



CITY OF EL PASO DE ROBLES

"The Pass of the Oaks"

AIRPORT ADVISORY COMMITTEE MINUTES

Thursday, June 26, 2008 - 7:00 PM
Airport Terminal Conference Room – 4900 Wing Way

CALL TO ORDER - Roll Call:

Committee members: Bray, Caruthers, Cook & Rose
Alternate: Mr. Kenyon
Staff: Meg Williamson, Roger Oxborrow

PUBLIC COMMENT None

COMMITTEE BUSINESS

1. Minutes

A motion by Mr. Bray, seconded by Mr. Rose to approve the May 22, 2008, minutes passes unanimously.

2. Sub-Committee Reports

- City Liaison – Members of the committee attended a joint meeting of the City Council, Planning Commission and other advisory boards to review the current issues regarding the major water project for the City.
- Airport Promotion – No report.
- Airport Safety & Security – Mr. Rose provides a final report on the accomplishments of the sub-committee. A number of projects and issues have been addressed, and a marked improvement noted, as a result of these efforts. The programs initiated will be continued by staff and airport tenants. This committee can be disbanded in favor of other committee pursuits. A motion by Mr. Caruthers, seconded by Mr. Bray, to receive and file the final report, as presented, and support the recommendation to disband the sub-committee passed unanimously. A copy of the final report is attached as a part of these minutes.
- Visitor Service Quality – Mr. Cook provides a final report on the accomplishments of the sub-committee. He suggests that the continuing effort for the Airport should one of publicity and promotion and the need to attract visitors to the area – the Airport being a portal whereby they arrive here. A motion by Mr. Caruthers, seconded by Mr. Rose to receive and file the report, as submitted, disband the sub-committee, and work to dovetail this promotion work into the efforts of the Airport Publicity and Promotions sub-committee passes unanimously. A copy of the final report is attached as a part of these minutes.
- Airport Business Plan – Mr. Bray and Mr. Kenyon report on their initial discussions regarding the scope and content of a business plan for the airport. They also perceive a need to expand the initial concept to include tourism and more airport promotion, in addition to the focus on business development. The next step will be a meeting with City staff in the coming week.

DISCUSSION

3. Development Status Report

Staff reports on the construction progress of projects near the airport. The City has also received referrals for projects in the County, but all are outside the Airport's area of influence. The status of the transition effort for the Boys' School (now, Estrella Correctional Facility) is discussed. No action is taken

DIRECTOR/MANAGER UPDATE

Staff provided information on the current city water project for those members who were unable to attend the public meeting with the City Council.

COMMITTEE COMMENTS

None

ADJOURN – 8:15 PM

to the City Council meeting, July 1, 7:30 P.M., 1000 Spring Street.
to the next Committee meeting, July 24, 7:00 P.M., 4900 Wing Way.

Introduction

For a number of years, the Safety & Security sub-committee of the Airport Advisory Committee has been charged with the continual oversight of the many aspects of safety and security on and around the Airport. In recent times, the sub-committee has narrowed the focus of these efforts to five essential areas.

- Runway Incursion
- Perimeter Integrity
- Terminal Area Access
- Unauthorized Taxiway Entry
- Access Gate Control

Each of these areas have been reviewed and a list of actions developed to answer those deficiencies observed. Items which required only staff time and/or minimal expenditures were addressed quite rapidly. Those items requiring additional planning, design or expense were included in appropriate plans to complete the necessary work in a timely manner.

In each case, the deficiencies identified and the remedies prescribed have been completed and determined to no longer be at issue. Security and safety awareness programs have been implemented in areas of concern, and Airport users are informed and cooperative in achieving the desired results.

Specific Accomplishments

Under the purview and oversight of the sub-committee, a number of projects and enhancements were completed. It is important to note those most specific to this effort.

1. 1500' of chain link fence has been installed along the east airport perimeter.
2. Security light at the new airport entrance was installed.
3. The national 'Airport Watch' program was initiated on the airport with the installation of signage at each perimeter gate and public presentations to local airport users to inform and instruct on what to watch out for.
4. Interface with local law enforcement to raise awareness of airport issues and inform about the user involvement and interest.
5. Personal contact with airport tenants, working to install security gates and additional fencing at lease site entrances where needed.
6. Public awareness and enforcement to limit unauthorized vehicle and pedestrian entry on to aircraft operating areas.

Safety & Security
Page 2

7. The continued effort to construct a vehicle access road to serve the northeast portion of the airport, in the vicinity of the Air Attack Base.

Recommendations/Conclusion

As the work of this sub-committee draws to an apparent close, it is essential that the momentum and interest that has been generated through this effort be maintained. The security awareness programs must receive continued emphasis. The gates and access control measures must remain a mandatory compliance issue. The networking between various Airport users must continue to be encouraged and enhanced to maintain their effectiveness.

The work of this sub-committee could go on, but the direction has been established. The support of Airport staff is now capable of sustaining the current momentum. The intent to disband this sub-committee in favor of other areas of committee focus is justified and can certainly be supported as a next step in the orderly growth and development of the Airport.

FINAL REPORT

The Visitor Service Quality Sub-committee was charged with the task of reviewing the quality of service provided on the airport and looking for ways to improve the experience of aircraft visiting our area. This was approached with three objectives in mind.

1. Establish a vision of the ideal level of service for the airport visitor.
2. Research the available options to provide those intended services.
3. Prioritize and establish a feasibility level for additional services to be offered.

Initial discussion by the sub-committee was effective in establishing the proposed direction. Subsequent meetings with the Airport service provider (FBO) and with other partners in the visitor experience proved beneficial in raising individual awareness and developing new relationships tailored to serve the flying public.

A portion of the effort centered around the promotion of local attractions and amenities. The increased awareness coupled the interests of the Airport and the City's new Tourism Promotion Office with local venues who are dedicated to improving the visitor experience in our area.

The Airport FBO has taken significant steps to upgrade and improve the level of service offered to all airport users. Increased jet charter traffic has seen an improved level of service through upgraded equipment and additional personnel who are skilled in providing this more sophisticated service.

CONCLUSION/RECOMMENDATIONS

The work of assuring a positive visitor experience does not assume a short term, finite conclusion. It must be creative, ongoing, & positive. This effort must always be on the cutting edge of new concepts and technologies designed to promote and publicize our product – the benefits of the local area.

The need to continue with a sub-committee dedicated solely to a review of visitor services may be repetitive and parallel to that of the more significant Airport Promotions & Publicity effort. By constantly looking for ways to attract attention and stimulate interest in the local product, this area will see a continued increase in traffic flow and activity levels. The promotion efforts delegated to the Airport Advisory Committee are probably best served by consolidating the available resources in a more direct publicity and public awareness program. In so doing, the airport and its attractions are more able to achieve a long-term viability and visibility to a greater expanse of visitors and future business potential.