



**CAPE COD GATEWAY AIRPORT
COMMISSION MINUTES OF THE REGULAR SESSION
TUESDAY, March 21, 2023
Via ZOOM**

The meeting was held via ZOOM

Commissioners Present:

John T. Griffin, Jr., Chair; John G. Flores, Vice Chair; Norman Weill, Clerk; Wendy Bierwirth(joined at 4:07 pm); Bradley J. Bailey; and Mark Guidod

Commissioners not present:

Joseph DiGeorge

Yarmouth Representative:

William Marasco - not present

Airport Staff Present:

Katie Servis, Airport Manager; Matt Elia, Assistant Airport Manager; Suzanne Kennedy, Executive Assistant to the Airport Manager; and Chris Bostwick, Senior Project Manager/Airfield Compliance Supervisor

Public Members:

Lou Masciello, Victoria McGuire, and Amanda Chisholm, W.S. Development; Bette Ludtke, Barnstable Town Councilor; Bill McGrath, Gull Air; Eric Drugge, Aloft Aviation; Christine Greeley, Hyannis Park Civic Association; Robert Mallard, ASG; Paul Phalan, Barnstable resident; and Bill Cassidy (joined at 5:02 pm)

Call To Order:

Chairman Griffin called the regular meeting of the Cape Cod Gateway Airport Commission to order at 4:03 p.m. Attendance roll call was taken followed by the Pledge of Allegiance.

Minutes of the previous meetings:

The minutes of the December 13, 2022 and January 17, 2023 Airport Commission meetings were approved and will be signed at a later date.

Public Comment:

Bette Ludtke, Precinct 3 Barnstable Town Councilor, introduced herself and stated she was very interested in the future of the Airport. She got her pilot's license there in 1982 and is a commercial airline pilot for American Airlines. She attended the recent public MEPA meeting and got a tour of the Airport. She made a MEPA comment that she would like to see a joint use solution of the OTIS Air Force Base. She is here to listen and learn and she thanked the commission for what they are doing.

Paul Phalan, Barnstable resident, thanked the Airport staff for their expertise. He commented on his displeasure of the "non" abatement office at the Airport. During a neighborhood meeting last summer a pilot stated that information on flights was available on Flight Aware information for the Cape Cod Gateway Airport. The general consensus of the meeting was that filing a complaint was a waste of time. About a month ago three planes went over very low and he decided to test the system. He filed a complaint and they wanted proof, which he supplied. He said he got a "robo" email reply with FAA regulations and there was nothing that could be done. He felt that it was alarming that this was the response. He asked the number of total complaints for the prior year (about 40) and how many were abated, but did not get an answer. He stated that the airport is a basically filling station for airplanes and the expansion is not required by the FAA and the parking is never full.



Eric Drugge, Aloft Aviation, spoke to the matter that will be discussed under Executive Session. There is also a subset of Aloft Aviation, an Aircraft Management Company; Aloft Flight, that is a flight school, aircraft rental, and scenic flight entity. This was last operational in Hyannis in 2021 s last year they did not have a location available. After hearing that the Museum was no longer following through in the Air Cape Cod building, he would like to operate the building. He had an interest in the beginning and would like to upgrade the building to make it a viable, revenue producing business on the Airport. He has submitted a lease proposal that will be reviewed in the executive session. He is available if anyone has questions in the future. He is anxious to hopefully move forward.

Commissioners Response to Public Comments:

Manager Servis thanked Ms. Ludtke for joining us. The joint base Cape Cod option will be reviewed as part of the Environmental Assessment (EA) scope of work.

Management took note of Mr. Phalan’s comments and reply.

Finance Subcommittee (Commissioners Weill, Flores, and Bailey)

The Finance Subcommittee met on Tuesday, March 7, 2023. Commissioner Weill read a review of the meeting (attached).

Infrastructure & Marketing Subcommittee (Commissioners Young, and Bierwirth)

The Infrastructure & Marketing subcommittee met on Tuesday, March 7, 2023. Commissioner Guidod read a review of the meeting (attached).

Report of Special Committees

None

Old Business:

None

New Business:

COM0323-1 Update WS Development

- Manager Servis introduced Lou Masciello, Victoria Maguire, and Amanda Chisholm from W.S. Development.
- Ms. Maguire reviewed the attached power point presentation outlining the two phases of renovation, the visual concept of green space, and the timeline of construction.
- W.S. Development has received approval from the Town of Barnstable Site Plan Review on the Phase I renovations. This will be a major overhaul with fresh new tenants. Construction should start in May and will be ongoing or 6-9 months. Stores will remain open during renovations.
- A Grocer will be one of the new anchor stores. The smaller stores will be re-tenanted and updates will be brought forward in a future presentation.
- W.S. Development confirmed that renovation of the property’s green space will be PFOS free and native plants will be used.
- The following questions were asked by the commission:
 - Is there any consideration for pedestrian protection with pillars in front of sidewalks?
 - This will be addressed with each tenant as they control a portion of their sidewalk.
 - Will there be space for people to congregate for a meeting place?
 - This was not specifically programmed into the usage; however some local entities have used the vacant space. There may be Food & Beverage tenants that will have space for this.



- Could the parking be reimagined to allow for parked vehicles around the edge to form a barrier for protection?
 - There are some locations where this might occur, and some green space may provide protection as well. Also, the raised pedestrian walkways and the geometry of parking lot traffic flow will help slow traffic.
- The connector between Barnstable Road and the property was discussed. The pedestrian connector will be relocated and will require steps and a landing pad due to the grading in the area.
- The commission remembered prior Town Council President Jim Crocker as the driving force behind this opportunity and all of his hard work to bring this to fruition.
- Lou Masciello, Victoria Maguire, and Amanda Chisholm left the meeting at 4:56 PM.

COM0323-2 Approval of the FY2024 Proposed Operating Budget

MOTION to approve the proposed Fiscal Year 2024 Cape Cod Gateway Airport Operating Budget totaling \$12,030,401.00. **SPONSOR:** Finance Subcommittee (**May be acted upon**)

- This agenda item was moved and read by Commissioner Weill, and seconded by Commissioner Bailey.
- Management completed the FY2024 Proposed Airport Operating Budget at the beginning of February and presented it to Town of Barnstable Leadership and the Finance Subcommittee. They were in agreement with our proposed budget, approach and justification for FY2024.
- Manager Servis reviewed the attached power point presentation with a summary of the changes and fluctuations for FY2024 versus what was presented in previous years.
- The complete budget was previously provided to the commission with the justification and rational notes in the far right column for both revenues and expenses.

