

Knox County Airport Business Plan Workgroup Minutes January 28,2008

Workgroup Attendees:

Jeff Northgraves
Marilyn Hotch
Kathy Allain
Bill Maddox
Ken Wexler

Public Attendees:

Neil McMillan, Owls Head
Judy Mullins, Owls Head
Katie Syrett, Owls Head

Staff:

Alan Hinsey- facilitator
Janelle Brooks- note taker

Meetings will be held on every other Thurs. beginning Feb. 14th from 4-6pm - at the Knox County Building – Commissioners’ Office. Time and location will remain consistent unless notified.

• *Opening Public Comments:*

No comments from 3 people in attendance, just curious and wanted to learn more about project.

• *Review Meeting Schedule and Project Development Process and Estimated Timeframes (see attached).*

- **Question** - What is the time limit on the terminal? The terminal plan will need to be submitted by May '09.
- **Marilyn**- When do we to know have discussions regarding Terminal design? May - June
- **Marilyn**- wants to ensure there is an outline and a chapter on “plan and design.” Wants to ensure input from all.
- **Alan** - Our business plan will include general usage/function recommendations regarding Terminal Design - not detailed design recommendations.
- **Jeff**- Oct. timeframe for when must know what going in there i.e. restaurants, TSA, newsstands, retail stores etc. Need general ideas that gives ratios.
- **Ken**- Clarification question...
 - 1) No where does it mention how the community fits into this. We should discuss the impact/relationship with the community.

- 2) Lease on the land? Anybody talked about the “buyout” price of lease. Will we get a good deal
- 3) Need to look at Colgan Pinnacle as business partners.
- **Bill-** recommended modification of bullet #7 from “called upon” to “volunteer” by the business plan workgroup... Jeff should be included as a “non-voting” member.
- **Marilyn-** concerned John not at the meeting to participate in brainstorming exercise.
- **Bill-** Asked APAC if anyone else was interested in becoming a member of Biz Plan workgroup. It was noted that 3 members of the Biz Plan Workgroup that have airport knowledge were not present at meeting.
- **Kathy-** Looking to replace Matt in March and will need aviation person to replace him. *Jeff spoke with Tadd Woodall and Kevin Waters (no time to commit to the Biz Plan workgroup)

<ul style="list-style-type: none"> ● <i>Brainstorming Exercise – Airport Mission:</i>

- **Alan-** Opened up discussion if there was the right mix to ensure we have a diverse representation before proceeding with brainstorming exercise.
- **Bill-** Should have 4 available for worthwhile meeting.
- **Marilyn-** Need to have a working meeting or the work doesn’t get done.
- **Ken-** Thinks there is good group and should go ahead with the exercise.

Is there an existing Airport Mission Statement?

- **Jeff-** Asked if anyone had seen one and no one had.
- **Kathy noted that** APAC has a statement of purpose/charge for how the APAC is to operate however, there is no overall Charter or Mission Statement for the Airport

Begin Mission elements – Brainstorming:

Why Does the Airport Exist?

- Provide link to greater international transportation system (Jeff)
- Intrastate passenger service (Bill)
- Life-blood of islands i.e. mail, medical, emergency, fire. (Kathy)
 - *medical advantages to the community i.e. donor recipient
- Tourism/Business Connections (tour groups, connections to Boston)
- Large community of General Aviator Enthusiasts (Jeff)
- To serve Customers
- Coast Guard usage of airfield (Jeff)
- Search and Rescue, helicopter and aircraft use.
- Freight- UPS here because of the airport.
- Relationship with the Owls Head Transportation Museum

Who Are Our Customers?

- Area Residents (Knox County and neighboring regions)
- Island Residents
- Area Businesses
- Freight UPS, Fed Ex, Mail Service
- Coast Guard
- General Aviation, Flying Club
- On-airport businesses (Downeast Air, Budget Rental)
- Tourists
- Businesses coming into the area
- Municipalities (responsibilities of community)
- Tax Payers

What Are Our Products and Services?

- Passenger transport
- Mail
- Medical
- Recreation – sight seeing, etc
- Freight
- Search and Rescue
- Service provided is transportations.
- Provide servicing of passenger and crew.
- Amenities from mode-mode transportation.
- Leasing- land, facilities, trailers, property (Jeff)
- Fuel
- Maintenance for General Aviation planes.
- *In the Future-possibly Retail/Food Services*
- Flight instruction classes/training
- Gateway to area (receptions – greeting returning soldiers, etc)

Where Is Our Service Area?

