

**Minutes**  
**February 15, 2018**  
**Regular Meeting**

**A. ROLL CALL**

Meeting was called to order by Chair Messer at 8:30 a.m. in the Council Chambers at City Hall. Also present were Commissioner Brousseau, Commissioner Dustin, Vice Chair Lenhard and Commissioner Rideoutte.

Staff and Authority Counsel present were Mr. Rozansky, Mr. Owens, Ms. Terrill, Mr. Keith, Mr. Frost, Mr. Langley, Mr. Jefferson, Mr. Estrada and Ms. Menard.

**B. PLEDGE OF ALLEGIANCE**

**C. AGENDA**

Mr. Rozansky stated that under G. Action Items, a new item has been added as G.7., Authorize the Executive Director to Execute an Interlocal Agreement for 24-Hour Aircraft Rescue Fire Fighting (ARFF) Services. Mr. Rozansky added that the Noise Report and Customs Report were accidentally omitted from the Board package, and the Metroplex Update was slightly revised. All three of these documents were emailed to Commissioners with hard copies placed at the dais at the start of this meeting. In response to Chair Messer's question regarding the material being posted to the flynaples.com website, Mr. Rozansky stated that the documents would be posted after the Board meeting.

**D. MINUTES**

**1. January 18, 2018 Regular Meeting**

Commissioner Rideoutte moved approval of the January 18, 2018 Regular Meeting minutes. Commissioner Dustin seconded. Motion passed unanimously 5-0.

**2. January 18, 2018 Board of Commissioners and Noise Compatibility Committee Workshop Meeting**

Vice Chair Lenhard moved approval of the January 18, 2018 Board of Commissioners and Noise Compatibility Committee Workshop Meeting minutes. Commissioner Rideoutte seconded. Motion passed unanimously 5-0.

**E. PRESENTATIONS AND TIME CERTAIN ITEMS**

**1. Employee of the Quarter**

Chair Messer recognized Ms. Alex Martinez, Line Technician II, as Employee of the Quarter. Even though Ms. Martinez was unable to attend the Board Meeting, Chair Messer thanked her for her commitment to the Mission and Vision of NAA and her diligence in upholding our Values (APF CARES) through her strong work ethic and positive attitude. Mr. Rozansky added that Ms. Martinez is pursuing an undergraduate degree in biological sciences, and her interest in our airfield wildlife program aligns well with the airport's need for assistance in this area.

## **2. Baconfest Presentation – Alan Beckner/Jessica Macera**

Ms. Jessica Macera, 2017 Co-Chair and Founder of the Kiwanis Club of Pelican Bay's Baconfest event, introduced herself and stated that Mr. Beckner, the Chair, was unable to join her this morning due to an illness. Ms. Macera thanked the Board and all of the Authority employees, especially Ron Jefferson, for the support received throughout the event. She provided a brief history and mission of Baconfest to raise money toward ending childhood hunger in Southwest Florida via the Kiwanis Club of Pelican Bay, St. Matthews House, Blessings in a Backpack and the Pan-Florida Challenge for Hungry Kids. Chair Messer thanked Ms. Macera for her inspiration in setting up Baconfest.

## **3. Rebranding Presentation – Walker Brands**

Ms. Menard distributed booklets of the rebranding presentation to Commissioners. Chair Messer stated that Mr. Tom Plummer, Vice President of Brand Strategy for Walker Brands, was participating via conference phone. Ms. Nancy Walker, President of Walker Brands in Tampa, introduced herself and provided a project summary of developing a new brand identity for the Authority. She presented recommended names and logos for the Airport, Authority, and FBO. Mr. Plummer summarized the research conducted and survey results for the rebranding initiative. Regarding Chair Messer's question regarding the response rate in the survey compared to best practice rates, Mr. Plummer said that the response rate was 5.25% which was within the range of normality for a survey that did not include an incentive to participate. Commissioner Brousseau requested clarification regarding Mr. Plummer's comment that the survey validated the removal of "Municipal" from the name of the airport. Mr. Plummer stated that the survey results showed that 90% of people already refer to the airport as Naples Airport and the word, Municipal, can be a bit misleading to some folks. Commissioner Rideoutte added that a high percentage of people believe that the Naples Municipal Airport is managed by City Council and go to the City of Naples with complaints. He said that the public would be better served by renaming the airport, the Naples Airport.