Paul Phalan left the meeting at 5:01 PM.

Bill Cassidy joined the meeting at 5:02 PM.

- The bulk of the 23% total annual increase is due to the cost of Jet Fuel increases and corresponding sales.
- The status of the CARES Act, CRRSA, ARPA, and BIL grants were reviewed.
- The Bipartisan Infrastructure Law (BIL) Grants are broken into two separate types. One is a competitive grant that was applied for facility improvements and the other is a five year annual program grant. The FY2022 grant will be used for the Environmental Assessment. The FY2023 will be used specifically on the HVAC equipment in the Air Traffic Control Tower and terminal. These have not been awarded yet.
- One modification was made in marketing with a reduction of \$65,000 for the Airport Round Table event that was planned for May 2024. It was noted that the airport should seek sponsorship funding for various elements of the event to meet the intent of airport revenue use.
- Commissioner Weill commented that expenses are easy to project, while revenue is not. Every line item in this budget is very detailed and supported by a lot of actual analysis. He wanted the public to understand the amount of effort that goes into each line item amount and the effort by staff.
- This agenda item was unanimously approved by verbal vote.

COM0323-3 Approval of a lease agreement by and between the Town of Barnstable Cape Cod Gateway Airport and Michele Kennedy D/B/A Studio Gallery at the Airport

MOTION to approve the lease by and between the Cape Cod Gateway Airport and Michele Kennedy D/B/A Studio Gallery at the Airport effective April 1, 2023 for a five year term with two additional 5 year options at an annual rate of \$4,200 per year. **SPONSOR:** Finance Subcommittee (**May be acted upon**)



- This agenda item was moved and read by Commissioner Flores, and seconded by Commissioner Bailey.
- Michele Kennedy Studios has been a welcome fixture in the airport terminal for many years; it draws in many travelers and is a unique opportunity to showcase something special and support our local artist
- It creates a sense of place, a welcome respite for airport employees and travelers alike where it eases the stress and the frustration of travel. Michele has created a space that eases that stress and acts as an intervention to comfort, distract, and entertain anxious travelers.
- Because of the unique role Michele plays in the terminal, and the unique services provided, the proposed lease rates are reflective of those services being offered and the following must be considered.
- The art studio does not bring in the same monthly revenue potential as passenger services located in the terminal (commercial flights, security or rental cars) and oftentimes Michele may go months between art commissions or selling a single painting.
- The studio space was never intended as a revenue generator and occupies space that otherwise was earmarked for airport storage.
- Airport Management would prefer continuing its use as a studio allowing art accessibility to a wider audience and maintaining a unique experience in the terminal.
- Airport Management received some heart-warming notes from visitors to the studio that reflect how special and unique the studio is to many that walk through its doors and Management wishes to maintain that cultural connection.
- The lease was revised to include updates to various articles approved by the Airport's attorneys to include insurance requirements, Federal Aviation Administration (FAA) required lease provisions and annual rental adjustments.
- The lease is for 5-years with two 5-year renewal options with the annual 2023 rate of \$4,200 and 3% increases thereafter
- Discussions with Michele include an annual gallery opening event in the fall as part of our Community Event Series
- Chair Griffin has been very pleased with her tenancy. Commissioner Flores stated her caricatures are amazing, Commissioner Guidod asked if there had been other interest in the space. There has not been.
- This agenda item was unanimously approved by verbal vote.

COM0323-4 Approval of the Award and Contract for FY23 Airfield Pavement Marking in the Amount of \$110,845.00 (One Hundred Ten Thousand Eight Hundred Forty-Five Dollars)

MOTION to approve the bid award and subsequent contract for the Fiscal Year Airfield Pavement Marking in the amount of \$110,845.00. **SPONSOR:** Finance Subcommittee (**May be acted upon**)

- This agenda item was moved and read by Commissioner Bailey, and seconded by Commissioner Weill.
- Assistant Manager Elia gave a power point presentation on the necessity of airfield painting.
- The airport does not paint every surface annually but has devised a program for the facility based on need, wear and tear of the markings and the leveraging of grant funding when able but the program has been devised to systematically ensure that the facility is meeting federal requirements.
- Typically the painting is done in the spring to refresh the 312,000 square feet of pavement markings on the airfield that is required.
- Airport Management worked closely with the Town of Barnstable's Procurement Office for the annual Airfield Pavement Marking project in accordance with Massachusetts General Law.



- There were 2 bids received on March 1st from the following:
 - Hi-Lite Airfield Services, LLC:
 - FY23-\$110,845.00,
 - FY24- \$94,912.96, and
 - Total of \$205,757.96
 - K5 Corporation:
 - FY23-\$142,070.00,
 - FY24-\$112,960.00 and,
 - Total of \$255,030.00
- Hi-Lite Airfield Services, LLC. Received the winning bid for FY2023 with a total contract price of **\$110,845.00**
- Optional Bid = FY2024 a total contract price of **\$94,912.96**
- FY2023 budget for this work = \$125,000 and the project will be complete within 14 days of the Notice to Proceed.
- This agenda item was unanimously approved by verbal vote.

COM0323-5 Travel Approval Letter for Airport Staff

MOTION to approve the travel letter for Airport Operations staff to travel out of state to attend Aircraft Rescue Fire Fighting and Live Burn training as required by Federal mandate. **SPONSOR:** Finance Subcommittee (**May be acted upon**)

- This agenda item was moved and read by Chairman Griffin, and seconded by Commissioner Guidod.
- At the request of the Town Manager, Airport Management was asked to supply travel approval letters for various conferences, seminars and training for all airport staff.
- The FY2023 budget approved the funding for various training and conferences to ensure staff is properly trained to implement all aspects of their jobs to meet federal certification Part 139 criteria.
- Airport Management has recently promoted a staff member to a vacated position in Airport Operations due to a retirement, which requires formal aircraft rescue and firefighting training. His initial 40 hours of training will occur in Kentucky as it provides the best content for the training.
- Additionally, 5 staff members will be attending annually required live fire training in April and/or October.
- This agenda item was unanimously approved by verbal vote.

COM0323-6 Approval of Amendment #1 by and between Cape Cod Gateway Airport and Judith Goetz for On-Call Professional Media Services for Integrated Communications Services

MOTION to approve the Amendment #1 by an between Cape Cod Gateway Airport and Judith Goetz for On-Call Professional Media Services for a three month term ending April 30, 2023 for a not to exceed total amount of \$9,300.00. **SPONSOR:** Finance Subcommittee (**May be acted upon**)

- This agenda item was moved and read by Commissioner Weill, and seconded by Commissioner Bailey.
- Both the current contract with Judith Goetz for On-Call Professional Media Services and Social Media Content Management have expired and this would extend the contract until the end of April 2023
- This is the time needed to continue services before the bidding process will be completed for the Request for Proposals for a Communications Manager Consultant.
- The original contract was in the amount of \$24,000. This amendment of \$9,300.00 will include 3 months of services for both the Social Media Services and the 3-month extension for Professional Media Services for Integrated Communications Services.
- The revised Contract amount would not exceed \$33,300.



