



**FAYETTEVILLE REGIONAL AIRPORT  
COMMISSION MEETING  
HAMILTON CONFERENCE ROOM  
Tuesday, April 25, 2023  
12:30 P.M.**

**ATTENDANCE**

Mr. Jay Wyatt, Mr. Stephen Milburn, Mr. Qu'derrick Covington, Ms. Karen Ewart, Mrs. Liza Hondros,

**ABSENT**

Mr. Naynesh Mehta, Dr. Robert Hambly, Mr. Robert Van Geons

**OTHERS**

Dr. Toney Coleman, Airport Director  
Mr. Deontae Watson, Deputy Airport Director  
Ms. Patricia Campbell, Sr. Administrative Assistant  
Ms. Trinia Wolfe, Administrative Assistant  
Ms. Tatiana Lafore, Airport Marketing Specialist  
Mr. Paul Allen, Assistant City Attorney  
Ms. Kelly Olivera, Assistant City Manager  
Ms. Monique Hamilton, Signature Flight Support Services  
Mr. Deno Hondros, City Council Member

Before the meeting started, Mr. Wyatt asked everyone in the room to introduce themselves.

Vice Chairperson Wyatt called the meeting to order at 12:30 P.M.

**ITEM 1: Consider Approval of the Agenda**

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

Mrs. Hondros made a motion to approve the agenda.

Mr. Ewart seconded the motion.

**ACTION:** The motion was carried unanimously.

**ITEM 2: Administer the Oath of Office to New Members**

Ms. Wolfe administered the Oath of Office to Mrs. Hondros and Ms. Ewart.

**ITEM 3: Election of Officers:**

Vice Chairperson asked for nominations for Chairperson. He read an email sent to him earlier in the day from Dr. Hambly that read "I wanted to pass on to you, Toney, Jay, and Naynesh that if I could be present, I would express my interest in assuming one of the leadership positions on the commission. My assumption is (and I would nominate him if I were present) Jay Wyatt would be elected and installed as the Commission Chairman. Naynesh would be the Vice Chairman. If Naynesh would pass on the Vice Chairman's role, I would be greatly interested in serving as either the Vice Chair or the Commission Secretary."

Mr. Milburn nominated Mr. Wyatt for Chairperson, Mr. Mehta for Vice Chairperson and Dr. Hambly for Secretary.

Ms. Hondros seconded the nominations as stated by Mr. Stephenson.

**ACTION:** The motion was carried unanimously.

**ITEM 4: Consider approval of the minutes of the meeting held March 28, 2023**

Chairperson Wyatt asked for a motion to approve the minutes.

Mr. Milburn made a motion to approve the minutes.

Ms. Ewart seconded the motion.

**ACTION:** The motion was carried unanimously.

**ITEM 5: Management Report**

Mr. Watson gave the Management Report on behalf of Dr. Coleman.

He welcomed the new members to the Commission.

**Enplanements.** Total enplanements for all carriers as of March 2023 were 12,914. This indicates a 4.1% increase compared to March 2022. This is a 1% increase Calendar year to date. Total deplanements were 12,848. That's a total of 25,762 passengers in and out of FAY last month.

Average load factor (LF) target is 80%. American LF from 86.5% in February 2023 to 87.4% in March 2023. American's passenger count is down 9.5% compared to March 2022.

Delta LF from 84% in February 2023 to 88% in March 2023. Delta passenger count is up 28.9% compared to March 2022.



Ridership Averages as of March 2023: Business Travel is at 42.31%, Personal Travel at 34.62%, Military Travel at 21.74%, and "Other" at 1.60%.

Rental Car Revenue in March 2023 was down 10.60% as compared to March 2022 with a 3.42% decrease Calendar YTD.

Parking Lot Revenue was at 27% increase in March 2023 compared to March 2022 with a 30% increase Calendar YTD.

American operating 10 flights per day, 5 in and 5 out. They will go to 16 flights in June. Delta is operating 4 flights per day, 2 in and 2 out. They will go to 6 flights in May. Also, 2 charters a month continue.

Total surveys completed for the month of March 2023 were 2,405.

In the next month the Fiscal Year 24 adopted airport operating budget will be presented to City Council.

Our new Aircraft Rescue Fire Truck, an Oshkosh, is in production and should be here in November. This is to replace our 1999 truck. This truck is about 1 million dollars.

Agreements with Peer to Peer Car Sharing Companies (Turo and Avail) are still in process.

Please make sure you call Ms. Campbell to set up an Airport Tour.

