

**MINUTES
SPECIAL REGULAR BOARD MEETING
OCTOBER 17, 2012**

CALL TO ORDER:

President, Nathaniel Williams called the Special Regular Board Meeting to order at 10:04 a.m.

ROLL CALL:

Present: Pastor Johnson, Nathaniel Williams, Ross Amundson, and Robert Poparad.

Absent: Silas Wilkerson, Cornell Collins and Roosevelt Allen, Jr.

Executive Session Attendance: There was no Executive Session held.

ATTENDEES:

ATTORNEY PATRICK LYP

S. LANDRY
K. KURFMAN
D. SCOTT

B. GYURKO – GYY PROJECT MANAGER
D. WHITEHEAD – GYY SECURITY
J. WARD – GYY MARKETING
PAUL KARAS – GARY JET CENTER
KEITH BENMAN – THE TIMES
MICHELLE QUINN – POST TRIBUNE

Pastor Johnson led in Prayer.

Robert Poparad led the Pledge of Allegiance.

President Williams acknowledged that the reason for the special meeting was to discuss ***Marketing Support Allocation***.

Steve thanked the board members and staff for accommodating this short notification of meeting. He requested board approval of allocating \$75,000.00 for on-going marketing support for Allegiant Air services at GYY. The basic framework was in place to capture the 10,000 enplanements for the calendar year 2012.

The importance of the 10,000 enplanements was the difference between a \$150,000.00 airport improvement program grant from the FAA as compared to a One Million Dollar airport improvement grant from the FAA. The \$75,000.00 allocation is not only for the calendar year 2012 – but also continuing efforts to promote ticket sales in 2013, specifically the spring break timeframe, which is very important to Allegiant operations.

Ross Amundson commented that promoting spring break was never a problem. He felt that the target should be of a lesser demand to ensure the 10,000 enplanements. Steve agreed that both objectives would be the focus.

Relative to spring break, James Ward commented on the fact that within the past two years commercial service out Gary Airport was non-existent – but with Allegiant’s price break – he felt that the 10,000 enplanements was insured. But there were many individuals that needed to be targeted in certain areas to allow them to understand that very cost effective service was available out of the Gary Airport through Allegiant.

Again, Ross noted that he was not in favor of spending money to promote spring break – spring break travel would take care of itself.

Again, Steve confirmed that the priority was the enplanements for 2012.

Pastor Johnson asked James to comment on the November trip. James stated that as of Oct. 16th there were 49 seats available and those seats needed to be filled/booked. He noted that Mayor Freeman-Wilson committed to the trip.

Ross noted that having only 49 seats left was another example of the market at work. In terms of broader participation, he asked if the previously discussed December trip was still a part of the marketing plan? This trip would involve some promotional community participation.

James commented that Allegiant targeted the first couple weeks in December and they planned to price point their tickets (since this time frame is close to Christmas holiday) to be very cost effective to ensure the plane was filled.

Attorney Lyp made the board aware that there would be advertising contracts associated with the marketing allocation and recommended that the motion to approve the \$75,000 for marketing support include authorization to allow either the Airport Director or Board President to sign contracts – upon legal review.

IT WAS MOVED AND SECONDED TO APPROVE ALLOCATION OF \$75,000.00 FOR MARKETING SUPPORT AND TO AUTHORIZE THE AIRPORT DIRECTOR OR BOARD PRESIDENT TO SIGN ANY CONTRACTS PERTAINING TO THIS ALLOCATION.

ROLL CALL

Pastor Johnson	Aye
Mr. Williams	Aye
Mr. Amundson	Aye
Mr. Poparad	Aye

MOTION CARRIED.

ADJOURNMENT:

The meeting was adjourned at 10:17 a.m.

MINUTES TRANSCRIBED BY D. SCOTT

File: SPREGMIN.OCTOBER 17, 2012

MINUTES APPROVED:

Ross E. Amundson, Secretary GCIAA