- Commissioner Guiod asked if the services that have been provided, as the current date is more that 50% through this extension period, was considered deficit spending. Manager Servis stated that the services provided since the end of the contract were not yet paid. She stated that there had not been time to bring this before the commission, and that there had been a bit of a delay in the procurement office due to their high volume of RFP requests throughout the town. This caused a gap in services that needed to remain in place.
- Commissioner Guiod asked if there were any legal concerns over this. Manager Servis stated this has occurred in the past where on-call services have not been put out to bid and the procurement office staff has needed time to produce the request for proposals.
- Manager Servis reviewed the types of services that are covered by the amendment.
- This agenda item was unanimously approved by verbal vote.

COM323-7 Monthly Update Airport Business Plan for FY2023

- Manager Servis reviewed the highlighted revisions of the Business Plan Update Memo dated 3/1/23 that was previously provided to the Infrastructure Subcommittee.
- She reviewed each goal and the updates sine the previous meeting to include the planned FY2023 events, the NetJets Jet Fuel Program, Media outreach and marketing, social media geo-fencing and geo targeting in the JFK and LaGuardia airport regions, aviation education and interns, new lease discussions, and hiring of an Air Carrier Consultant.
- Manager Servis gave an overview of the recent Cub Scout Sleepover in the Terminal event and the activities that were scheduled which included learning about the forces of flight and aviation, flight simulators, pre-flight aircraft briefing, storytelling, and using aviation flight charts.
- Manager Servis was recently on the Discover Barnstable Podcast which is located on the Town of Barnstable Website.
- The next Environmental Assessment public meeting will be held in June 2023.
- The recent approval of the MASS Dot and Green Initiatives Grant was not updated in the letter as this was breaking news.
- Commissioner Weill attended the recent Sleepover in the Terminal event and commented that is was extremely well run and he was proud of the leadership and staff of the airport and all they are doing to enhance the Airport image.
- Commissioner Guiod asked if there were plans to reach out to Transcend Air about their VTOL (Vertical Take Off and Landing) air service between Boston and New York. Manager Servis thanked Commissioner Guiod for his email with the information and responded that management will definitely reach out. With all of the activity that is happening with electric aviation, the on-call consultant will help in this regard.

COM0323-8 Approval of Allies Air Name Change & Sign Updates

MOTION to approve the Allies Air name change to Gull Air and signage updates to the building.

SPONSOR: Infrastructure & Marketing Subcommittee (**May be acted upon**)

- This agenda item was moved and read by Commissioner Guiod, and seconded by Commissioner Weill
- Manager Servis invited Bill McGrath to speak to this agenda item.
- Mr. McGrath has been working with Allies Air for a couple of years to move forward to provide commuter service and to rebrand the company in conjunction with the change in service. However, with the delays in receiving commuter authority they decided to move forward with the name change.
- Airport Management has all of the proposed signage documents.
- Their goal is to provide 10+ round trips/day as the market has been underserved. They hope to regenerate the Hyannis to Nantucket Market as well as freight. They will continue to provide on-demand charter service until the commuter authority is approved.



- Mr. McGrath was asked to provide his expertise from his prior airline commuter service to help build better service for the Nantucket community.
- Manager Servis thanked them for the use of their building for the September Great Day at the Gateway event and stated it was exciting to see movement to bring back frequency to the island that is really necessary for the businesses there.
- Commissioner Flores commented that Mr. McGrath started in the early 70's and it is great to see him back again.
- This agenda item was unanimously approved by verbal vote.

10. Report of Special Committees

- Noise Report (July, October, January, April)
- Yarmouth Representative Comments

Updates:

- Southern Airways Express – they are not returning this season. They have pulled out of the region and are reutilizing their aircraft in other locations for now. Hopefully they will be back in the future.
- Projects Update/Status
 - Replacement of T-hangar CARES1 & Airport Operations Renovation
 - Mary Dunn Way Extension
 - The slab will be poured for the T-Hangar in the next two weeks and the Operations remodel is on schedule with a July reopening
 - Runway 6/24 Reconstruction Project
 - Notice to proceed should occur on April 3rd
 - EMAS Replacement Project
 - Project construction should start in May
- Procurement
 - Communications Manager - Available for bid April 10, 2023
 - Airline Consultant – June 2023
 - Café commercial kitchen or retail – interested party for possible new May through October tenant
- Airport Environmental Assessment Status (<https://flyhya.com/airport-info/environmental-assessment/>)
 - Next meetings in June 2023
 - The website is up to date on content and public outreach efforts
 - The team is responding to the comment period and providing additional scope of work
- PFOS/Public Involvement Plan & Update
 - Phase V Report underway – due in October
 - Meetings with the Town and Barnstable County Fire – occurred 3/13/2023 – concerning their need to access the Airport for sampling
 - Informational public meeting – Yarmouth – upcoming (to be held at the Airport)

11. Commissioners Comments

12. Matters not reasonably anticipated by the Chair

As Chair of the Airport Commission, Chairman Griffin move to go into Executive Session pursuant to G.L. c. 30A, § 21(a) (3) to discuss strategy with respect the lease of real property by and Between Cape Cod Gateway Airport and a Future Lessee for 110 Mary Dunn Way as a discussion in open session may have a detrimental effect on the negotiating position of the public body, the Airport Commission. This meeting will not



reconvene in open session after the Executive Session. This agenda item was seconded and a roll call vote was taken:

Griffin - yes Flores - yes Weill - yes
Bierwirth - yes Bailey - yes Guiod - yes

13. Adjournment -

Upon Motion duly made and seconded, the meeting was adjourned at 6:08 PM.
The next meeting will be held on April 18, 2023.



NORMAN WEILL, CLERK

Documents attached:
Finance Subcommittee speaking notes
Infrastructure & Marketing Subcommittee speaking notes
WS the Landing at Hyannis presentation
FY2023 Budget Update - February 27, 2023
Airfield Painting Presentation
Travel Approval Letter
Business Plan Update - 3/1/2023



Met Tuesday, March 7, 2023

The meeting was held via ZOOM

Meeting was called to order at 8:30 a.m.

