

**BARNSTABLE MUNICIPAL AIRPORT
BOARDMAN-POLANDO FIELD**
480 BARNSTABLE ROAD, 2ND FLOOR
HYANNIS, MA 02601
www.town.barnstable.ma.us



Office: 508-775-2020
Fax: 508-775-0453

Katie R. Servis, Airport Manager
Matthew T. Elia, Assistant Airport Manager

**BARNSTABLE MUNICIPAL AIRPORT
COMMISSION MINUTES OF THE REGULAR SESSION
TUESDAY, NOVEMBER 17, 2020
Via Zoom**

Commissioners Present:

John T. Griffin, Jr., Chair; Elizabeth Young, Vice Chair; Norman Weill, Clerk; Wendy Bierwirth; and John G. Flores.
The meeting was held at the Barnstable Municipal Airport in the Airport Conference Room, 480 Barnstable Rd., Hyannis, MA via Zoom

Commissioners not present:

Bradley J. Bailey

Yarmouth Representative:

William Marasco

Airport Staff Present:

Katie R. Servis, Airport Manager; Mathew T. Elia, Assistant Airport Manager; and Suzanne Kennedy, Executive Assistant to the Airport Manager.

Public Members:

Rachel Youngling, Hyannis Park Civic Association and Helyne Mederios, Ross-Rectrix.

Call To Order:

Chairman Griffin called the regular meeting of the Barnstable Municipal Airport Commission to order at 4:03 p.m. Attendance roll call was taken followed by the Pledge of Allegiance. A moment of Silence was held to recognize the passing of Artist Liz Mumford; and a moment of silence was held to recognize the tragedy of 9/11 and the reopening of the Airport on 9/15/2001.

Minutes of the previous meetings:

Minutes of the October 20, 2020 meeting were approved and were signed by Chairman Griffin for Clerk Weill.

Public Comment:

Rachel Youngling, President of Hyannis Park Civic Association, eager to be participants and be contributory in the Master Plan process. Manager Servis has asked Rachel to serve on the Airport Master Plan - Planning Advisory Committee as the Hyannis Park Civic Association representative.

Commissioners Response to Public Comment:

The Commission welcomed her.
Mr. Marasco, Yarmouth Representative to the Commission, commented that citizen participation is welcome and he looks forward to more involvement in the future.

Finance Subcommittee (Commissioners Weill, Flores, and Bailey)

The Finance Subcommittee met on Tuesday, November 3rd, 2020. Commissioner Weill read a review of the meeting (attached).

Infrastructure & Marketing Subcommittee (Commissioners Young, and Bierwirth) The Infrastructure & Marketing subcommittee met on Tuesday, November 3rd, 2020. Commissioner Young read a review of the meeting (attached).

Old Business

None

New Business:

EXECUTIVE SESSION:

Chairman Griffin moved to go into Executive Session pursuant to G.L. c. 30A, § 21(a)(6) to discuss and consider potential lease modifications with Rectrix/Ross Aviation as an open meeting may have a detrimental effect on the negotiating position of the Commission. The meeting will reconvene in open session after the Executive Session.

The motion was seconded, and a roll call vote was taken to go into executive session at 4:15 PM.

Griffin	yes	Young	yes	Weill	yes
Lesinski	yes	Bierwirth	yes	Flores	yes

The Airport Commission voted to reconvene in open session at 5:21 PM. This was seconded and a roll call vote was taken.

Griffin	yes	Young	yes	Weill	yes
Lesinski	yes	Bierwirth	yes	Flores	yes

COM1120-01 Approval of the Barnstable Municipal Airport Jet A Fuel Pricing Program.

MOTION to approve the Barnstable Municipal Airport Jet A Fuel Pricing Program. **SPONSOR:** Management (**May be acted upon**)
This agenda item was tabled.

COM1120-02 Approval of the Standard License Agreement by and between Barnstable Municipal Airport and Heritage Turbines, Inc.

MOTION to approve the one year Airport Access License Agreement effective November 1, 2020 by and between Barnstable Municipal Airport and Heritage Turbines, Inc. in the annual amount of \$1,500.00. **SPONSOR:** Management (**May be acted upon**)

- This agenda item was moved and read by Chairman Griffin, and seconded by Commissioner Flores.
- This is the third year that Heritage Turbines has had access rights to the Airport property from the rear of their building.
- There are no changes in the term or amount for this year's license.
- This agenda item was unanimously approved by verbal roll call vote.

COM1120-03 Approval of the Project Change Order in the Amount of \$5,302.00 for the Aircraft Rescue and Firefighting Building Reroofing Project by and between Barnstable Municipal Airport and Capeway Roofing.

MOTION to approve the Change Order No. 1 in the amount of \$5,302.00 for the Aircraft Rescue and Firefighting (ARFF) Building Reroofing Project by and between Barnstable Municipal Airport and Capeway Roofing for the installation of five new exhaust fan hood covers. **SPONSOR:** Management (**May be acted upon**)

- This agenda item was moved and read by Chairman Griffin, and seconded by Commissioner Weill.
- While reroofing the building, CapeWay Roofing noted that there were five rusted exhaust fan covers that needed replacing on top of the AFRR Building.
- The FAA is willing to reimburse 100% the Airport for this cost.
- This agenda item was unanimously approved by verbal roll call vote.

COM1120-04 – Business Plan Update FY2021 Q2

- Manager Servis reviewed the FY2021 second quarter Business Plan presentation (attached).
- The focus will be on Goals B – Diversify Revenue Streams & D – Enhance Airport Image and Branding.
- The intent is to achieve a high percentage of completing the goals that are set for each Fiscal Year.
- Goals A & C will move forward as well, but on a less aggressive track. COVID-19 has hindered some of the progress.
- The current completion percentages and specific focuses of each goal were all reviewed.
- The next steps are to continue developing the Goals identified in B & D. And, to focus on more efforts for Goals A & C in the third quarter reporting.
- Manager Servis gave an explanation of how the percentages are calculated for the elements to complete each objective 100%.

