



City of Columbia, Missouri

Meeting Minutes

Airport Advisory Board

Wednesday, March 22, 2023

1:00 PM

Regular

City Hall
701 E. Broadway
Conference Room
1A/1B
Columbia, MO 65201

I. CALL TO ORDER

The meeting was called to order at 1:01 PM.

Present: 8 - B.J. Hunter, Matthew Jenne, Todd Culley, Gary Thompson, Thomas Richards, Britt Smith, Jon Poses and Raman Puri

Excused: 1 - Randa Rawlins

Non-Voting: 2 - Mike Parks and Amy Schneider

II. INTRODUCTIONS

Board Members, staff (Stacey Button, Lauren Weber), and guests (Mike Murphy, Shane Messenger) introduced themselves.

III. APPROVAL OF AGENDA

Todd Culley made a motion to approve the agenda as submitted with a second by Jon Poses. Motion passed unanimously.

IV. APPROVAL OF MINUTES

February 22, 2023 Minutes

Attachments: [AAB Meeting Minutes February 2023](#)

The February 22, 2023 meeting minutes were approved as submitted with a motion by Gary Thompson and a second by BJ Hunter. The minutes were approved unanimously.

V. OLD BUSINESS

BJ Hunter stated that he has continued to receive complaints about the cell service in the new terminal. Mike Parks said he is currently working on getting a draft agreement with T-Mobile, which once approved will work toward enhancing the cell phone signal for all T-Mobile users. He said that he met yesterday with AT&T. They are drawing up plans now, and once they complete the agreement and get it approved by City Council, they anticipate service for AT&T users to be improved by the end of the calendar year. Regarding people being kicked off of Wi-Fi in the new terminal, Mike said that he spoke to IT who found an issue that has since been fixed. Tom Richards ask if Airport staff have considered putting up signage in the new terminal notifying travelers that there is Wi-Fi available. Mike said that he doesn't think there is anything up currently, but that he will take a sign from the old terminal to hang in the new one. Jon Poses asked why it takes so long for the cell service to be improved. Mike explained that they have to complete an air space study in order to install new antennas, which takes 60 to 90 days, so the

planning and approval phases take time.

VI. NEW BUSINESS

Passenger Demand Analysis Discussion

Mike displayed the most recent Passenger Demand Analysis from the FLYCOU website, which contained information through 2017. Tom Richards asked if there is a plan for updating this analysis. Mike explained that Mead & Hunt is in the process of updating it and will have a completed plan soon. Tom requested a review of the new PDA by the consultant from Mead & Hunt, and Mike said that he will try to arrange to have one join via Zoom for either the April or May meeting, depending on when it's completed. Matt Jenne inquired what the normal time between completing these analyses is, and Stacey Button responded that in her experience it has been between three and five years, although this one was delayed by the pandemic. Gary Thompson said that it would be helpful for marketing efforts, and Tom added that the data would be helpful in understanding what share of the market is using COU so that they can guide objectives on how to capture the remaining market share. He also suggested that the analysis be completed more frequently. Matt suggested that even older data is helpful to show COU's proven track record even before the pandemic. Jon stated that distributing informational brochures or pamphlets about the Airport would be useful in attracting interest, and Gary added that this practice used to be common and was very effective. Mike stated that the Airport will be re-evaluating where advertising dollars are spent, noting that at the Lake of the Ozarks they recently took out a full-page ad in an area magazine as well as a billboard installation. Jon said that ultimately adding more flights and airlines will be the most successful tool in getting people to fly COU. He added that it may be too soon to start advertising, as they may want to wait until the cell service has been improved and the concessions vendor is open for business. Matt responded that food and cell service won't necessarily change anyone's mind and that they will fly out of COU when it's the most convenient and/or the cheapest option. Tom wanted it noted in the minutes that the Board has requested to see the final Passenger Demand Analysis and discuss it with a consultant once completed.