Mr. Rozansky invited Mr. Raul Estrada, the Authority's Operations Manager, to brief the Board on feedback received at the National Business Aircraft Association Schedulers and Dispatchers Conference held recently in Long Beach, California. Mr. Estrada said that the conference attendees are aviation end users and it was their belief that the Naples Airport Authority was the airport manager, not the FBO. Because of comments like this, Mr. Estrada supports the rebranding initiative for the FBO.

A question and answer period followed the presentation.

Mr. Rozansky said that staff shared the ConciAire name with AvFuel, the Authority's fuel supplier, and their marketing team cautioned that unique names work really well for the national brands but it was their opinion that if the single location FBO doesn't have the name of their community in it, it takes more work to identify themselves. There was discussion regarding confusion between the name, Conci-Aire, and the word, Concierge. In response to AvFuel's concerns, it was suggested to add the word, Naples, after Conci-Aire, instead of before it. Mr. Rozansky said that adding it after it was better because there are other businesses on the field with Naples as the first word in their company names and there has been confusion with people finding the locations they are looking for.

Commissioner Brousseau expressed concern regarding potential effects the rebranding effort could have on increased traffic and noise. Mr. Rozansky clarified Commissioner Brousseau's concern regarding

staff's participation in the Schedulers and Dispatchers Conference and said that our attendance was to promote the Fly Safe Fly Quiet program. He added that it was not an effort to grow the business.

Mr. Rozansky requested Board consensus on the FBO name, the preferred logo style and color palette.

Vice Chair Lenhard supported the brand initiative. His preference for the FBO name was ConciAire because as a pilot flying into Naples for the first time, it was confusing to understand that the Authority and the FBO were one and of the same. He also said that ConciAire is a short name, easy to say on the radio and projected a high quality of service. He initially stated that if you are going to rebrand, it is best to make a statement that is new and different. He was more inclined to go with Logo 4B and was not crazy about the script font in the other options. He also said Logos 1A and 2 have elements of the old logo. Mr. Rozansky said that staff gravitated toward 1A and 1B and that they thought Logo 4 was a sterile, corporate logo and didn't evoke any strong Naples emotion that we were striving for. Based on Mr. Rozansky's input, Vice Chair Lenhard said he would not be opposed to 1B. He added that if ConciAire is chosen as the new FBO name, he recommended that staff protect the name.

Commissioner Rideoutte felt that if the Naples Airport is spelled out, it was superfluous to put an airplane symbol in the logo. Commissioner Rideoutte liked 1B because the sand adds extra dimension to the palm tree, and he liked the ConciAire name for the FBO.

Chair Messer said that she would like to see artwork for ConciAire Naples and expressed her preference for the palm tree logo with the sand/water (1B). She felt that Naples is quaint, warm and inviting, not modern, sleek which in her opinion the airplane logos depict.

Commissioner Brousseau agreed with Chair Messer but at the same time, he said the pier is an iconic part of the City, and he would like to see logo options incorporating the pier with the palm tree logo even though it may look too cluttered. Mr. Rozansky commented that it will cost a little more for more options and that the professionals said to be cautious in adding too much detail to logos. Commissioner Brousseau did not support removing the word, Municipal, from the Naples Municipal Airport. Chair Messer commented that it was not just based on removing the word, it is taking away the government feel from it. Commissioner Brousseau said that from a pilot point of view, Naples Municipal Airport depicts a warm and fuzzy airport as compared to for example, Marco Island Executive Airport. Commissioner Rideoutte added that "Municipal" is confusing for the people who think the airport is run by the City. For the FBO name, Commissioner Brousseau said he liked Platinum Palm Aviation.

Commissioner Dustin liked the logos presented in 2B with the color; however, he felt that the script font needs to be changed to a simpler, cleaner font as shown on 4B. He thought the script font may be a little old fashioned, even though he did like it. He liked ConciAire but later in the meeting commented that he would like to give more thought to the name (see comments under Correspondence/Commissioner Comments & Requests/Meeting).

#### **4. Audit Presentation for FY Ended September 30, 2017 – Moore Stephens Lovelace CPAs and Advisors**

Mr. Langley introduced Jeff Wolf, lead auditor for Moore Stephens Lovelace CPAs and Advisors. Mr. Wolf presented the audit presentation for the Fiscal Year ended September 30, 2017. He thanked the Board for allowing his firm to serve the Authority as the external auditors. He reviewed his firm's responsibilities and required communications. He reported that there were no material questions or

comments and that his firm issued an unmodified opinion with no observations or recommendations, the highest opinion that can be received. Commissioner Brousseau raised concern regarding the investment strategy for the two cash accounts. Mr. Rozansky reported that the two accounts are invested in money market accounts (cash), and the interest earned from those accounts are shown in the Interest Income line on the financials. He added that the Authority is restricted in the investments they can participate in in the absence of a Board-adopted investment policy. Mr. Rozansky said that this is one of Mr. Langley's strategic objectives to undertake. Regarding the reserve account in the amount of \$5 million, it will remain a liquid account and is held for catastrophic or hurricane emergencies. Mr. Wolf commented that his firm could assist and recommend advisors who predominantly work with government agencies.

