



## **JAXEX Advisory Committee Meeting Summary**

**When: July 1, 2014**

**Time: 9:00 AM**

**Where: JAXEX Executive Conference Room**

**Committee Members and Attendees:** List available upon request.

Tiffany Gillem, JAXEX Airport Manager, opened the meeting at 9:03 AM welcoming everyone and asking for each to introduce them, including which association/business they were representing.

Ms. Gillem introduced Ms. Debbie Jones, Community Relations Administrator, who gave a Jacksonville Aviation Authority (JAA) system update:

- 1) At JIA, the baggage scanning processing machines are being replaced by end of 2014.
- 2) The JAA is hosting the Florida Airports Council (FAC) annual conference August 3-6, 2014. The conference will be held at the Hyatt Regency Jacksonville Riverfront. As part of the conference, participants will have an opportunity to tour Cecil Airport.
- 3) In September, there will be a Commercial Space Summit. Cecil Airport is the only licensed spaceport in Florida and the summit will provide an opportunity to showcase Cecil's spaceport.
- 4) October 16-17, 2014, there will be a defense contractor conference at Cecil Airport coordinated by Representative Crenshaw's office.
- 5) Over the next 6-8 months Naval Air Station (NAS) Jacksonville will be preparing to have its runway redone and the planes and associated staff from NAS will be moving to Cecil (approximately 4,000 people). Extensive planning is taking place for traffic management and accommodations needed for this move.
- 6) Herlong Recreational Airport remains business as usual. The JAA is working on branding the Fixed Base Operator (FBO) service.

### Questions and Answers

- 1) **Will the new baggage scanning machines meet Federal guidelines due to President Obama's recent comments with problems identifying bombs in luggage?** Ms. Jones stated that the new machines will meet the latest standards and that the machines are owned by Transportation Security Administration (TSA). It is their initiative for putting the new scanning machines in place and JAA works in close partnership with TSA at all times for the safety and security of passengers.
- 2) **Is the Spaceport Summit just to showcase Cecil? Is the event open to the public?** Ms. Jones stated that it is being planned as a technical workshop for potential operators and for other Spaceport staff. At Cecil, Generation Orbit has a contract to do horizontal launches and test runs.

Ms. Gillem then introduced the JAA guest presenters, Barbara Halverstadt, Director of Marketing and Greg Willis, Marketing Program Manager. Ms. Halverstadt advised that Greg Willis and Stephanie Morgan (marketing research specialist) make up her department. Department responsibilities include: air service development, JAA related advertising, social media, branding, event coordination, and research.

The presentation reviewed the importance of building and retaining service in and out of Jacksonville and how data is researched when identifying new service or markets for Jacksonville. Currently, there are 26 non-stop destinations from Jacksonville. In addition, she discussed some of the things that an airline considers when making decision about service:

- Number of Passengers Daily Each Way (PDEW)
- Competition in the market
- How strong is the airline's loyalty program
- What kind of fare is in the market

A review of the ongoing efforts to "court" new service for Jacksonville was shared:

- Regular meetings with route planning departments
- Familiarizing airlines with the Jacksonville market
- Utilizing the PDEW data to make the case for new non-stop service
- Educating carriers about airport incentives for new air service
  - Community Air Service Fund
  - Waivers for aircraft parking and land fees
  - Assistance with press releases, press events and inaugural celebrations
  - Rental credits (new entrants only)

Ms. Halverstadt stated it could take years of case building before an airline makes a favorable decision about adding or bringing new service into Jacksonville. For example, Southwest announced that in the fall they are ending their Jacksonville to Fort Lauderdale route, but Silver Airways is starting service in August and JetBlue will also soon begin service to Fort Lauderdale.

Ms. Halverstadt commented that she is often asked about why JIA does not offer non-stop service to Europe. She has conducted studies through surveys about the destinations of those traveling from Jacksonville to Europe and the destinations are so scattered that the airline load factor criteria cannot be met at this time.

At the end of the presentation Mr. Marshall Wood from Malone Air Charter commented about the beauty of Jacksonville and the need for the committee to be informed and assist Ms. Gillem in recognizing the airport services available and the potential for more economic impact to Jacksonville.



# JAXEX

Jacksonville Executive at Craig Airport

Ms. Gillem then gave the JAXEX update:

- 1) Airport operation for May were 10,084.
- 2) The wildlife management plan is expected to be complete by the end of July.
- 3) Access control/security improvements continue and are being handled by Michael Chan.
- 4) Landscaping plan along Monument and St. Johns Bluff will be re-bid.
- 5) A final report was given about the JAX ACE Academy summer camp.
- 6) She reminded participants to look on the JAXEX website for committee minutes and community updates.
- 7) Ditch maintenance and palm tree trimming ongoing.
- 8) The ramp area of Hangar 607 has been leased for non-aeronautical activity.
- 9) Golf Course Improvements
  - Environmental sampling continues at the golf course
  - David Mayo is the new general manager
  - A soft opening is being planned for August/September time period
  - A request was made to assist in keeping unauthorized children/persons off the golf course property. ATV tracks have been spotted in various areas.

Ms. Gillem then asked for comments from the attendees. Mr. Bob Davis from Monument Oaks stated he appreciated being updated on the golf course and it was important to his neighborhood to know about the ongoing clean up and activity in this area.

There being no further comments, Ms. Gillem stated that she wished all a happy July 4<sup>th</sup> and that the next meeting will be held August 5, 2014 at 9:00 AM.

Respectively submitted,

Alberta Hipps