



CITY OF EL PASO DE ROBLES

"The Pass of the Oaks"

AIRPORT ADVISORY COMMITTEE MINUTES

Thursday, September 23, 2004 - - 7:00 PM
Airport Terminal Conference Room – 4900 Wing Way

CALL TO ORDER

Roll Call

Present: Committeemembers Agon, Caruthers, Miller, & Morton;
Absent: Stan Levanduski, Ron Rose;
City Council Jim Heggarty, Gary Nemeth;
Planning Comm: John Hamon
Staff: Meg Williamson, Roger Oxborrow

PUBLIC COMMENT None

OLD BUSINESS

Review of previous minutes: A motion was made by Mr. Miller, seconded by Mr. Agon, to approve the minutes of the July 22, 2004, meeting, as presented. Motion passed by unanimous voice vote.

DISCUSSION ITEMS

1. **Airport Promotion**

Chris Taranto, Director of Tourism for the City's Visitors & Conference Bureau (VCB), gave an in-depth presentation on the role and function of the VCB in our community. He discussed the science of marketing. He outlined the objectives of our VCB in promoting this destination to outside world. The role of the Airport in local transportation was discussed and various methods of further promotion were reviewed. The committee agreed to pursue various avenues of additional exposure for our area. No formal action was taken.

2. **Airport Web Page**

The Committee reviewed the final draft of the Airport Web Page for content and accuracy. The various elements were discussed. Suggestions were made to possibly improve the clarity of certain elements. General consensus of the committee is to publish the draft and make necessary adjustments online.

3. **Sub-Committee Reports**

Committee Bylaws – No activity.

Rules & Regulations – Continuing with the public review process.

Airport Promotion – Mr. Agon suggested an airplane sculpture contest to promote the airport to the community. The upcoming casino flight was discussed.

City Liaison – Mr. Miller reminded the committee of the dedication of the water well on the airport, in honor of Dick Avery (9/24, 11:00) . The City Council interviews for re-appointment to the committee are Thursday, 9/30.

Airport Master Plan – The master plan is review by the County Airport Land use Commission. The formal hearing is scheduled for October 20. It will come back for final City Council adoption after that.

Airline Committee – No new activity.

NEW BUSINESS

None

DIRECTOR/MANAGER BUSINESS

None

ADJOURN - 9:45 PM. To the Well Site Dedication September 24, 2004, 11:00 AM.

To the Next Advisory Committee Meeting October 28, 2004
Airport Terminal, 4900 Wing Way.