**F. PUBLIC COMMENTS**

There were no public comments.

**G. ACTION ITEMS (Public comments accepted for each item; 5 minute limit)**

**1. FY 17 Audit and Financial Statements**

Mr. Langley requested Board acceptance of the FY 2017 Annual Audit and Comprehensive Annual Financial Report (CAFR) as presented by Mr. Wolf.

Commissioner Rideoutte moved Board acceptance of the FY 2017 Annual Audit and Comprehensive Annual Financial Report (CAFR) as presented by Moore Stephens Lovelace CPAs and Advisors. Commissioner Dustin seconded. Motion passed unanimously 5-0.

**2. Adoption of Noise Compatibility Committee Annual Report**

Ms. Terrill requested Board acceptance of the FY 2017 Noise Compatibility Committee Annual Report. She stated that the Noise Compatibility Committee approved the annual report at its January 25, 2018 Regular Meeting. She provided highlights of the report that was prepared by staff with the assistance of Jennifer Hamilton of Gravina, Smith, Matte and Arnold.

Commissioner Brousseau moved Board acceptance of the FY 2017 Noise Compatibility Committee Annual Report. Commissioner Dustin seconded. Motion passed unanimously 5-0.

**3. Adoption of City of Naples Airport Authority Annual Report**

Ms. Terrill moved Board approval of the FY 2017 Naples Airport Authority Annual Report. She provided highlights of the report.

Commissioner Rideoutte moved Board approval of the FY 2017 Naples Airport Authority Annual Report. Commissioner Dustin seconded. Motion passed unanimously 5-0.

**4. Adopt Resolution 2018-2 to Appoint and Indemnify the Director of Finance and Administration as Plan Coordinator of the Authority's 457(b) Deferred Compensation Plan and 401(a) Defined Contribution Plans**

Mr. Langley reported that the former Deputy Executive Director was designated as Plan Coordinator for the Employee 401(a) Plan and Employee 457(b) Plan and Mr. Rozansky currently serves as Plan Coordinator for the Executive Director 401(a) Plan. Staff is recommending that the Director of Finance and Administration be appointed as Plan Coordinator of all three plans. Mr. Langley requested Board adoption of Resolution 2018-2 which (i) describes the responsibilities of the Director of Finance and Administration as Plan Coordinator of the Authority's 457(b) Deferred Compensation Plan and 401(a) Defined Contribution Plans, (ii) indemnifies the Director of Finance and Administration for actions related to the duties of Plan Coordinator, (iii) supersedes prior resolutions of the Authority and (iv) provides an effective date.

Commissioner Rideouette moved Board adoption of Resolution 2018-2 as presented by Mr. Langley. Vice Chair Lenhard seconded. Motion passed unanimously 5-0.

**5. Randolph Aviation, LLC Lease Assignment to Elite Aviation Group of Naples, LLC**

Mr. Rozansky requested Board authorization for the Executive Director to execute an Assignment and Assumption of City of Naples Airport Authority Leasehold Agreement between Randolph Aviation, LLC, Elite Aviation Group of Naples LLC and the Authority. Earlier this year, an Assignment from London Company to Randolph was authorized and approved by the Board. This is simply a request to assign it to a different company owned by the same principal. There was discussion regarding the financial wherewithal of the new firm and the difficulties in getting private companies to disclose financial statements because of the public records requirement.

Vice Chair Lenhard moved Board approval for the Executive Director to execute an Assignment and Assumption of City of Naples Airport Authority Leasehold Agreement between Randolph Aviation, LLC, Elite Aviation Group of Naples LLC and the Authority. Commissioner Rideoutte seconded. Motion passed unanimously 5-0.