COM1120-05 - Approval of the Revised FY2022 Proposed Capital Improvement Plan (CIP)

MOTION to approve the Barnstable Municipal Airport revised FY2022 Proposed Capital Improvement Plan. **SPONSOR:** Management (May be acted upon)

- This agenda item was moved and read by Chairman Griffin, and seconded by Commissioner Weill.
- The CIP was complete and approved at the October 2020 Commission meeting.
- Subsequently, conversations were held with the FAA to discuss the CARES Act funding and concerns for the timing of reimbursements for CARES Act projects.
- The timeline for each project from bidding through completion was identified and it was suggested to move some projects forward for implementation to be able to submit and receive the reimbursements within the time constraints of the CARES Act funds.
- It was also suggested to move all of the FY2023 and FY2024 CIP forward to FY2022.
- Cares Act funds have been earmarked each Fiscal Year for operating expenses and the remaining Cares Act funds to be used for CIP will be reviewed each year if funds remain.
- This agenda item was unanimously approved by verbal roll call vote.

Updates

- Airport Finances Update
 - This was provided to the Finance Subcommittee. This is being updated with current figures and will be forwarded when complete. These will be updated weekly.
- Airport Tree Clearing Project Update
 - The replanting/reseeding is on hold until spring.
- PFOS/Public Involvement Plan & Update
 - Management will meet with the Barnstable DPW to discuss the results of soil samples and the mitigation that has been completed. The Commission and the Barnstable Town Council will be updated in December 2020.
 - Extension request for reporting and analysis due to lab analysis (COVID delays)
- ARFF/SRE Roof Replacement Update
 - This project should be complete by the end of November, pending any weather delays.
- Airport Master Plan Update
 - There will be a radio spot on the Spectrum with WXTK on Sunday at 7:00 am.
 - Commissioners Bierwirth and Flores commented on the excellent public communication in the Town of Barnstable newsletter and on social media.
- FY2022 Budget – Planning underway
 - Due to COVID-19 the FY2021 revenues are down 36% from the prior year.
- Airport Rates & Charges Update (2021 review post-COVID19)
- Future Tank Development (Master Plan Alternatives)
- Terminal name to celebrate 90th Anniversary for Boardman/Polando Flight
 - The terminal will be renamed the Boardman-Poland Terminal with a virtual unveiling in conjunction with the 90th Anniversary.
 - Chairman Griffin suggested naming a part of the terminal after John Van Arsdale, “Old Man Van”, the originator of PBA Airlines. Management will work with Nancy Shoemaker and the Air and Space Museum for historical information.
 - the renaming of the Airport will be the Cape Cod Gateway Airport

Announcements – Commissioner’s Comments

The December Commission meeting will be moved to Thursday, December 17th, 2020.

Adjournment:

Upon Motion duly made and seconded, the meeting was adjourned at 5:59 PM
The next meeting will be held on December 17, 2020.



NORMAN WEILL, CLERK

Met Tuesday, November 3rd, 2020 @ 8:32 a.m

Commissioners Weill, Flores & Bailey was present. The meeting was held via ZOOM.

Minutes of the September 1st, 2020 & October 6th, 2020 Finance Subcommittee Meeting Finance Subcommittee meeting were unanimously approved & will be signed at a later date.

OLD BUSINESS

There was no old business to discuss.

NEW BUSINESS

F1120-01 Review and Discuss of the Standard License Agreement by and between Barnstable Municipal Airport and Heritage Turbines, Inc.

- This is the third year Heritage Turbines, Inc. wishes to access the airport for the purposes of accessing their large roll up door that abuts airport land.
- The yearly License Agreement fee of \$1,500.00 which is based on approved and published rates and charges.
- The only change made was the term of the agreement.
- Motion was made to forward this item to the November 17th, 2020 Full Commission Meeting.

F1120-02 Review and Discuss Project Change Order in the Amount of \$5,302.00 for the Aircraft Rescue and Firefighting Building Reroofing Project by and between Barnstable Municipal Airport and Capeway Roofing.

- As Capeway Roofing began working on the ARFF Roof, it was noted that five rusted exhaust fan covers are in need of replacement.
- The replacement covers will be covered 100% by the Federal Aviation Administration (FAA) as part of the project.
- Motion was made to forward this item to the November 17th, 2020 Full Commission Meeting.

UPDATES

- Airport Finances Update: Expense, Revenue reports were reviewed.
- Fuel Program Future Workshop:
 - Is scheduled for 3:15 p.m. on November 17th prior to the Full Commission meeting and will be held in executive session due to the impact it could have on some of our current tenants.
- Airport Tree Clearing Project Update:
 - Our Marketing team will Issues a press release with the updated progress of the project.
 - Late March early April 2021 we will assess the site and reseed.
- PFOS/Public Involvement Plan & Update
 - Project is complete and all large equipment is removed
 - There is a punch list which will need to be completed prior to final payment being issued.
 - Mid December the PFOS Public Involvement plan will be released, after we meet with the Town Council.
- ARFF/SRE Roof Replacement Update
 - We are moving forward. Flat membrane roof should be installed by the end of this week, weather has delayed the construction. Pitched roof will be started the following Week
- Airport Master Plan Update
 - FAA stated we have done the most robust outreach they have seen in while. This week Yarmouth reached out with concerns. Airport Management is in contact with the Town of Yarmouth
- FY2022 Budget – Planning underway-
 - We had an Internal meeting this week to review the budget and discuss projected needs and decreases that can be made to the current modified Budget.
- Airport Rates & Charges Update (2021 review post-COVID19) This is on Hold
 - Suggested waiting until post-COVID to revisit.
- Future Tank Development (Master Plan Alternatives)- This is on Hold
 - Manager Servis stated we should be looking into electric stations to cater to electric aircraft.
 - She suggested we add this to our Master Plan and Business Plan.

