



# City of Columbia, Missouri

## Meeting Minutes

### Airport Advisory Board

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Tuesday, December 3, 2024  
3:00 PM

Regular

Columbia Regional  
Airport Terminal -  
11350 S Airport Drive

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#### I. CALL TO ORDER

The meeting was called to order by Tom Richards at 3:00 PM.

#### II. INTRODUCTIONS

Mike Parks introduced Stephanie Kitts, Quotient Group, which is the marketing firm under contract with the Airport. Their contract is for one year and four potential one year extensions.

Ms. Kitts reported that the Quotient Group is working closely with Bucket, and they will be putting together a 15-second video spot, a 30-second video spot, and will have a lot of video to use for various things such as paid advertising, organic social media, and any other sort of marketing materials that the crew might need.

When asked about their strategic plan for marketing the airport, Ms. Kitts replied that the media plan with Bucket was obviously the first step, and from there, once they get all the creative out and running on those buys, the next phase will be more of a strategic sort of general marketing plan that doesn't involve that particular side of things. One thing they're working on currently is messaging and how they can expand on the "there sooner home faster" tag line, and how they can work that into more of the messaging both on the paid side and the organic side.

Ms. Kitts was asked to provide additional information about the Quotient Group for the new board members in attendance. She stated that the Quotient Group, is a very niche marketing agency that specializes in aviation, so all of their clients are small to medium-size airports. And most, if not all of their employees have come from working at an airport. They also host some industry conferences which offers a really great opportunity for all of their clients to meet together in one room, to interact with airlines and airports to get an idea what's going on in the aviation industry.

#### III. APPROVAL OF AGENDA

Randa Rawlins made a motion to approve the agenda with a second by Gary Thompson. The motion passed unanimously.

#### IV. APPROVAL OF MINUTES

The October 23, 2024 minutes were approved as submitted with a motion by Randa Rawlins and a second by Gary Thompson. The motion was passed unanimously.

Attachments: [Minutes - October 23, 2004](#)

## V. OLD BUSINESS

### a) Airport Signage.

Mike Parks stated that the board had previously discussed the idea of improving signage at the airport; the signage component to the airport, the main monument sign, and any potential signage for the building itself. He said the intent is to possibly do a change order to the contract with PCE (contractor remodeling the former AFSS building). That construction work is being paid for out of the terminal construction project budget. PCE was asked to create a sign package that will improve the monument sign that you see when you first pull in on Airport Drive and on the commercial terminal. PCE teamed up with Columbia Sign Company to work on the project.

Mike provided the board with a couple of samples of signage at different heights and various locations to review. The board stressed the importance of improving all wayfinding signage when arriving at the airport and not just focusing on the monument sign.

There was a lot of discussion by the board as to cost, size, wording, locations, lighting, etc. Mike reminded the board that whatever is decided may not be changed for another 25-years so it's important to keep an open mind about wording.

## VI. NEW BUSINESS

### a) Appointment of Chair.

Matt Jenne moved to appoint Randa Rawlins as Airport Advisory Board Chair, with a second by Gary Thompson. The motion passed unanimously.

Ms. Rawlins reported that the first order of business under Section 323 is to appoint a vice-chair, and she appoints Tom Richards as a vice-chair.

### b) Terminal Budget Review.

Jim McDonald, Finance Assistant Director, provided a presentation related to the new airport terminal funding including bonds and hotel/motel tax.

## VII. REPORTS

Mike Parks reported on the following topics:

\*There were over \$10,000 enplanements in October 2024, which hasn't happened since pre-pandemic.

\*Mike stated that the airport is continuing conversations regarding the addition of the Denver route. Mike expects to receive the DOT Small Community Air Service Grant in late January. He stated that these funds will be available for a revenue guarantee for re-establishing service to Denver.

\*Air traffic control tower operations hit record numbers for operations this year. Hopefully we can look at expanding tower hours in the future.

\*An ordinance appropriating grant funds for the parking lot construction will be placed on the December 16th council, and a contract with the consultant to design the parking lot will be placed on the January 6, 2025 council agenda. The parking lot improvements will have very minimal impact on the rerouted Airport Drive.

\*Tail End's Market is doing very well. Mike is looking into a design firm to begin the design of the kitchen to go out to bid later in the summer of 2025.

\*The T-Mobile Distributed Antenna System (DAS) will be operational by the end of the week.

\*AT&T negotiations are on-going. We do not have a finalized agreement with them yet, however, Mike stated that he has a meeting with them to finalize items in the agreement that need more discussion.

\*Budget item added in October that provides a \$4,000-line item for the advisory board to travel if it's related to air service development. Mike suggested that the board consider discussion of this item in the near future.

#### **VIII. GENERAL COMMENTS BY PUBLIC, MEMBERS AND STAFF**

#### **IX. NEXT MEETING DATE**

Wednesday, January 29, 2025 at 3:00 PM

#### **X. ADJOURNMENT**

Tom Richards moved to adjourn, seconded by Matt Jenne.

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