

MINUTES

Communications Committee Meeting JAA Administration Bldg. 3rd Floor Ed Austin Board Room Tuesday April 14, 2026/8:30am

Committee Chair William Gulliford called the April 14, 2026 Communications Committee meeting to order at 8:30am. The following committee members were in attendance at the call to order:

Mr. William Gulliford, Chair
Mrs. Michelle Barnett
(Mr. Matt Connell was absent, at the call to order)

Also in attendance at the order call were:

Mr. Mark VanLoh, JAA Chief Executive Officer
Mr. Devin Reed, JAA Chief Compliance Officer
Ms. Barbara Halverstadt, Chief Marketing Officer
Mr. Jason Knox, Vice President Government Affairs
Mr. Matt Bocchino, Director Cecil Airport and Spaceport
Mr. Greg Willis, Manager Marketing & Public Relations
Ms. Melissa Marcha-Lee, Executive Assistant to CEO and Board of Directors
Administrator/Recording Secretary

Also attending was Mr. Joe Mobley of The Florida Group, JAA's federal & state government consultant firm.

A listing of all attendees is on file in the office of the Recording Secretary

Committee Chair Gulliford welcomed everyone to the meeting 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 provided an update on the committee's efforts to strengthen communications, advising that he and JAA staff, and Mr. Mobley, attended meetings in Tallahassee with elected officials – he then called on Mr. Mobley to provide a recap. Further, Committee Chair Gulliford asked Mr. Mobley to provide the plan for the JAA staff meetings with City Council persons and Mr. Mobley advised that his office has begun scheduling the meetings. Committee Chair Gulliford reminded Mr. Mobley that Board Chair Hodges has advised that board members will be glad to attend any of the meetings and asked him to work through Mrs. Marcha-Lee in the scheduling process.

Committee member Matt Connell arrived at this point in the meeting.



Committee Chair Gulliford next called upon Mr. Willis who provided an in-depth presentation on the methods JAA uses to communicate with the public, which include the website, social media, press releases, etc. Mrs. Barnett advised that she thinks we need to concentrate more heavily on getting the word out about our direct flights, especially with summer travel happening soon.

Committee Chair Gulliford opened a discussion about Cecil Airport and Spaceport marketing and public relations, advising he thinks we need to do more to get the word out about Cecil, perhaps develop a marketing brochure or one-page handout that can be given out. CEO VanLoh advised that local people are not our target – those that would need to know about Cecil are already aware. Mr. Bocchino advised that we do have a brochure, it is planning to be updated but for now we could do something brief – Mr. Connell suggested something maybe postcard size that contains a QR code and all the detailed information be in that code. Committee Chair Gulliford asked staff to develop such a communication piece.

Committee Chair Gulliford asked the committee for ideas for the next meeting which will be held in June – having some type of community event was discussed. He requested that Mrs. Marcha-Lee follow up on ideas and schedule the meeting.

There being no further business to come before the committee, Committee Chair Gulliford adjourned the meeting at 10:25am.

Approved May 21, 2026