OVER →

- One proposed question was can we sell the electricity the question is how can we can sustain ourselves if we moved away from Jet Fuel. We will be working with Cape Air and researching how we will move forward. We also need to research available FAA Funding for solar installation potential.
- Do not forget:90th Anniversary for Boardman/Poland Flight (date/)
 - With the new airport name and logo, how will we honor Boardman/Poland Field?
 - Manager Servis indicated after talking with our Marketing team, that one idea was to name the Terminal "The Boardman Polando Terminal" as part of the 90th Anniversary. We can do this via videos due to COVID guidelines and limitations such as publishing some historic videos from with the help of the Massachusetts Air and Space Museum.

Meeting was adjourned at 9:20 am

Speaking Notes: Infrastructure & Marketing 11/3/20

Met Tuesday, November 3, 2020 @ 10:32 am

Commissioners Young and Bierwirth were present. The meeting was held via ZOOM.

UNFINISHED BUSINESS:

IN0320-05 – Discussion of the Guidelines for Construction, Alteration and Improvements at the Barnstable Municipal Airport Policy

- Management received feedback from the Town and the following modifications were made to Draft No. 6:
 - Business Plan Goals and Economic Impact information.
 - The Airport's Gateway to Green implementation and initiatives.
 - A link to the Town of Barnstable Comprehensive Plan and other Town documents.
- Cape Cod Commission has received this draft; will provide additional information to be added to these Guidelines.
- The application process information needs to be reworked.
- It was recommended to have McFarland Johnson assist in tracking of Greenhouse Gas Reduction.
- **Action: Manager Servis will continue to finalize the draft document.**

NEW BUSINESS:

IN1120-01 – Review & Discuss FY2021 (CY2021) Airline Incentive Program

- Management reviewed Power Point presentation with the following:
 - This is reviewed on a calendar year basis for December approval
 - The utilization of a map of the areas of larger enplanement data to market to these specific areas
 - Provide more robust information on the average fare basis vs. convenience of travel
 - Combine the two categories – Travel beyond the Cape and travel to Cape Cod and the Islands
 - Add Seasonal categories and Demand Base Categories – greater incentives for the off-season
 - Modify incentives from a flat fee to a tier discount approach that looks at the number of seats, seasonality, matching marketing funds, and how the marketing money will be spent.
- Management will reach out to airlines and see if these incentives would be enough to make a difference, or if a larger discount was needed to impact a new airline.

IN1120-02 – Business Plan Update FY2021 Q2

- Manager Servis reviewed the Goals and the Goal Summary
- The focus is currently on Goal B & D. More efforts will be placed on Goals A & C during the 3rd quarter.
 - Goal A – Maximize General Aviation – overall 1% complete
 - Goal B – Identify and Formalize Revenue Streams – overall 25% complete
 - Goal C – Become Regional Air Transportation Leader – overall 7% complete
 - Goal D – Airport Image & Rebranding – overall 23% complete
- Discussion of naming the terminal – The Boardman –Polando Terminal for the 90th Anniversary of the flight
- A schedule will be created to involve the name and brand in the Business Plan. Marketing in General Aircraft magazines will be explored.

Updates:

- Fuel Program Future Workshop – this will be scheduled for November 17th
- Airport Tree Clearing Project Update
 - Due to the drought conditions, reseedling will occur in the spring to make it more successful.
- PFOS/Public Involvement Plan & Update/Mitigation
 - Substantial completion – still some punch list items to address
 - PIP part of PFOS – reports have been provided and management will update the Town Council in December and an UTube presentation is being developed.
- Future Tank Development (Master Plan Alternatives) – on hold
- ARFF/SRE Roof Replacement Update
 - The project will be complete the end of November. There was a change order to install new covers for the exhaust fans which will be reimbursed. There was no sign of mold when the roof was opened up.
- Airport Master Plan Update
 - Public comments are being received. A meeting with Yarmouth residents will be held. Potential economic incentives to Yarmouth will be added to the Plan.
- FY2022 CIP – This will be ready for approval at the December/January Commission meeting
- Airport Rates & Charges update – on hold.
- Future Tank Development – Electric Aviation will be included in future discussions.

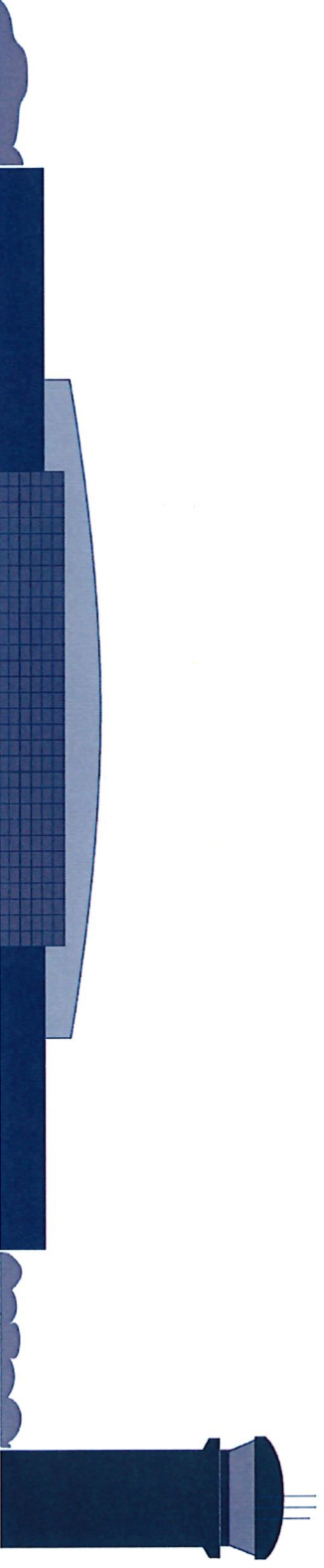
Chairman Griffin reminded everyone to spread the word about the vacant Airport Commission seat.

