May 20, 2021
Workshop Meeting

Meeting was called to order by Chair Lenhard at 11:04 a.m. in the Council Chambers at City Hall.

A. ROLL CALL

Present were Chair Lenhard, Vice Chair Dustin, Commissioner Messer, Commissioner Rideoutte and Commissioner Ruppert.

Staff and Authority Counsel present were Mr. Rozansky, Mr. Owens, Ms. Cooper, Mr. Lobb, Mr. Warriner, Ms. Bendle, Mr. Burch and Ms. Menard.

B. PLEDGE OF ALLEGIANCE

Chair Lenhard led the Pledge of Allegiance.

C. AGENDA

Mr. Rozansky stated that there were no changes to the agenda.

D. PRESENTATIONS AND TIME CERTAIN ITEMS

There were none.

E. DISCUSSION ITEMS

1. Strategic Plan FY 2022-2026

Ms. Cooper provided a summary of the Authority's FY 2022-2026 Strategic Plan process which will be completed by September 30, 2021. She said that one of the important objectives for this year is looking back at the Strategic Plan over the past five years as well as looking forward to soliciting feedback and input from various constituent groups. She said that today's meeting is a Board Focus Group session. She introduced Ms. Mina Merkel, a professional facilitator, who will be leading the sessions, that will help develop the NAA's Strategic Plan for the next five years.

Ms. Merkel explained the focus group "story boarding" or "gallery of ideas" process that will be used during this Workshop session. She reiterated that the NAA is asking for input from various, different constituencies that will be aggregated and included into the Strategic Plan process. She noted that Ms. Bendle will be the scribe to collect their comments during this workshop. She stated that not all of the ideas will ultimately be implemented but that they will be aggregated with the other focus groups to see where there is overlap and common themes.

Ms. Merkel posed the following three activating questions and gave the Board some time to think and write down ideas for each question:

- Could you tell us what the NAA does extremely well from your vantage point?

- What could the NAA do even better if?

- Thinking outside of the box, what are some of the collaborative ideas that could solve some of the greater problems that have faced the Naples Airport Authority. What are we not thinking about?

A list of the ideas generated by the Board are attached.

Commissioner Rideoutte departed the meeting at 11:56 a.m.

Ms. Merkel concluded her presentation.

Ms. Cooper said that there are several additional focus groups planned throughout the summer in order to receive feedback from our constituents. Once all of the information is aggregated, the ideas will be prioritized to help inform the next five years for the Authority. She noted that at the June Regular Meeting, the semi-annual update on the Strategic Plan will be provided. At the August Regular Meeting, a draft Strategic Plan for FY2022 – 2026 will be presented for Board review and feedback, and at the September Regular Meeting, the final Strategic Plan for FY2022-2026 will be presented for approval.

Ms. Cooper welcomed Commissioners to contact her directly if they had any additional ideas following today's session.

F. PUBLIC COMMENTS (5-minute limit)

There were none.

G. CORRESPONDENCE/COMMISSIONER COMMENTS & REQUESTS/MEETINGS

Ms. Messer commented that it was amazing that we are already on our second 5-year Strategic Plan. She added that the foundation has been set and we are now building on the excellence of the current plan. She congratulated staff on a terrific job. Chair Lenhard echoed Commissioner Messer's comments.

Mr. Rozansky thanked Mr. Dave Fralick for providing support in both of our meetings this morning.