- North of Brunswick
- East of Augusta
- South of Bangor (and Belfast area is the outer edge of our service area going north)
- Coastal & Island Focus
- People are coming here from Bar Harbor and Augusta. (Jeff)
 - Reason: Airports aren't reliable in landing Colgan in Bar Harbor. Bar Harbor indicates we may be getting some of their business.
- Bangor says they are losing customers to Rockland and Bar Harbor EAS (Essential Air Service)
- For the foreseeable future this will stay our service area.

How Will We Deliver Our Services and Products? How Will We Service Our Customers?

- Safely
- Efficiently
- Timely

- Cost Effectively
- Quietly
- Responsibly
- In Environmentally Conscious manner
- Comfortably (new terminal)
- Respectful of context and physical constraints i.e. neighbors
- Transparently
- Friendly

At end of brainstorming session it was noted by **Marilyn and Ken** that we didn't get into relationship with community - Community people may not be seen as "customers" – but must be a part of our thinking/planning for the airport. **Jeff** noted that his responsibility is to all of the municipalities in the County and as such all of the residents of the County and all communities are his customers.

<ul style="list-style-type: none"> • <i>Discussion re use of Public Opinion Surveys:</i>
--

- ***Note – Bill Maddox had to leave meeting at this point – not available for the Survey discussion .***
- **Alan-** recommended use professional survey consultants – estimates it would be \$10,000 - \$15,000 for a 20 question Knox County Survey that would achieve +/- 3-4% margin of error. Need 300-400 valid phone survey respondents to achieve that level of confidence (may need to make 800 phone contacts to secure the 300-400 valid sample size)
- Group did a quick Pros/Cons listing re use of Surveys.

Pros

Need Knowledge

More Comfortable of value in knowing what people are thinking that don't show to meetings

Eliminates "Extremes"

Market Research

Cons

Wording is subjective

Needs lots of context

Duplicate of the public meeting

The group had significant concern about the use of a public opinion survey.

- **Alan – suggested that the Biz Plan Workgroup** would help/oversee/approve development questions.
- **Kathy -** What would the survey accomplish?
- **Jeff-** He would like to know from the "masses" what they want/need out of the airport
- **Marilyn -** Not comfortable with survey. Get the answers from people at the meetings who show.
- **Kathy-** Get list of questions/needs from Jeff -- what information does he need – what would he want to gain from the survey – specifically (Jeff will prepare that list for review by the Biz Plan Workgroup)

- **Marilyn and Ken** – both stressed that a democratic approach should be used – let the people who have the most interest come forward and express that interest.
- **Jeff**- stated that he must treat as a business and do Market Research.
- **Ken** – noted that one can do business without a survey.
- **Marilyn** – Recommended that once the public input meeting dates are set, they should be well advertised and posted on the website – that way members of the public who want to come express opinions can do so at that time – as well at of each Biz Plan Workgroup meetings.

It was also noted by the group that they felt that Alan was taking an inappropriately active role in the Survey discussion – and that he was trying to push them into using a public opinion survey.

Alan noted that the public opinion survey topic came up originally because he suggested it as a means of collecting information that the group may need to make biz plan decisions. At that point Alan refrained from any further input on the Survey discussion. NOTE – for future discussion of the Survey topic – Alan will help facilitate the group’s discussion without any professional opinion being expressed.

<i>Closing Public Comments</i>

Neil McMillan, Owls Head - Survey would be more expensive than people think. Would need to ask a lot of questions to get the right margin for error. Also, would need to have separate estimates for those who use the airport and those who don’t. Thinks that survey may not supply the reliable information needed.

Judy Mullins, Owls Head - Has never used the airport. Does not care so much about restaurants, but environmental issues with regard to land as a neighbor of the airport. Would want to make sure the survey questions were applicable for all as taxpayers.

Katie Syrett, Owls Head -Do you have a budget? How much is allowed to spend to get to what you need? Need to get a lot of publicity going about these meetings to encourage participation. (newspapers etc.).

Next meeting – confirmed: Thursday 2/14 – 4-6:00 p.m. – Commissioners’ Office

Meeting Adjourned at 6:00 p.m.