

**FAYETTEVILLE REGIONAL AIRPORT  
COMMISSION MEETING  
HAMILTON CONFERENCE ROOM  
Tuesday, June 27, 2023  
2:00 P.M.**

**ATTENDANCE**

Mr. Jay Wyatt, Mr. Stephen Milburn, Mr. Qu'derrick Covington, Ms. Karen Ewart, Mrs. Liza Hondros, Mr. Naynesh Mehta, Dr. Robert Hambly, Mr. Robert Van Geons

**ABSENT**

Dr. Toney Coleman, Airport Director, Ms. Patricia Campbell, Sr. Administrative Assistant, Ms. Trinia Wolfe, Administrative Assistant

**OTHERS**

Mr. Deontae Watson, Deputy Airport Director  
Ms. Tatiana Lafore, Airport Marketing Specialist  
Mr. Paul Allen, Assistant City Attorney  
Ms. Brandy Bishop, Real Estate Officer  
Ms. Monique Hamilton, Signature Flight Support Services  
Mr. Deno Hondros, City Council Member  
Ms. Shakeyla Ingram, City Council Member

Commission Chairman Wyatt called the meeting to order at 2:00 P.M.

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

Commission Chairman Wyatt asked for a motion to approve the agenda.

Mr. Milburn made a motion to approve the agenda.

Mrs. Hondros seconded the motion.

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

**ITEM 2: Consider approval of the minutes of the meeting held May 30, 2023**

Chairperson Wyatt asked for a motion to approve the minutes.

Ms. Ewart made a motion to approve the minutes.

Mr. Mehta seconded the motion.

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

**ITEM 3: Management Report**

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

**Enplanements.** Total enplanements for all carriers as of April 2023 were 14,600. This indicates a 5.1% increase compared to April 2022. This is a 2.1% increase Calendar year to date. Total deplanements were 14,538. That's a total of 29,138 passengers in and out of FAY last month.

Average load factor (LF) target is 80%. American LF from 87.4% in March 2023 to 99.5% in April 2023. American's passenger count is up 7.4% compared to April 2022.

Delta LF from 88% in March 2023 to 80% in April 2023. Delta passenger count is up 0.7% compared to April 2022.

Ridership Averages as of March 2023: Business Travel is at 36.86%, Personal Travel at 39.22%, Military Travel at 22.25%, and "Other" at 1.67%.

Rental Car Revenue in April 2023 was down 3.07% as compared to April 2022 with a 3.32% decrease Calendar YTD.

Parking Lot Revenue was at 17% increase in April 2023 compared to April 2022 with a 26% increase Calendar YTD.

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

Total surveys completed for the month of April 2023 were 2,722.

FAY Funding Sources; FAA Airport Improvement Program (AIP), North Carolina AIP, Passenger Facility Charges, Customer Facility Charges, & Airport Reserve Fund.

Note: the airport is mandated to follow a total of 39 grant assurances when accepting state & federal funds. Grant Assurances are essentially a contract between the FAA and the airport sponsor

Airline Recruitment Effort: 2023 Jumpstart Air Service Development Conference. This is just a reminder that the Airport Director, Toney Coleman, along with Mayor Mitch Colvin, Our Air Service Development Consultant, Doug Banez with Hubpoint, and Robert Van Geons with Fayetteville Cumberland County Economic Development Corporation will be at the Jumpstart Air Service Development Conference in mid-June to hopefully gain air service to support markets asked of city leadership



Ms. Tatiana Leflore gave the Marketing update:

### **Benchmarks for Reporting**

- Objective is to drive enplanements and consideration for flying FAY. Digital tactics are paid search and digital display. The KPI (key performance indicator) is the CTR (click-through-rate). Goals are 4.68% for paid search and 0.9% for digital display.

### **Media Performance Summary**

-In April, the media campaigns generated 198 total leads with a CPA of \$8.88.

-Leads decreased by 32% MoM, and CPA increased by \$1.67. However, following March's record high conversions and low CPA these metrics are still out performing February's CPA by 19% and leads by 25%. (leads = 'find flights' action on flyfay.com)

-Total leads have decreased 36% compared to April of 2022, however our conversion rate is up 43% and CPA is down 38% showing that while conversions have lowered along with spend, our ad efficiency has increased significantly YoY.

### **Paid Search Performance - Conversions by Keyword**

-Conversions decreased from 263 to 185 MoM.

-While conversions decreased, click-through-rate increased by 19%, showing continued results from the search campaign as users are driven to the website. 17.77% is the highest CTR we have seen in 2023.