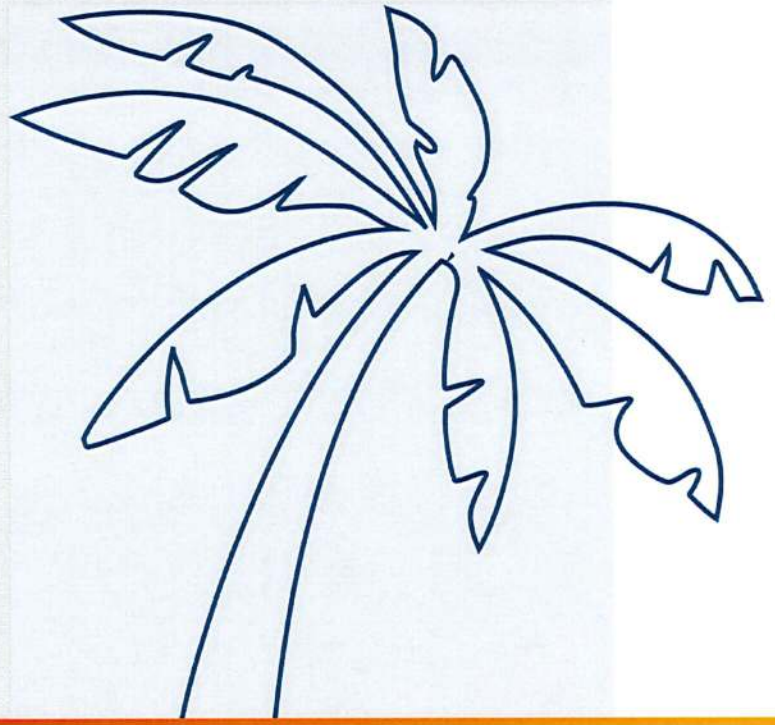
H. ADJOURN

With no further business, the meeting adjourned at 12:06 p.m.

Christopher A. Rozansky
Secretary

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

Naples AIRPORT AUTHORITY



FY 2022 - 2026 Strategic Plan Workshop Summary

Board of Commissioners Focus Group

May 20, 2021

Naples AIRPORT AUTHORITY

What does the NAA do very well?

Well trained and professional staff	Dedicated teamwork	Well managed	Professionalism	Significant economic impact
Customer service excellence	Sets a high standard	Financially strong and responsible	Operational excellence	Behind the scenes work is done well
Improves facilities as required	Foresight, proactive planning	Community relationships, collaboration and communication	Environmental stewardship	Giving back to the community (internship, donation of land for Greenway)

Naples AIRPORT AUTHORITY

What could the NAA do even better if…?

- Social media
- Improve PR and communication tools (reporting, etc.), reach new and different audiences
- Share all aspects of the airport's activities and what is (and what is not) within the airport's control
- Improve listening skills – Seek to understand and be less technical
- Use NCC as ambassadors in the community
- Try new things to communicate (i.e.- a night with the Commissioners)
- Continually educate new residents and developers and reinforce messaging with existing residents to reinforce messaging
- Expand thinking - outside our own airport (work with other airports)
- Upgrade older buildings and facilities

  Future of CAT?
- Communicate to community that we are thinking about the future of aviation and the role of Airports

Naples AIRPORT AUTHORITY

Think out of the box – collaborative ideas

- Work with City to test cyber security
- Work to strengthen relationship with City Council
- More partnerships / sponsorships (i.e., Greenway)
- Collaborate w/County and their airports
- Putting berms inside the fence to help dampen noise
- Stakeholder listening sessions (Additional amenities, uses and noise)
- Look at best practices and focus groups to help solve problems
- Invite HOA leaders to a workshop (a type of President's Council)

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

FINAL AGENDA

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

Thursday, May 20, 2021
10:30 a.m. or Immediately following NAA Regular Board Meeting

Commissioner Michael Lenhard – Chair and Consultant Selection Committee Member
Commissioner Kerry C. Dustin – Vice Chair and Audit Committee Chair
Commissioner Donna M. Messer – Noise Compatibility and Technical Advisory Committee Liaison
Commissioner James Rideoutte – Audit Committee Member
Commissioner Rick Ruppert – Consultant Selection Committee Chair
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. PRESENTATIONS AND TIME CERTAIN ITEMS

E. DISCUSSION ITEMS

1. Strategic Plan FY 2022-2026

F. PUBLIC COMMENTS (5 minute limit)

G. CORRESPONDENCE/COMMISSIONER COMMENTS & REQUESTS/MEETINGS

H. ADJOURN