**6. Assignment of Lease from C&C Aviation II, LLC to Craig Hangars II Condominium Association, Inc.**

Mr. Rozansky requested Board authorization for the Executive Director to execute an Assignment and Assumption of City of Naples Airport Authority Leasehold Agreement between C & C Aviation II, LLC, Craig Hangars II Condominium Association, Inc. and the Authority. Mr. Rozansky stated this is a condominium association with a number of units on a common leasehold. He said that in the transfer of one of the condominiums, it was discovered that the developer, C&C Aviation II, had established a condominium association but never assigned the lease as they are required to to that condo association. The legal documents to address this matter have been prepared and are ready for the Executive Director's signature with Board approval.

Commissioner Rideoutte moved Board approval for the Executive Director to execute an Assignment and Assumption of City of Naples Airport Authority Leasehold Agreement between C & C Aviation II,

LLC, Craig Hangars II Condominium Association, Inc. and the Authority. Commissioner Dustin seconded. Motion passed unanimously 5-0.

**7. Authorize the Executive Director to Execute an Interlocal Agreement for 24-hour Aircraft Rescue Fire Fighting (ARFF) Services**

Mr. Estrada requested Board authorization for the Executive Director to execute an amended Interlocal Agreement between the City of Naples, Florida, and the City of Naples Airport Authority for 24-hour ARFF staffing. Consensus was given to negotiate the amended agreement at the January Board meeting. The fiscal year 2018 operating budget did anticipate the increased cost.

Commissioner Rideoutte moved Board approval for the Executive Director to execute the amended Interlocal Agreement for 24-hour ARFF services as presented by Mr. Estrada. Vice Chair Lenhard seconded. Motion passed unanimously 5-0.

**H. NEW BUSINESS**

There was no new business.

**I. OLD BUSINESS**

**1. Noise Compatibility Committee (NCC) Update**

Chair Messer provided a brief overview of the January 25<sup>th</sup> NCC Regular meeting during which Committee members reviewed and discussed possible updates to its strategic plan and recommended working with staff over the next several months to develop a revised plan for presentation at the April 27<sup>th</sup>, 2018 regular meeting of the NCC. In addition, the Committee adopted the 2017 Annual Report at that meeting which was presented to the Board earlier in the agenda today. She announced that the next Regular meeting will be held on Thursday, April 26<sup>th</sup>, at the Airport Office Building, 200 Aviation Drive. Chair Messer encouraged the public to attend.

**2. Metroplex Update**

Ms. Terrill reviewed the changes to the revised Metroplex Update that was distributed to Commissioners after the Board package was sent. She provided a status update of FAA's South Central Florida Metroplex Project which included a conference call on February 1, 2018 with FAA's Metroplex team at which time it was announced that the Metroplex project was re-scoped to include only four "core" airports (Miami, Ft. Lauderdale, Tampa and Orlando). Since Naples will not be included in the revised scope, there was discussion on how to effect change locally with our objective of getting aircraft higher, faster, sooner.

**J. LEADERSHIP TEAM REPORT**

**1. Leadership Team Report**

In the first paragraph on page 1 under Maintain Operational Excellence, Commissioner Rideoutte thought the burrowing owl procedure was interesting, but it left him curious about what the biologists

findings during their visit in January. Mr. Rozansky stated that Operations staff needed to get back to the airport for the busy President's Day weekend, and we would provide an update after the meeting.

**K. FINANCIAL REPORTS**

**1. Financial Summary**

Mr. Langley reported on actuals against budget for the month of January. Operating revenues, net of cost of goods sold, was favorable to budget by 8.9%. Operating expenses were favorable to budget by 7.13%. Income from operations was favorable to budget by 27.4%. Net income after other income and expense was favorable to budget by 76.4%. Year-to-date, the Authority's net income was favorable to budget by \$917,069. He reported that for the budget process in the 2018-2019 time frame, he will be preparing a budget calendar and will review it with the Executive Director for presentation at the next Board meeting.

Commissioner Rideoutte moved acceptance of the January Financial Summary. Commissioner Dustin seconded. The motion passed unanimously 5-0.

**L. COUNSEL'S REPORT**

**1. Counsel's Report**

Mr. Owens reported that there was no pending or new litigation. Mr. Rozansky again commended Mr. Owens and his staff for filling the void left by Ms. Dugan's departure.

**M. PUBLIC COMMENTS (5 minute limit)**

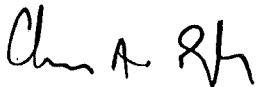
There were no public comments.

**N. CORRESPONDENCE/COMMISSIONER COMMENTS & REQUESTS/MEETINGS**

Commissioner Dustin commented that on the FBO name, ConciAire, he is mulling it over and announced that he had a light question mark on it.