-Conversion rate ended the month at 11.7%, strongly out performing our goal CTR of 4.68%.

### **Points of Interest**

-The ACE Academy registration is open until June 19th. The dates for the academy are August 7-8, 2023 from 9am-4pm each day.

-Toney and Tatiana spent some time at a Woodpecker's game engaging with the community about the airport, giving away some promotional items, and listening to feedback.

-TSA upgrades their x-ray machines. Operationally, this has revolutionized the security checkpoint. The machines installed are the latest and greatest x-ray equipment. They more effectively screen bags for prohibited items. An analogy provided to us was, 'the old equipment is like a flip phone, and the new equipment would be like a smart phone'. Now TSA has a more accurate 3D representation of what's in the passenger's bag without having to physically handle their belongings. Lane 1 was upgraded Monday, May 22. Lane 2 install date is pending.

### **Points of Interest Cont'd**

-The airport has acquired two interns through the ICON program (Innovative Career Opportunities Now program). Deontae and Tatiana dedicated their Saturday morning (May 20)

to interviewing about 20 HS students in the span of four hours. At the end, there was a selection process where they had the opportunity to choose two students that would be a great fit at the airport. Amelia Walden will be a senior this upcoming school year at Jack Britt HS and will be interning in an administrative position (right). Kiara Rascoe will be a junior this upcoming school year at Cape Fear HS and will be interning in a marketing position (left). They will be at the airport for 6 weeks this summer. (June 12-July 21, 32 hours per week)

#### **Points of Interest Cont'd**

-Our Custodial Supervisor, Maronica Hill, has obtained her Associate of Arts degree in Criminal Justice from Liberty University.

-Our Deputy Airport Director, Deontae Watson, has been appointed to the Board of Directors of the Southeast Chapter of the American Association of Airport Executives (SEC-AAAE). Watson was installed at the 2023 SEC-AAAE annual conference in Richmond, Virginia. Organizational knowledge: The SEC-AAAE is the largest chapter of the American Association of Airport Executives with more than 600 members, representing 12 states including the U.S. Virgin Islands and the District of Columbia. The chapter strives to promote stability, growth, efficiency, and safety for the benefit of the public, airport management, and general aviation.

#### **ITEM 4: Commission Member Concerns**

Mr. Mehta asked to promote the difference in fees in comparison to more expensive airports to help recruit activity.

Ms. Ewart asked where do we see rent from tenants in the funding sources. Mr. Watson responded with reserve fund (aeronautical revenues).

Chairman Wyatt asked funds are derived from our FBO to the airport. Mr. Watson answered with yes, through a lease agreement.

Mr. Milburn asked Mr. Watson to explain Grant Assurance 36. Mr. Watson explain that this grant assurance allows local transit (bus) traffic to and from the airport.

Mr. Covington asked what are the routes we are most interested in. Mr. Watson responded with a flight to the Washington, D.C. market.

Mr. Covington asked how are we in terms of peer airports and their airline routes. Mr. Watson will add to the next commission presentation.

Mr. Covington asked Mr. Watson to explain the reserve fund and the amount currently available. Mr. Watson explained, Airport Reserve Fund is built by airport revenues and funds not used in a fiscal year (the difference between expenses and revenues in a given fiscal year). Mr. Watson also answered with "the amount is unavailable due to a financial system upgrade however; we know what is expected to be in the account".



Chairperson Wyatt suggested us to bring the City's Finance and Budget Team to an Airport Commission Meeting to explain where we are with the financial system transition with emphasis on the airport's reserve fund balance.

Mr. Milburn asked if we received COVID-19 funds. Mr. Watson answered with "yes" and all funds were used for operating expenses.

Mr. Milburn asked if the jumpstart interviews are a laundry list or a priority list. Mr. Van Geons answered with, "both", and for an airline to start service at FAY it is determined by their priorities.

**ITEM 5:      The next regularly scheduled meeting of the Airport Commission is Tuesday, June, 27 2023 at 2:00 P.M. in the Hamilton Conference Room.**

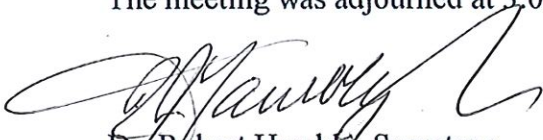
Chairperson Wyatt asked for a motion to approve the next regularly scheduled Airport Commission meeting and to adjourn the meeting.

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

Dr. Hambly seconded the motion.

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

The meeting was adjourned at 3:05 P.M.



Dr. Robert Hambly, Secretary  
Transcribed: DW 06/15/2023