Adjournment: Having no other business to discuss, the meeting was adjourned at 11:33 a.m.

Barnstable Municipal Airport

Business Plan Q2 Update FY2021

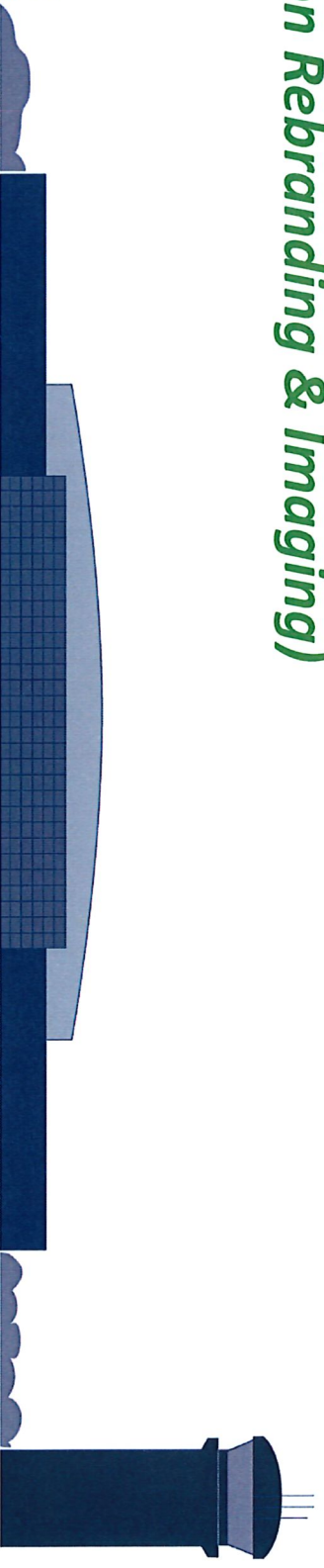
November 3, 2020



Goals Focus FY2021

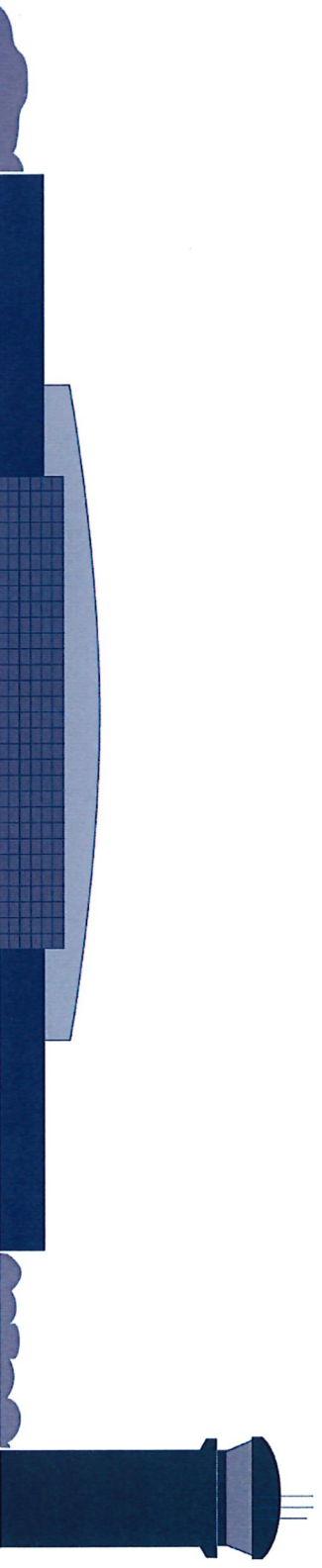
→ Focus on Goals B & D

- Goal A - Maximize General Aviation Activity at HYA
(Emphasis on Corporate Flights)
- **Goal B - Diversity Revenue Streams (Emphasis on Non-aviation and Aviation Land Leases)**
- Goal C - Become Regional Air Transportation Leader
(Emphasis on Jump Start 2021 and reaching out to potential partners)
- **Goal D - Enhance Airport Image & Branding (Emphasis on Rebranding & Imaging)**



Goal Focus FY2021 (Cont.)

- Remember that the goal is not to achieve 100% goal completion within a given fiscal year as many goals stretch from one fiscal year to the next
- The goal is to make a concerted effort within the fiscal year
- Emphasis is to be on the highest priority goals within the fiscal year timeframe.



