



MINUTES

Communications Committee Meeting JAA Administration Bldg. 3rd Floor Ed Austin Board Room Wednesday January 28, 2026/8:30am

Committee Chair William Gulliford called the January 28, 2026 Communications Committee meeting to order at 8:30am. The following committee members attended in person at the call to order:

Mr. William Gulliford, Chair
*(members Mr. Matt Connell and
Mrs. Michelle Barnett were absent)*

Non-Committee board members attending in person:

Dr. Solomon Brotman
Mr. Andy Hofheimer

Also in attendance at the order call were:

Mr. Mark VanLoh, JAA Chief Executive Officer
Mr. Devin Reed, JAA Chief Compliance Officer
Mr. Michael Stewart, Vice President External Affairs
Ms. Melissa Marcha-Lee, JAA Sr. Executive Assistant to CEO and Board/Recording Secretary

In addition, attending via phone was Mr. Joe Mobley of The Fiorentino Group, JAA's federal consultant firm.

Committee Chair Gulliford welcomed everyone to the first meeting of the newly formed committee, acknowledged attending non-committee board members Brotman and Hofheimer, and advised the meeting was information only, no voting would be taking place.

Committee Chair Gulliford asked Mrs. Marcha-Lee if there was any public comment and upon hearing that no speaking requests had been submitted, he moved to the next agenda item.

Committee Chair Gulliford advised that the reason for the meeting was to share the scope and purpose of the committee. He shared his thoughts, and those of Board Chair Hodges, of the need to strengthen communications with elected officials and business partners, and asked Mr. Mobley his – he agreed, and stated further that friendships should be established before they are needed.



Chair Gulliford continued, stating that the request of federal and state elected officials is for support for the Cecil facility, and for local electeds is for peace and harmony.

Chair Gulliford advised that the plan is for committee members, together with JAA staff, to meet with federal and state elected officials in Tallahassee, and for committee members and staff, and other board members, to meet individually with each member of the Jacksonville City Council, and business leaders, to share information and knowledge about the impact of JAA in Northeast Florida; Mr. Mobley advised he will be glad to plan the Tallahassee visit and schedule the meetings, he suggested mid-February as the time-frame.

Chair Gulliford asked non-committee members Brotman and Hofheimer for their comments. Dr. Brotman agreed with the approach, Mr. Hofheimer agreed, but added that he feels communication with the board could be stronger. Chair Gulliford asked Mr. Mobley for his thoughts, he suggested that perhaps we share news with City Council before it happens (items that are not under announcement embargo restrictions).

Chair Gulliford asked staff members how JAA communicates to the public, Mr. Stewart advised that our marketing team handles the website, constantly updating it, and all social media – and shared that a recent piece on the progress of concourse B construction developed by our communications employee was recently picked up by local media and ran on several news outlets. Chair Gulliford requested Mrs. Marcha-Lee get with Barbara Halverstadt, JAA's marketing chief, and have reps from her marketing team attend the next meeting to discuss communication with the public.

Lastly, Chair Gulliford shared that it is his plan for the committee to meet on the off-board meeting months, and suggested that the next meeting be held in April – he requested Mrs. Marcha-Lee to schedule the meeting.

There being no further business to come before the committee, Committee Chair Gulliford adjourned the meeting at 9:15am.