



**FAYETTEVILLE REGIONAL AIRPORT
AIRPORT COMMISSION MEETING
FIRST FLOOR CONFERENCE ROOM & ZOOM
Tuesday, December 28, 2021
2:00 P.M.**

ATTENDANCE

Mr. Vic Carnevale (ZOOM), Mrs. Judy Dawkins (ZOOM), Mr. Daniel Travieso (ZOOM), Mrs. Sandy Ammons (ZOOM) Mrs. Kim Medley, Mr. Naynesh Mehta (ZOOM), Dr. Wilson Lacy, (ZOOM), Mr. Robert Van Geons (ZOOM)

ABSENT

Mr. Mark Lynch, Randy Fiveash

OTHERS

Dr. Toney Coleman, Airport Director
Mr. Deontae Watson, Deputy Airport Director
Dr. Telly Whitfield, Assistant City Manager
Ms. Patricia Campbell, Sr. Administrative Assistant
Ms. Allison Rogers, Marketing Specialist
Mr. Andrew Connell, RS&H Resident Inspector (ZOOM)
Mr. Paul Allen, Assistant City Attorney (ZOOM)
Ms. Tosha Szabo, Signature Flight Support Services (ZOOM)

Vice Chairperson Carnevale called the meeting to order at 2:00 P.M.

ITEM 1: Consider Approval of the Agenda

Vice Chairperson Carnevale asked for a motion to approve the agenda.

Mrs. Dawkins made a motion to approve the agenda.

Mr. Mehta seconded the motion.

ACTION: The motion was carried unanimously.

ITEM 2: Consider Approval of the Minutes of the Meeting held November 30, 2021

Vice Chairperson Carnevale asked for a motion to approve the minutes.

Mrs. Dawkins made a motion to approve the minutes.

Mr. Mehta seconded the motion.

ACTION: The motion was carried unanimously.

ITEM 3: Management Report

Enplanements. Total enplanements for all carriers as of November 2021 were 16,126. This indicates a 51.2% increase compared to October of last year and a 62% increase year to date. Total deplanements were 15,593. This is a total of 31,719 passengers in and out of FAY last month.

Average load factor (LF) target is 80%. American LF from 85.8% in October 2021 to 86.8% in November 2021. American's passenger count is up 65.4% compared to November 2020.

Delta LF increased from 74.7% in October 2021 to 100% in November 2021. Delta passenger count is up 24.6% compared to November 2020.

November Business Travel is at 24.59%, Personal Travel is at 52.34% and Military Travel is at 21.42% which leaves "other" at 1.65%.

Rental Car Revenue in October 2021 was up 25.52% as compared to November 2020. This is a 41% increase year to date.

Parking Lot revenues up 99% in November compared to November 2020 with a 141.6% increase year to date.

American operating fourteen flights per day, 7 in and 7 out and Delta is operating 6 flights per day, 3 in and 3 out.

Mr. Andre Walton, one of our custodians was voted "Employee of the Quarter."

FAY received Golden Leaf Foundation Award of \$965,830. The City, FCEDC and the Public Works Commission will be using the funds for a variety of projects, to include replacing a sewer lift station, constructing a force main and conducting due diligence activities for property at FAY.

We participated in the Festival of Lights at SEGRA Stadium. Ms. Rogers and Ms. Campbell decorated an aviation themed Christmas Tree for the event. The tree was donated to family in need after the event.

Ms. Allison Rogers reported for the month of November:

In November we've continued to reduce Facebook advertising funds and reallocate them to Google ads. Narrowing our target market, we spent \$971 in Facebook advertising in Nov. and received 73,553 impressions. Of those impressions 549 received click throughs. Our google advertising spend was \$3,028 for the month of November and we received 22,978 impressions.

Although, impressions are lower than Facebook ads, our conversion is much higher for google advertising. We received 2,684 clicks and 891 of those turned in to conversions, meaning 891 users utilized the trip planner feature. Our website analytics for the month of Nov. show we received 26,947 page views, down slightly from the month prior. Average session duration, or average number of pages' people view per visit, came in at 2.5. 8,275 visitors were new users to the website. Bounce rate dropped to 40% and the average user's session duration was 1 minute 42 seconds.

Customer Satisfaction rating average is 92%.

Auto parking facilities 90%

Bathrooms 95%

Waiting areas 92%

Airport signage 90% (construction impact)

Wi-Fi 96%

Baggage carts 89%

Receipt of checked bags 87 %

Mr. Andrew Connell provided a PowerPoint presentation to update on the Terminal Renovations.

ITEM 4: Commission Members Concerns

Mrs. Dawkins congratulated Ms. Rogers for her wonderful job marketing the Airport.

Mr. Carnevale asked if some of the funding the Airport receives would be allocated to the General Aviation Community. Dr. Coleman stated yes. The new T-hangars being built this year and hopefully, more to come. Dr. Coleman would like to set FAY up to be an International Airport.

ITEM 5: The next regularly scheduled meeting of the Airport Commission will be Tuesday, January 25, 2022 at 2:00 P.M. This will be held by ZOOM.

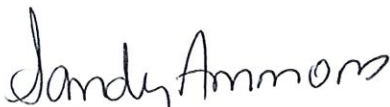
Vice Chairperson Carnevale asked for a motion to approve the next regularly scheduled Airport Commission meeting and to adjourn the meeting.

Mrs. Dawkins made the motion to approve the next regularly scheduled Commission meeting.

Mr. Mehta seconded the motion.

ACTION: The motion was carried unanimously.

The meeting was adjourned at 2:50 P.M.



Sandy Ammons

Transcribed: PAC 01/10/2022