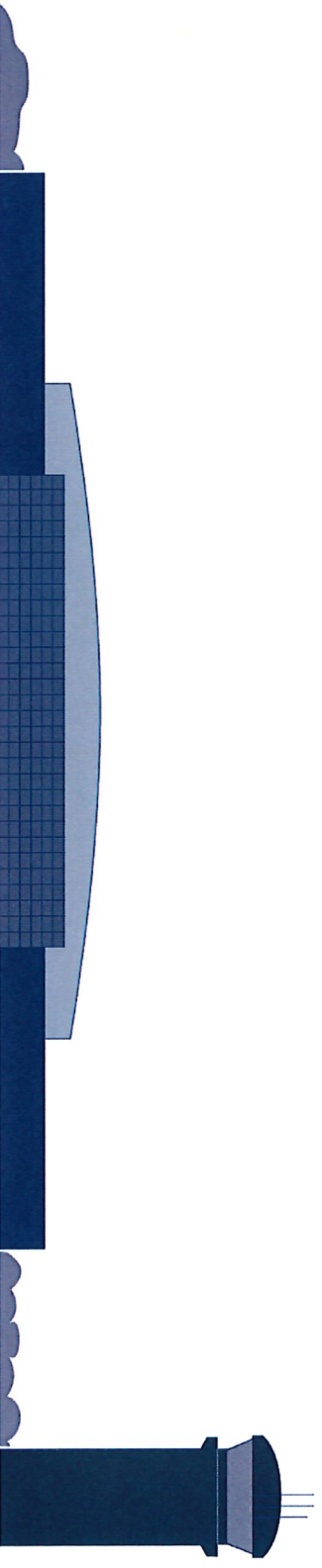
Goals Summary FY2021

- Goal A - Maximize General Aviation Activity at HYA (Emphasis on Corporate Flights) = **Overall 1% completed**
 - Best in region facilities, foster aviation education, **corporate aviation opportunities**, and engage recreational GA market
- Goal B - Diversity Revenue Streams (Emphasis on Non-aviation and Aviation Land Leases) = **Overall 25% completed**
- Goal C - Become Regional Air Transportation Leader (Emphasis on Jump Start 2021 and reaching out to potential partners) = **Overall 7% completed**
 - Support community needs, establish airport/airline marketing program, and **growing commercial service**)
- Goal D - Enhance Airport Image & Branding (Emphasis on Rebranding & Imaging) = **Overall 23% completed**



Goal B Focus FY2021

- Goal B - Diversity Revenue Streams (Emphasis on Non-aviation and Aviation Land Leases)
- Two Objectives
 - Objective: Maximize Airport Properties (non-aviation & aviation)
 - Objective: Identify New Airport Revenue Potential

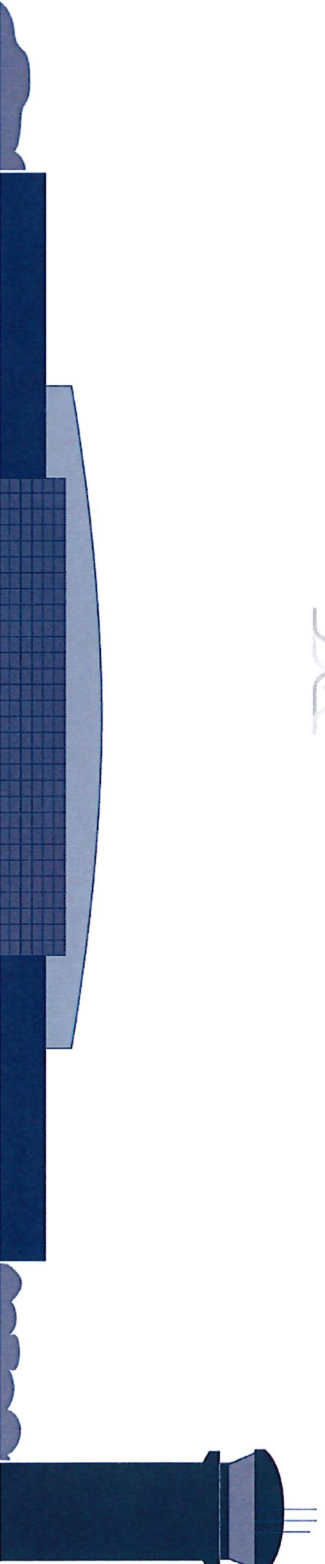
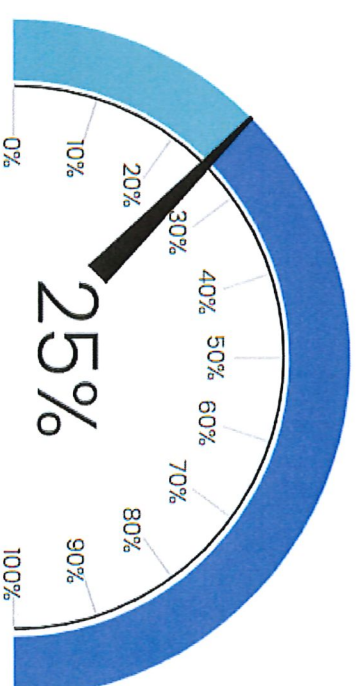


Goal B – Diversity Revenue Streams

→ Identify and Formalize Revenue Streams/Sources

→ Identify New Revenue Potential (Existing Streams)

