

WILLARD AIRPORT GOVERNANCE AND SUSTAINABLE AIR SERVICE ADVISORY
TASK FORCE

9:30 a.m. October 2, 2014
Bryan Room, Institute of Aviation

AGENDA

- 9:30 Call to Order / Introductions / Meeting Overview
- 9:40 Update on meeting with Congressman Rodney Davis and FAA Tower
- 9:50 Address remaining decision points for the Strategic Business Plan

1. Selecting a Brand

The Task Force is split on selecting a brand. The top choice was FlyCMI with the close second being FlyChampaign.

While the task force initially voted to retain FlyCMI, Sixel Consulting strongly discouraged its continued use as they feel the brand is not clear, it does not have any resonance in the community, it has already failed as a brand and it would be less-than-ideal to attempt to re-launch it.

The choices for proceeding include:

- a. Reaffirm the initial Task Force choice of FlyCMI.
- b. Choose either FlyChampaign or FlyChampaign-Urbana.
- c. Propose that the top two choices be forwarded for the University to determine which to adopt and include mock up designs for both.

2. Confirming the Marketing Plan

The marketing plan has previously been presented and reviewed by the Task Force. You are asked to again review the Strategic Marketing Plan available on the FlyCMI website. Here is a link to the document - [CMI Strategic Marketing Plan](#).

The questions before the Task Force are:

- a. Agree with or propose revisions to the proposed Marketing Plan and Budget.
- b. Recommend entities that should also participate in engaging the broader community, once the plan is adopted.

3. Selecting a management strategy

Based on the discussion at the last Task Force meeting it was agreed there were only two options to consider....hire a strong Airport Manager or recruiting an outside management company to manage the airport. Inherent in either option is agreeing on

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the “set of conditions” that should be established to allow for the management of the airport and implementation of the strategic business plan.

The consultants recommend that whether an individual or a firm is selected, the following must be expected of new management and that the authority to achieve these goals must be established:

- ✓ Generating adequate funding to implement the business plan to operate as a true enterprise funded entity;
- ✓ Implementing the airport air service strategy;
- ✓ Executing the airport marketing plan;
- ✓ Implementing an airport customer service plan;
- ✓ Developing an airport land use plan to better position for the promotion of economic development opportunities; and
- ✓ Establishing a partnership with FlightStar to ensure its future role in making CMI attractive to airlines considering service to the community.

The desirable authorities that should be given to the CEO or possible management company include but are not limited to:

- a. Hire and fire personnel
- b. Procure goods and services up to \$25,000 without University approval
- c. Enter into contracts
- d. Exercise expenditure flexibility within a defined budget
- e. Be responsible for air service development
- f. Be responsible for all profit centers’ performance
- g. Be the Voice for and Face of the airport
- h. Serve as the official contact with the FAA

Note: for a CEO, certain University requirements would apply to items a, b and c and will limit flexibility without a change in state law.

The Task Force needs to address the following:

- a. Confirming the list of “authorities” that should be granted the airport leadership

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- b. Prioritizing the selection of hiring a manager or management company
- c. Concurring to send both options to the Chancellor for a final determination of which best meets the conditions for operating the airport within the existing limitations of the university.

4. Advisory Body to Willard Airport

There is an implicit understanding that an airport advisory body is needed to represent the community. The Task Force needs to discuss the value, role and composition of such an entity and its relationship to the university.

The Task Force was initially charged with developing recommendations for the airport's governance. It was agreed by the Task Force that there was a distinction between an immediate need to revise the airport's management and the longer term determination of which governance structure best addresses growing a vibrant, sustainable airport.

The task of evaluating governance options was given to a Technical Committee. The reality is any change in governance is likely to take several years to implement. The Technical Committee is continuing its analysis and will provide an update at the November meeting to determine how the matter should be addressed in the strategic plan presented to the chancellor.

5. Additional questions / comments Task Force Members may have related to the Business Plan

11:30 Task Force Summary, Next Steps & Timeline

11:45 Adjourn