

Minutes
April 21, 2017
Workshop Meeting

A. ROLL CALL

Meeting was called to order by Chair Messer at 9:03 a.m. in the Airport Office Building, 2nd Floor Conference Room. Also present were Commissioner Brousseau, Vice Chair Evans, Commissioner Rideoutte, and Commissioner Lenhard.

Staff and Authority Counsel present were Mr. Rozansky, Mr. Rinaldi, Ms. Terrill, Ms. Dugan, Mr. Keith, Mr. Estrada, Ms. Bendle, Mr. Seber, Ms. Monville, Ms. Vandersluis, Ms. Hart and Ms. Menard. Also present were Ms. Mindy Price, Direct Effect Solutions, Inc. and Dr. David A. Byers, Quadrex Aviation, LLC.

B. PLEDGE OF ALLEGIANCE

Chair Messer led the Pledge of Allegiance.

C. AGENDA

There were no changes to the agenda.

D. PRESENTATIONS AND TIME CERTAIN ITEMS

1. Strategic Planning Update – Mindy Price, Direct Effect Solutions, Inc. and Dr. David A. Byers, Quadrex Aviation, LLC

Ms. Price made introductory remarks. She said that the purpose of the workshop is to present the draft, five-year Strategic Plan on behalf of all staff; discuss where we are at today; and to receive the Board's feedback and endorsement as well as identify anything that has been missed to date. She stated that the final document will be presented in June and will look different from the format being presented today. She showed examples of strategic plans from the Calgary Airport, Phoenix Mesa Airport, and the Columbus Airport. She reviewed the draft Vision Statement and Mission Statement that was simplified to be memorable and repeatable. There was Board discussion regarding the two statements. Regarding the Mission Statement, Commissioner Rideoutte suggested that the words, "We serve" and "for everyone" be removed to read, "To operate, develop and maintain the Naples Airport with a commitment to enhancing the quality of life within the entire community." After further discussion, it was agreed to leave the words, "We serve" in the Mission Statement because it was used to deliberately remind ourselves daily that we are here to serve the community.

Ms. Price reviewed the Values which spell out "APF Cares" and the Guiding Principles. She displayed two banners and explained the static component (Vision, Mission Statement, Values, and Guiding Principles) and the dynamic component (the goals, objectives, and tasks that will change and have timelines) of the Strategic Plan

In response to Vice Chair Evans feedback regarding incorporating a bullet to expand the Authority's revenue stream, Ms. Price noted that it was included under the Guiding Principle under Committed to Sustainability.

She went over four goals, each goal's objectives, measures and work plans that were aligned to the Guiding Principles. She described and displayed a potential Dashboard that would be created and presented to the Board for communicating the status of work in process. There was discussion regarding the helpfulness of the Dashboard and the frequency in which it should be provided to the Board.

Regarding Goal #4, the objective of working with the NCC to implement its strategic plan, Chair Messer suggested it would be helpful to highlight a few of the key items of the NCC Strategic Plan such as working on the relationship with the FAA.

Vice Chair Evans suggested that when the plan is final, it should go on the website as quickly as possible. Ms. Price concluded by stating the final Strategic Plan would be presented at the June meeting.

E. WORKSHOP SESSION

1. Strategic Plan

Mr. Rozansky discussed rebranding and presented several Authority logos that had evolved since 1971. Mr. Rozansky clarified that a name and a logo for the Airport, a name and a logo for the Authority and a name and a logo for the FBO would be developed, tying them together with unique elements to each.

Chair Messer distributed an article, "Five Reasons Why Rebranding is Necessary" to fellow Commissioners that helped her to refresh her thinking on the subject. She reviewed each of the items in the article. There was staff and Board discussion regarding the rebranding efforts, the recent survey card and the survey results. Commissioner Evans pointed out that we are being proactive in getting feedback from our customers. Mr. Rozansky reported that the survey was conducted by the Customer Service staff downstairs with people coming in to the terminal. He said in May, another survey will be conducted, focusing on service and facilities, with the based customers.

Mr. Rozansky further explained that the intent of establishing a unique name for the FBO for the first time was not to attract additional aircraft since pilots are likely to choose the airport nearest to their final destination, but to (1) avoid the negative connotation that is often times associated with airport operated FBOs, (2) more clearly communicate with pilots that we are the exclusive provider of retail fuel and related services on the airport, (3) to more directly communicate the Fly Safe Fly Quiet message and (4) to better serve as visitors first impression of the community.