Goal B Diversity Revenue Streams

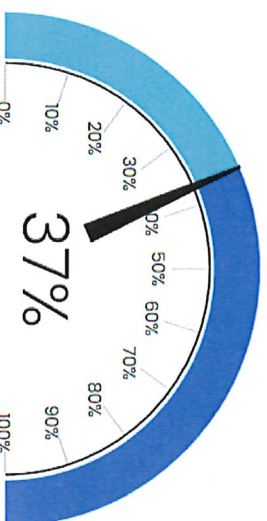


Identify and Formalize Revenue Streams/Sources

→ Q2 = 37% complete

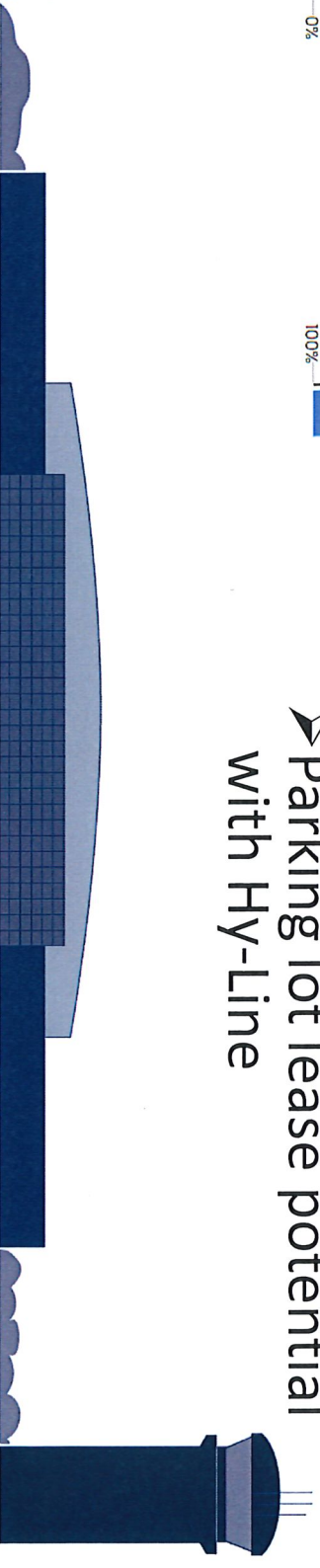
Q1 = 27% complete

Identify and Formalize Revenue Streams/Sources



→ Identified several “new” revenue potential

- Restaurant/MASM/Conf space (they are still interested in HYA) – continued from FY2020
- Hangar developers – continued from FY2020
- Parking lot lease HMI Parking LLC – New FY2021
- Parking lot lease potential with Hy-Line

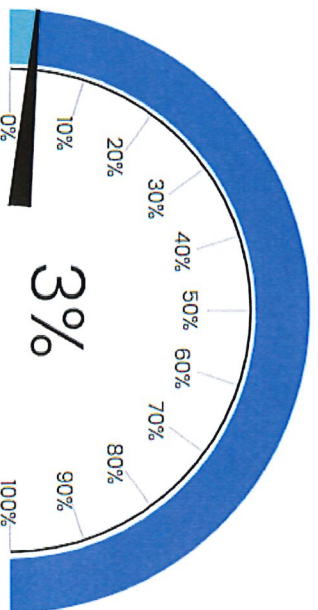


Identify New Revenue Potential (Existing Streams)

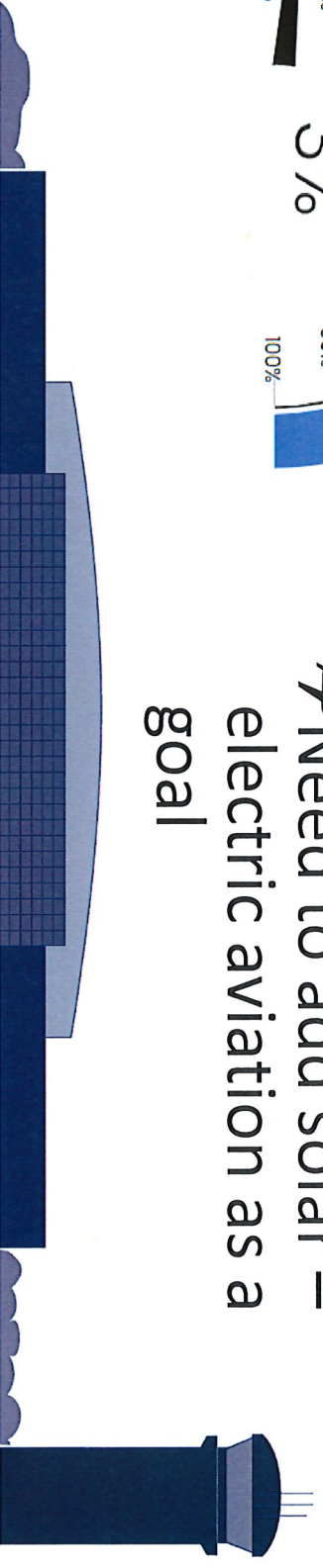
→ Q2 = 3% complete

Q1 = 0% complete

Identify New Revenue Potential (Existing Streams)



- Need to research regional economy to gain a better understanding of the Cape and Island market, identify top 10% of importers/exporters from the region
- Need to add solar – electric aviation as a goal

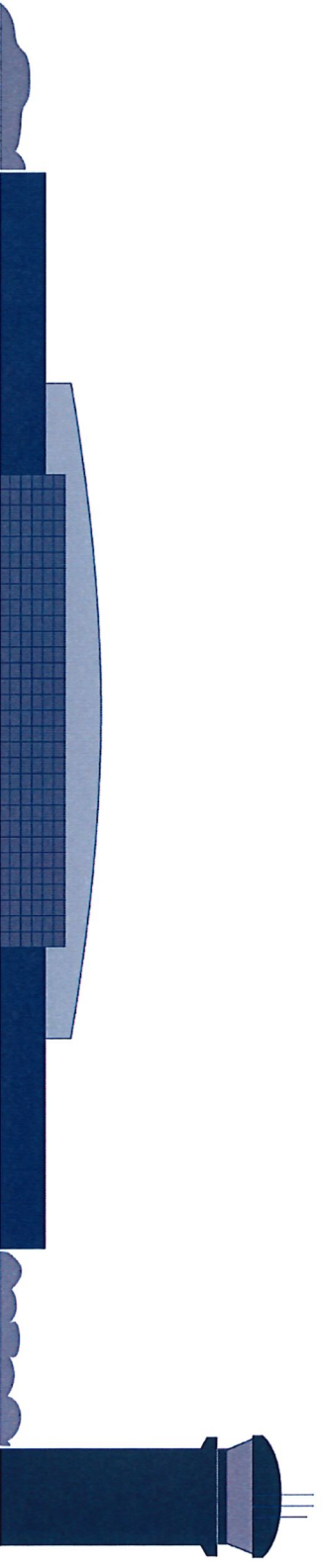


Goal D Focus FY2021

→ Goal D- Enhance Airport Image & Branding
(Emphasis on Rebranding & Imaging)