Commissioners Weill, Flores & Bailey were present via zoom.

NEW BUSINESS

Agenda items taken out of order:

FIN0323-1 Review and Approve the FY2024 Proposed Operating Budget

- Manager Servis reviewed the FY2023 Budget Summary Presentation.
- Proposed DRAFT FY2024 Airport Operating Budget was presented in February to Town of Barnstable (TOB) Leadership.
- The TOB Leadership was in agreement with our proposed budget, approach and justification for FY2024

Action: The agenda item was moved to the *March 21, 2023* Full Commission meeting for approval.

FIN0323-2 Review and Approve a lease agreement by and between the Town of Barnstable Cape Cod Gateway Airport and Michele Kennedy D/B/A Studio Gallery at the Airport

- Michele Kennedy's Studio has been a welcome fixture in the airport terminal for many years.
- Airport Management would prefer to continue using the space as a studio, allowing art accessibility to a wider audience and maintaining a unique experience in the terminal.
- The lease was revised to include Airport Insurances Requirements, Federal Aviation Administration (FAA) required lease provisions and annual rental adjustments
 - 5-years Lease with two 5-year renewal options
 - Annual 2023 rate = \$4,200
 - Annual 2024 rate and thereafter will increase by 3%

Action: The agenda item was moved to the *March 21, 2023* Full Commission meeting for approval.

FIN0323-3 Review and Approve the Award and Contract for FY23 Airfield Pavement Marking

- Assistant Manager Elia reviewed Airfield Pavement Markings presentation.
- Town of Barnstable Procurement process was conducted in accordance with Mass General Law.
- Two BID responses were received:
 - Hi-Lite Airfield Services \$205,777.00
 - K5 Corporation \$ 255,030.00

Action: The agenda item was moved to the *March 21, 2023* Full Commission meeting for approval

FIN0323-4 Review and Approve Travel Approval Letter for Airport Staff.

- Per the Town Manager's request, travel approval letters for various budget approved conferences, seminars and training will be completed by Airport Management.

Action: The agenda item was moved to the *March 21, 2023* Full Commission meeting for approval

FIN0323-5 Review and Approve Amendment #1 by and between Cape Cod Gateway Airport and Judith Goetz for On-Call Professional Media Services for Integrated Communications Services

- Judith Goetz contracts for On-Call Professional Media Services and Social Media Content Management have expired and management is asking to extend the contract until the end of April 2023.

Action: The agenda item was moved to the *March 21, 2023* Full Commission meeting for approval

Updates:

- Southern Airways Express- A meeting is scheduled later this month to discuss returning to Hyannis Seasonally.
- Gull Air – Bill McGrath- Allies is transiting to Gull Air with the intention of bringing back 10 trips a day and 10,000 passengers a year.
- Upcoming Events:
 - March 7 = Barnstable Citizenship Academy 6:30 – 9:00 Held at airport
 - March 10/11, 2023 = A Night in the Terminal – Scout Sleepover.

EXECUTIVE SESSION:

Executive Session pursuant to M.G.L. c. 30A, § 21(a)(6) to discuss strategy with respect to the lease of real property by and Between Cape Cod Gateway Airport and a Future Lessee for 110 Mary Dunn Way as a discussion in open session may have a detrimental effect on the negotiating position of the public body, the Airport Commission.

- Commissioner Weill read the motion and Commissioner Flores moved to go into executive session by roll call vote at 9:42 am, and will reconvene in open session.
- The regular session of the Finance Subcommittee reconvened at 10:08 am
- Option #4 that was discussed during Executive Session was forward to the March 21, 2023 Full Commission for review and approval.

Meeting was adjourned at 10:12 am

Speaking Notes: Infrastructure & Marketing 03-07-23

Met Tuesday, March 7, 2023 at 10:31 am

Commissioners DiGeorge, Bierwith, and Guiod were present. The meeting was held via ZOOM.

UNFINISHED BUSINESS:

None

NEW BUSINESS:

The Executive Session was taken out of order to discuss strategy with respect to the lease of real property by and Between Cape Cod Gateway Airport and a Future Lessee for 110 Mary Dunn Way as a discussion in open session may have a detrimental effect on the negotiating position of the Airport Commission.

Commissioner DiGeorge read the motion and Commissioner Guiod moved to go into executive session at 10:34 am.

The regular session of the Infrastructure & Marketing Subcommittee reconvened at 11:10 am. Commissioner Bierwirth had left the meeting.

The Option #2 that was discussed during Executive Session was forward to the full commission for vote at the March meeting.

UNFINISHED BUSINESS:

IN0323-2 Review and Approve Allies Air Name Change & Sign Updates

- Allies Air has changed its name to Gull Air Holdings LLC (Gull Air)
- Gull Air is continuing the process of working towards obtaining Commuter Authority with the FAA with the intention to provide high frequency, scheduled flights, between Hyannis and Nantucket.
- They will continue the current on-demand service until they obtain commuter authority and then they will segue into counter service in the terminal.
- They anticipate 10 round trips/day in the future
- The intention to fully retire the Allies Air name and operate exclusively as Gull Air.
- Gull Air will provide Sign design drawings (see attached), construction plan, schedule, determination of the use of lifts for the new sign placement
- Action: This agenda item was forwarded to the full Commission for approval

IN03-23-1 Monthly Update Airport Business Plan for FY2023

- This was previously provided to the subcommittee members and was not reviewed

Updates will be reviewed at the full Commission meeting

Adjournment: Having no other business to discuss, the meeting was adjourned at 11:17 a.m.

WS

The Landing at Hyannis

PROJECT UPDATE FOR THE
CAPE COD GATEWAY AIRPORT COMMISSION
MARCH 21, 2023

Agenda

- 1 Project Update
- 2 Timeline for Phase I
- 3 Project Renderings
- 4 Phase II
- 5 Questions

WS

Project Update



SITE PLAN

0 60 120 240 SCALE: 1" = 60'-0"

WS DEVELOPMENT - THE LANDING

2/27/2023

Phase 2

Phase 2

RT 132

Iyanough Road
(Route 132)

IYANNOUGH ROAD

BARNSTABLE ROAD

PLANT ROAD

AIRPORT ROAD

WS

Timeline for Phase I

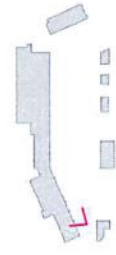
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Project Renderings



