



**FAYETTEVILLE REGIONAL AIRPORT  
COMMISSION MEETING  
HAMILTON CONFERENCE ROOM  
Tuesday, March 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

**ABSENT**

Mr. Robert Van Geons, Mr. Randy Fiveash

**OTHERS**

Dr. Toney Coleman, Airport Director  
Mr. Deontae Watson, Deputy Airport Director  
Ms. Patricia Campbell, Sr. Administrative Assistant  
Ms. Tatiana Laflore, Airport Marketing Specialist  
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  
Ms. Christi Cain, Visitor

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

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

Chairperson Lynch asked for a motion to approve the revised agenda.

Mr. Wyatt made a motion to approve the revised agenda.

Mrs. Ammons seconded the motion.

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

**ITEM 2: Consider approval of the minutes of the meeting held February 28, 2023**

Chairperson Lynch asked for a motion to approve the minutes.

Mr. Wyatt made a motion to approve the minutes.

Mr. Mehta seconded the motion.

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

**ITEM 3: Presentation of plaques to outgoing Commission Members**

Dr. Coleman thanked the outgoing Members for their service then presented plaques to Mrs. Ammons, Mrs. Dawkins, Mrs. Medley and Mr. Lynch.

**ITEM 4: Management Report**

Dr. Coleman announced the new Commission Members. Their term will start in April. They are Mr. Qu'derrick Covington, Ms. Karen Ewart, Mrs. Lizamarie Hondros and LTC (R) Stephen Milburn. Mr. Naynesh Mehta was reappointed for his second term.

**Enplanements.** Total enplanements for all carriers as of February 2023 were 11,297. This indicates a 2.8% decrease compared to February 2022. This is a 0.7% decrease Calendar year to date. Total deplanements were 10,763. That's a total of 22,060 passengers in and out of FAY last month.

Average load factor (LF) target is 80%. American LF from 86.5% in January 2023 to 85.6% in February 2023. American's passenger count is down 13.5% compared to February 2022.

Delta LF from 83% in January 2023 to 84% in February 2023. Delta passenger count is up 13.4% compared to February 2022.

Ridership Averages as of February 2023: Business Travel is at 35.75%, Personal Travel at 35.75%, Military Travel at 27.3%, and "Other" at 1.20%.

Rental Car Revenue in February 2023 was up 0.01% as compared to February 2022 with a 1.61% increase Calendar YTD.

Parking Lot Revenue was at 43% increase in February 2023 compared to February 2022 with a 32% 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, charters continue.

Total surveys completed for the month of February 2023 were 2,517.

A Global Entry Mobile Enrollment event has been requested for FAY. The director for our area is confident his team can support us in this venture. He will contact Deputy Director Deontae Watson with potential 2023 Fall dates.

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:

#### Airline Marketing Update

- The Airport Director will be attending the 2023 Jumpstart Air Service Development Conference on June 12-14 in Milwaukee
- FAY has requested to speak to 11 airlines which are: American, Delta, Breeze, Allegiant, Southern Airways, United, Silver Airways, JetBlue, Spirit, Sun Country, and Frontier.
- Of the 11 airlines requested, 6 have confirmed that they will be at the conference (0 confirmed to speak with us as of now)
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#### Benchmarks for Reporting

- Objective is to drive enplanements and consideration for flying FAY
- The digital tactics we use are paid search on Google and digital display using The Trade Desk
- The key performance indicator (KPI) we will watch for both tactics is the click through rate (CTR) which is how many times an ad is clicked on.
- 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 February, the media campaigns generated 158 total leads with a CPA of \$11.05
- Leads decreased by 79 Month over month (MoM) and CPA increased by \$2.86. Overall, campaign performance decreased slightly MoM returning to roughly December levels.
- The decline in performance can be attributed to February being a shorter month with only 28 days.
- Paid search continues to be the top performing tactic across all metrics.

#### Website Activity

- While metrics decreased MoM, there were no significant changes, as bounce rate increased 3% and the sessions experienced a 6% decrease.
- Average session duration decreased slightly by just 7 seconds.



- 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.

**ITEM 5: Commission Member Concerns**

Mrs. Dawkins wanted to thank Dr. Coleman and his staff for their outstanding support. She wanted to make sure this information was passed on to Mr. Hondros. She did comment to Commission Members that when a new Member comes on board, to talk to them, make them feel welcome.

Mr. Wyatt said hangar tenants are calling him and saying they are not being invoiced. He stated when he called the City because he wasn't invoiced, they sent him six months' worth of invoices which also concerned him. He recommended the Finance Department invoice on a monthly basis. Mr. Wyatt said to make sure to get the word out that more flights are coming to FAY.

Mr. Lynch reminded Commission Members to keep up with the cost parody and to stress to people the convenience of Flying FAY. He also said to continue to try to get flights to Tampa and DC.

Mrs. Medley echoed Mr. Lynch's push to get Tampa and DC flights.

Dr. Hambly stated USASOC has a policy if the trip is 400 miles or less, the military have to drive. The military are issued a GSA credit card for travel. Dr. Coleman said he would check into this policy.

**ITEM 6: The next regularly scheduled meeting of the Airport Commission is Tuesday, April 25, 2023 at 2:00 P.M. in the Hamilton Conference Room. There is a conflict with the date and time. Consider new date and time for the April Commission Meeting.**

Chairperson Lynch explained that Dr. Coleman and staff will be in Raleigh to meet with Legislators.

Chairperson Lynch asked for a motion to start the Commission meeting at 12:30 PM on April 25<sup>th</sup>.

Mr. Wyatt made a motion to approve start the Commission meeting at 12:30 PM on April 25<sup>th</sup>.

Mr. Mehta seconded the motion.

**ACTION:** The motion was carried unanimously. The next regularly scheduled Airport Commission Meeting will be April 25, 2023 at 12:30.


Chairperson asked for a motion to adjourn the meeting.

Mrs. Dawkins made a motion to adjourn.

Mrs. Ammons seconded the motion.

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

The meeting was adjourned at 2:43 P.M.

  
Sandy Ammons, Secretary  
Transcribed: PAC 04/06/2023