety Inspector

Attachment



**RECOMMENDATIONS / COMMENTS  
AIRPORT CERTIFICATION INSPECTION  
Manistee Co.-Blacker  
10/4/2017**

The following recommendations/comments are provided as a result of the Airport Certification Inspection:

- Recommendation** Install a lock on the pedestrian gate next to the terminal to secure the gate when the terminal is closed or unattended.
- Recommendation** Conduct a survey of all runway ends at MBL. The last ALP update was 1998. Update the obstruction data as needed.
- Recommendation** Repeat recommendation: Develop and implement documentation for routine ARFF vehicle inspection and maintenance.
- Recommendation** Monitor runway safety areas for ruts and surface variations. Notify FAA ATO of FAA-owned equipment light bases that require regrading or fill.