WSDEVELOPMENT

The Landing - Barnstable MA

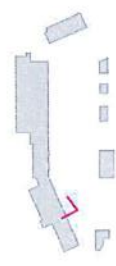


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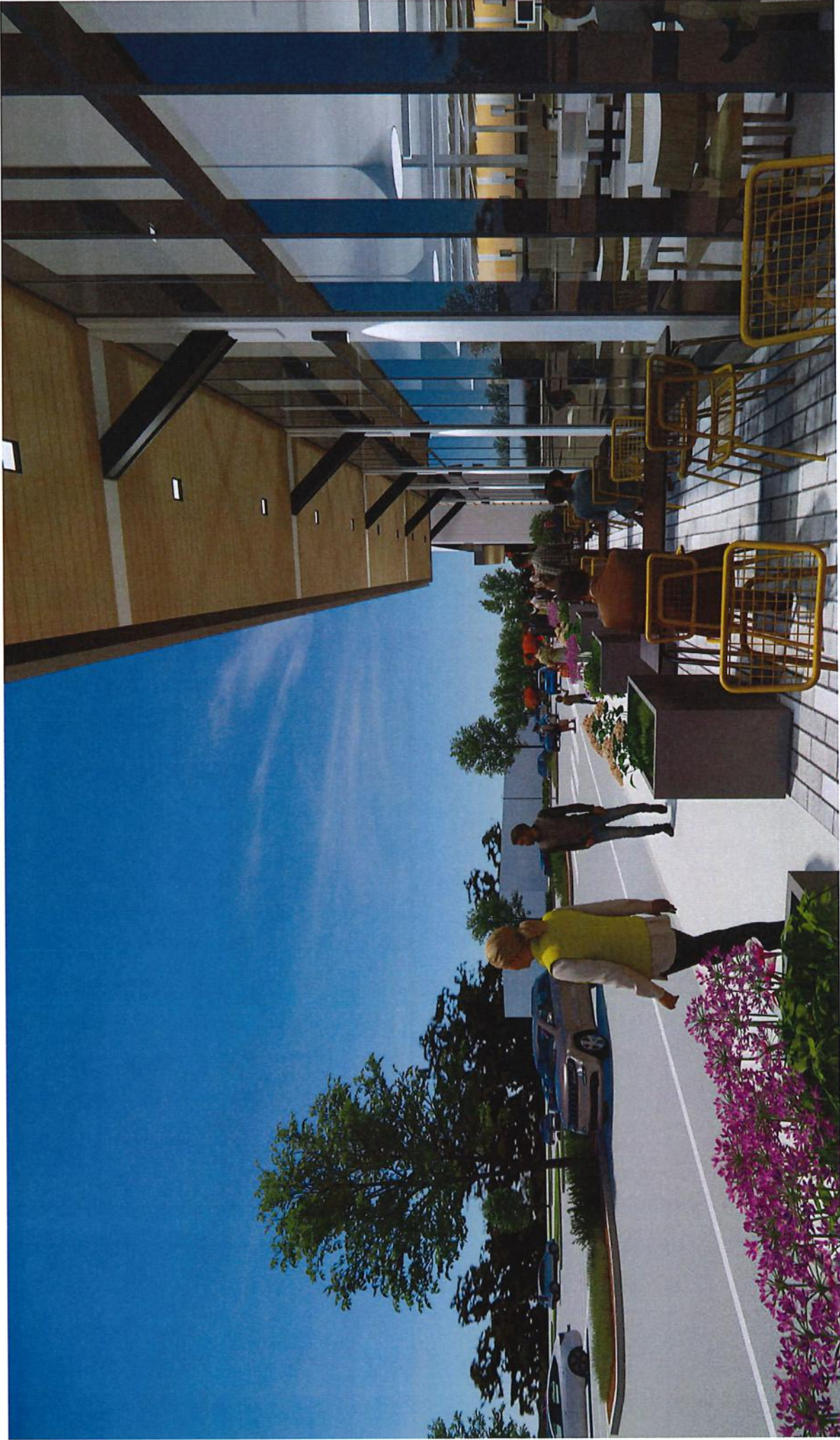


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The Landing - Barnstable MA

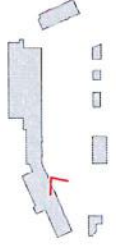


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The Landing - Barnstable MA

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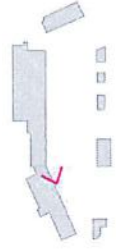


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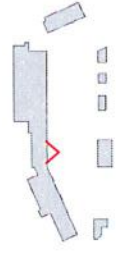


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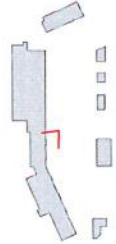
The Landing - Barnstable MA



Jacobs



View of ULTA



The Landing - Barnstable MA

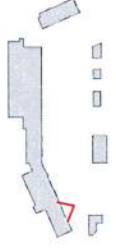
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The Landing - Barnstable MA

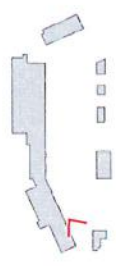


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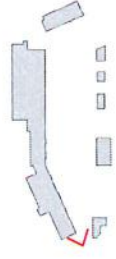
The Landing - Barnstable MA



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The Landing - Barnstable MA



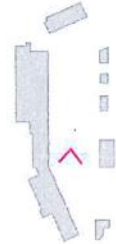
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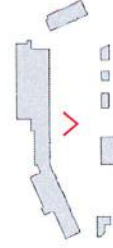


The Landing - Barnstable MA

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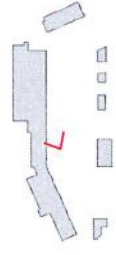
The Landing - Barnstable MA