The number of based aircraft was requested. They are as follows:

1 Helicopter  
6 Jets  
56 Single engine  
2 Turbo engine  
9 Twin engine  
74 total based aircraft

Ms. Tatiana Leflore gave the Marketing update:

#### Benchmarks for Reporting

- The objective is to drive enplanements and consideration for flying FAY
- The digital tactics we use are paid search on Google Ads and digital display using The Trade Desk
- The KPI we will watch for both tactics is the CTR.
- The goal we would ideally like to reach for paid search is 4.68% and for digital display is .9%
- Some additional metrics to monitor are: clicks, impressions, completion rate, conversions, and cost per action or CPA

### Media Performance Summary

- In March, the media campaigns generated 293 total leads with a CPA of \$7.19
- Leads ("Find Flight" action on flyfay.com) increased by 135 MoM (month over month), and CPA decreased by \$3.86
- The campaigns had a very strong performance with the highest number of generated leads since April 2022, and the lowest generated CPA on record.
- It is likely that the increased performance is due to spring break travel for the many college students in the Fayetteville area. As well as, the Adaptive Sports Camp hosted by Ft. Bragg in late March which saw 70 vets and their families travel to Fayetteville.

### Website Activity

- Overall metrics increased MoM, and bounce rate decreased 3% offsetting last month's 3% increase
- The nationwide average session duration ranges from 30 seconds to 45 seconds. Ours is steadily increasing measuring in at 1 minute and 41 seconds for the month of March. Usually this means the longer we can keep someone on our site then the visit will turn into a conversion or sale.

### Additional Marketing Updates

- ACE Academy – we will host the 2<sup>nd</sup> ACE Academy this summer which will be a 2-day event being held August 2023. The registration form has a projected opening date of May 15.
- We will have a table at The Dogwood Festival alongside the other city departments. I along with Trish and a few other airport employees will volunteer their time and be there Saturday and Sunday.
- We have been attending several career fairs recently and have another one coming up Thursday at Alger B. Wilkins HS. We always have a great time engaging with the students and just putting that aviation bug in their ear, educating them on all of the possible careers in the aviation industry.

### **ITEM 6: Commission Member Concerns**

Ms. Ewart had concerns about the South Ramp. The one bathroom is not kept clean and there is no hot water. The light and fan are on at the same time and thinks the rheostat needs replaced. Because of the construction of the new hangar, FOD has been a problem. Tenants bring out their personal leaf blowers to blow that area. There is a surveying stake next to the Runway 10/28 that probably needs to be taken away and lastly, the asphalt edge needs looked at because if you have a low wing aircraft the prop could be messed up. She also asked if there was a waitlist for the new hangars and Dr. Coleman said there was and Signature handles that list.



Ms. Ewart asked how many kids would be in the ACE Academy? Mr. Watson answered 40. She asked if there were targeted schools for this academy? Ms. Lafore answered in order for FAY to accept the grant, we have to advertise in underserved, low income areas.

Mr. Milburn asked if our fiscal year was July 1 to June 30<sup>th</sup>? Mr. Watson answered yes. He asked if we have military operations here and do we charge them? Dr. Coleman stated we do have operations, touch and go's, and we are not allowed to charge because we receive Federal Grants. The grant assurances say we cannot charge. He stated he runs a UPS shipment store and inquired about shipping from FAY. Dr. Coleman said this was looked into and was told that UPS and FED EX say it is cheaper to truck to Raleigh.

Mr. Wyatt asked how much money in Federal Grants does FAY get? Dr. Coleman said Terminal Phase II was about 34 million and Phase I was about 21 million. During COVID when money was being allotted to airports, a lot of airports used this money for debt service. We did not have to do that as the Airport has been self-sufficient for 30 years due to the strict management of funds.

Mr. Wyatt inquired about the status of badge readers for the General Aviation (GA) side. Dr. Coleman said it is \$80,000 to \$150,00 and being worked into the budget.

He asked how people are tracked for Placer. Ms. Olivera stated this is a new, more targeted report, and Dr. Coleman advised the location on the phone has to be on for this to be tracked.

Mr. Wyatt asked if the traffic count for GA traffic could be reported at the next meeting along with an overview of how enplanement/deplanement numbers are calculated. He commented he liked questions being asked as the Management Report was presented instead of waiting until the end of the report.

Mr. Hondros stated he and other Council Members were in DC advocating for Fayetteville Airport ramp funding and the international terminal.

**ITEM 7: The next regularly scheduled meeting of the Airport Commission is Tuesday, May 30, 2023 at 2:00 P.M. in the Hamilton Conference Room.**

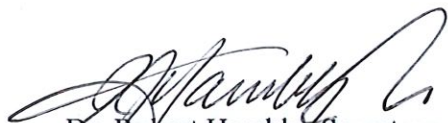
Chairperson Wyatt asked for a motion to approve the next regularly scheduled Airport Commission meeting and to adjourn the meeting.

Mrs. Hondros made the motion to approve the next regularly scheduled Commission meeting and adjourn.

Mr. Milburn seconded the motion.

**ACTION:** The motion was carried unanimously.

The meeting was adjourned at 1:41 P.M.



Dr. Robert Hambly, Secretary  
Transcribed: PAC 04/27/2023