**O. ADJOURN**

With no further business, the meeting adjourned at 11:10 a.m.



Christopher A. Rozansky  
Secretary

**NOTE:** Printed copies of all visual presentations and handouts are on file in the Executive Assistant's Office.

**CITY OF NAPLES AIRPORT AUTHORITY (NAA)  
Board of Commissioners  
Notice of Regular Meeting**



**FINAL AGENDA**

City Hall Council Chambers  
735 Eighth Street South  
Naples, FL 34102

**Thursday, February 15, 2018  
8:30 a.m.**

**Commissioner Donna M. Messer – Chair and NCC Liaison  
Commissioner Michael Lenhard – Vice Chair and Consultant Selection Committee Chair  
Commissioner James Rideoutte – Audit Committee Chair, Consultant Selection Committee Member  
Commissioner Ted Brousseau – Legal Liaison  
Commissioner Kerry C. Dustin, Audit Committee Member  
Executive Director: Christopher A. Rozansky  
Authority Attorney: William L. Owens, Esq. of Bond, Schoeneck & King, PLLC**

**Welcome.** If you wish to address the Board of Commissioners regarding an item listed on the Agenda, please complete a Speaker Registration form (available at the rear of the room) and hand it to the Executive Assistant prior to consideration of that item. We ask that speakers limit comments to 5 minutes and that large groups name a spokesperson whenever possible. All written, audio-visual, and other materials distributed to the Board or staff during this meeting will become the property of NAA and will be a public record. Thank you for your interest and participation.

**NOTICE**

Formal action may be taken on any item listed on the Agenda below, or added to the Agenda before or during the meeting, or discussed during the meeting without being added to the Agenda. Also, the sequence of items may be changed as the meeting progresses.

Any person who decides to appeal a decision of this Board with respect to any matter considered at this meeting (or hearing) will need a record of the proceeding and may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be heard.

Any person with a disability requiring auxiliary aids or services in order to participate in this proceeding for meetings at the City Council Chamber may call the City Clerk's Office at 213-1015, or for meetings at the Airport Office Building, the NAA Executive Assistant's Office at 643-0733, with requests at least two business days before the meeting.

Information on Action Items and other items which has been provided in advance of this meeting may be inspected at the office of the Executive Assistant, General Aviation Terminal Building, 2nd Floor, 160 Aviation Drive North. Minutes of this meeting will be prepared for Board approval, usually at the next Regular Meeting.



**A. ROLL CALL**

**B. PLEDGE OF ALLEGIANCE**

**C. AGENDA (Add, delete or re-sequence items)**

**D. MINUTES**

1. January 18, 2018 Regular Meeting
2. January 18, 2018 Board of Commissioners and Noise Compatibility Committee Workshop Meeting

**E. PRESENTATIONS AND TIME CERTAIN ITEMS**

1. Employee of the Quarter
2. Baconfest Presentation – Alan Beckner/Jessica Macera
3. Rebranding Presentation – Walker Brands
4. Audit Presentation for FY Ended September 30, 2017 – Moore Stephens Lovelace CPAs and Advisors

**F. PUBLIC COMMENTS ON GENERAL TOPICS NOT ON THE CURRENT AGENDA**

**G. ACTION ITEMS (Public comments accepted for each item; 5 minute limit)**

1. FY 17 Audit and Financial Statements
2. Adoption of Noise Compatibility Committee Annual Report
3. Adoption of City of Naples Airport Authority Annual Report
4. ICMA Plan Coordinator – Resolution 2018-2 (Rescinding two other Resolutions)
5. Randolph Aviation, LLC Lease Assignment to Elite Aviation Group of Naples, LLC
6. Assignment of Lease from C&C Aviation II, LLC to Craig Hangars II Condominium Association, Inc.
7. Authorize the Executive Director to Execute an Interlocal Agreement for 24-Hour Aircraft Rescue Fire Fighting (ARFF) Services

**H. NEW BUSINESS**

**I. OLD BUSINESS**

1. Noise Compatibility Committee Update
2. Metroplex Update

**J. LEADERSHIP TEAM REPORT**

1. Leadership Team Report

**K. FINANCIAL REPORTS**

1. Financial Summary

**L. COUNSEL'S REPORT**

1. Counsel's Report

**M. PUBLIC COMMENTS (5 minute limit)**

**N. CORRESPONDENCE/COMMISSIONER COMMENTS & REQUESTS/MEETINGS**

**O. ADJOURN**