WSDEVELOPMENT

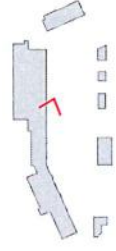


WSDEVELOPMENT

The Landing - Barnstable MA



Jacobs



Jacobs

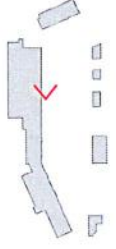
The Landing - Barnstable MA

WSDEVELOPMENT



WSDEVELOPMENT

The Landing - Barnstable MA



Jacobs

WS

Phase II

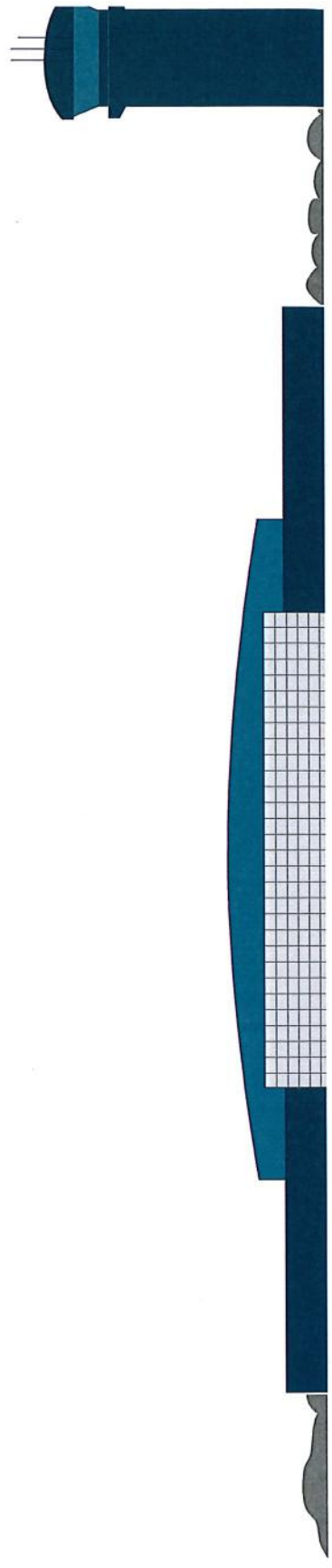
WS

Questions?

WS

Cape Cod Gateway Airport

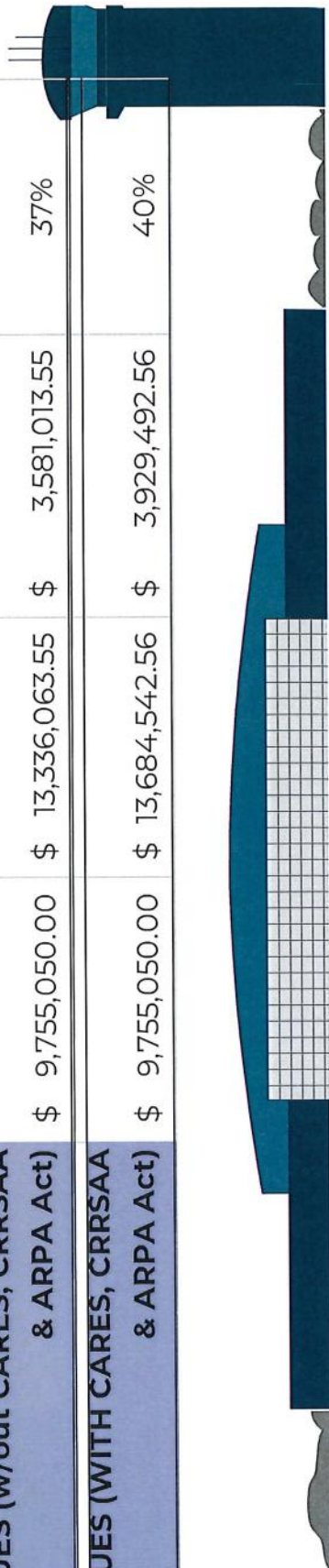
FY2023 Budget Update
Airport Commission Presentation
As of February 27, 2023



FY2023 Budget Summary Revenues

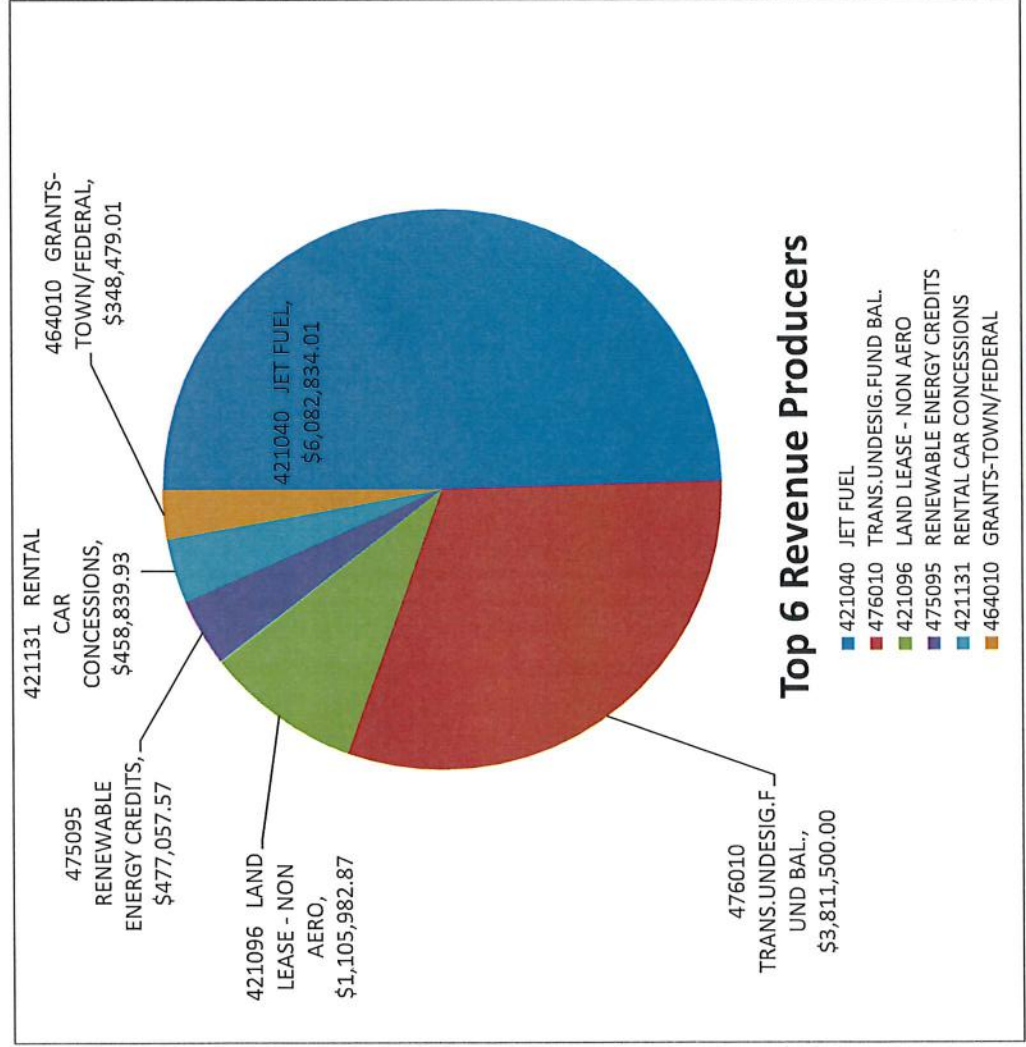
CAPE COD GATEWAY AIRPORT BUDGET SUMMARY AS OF (2-27-2023)