→ Four Objectives

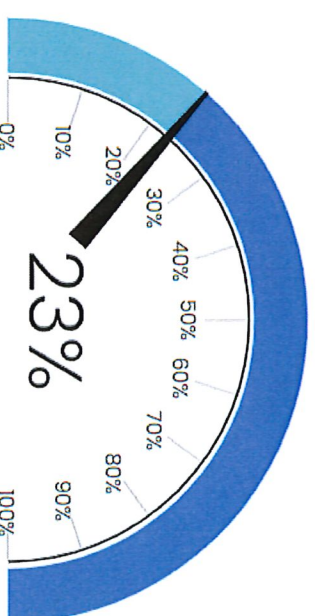
- Objective: Assess Perception of Airport
- Objective: Define the Airport
- Objective: Implement Branding
- Objective: Increase Aviation Community Involvement at HYA



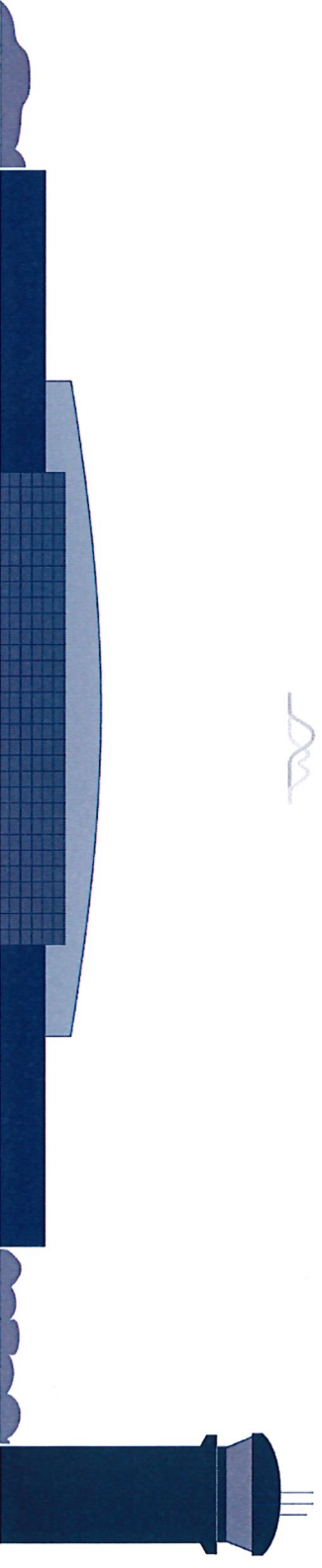
Goal D – Enhance Airport Image & Branding

- Assess Current Perception of the Airport
- Define HYA Airport Brand
- Branding Implementation
- Increase HYA Community Involvement

Goal D - Enhance Airport Image & Branding



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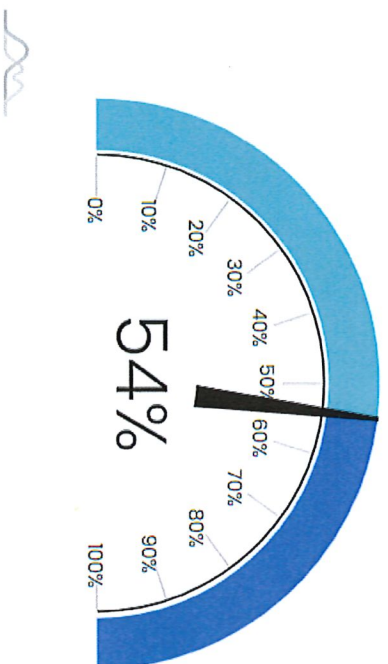


Assess Current Perception of the Airport

→ Q2 = 54% complete

Q1 = 32% complete

Assess Current Perception of the Airport



→ AMPU process have allowed for stakeholder feedback

→ We work with our on-call marketing team weekly as part of AMPU and on-call

→ Need to gather more data as part of the AMPU process during public meetings and additional meetings with stakeholders and users



Define HYA Airport Brand

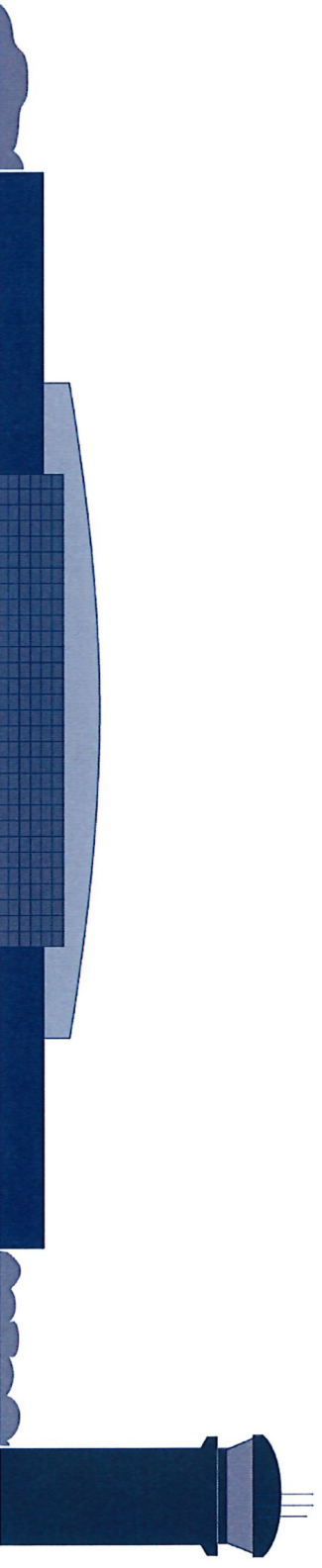
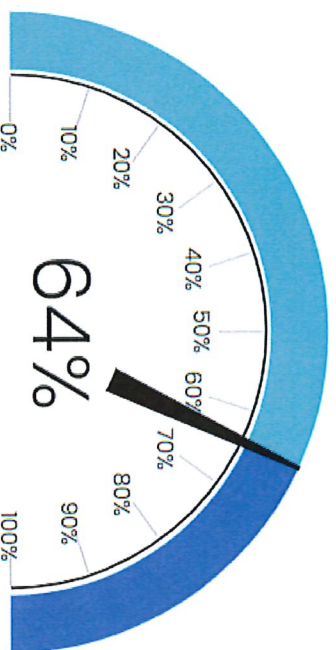
→ Q2 = 64% complete

Q1 = 26% complete

Define HYA Airport Brand

→ Logos complete

→ But we have some implementation plan tasks within this goal.