Mr. Rozansky requested Board consensus that staff is heading on the right path with the strategic plan and with the branding efforts.

Chair Messer asked Commissioners for their consensus on strategic planning. Vice Chair Evans, Commissioner Rideoutte, and Commissioner Lenhard agreed that staff was heading in the right direction on the Strategic Plan. Commissioner Brousseau requested to hear public comments before responding (See Public Comments). After public comments, Commissioner Brousseau agreed that staff was heading in the right direction with regards to the Strategic Plan.

Chair Messer asked Commissioners for their consensus on continuing the rebranding discussion and if they would like to see additional logo designs or were they happy with the graphic depictions presented. Commissioner Lenhard agreed to continue the rebranding discussion but would be open to looking at a few more designs; Commissioner Rideoutte was in agreement with continuing the discussion and wished to leave the creative aspect to the professional designers; Vice Chair Evans was in agreement to continue the process but felt the logos presented could be less busy and/or condensed. Commissioner Brousseau said that there is some pushback with eliminating "The Best Little Airport in the Country" but since there was no vote until May, he was in agreement to continue the rebranding discussion. He stated that an FBO called Paradise Aviation exists in Needles, California and cautioned staff about a potential logo battle. Mr. Rozansky said that he was aware of the Needles FBO and reported that their logo was not trademarked. Commissioner Lenhard added that at a minimum, the FBO should be rebranded and renamed, and explained his own experience with the lack of clarity in identifying who the FBO was when first flying into Naples.

F. PUBLIC COMMENTS (5 minute limit)

Mr. Larry Schultz, 408 16th Avenue South, Naples, representing the Naples Airport Watch expressed concern that the Strategic Plan lacked emphasis on airport noise and its effect on the community. He said that the last Part 150 study being conducted in 1997 and the makeup of the community today is an example of why airport noise and its effect on the community should be more heavily emphasized. He stated that the Strategic Plan should also include conducting community surveys with respect to airport and jet noise as it is a major issue and without doing them, people are being left behind who are effected by noise.

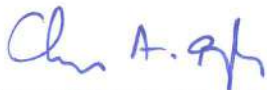
In response to Commissioner Brousseau's request to hear public comments before stating his consensus on the Strategic Plan, Chair Messer said that she was following the agenda but was listening to what Commissioner Brousseau was saying.

Commissioner Brousseau suggested that Mr. Schultz review the Mission Statement as his concerns are addressed in the Mission Statement. Chair Messer added that she agreed with Mr. Schultz and is the reason she requested taking key items from the NCC Strategic Plan and highlighting them in the Authority Strategic Plan.

G. CORRESPONDENCE/COMMISSIONER COMMENTS & REQUESTS/MEETINGS

H. ADJOURN

With no further business, the meeting adjourned at 11 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 Workshop Meeting**



FINAL AGENDA

Airport Office Building, 2nd Floor Conference Room
200 Aviation Drive North
Naples, Florida

**Friday, April 21, 2017
9 a.m.**

**Commissioner Dick Evans – Acting Chair and Consultant Selection Committee Chair
Commissioner Donna M. Messer - NCC Liaison and Consultant Selection Committee Member**

Commissioner James Rideoutte – Audit Committee Chair

Commissioner Ted Brousseau – Legal Liaison and Audit Committee Member

Commissioner Michael Lenhard

Executive Director: Christopher A. Rozansky

Authority Attorney: William L. Owens, Esq. of Bond, Schoeneck & King, PLLC

Welcome. If you wish to address the Consultant Selection Committee regarding an item listed on the Agenda, please complete a Speaker Registration form 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 recommendations 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 recommendation of this Committee 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. **PRESENTATIONS AND TIME CERTAIN ITEMS**
 - 1. Strategic Planning Update – Mindy Price, Direct Effect Solutions, Inc. and Dr. David A. Byers, Quadrex Aviation, LLC
- E. **WORKSHOP SESSION**
 - 1. Strategic Plan
- F. **PUBLIC COMMENTS (5 minute limit)**
- G. **CORRESPONDENCE/COMMISSIONER COMMENTS & REQUESTS/MEETINGS**
- H. **ADJOURN**

Information on Discussion 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.