REVENUES	BUDGET	ACTUAL	VARIANCE	% VARIANCE
CHARGES FOR SERVICES	\$ 7,431,297.00	\$ 7,725,294.26	\$ 293,997.26	4%
<i>Jet Fuel</i>	\$ 5,580,000.00	\$ 6,082,834.01	\$ 502,834.01	9%
<i>Rental Car Concessions</i>	\$ 415,000.00	\$ 458,839.93	\$ 43,839.93	11%
<i>Land Leases</i>	\$ 380,377.00	\$ 326,745.52	\$ (53,631.48)	-14%
FEES	\$ 1,818,125.00	\$ 1,226,077.96	\$ (592,047.04)	-33%
<i>Land Lease Non-Aviation</i>	\$ 1,646,439.00	\$ 1,105,982.87	\$ (540,456.13)	-33%
GRANTS	\$ 58,400.00	\$ 363,039.01	\$ 304,639.01	522%
<i>TSA Grant</i>	\$ 58,400.00	\$ 14,560.00	\$ (43,840.00)	-75%
<i>CRRSAA Act Grant</i>	\$ -	\$ -	\$ -	#DIV/0!
<i>CARES Act Grant</i>	\$ -	\$ 348,479.01	\$ 348,479.01	1418301%
OTHER REVENUE	\$ 444,228.00	\$ 555,406.33	\$ 111,178.33	25%
<i>Renewable Energy</i>	\$ 373,728.00	\$ 477,057.57	\$ 103,329.57	28%
PERMITS	\$ 3,000.00	\$ 3,225.00	\$ (225.00)	-8%
TOTAL REVENUES (w/out CARES, CRRSAA & ARPA Act)	\$ 9,755,050.00	\$ 13,336,063.55	\$ 3,581,013.55	37%
TOTAL REVENUES (WITH CARES, CRRSAA & ARPA Act)	\$ 9,755,050.00	\$ 13,684,542.56	\$ 3,929,492.56	40%



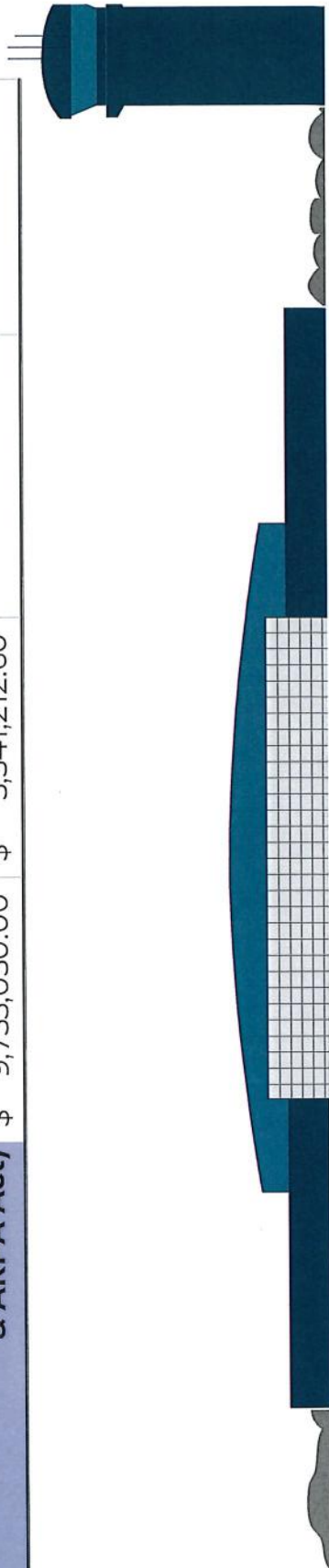
FY2023 Budget Summary Revenue

421040	JET FUEL	\$6,082,834.01	44.5%
476010	TRANS.UNDESIG.FUND BAL.	\$3,811,500.00	27.9%
421096	LAND LEASE - NON AERO	\$1,105,982.87	8.1%
475095	RENEWABLE ENERGY CREDITS	\$477,057.57	3.5%
421131	RENTAL CAR CONCESSIONS	\$458,839.93	3.4%
464010	GRANTS-TOWN/FEDERAL	\$348,479.01	2.5%