On-time Arrivals and Departures Data

Mike displayed the United States Department of Transportation graph that was shared with the board prior to the meeting. This graph showed information regarding the total arrivals compared to the total on time flights by month, as well as a chart showing the reasons for the delayed arrivals. Tom noted this data shows that the biggest cause of late arrivals in 2021 was the aircraft arriving late, and asked if there is any data that shows late arrivals that COU has control over. Mike said that the maintenance agreement that they are working on will help alleviate late departures due to aircraft maintenance. Tom pointed out that the Columbia Regional Airport's on time performance is about the same as the airports in St. Louis and Kansas City, which would be another good reason to provide this information publicly. Britt Smith stated that the challenge is that if your flight is delayed in St. Louis, you have other flights available as an option. Gary asked if there was corresponding departure data, and Tom stated that there is but that he would like to discuss with a consultant on how to gather the right data in order to present it correctly.

Gary Thompson motioned to see the arrival and departure data and analysis of that data (including comparisons to Kansas City and St. Louis airports) twice a year. BJ Hunter seconded the motion. The motion passed unanimously.

VII. REPORTS

Report from Mike Parks

Mike Parks presented his report to the Board:

-He will continue to update Board on AT&T cell service improvements.

-He is looking into removing trailers from the back of the old terminal this summer in order to improve line of sight.

-Mike said he is continuing the procurement process with the vendor for concessions and will hopefully have an update at next month's meeting.

-Mike stated that marketing will be one of the topics on next month's agenda, as the Airport has a contract with a new marketing company, Woodruff. Gary stated he would like to see the process early and often, as he felt it was too little too late in the past. Mike said that he will try to get them to present at April's meeting. Tom asked what the objectives and goals are for this new marketing agency, and Mike explained that it's very early in the contract and that they haven't established that as of yet.

-Mike explained that a Pavement Management inspection will be completed by Burns and McDonnell Engineering where they will walk the entire pavement and provide a condition report to the airport, which will be used to determine priorities for future pavement repairs and reconstruction.

-Mike explained that the TSA only operates during flight times. This means that if the flight is delayed, TSA agents eventually leave the Airport and if you leave the secure area during that time you can't get back in. He spoke to TSA about this issue to find out if it is possible to have them stay after hours, but was told that there has to be a time limit due to overtime costs. They explained that they will make an announcement one hour before they close the security check-in. Mike stated that he is working with TSA to find a resolution for food delivery if flights are delayed for a long period of time.

-Mike stated the enplanement numbers are far better in February 2023 than they were in February 2022, and noted that in January 2022 United Airlines left COU. Todd Culley said that he thought United leaving COU was supposed to be temporary. Mike explained that they did "suspend service" although the Airport does not currently have a date of return. He went on to say that he will be meeting with them this summer to remind them that the demand is still high in Columbia. He expects that the pilot shortage improving will help. Jon asked whether Mike had any update on the pilot shortage, to which Mike responded that he continues to hear that it's improving but he hasn't seen any specific numbers.

VIII. GENERAL COMMENTS BY PUBLIC, MEMBERS AND STAFF

Tom asked if anyone would prefer to hold the meeting at a different time. Matt said it would be better for him to hold it later in the day. Tom said that Randa Rawlins told him prior that 3:00 PM would be a better meeting time for her. Mike noted Conference Room 1A/1B is booked at 4:00 PM on the fourth Wednesday of the month, so the Board would only be able to meet for one hour. Gary inquired about the conference room at the Airport, and Mike said it should be completed by the next meeting date if the Board would like to hold their meeting there. Tom stated he will send out an email to get the Board's opinions, as he would prefer to meet early morning or late afternoon. The Board decided that there will be no changes to the meeting time or date next month, and agreed to discuss it further during the April meeting. Jon expressed his support of continuing to hold the meetings at City Hall, and Tom said that they will plan on holding the meeting at 1:00 PM at City Hall in April.

IX. NEXT MEETING DATE

April 26, 2023

X. ADJOURNMENT

The meeting adjourned at 2:04 PM. with a motion by BJ Hunter and a second by Jon Poses. Motion passed unanimously.