



**FAYETTEVILLE REGIONAL AIRPORT
COMMISSION MEETING
HAMILTON CONFERENCE ROOM
Tuesday, February 28, 2023
2:00 P.M.**

ATTENDANCE

Mr. Mark Lynch, Mr. Jay Wyatt, Mrs. Sandy Ammons, Mrs. Judy Dawkins, Mr. Naynesh Mehta, Mrs. Kim Medley, Dr. Robert Hambly, Mr. Robert Van Geons, Mr. Randy Fiveash

ABSENT

OTHERS

Dr. Toney Coleman, Airport Director
Mr. Deontae Watson, Deputy Airport Director
Ms. Patricia Campbell, Sr. Administrative Assistant
Ms. Tatiana Laflore, Airport Marketing Specialist
Ms. Kelly Olivera, Assistant City Manager
Mr. Deno Hondros, City Council Member
Mr. Paul Allen, Assistant City Attorney
Ms. Tosha Szabo, Signature Flight Support Services
Ms. Monique Hamilton, Signature Flight Support Services
Ms. Brandy Bishop, COF Real Estate

Vice Chairperson Wyatt called the meeting to order at 2:18 P.M.

ITEM 1: Consider Approval of the Agenda

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

Mrs. Ammons 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 January 31, 2023

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

Mrs. Medley made a motion to approve the agenda.

Dr. Hambly seconded the motion.

ACTION: The motion was carried unanimously.

Mr. Lynch arrives at 2:25 P.M.

ITEM 3: Recommend to City Council the approval of Boilerplate Draft Airline Lease Agreements

Dr. Coleman stated a boiler plate Airline agreement was included in the packet. The space has changed for both airlines due to renovations and all dollar amounts will be filled in before the agreement goes to Council. The term is usually a 5-year with a 5-year extension, we have put the term at 10 years. The Commission will recommend approval as long as the term is any 10-year term variant.

Chairperson Lynch asked for a motion to recommend approval by City Council.

Mr. Wyatt made a motion to recommend approval by City Council.

Mr. Mehta seconded the motion.

ACTION: The motion was carried unanimously.

ITEM 4: Management Report

Enplanements. Total enplanements for all carriers as of January 2023 were 11,988. This indicates a 1.4% increase compared to January 2022. Total deplanements were 12,013. That's a total of 24,001 passengers in and out of FAY last month.

Average load factor (LF) target is 80%. American LF from 85.3% in December 2022 to 94.9% in January 2023. American's passenger count is down 5.8% compared to January 2022.

Delta LF from 88% in December 2022 to 99.4% in January 2023. Delta passenger count is up 12.5% compared to January 2022.

Ridership Averages as of January 2023: Business Travel is at 37.54%, Personal Travel at 34.65%, Military Travel at 26.37%, and "Other" at 1.44%.

Rental Car Revenue in January 2023 was up 3.67% as compared to January 2022.

Parking Lot Revenue was at 19% increase in January 2023 compared to January 2022.

American operating 10 flights per day, 5 in and 5 out. Delta is operating 4 flights per day, 2 in and 2 out. Also, charters continue.

Total surveys completed for the month of January 2023 were 4,707.

Dr. Coleman said the Program Administrator for TSA Pre Check Global was contacted and asked about coming to FAY. They asked for the following: Airport is to advertise the event(s); target is one week at 50 persons a day; event would be a Monday to Friday from 9 AM to 5PM; need at 10x10 foot room with wireless and a greeter for directing customers to the enrollment area. Dr. Coleman said this will be worked to see if all the requirements could be met.

Mr. Anthony Seward, one of our Equipment Operators II received his 10-year Service Award. Ms. Trinia Wolfe, our Administrative Assistant was awarded her 20-year Service Award.

Dr. Coleman announced and introduced our new Marketing Specialist, Ms. Tatiana Leflore. She has a background in marketing in the private sector and holds a Bachelor of Arts Degree in Fashion Marketing from the Art Institute of Tennessee-Nashville.