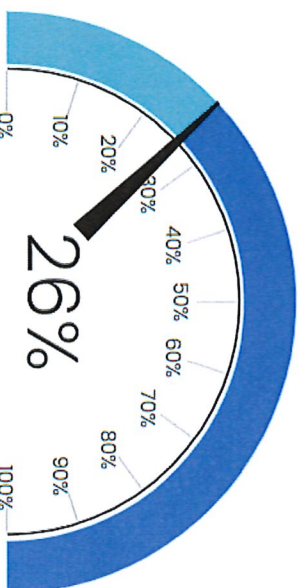


Branding Implementation

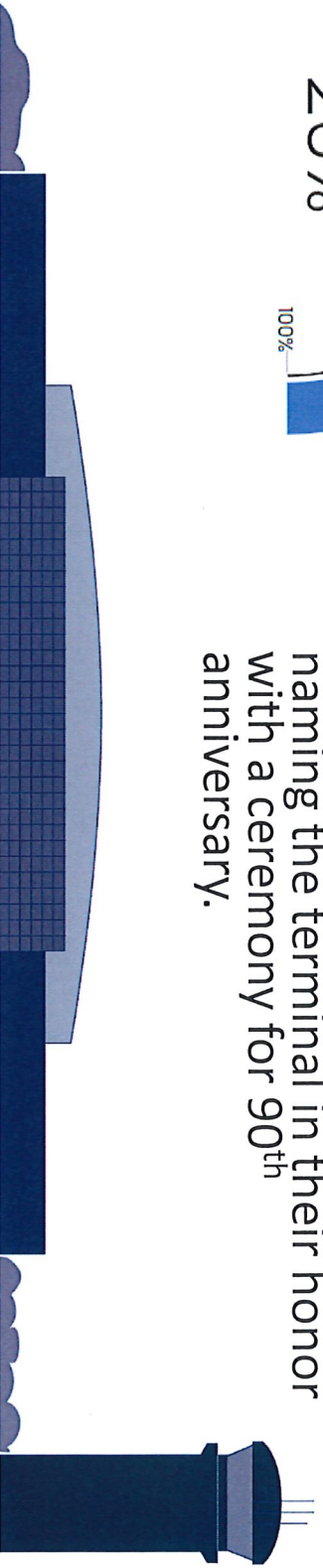
→ Q2 = 26% complete

Q1 = *% complete was wrong
showing FY2020 data

Branding Implementation



- Need to develop implementation plan.
- Met with Marketing Team to discuss: letterhead, email modification and website changes and schedule.
- Also discussed signage modifications and budget
- Airport looking into official name change with FAA
- Uniform and vehicle logo changes
- New Year = New Name public reveal followed by Spring dedication to - Boardman-Pollando Field and naming the terminal in their honor with a ceremony for 90th anniversary.

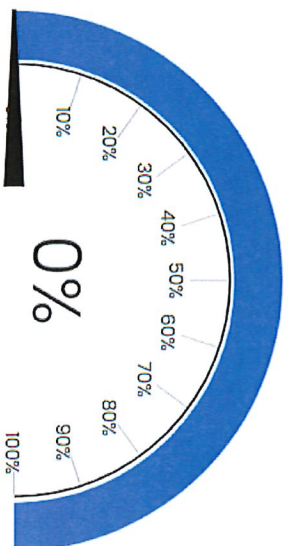


Increase HYA Community Involvement

→ Q2 = 0% complete

Q1 = % complete was wrong showing FY2020 data

Increase HYA Community Involvement



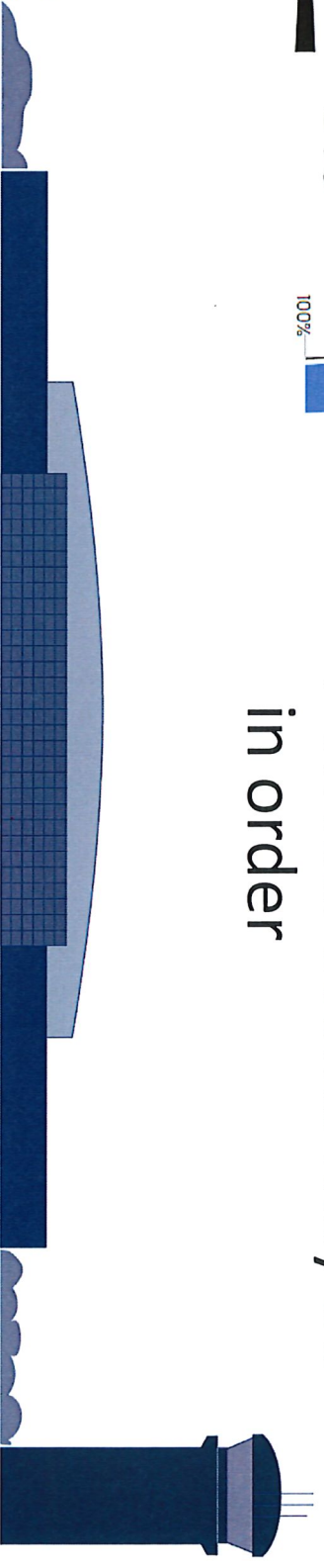
→ 0% completed for

FY2021 – same due to COVID-19

→ Need to continue

developing involvement to combine airport and local events based on phases

→ Virtual events may be in order



Next Steps

- Continue developing Goals B & D
- Q3 reporting = more efforts for Goals A & C