Ms. Tatiana Leflore gave the Marketing update:

- Paid Search – Google Ads, Digital Display – Ads on social media (Facebook/LinkedIn)
CTR or the Click-Through-Rate is how many times an advertisement is clicked on
Covering January 2023 compared to December 2022.
- Impressions were down by 4% compared to December but clicks were up by 3%. The clicks percentage would be expected to go up into the double digits once impressions increase.
- Overall CTR has increased by 8%, the paid search campaign – Google Ads, surpassed its 4.68% goal by almost 13% (total is 17.54%).
- CPC or cost per click is down by 2% at \$1.26 per click, which means it costs us less money per click to our website.
- Conversions is when a user clicks on the ‘find flight’ button on the FlyFay website and it is up by 23%.
- CVR is the conversion rate or the completion rate and what this is, is when a user sees an ad and follows up with a flight purchase. This is at 15.39% which is up by 20%. This means about every 1 in 6 times an ad is clicked, a ticket is purchased.
- CPA is the cost per action. On average, it costs us about \$8.19 each time we make a conversion sale. This is down by 18% which is equal to \$2.75. December 2022 CPA was nearly \$11 (\$10.94 to be exact). This means it is costing us less to make a sale.
- Overall page views experienced an 11% increase compared to December 2022.
- Organic search remains the top performing channel in most metrics, driving a high number of page views and sessions and the highest number of new users to the site.
- Average session duration increased from 1:41 to 1:46, the highest average session since October 2022. Keeping in mind the nationwide average is :30 to :45 seconds.
- Between both media campaigns the ‘Find Flights’ lead generated 237 total clicks with an increase of 64 from the previous month.
- Overall, campaign performance improved significantly MoM despite only a very modest increase in monthly spend which was only \$10 more than December 2022.

- With the CPA dropping from nearly \$11 in December, January produced the lowest, most efficient CPA in the last calendar year, indicating that the quality of users with the intent to travel continues to improve.
- This means users are taking advantage of the daily services FAY has to offer to three major hubs which are: Charlotte, Atlanta, and Dallas/Ft. Worth. In flying to any of the three hubs they have access to 304 one-stop destinations from FAY, to include 224 domestic and 80 international destinations.
- As seen on the map the black shows one-stop services from FAY by American and Delta. The red shows American one-stop services via Charlotte and green shows Delta one stop-services via Atlanta.
- Industry Note: TSA checkpoint travelers decreased by 11% month over month but increased by 32% year over year.

ITEM 5: Commission Member Concerns

Mrs. Dawkins stated her daughter and family flew FAY and were so grateful as they flew during the Southwest fiasco. However, her neighbor did not have such a pleasant experience. Her neighbor got delayed in Charlotte and was told it was Fayetteville's fault. She is to send Dr. Coleman information about this flight (6053) and he will check into it.

Dr. Hambly asked if Ft. Bragg's name change that takes effect June 1st will impact the Airport? Dr. Coleman stated it would not. Dr. Hambly asked if braille was on the elevator buttons and Dr. Coleman answered yes. Dr. Hamby asked if the area that was proposed for a housing development was still being pursued? Dr. Coleman said no and Council Member Hondros said Council is against that area being developed since it is in the Airport Overlay District, so it is no longer being pursued.

Mr. Wyatt asked if the month could be added to the top of the survey slide in the Management Notes. Dr. Coleman said it would be added. Mr. Wyatt asked if the punch list was complete. Dr. Coleman said no. Most of the customer facing areas are done and all construction should be done by September. Mr. Wyatt asked if he could be included on the walk around. Dr. Coleman said yes.

Mr. Wyatt said he was looking at ticket prices to New York and found that FAY was cheaper than RDU. We need to get the word out to compare prices.

Mr. Lynch stated he knows he has one more meeting, but he hopes the Commission will stay involved in trying to achieve price parity with American and Delta Airlines in Raleigh.

ITEM 6: The next regularly scheduled meeting of the Airport Commission will be Tuesday, March 28, 2023 at 2:00 P.M. in the Hamilton Conference Room.


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

Mr. Wyatt made the motion to approve the next regularly scheduled Commission meeting and adjourn.

Mr. Mehta seconded the motion.

ACTION: The motion was carried unanimously. The next regularly scheduled Airport Commission Meeting will be March 28, 2023 at 2:00.

The meeting was adjourned at 3:04 P.M.

A handwritten signature in cursive script that reads "Sandy Ammons".

Sandy Ammons, Secretary

Transcribed: PAC 03/06/2023