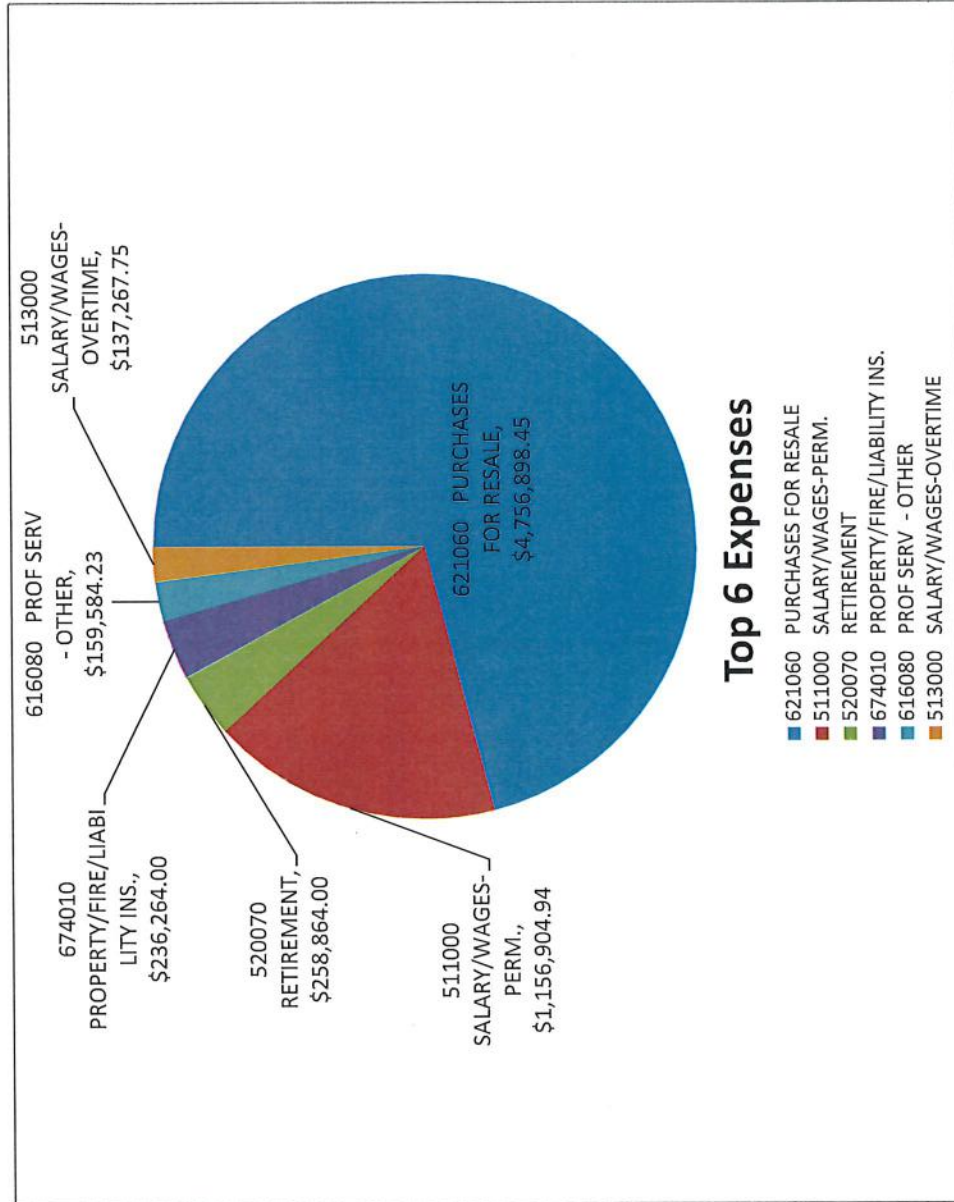
FY2023 Budget Summary Expenses

EXPENDITURES	\$	9,755,050.00	\$	8,143,329.96	\$	(1,611,720.04)	-17%
PERSONNEL	\$	2,845,457.00	\$	1,766,814.63	\$	(1,078,642.37)	-38%
SALARY/WAGES-PERM	\$	1,808,572.00	\$	1,156,904.94	\$	(651,667.06)	-36%
RETIREMENT	\$	388,300.00	\$	258,864.00	\$	(129,436.00)	-33%
SALARY/WAGES-OVERTIME	\$	235,000.00	\$	137,267.75	\$	(97,732.25)	-42%
DEBT & TRANSFERS	\$	370,735.00	\$	159,863.01	\$	(210,871.99)	-57%
TRANSFER TO GENERAL FUND	\$	192,735.00	\$	128,488.00	\$	(64,247.00)	-33%
OPERATING EXPENSES	\$	6,212,857.00	\$	6,216,652.32	\$	3,795.32	0%
JET FUEL PURCHASES FOR RESALE	\$	3,684,372.00	\$	4,756,898.45	\$	1,072,526.45	29%
PROPERTY/FIRE/LIABILITY INS.	\$	336,600.00	\$	236,264.00	\$	(100,336.00)	-30%
CAPITAL OUTLAY	\$	326,000.00	\$	-	\$	(326,000.00)	-100%
SURPLUS (DEFICIT)(w/out CARES, CRRSAA & ARPA Act)	\$	9,755,050.00	\$	5,192,733.59			
SURPLUS (DEFICIT)(WITH CARES, CRRSAA & ARPA Act)	\$	9,755,050.00	\$	5,541,212.60			



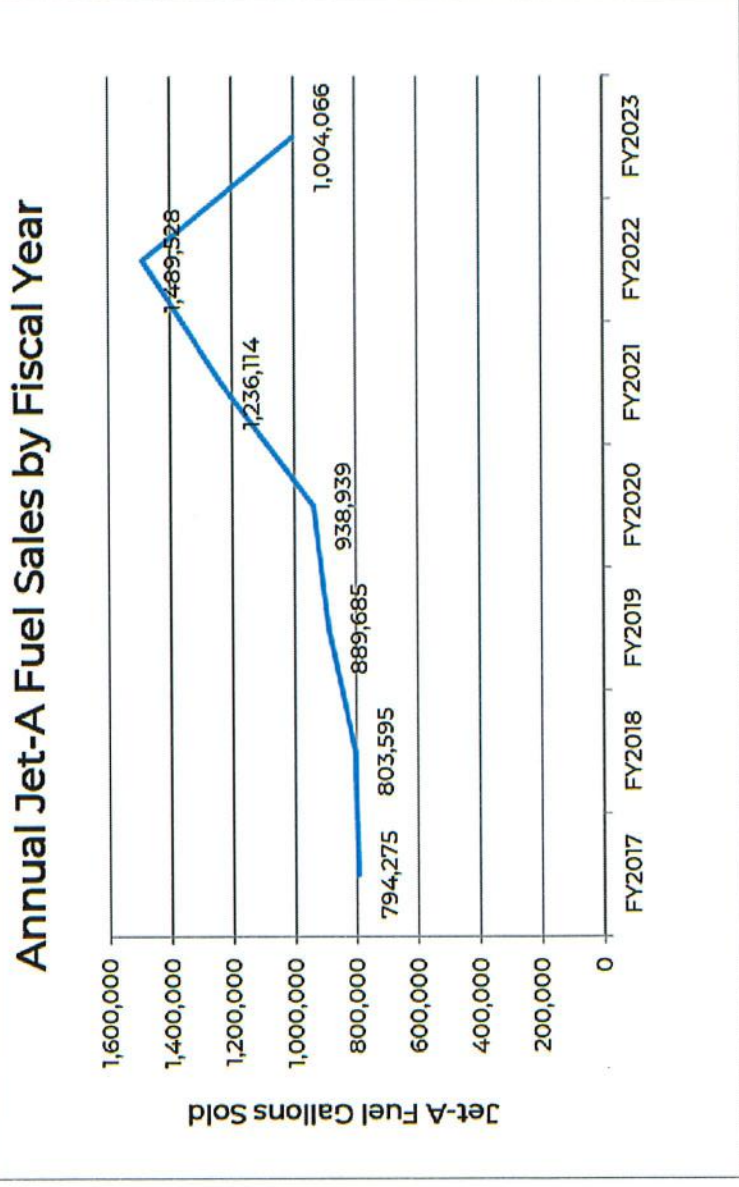
FY2023 Budget Summary Expenses

621060 PURCHASES FOR RESALE	\$ 4,756,898.45	58.41%
511000 SALARY/WAGES-PERM.	\$ 1,156,904.94	14.21%
520070 RETIREMENT	\$ 258,864.00	3.18%
674010 PROPERTY/FIRE/LIABILITY INS.	\$ 236,264.00	2.90%
616080 PROF SERV - OTHER	\$ 159,584.23	1.96%
513000 SALARY/WAGES-OVERTIME	\$ 137,267.75	1.69%



2023 Budget Summary - Jet Fuel

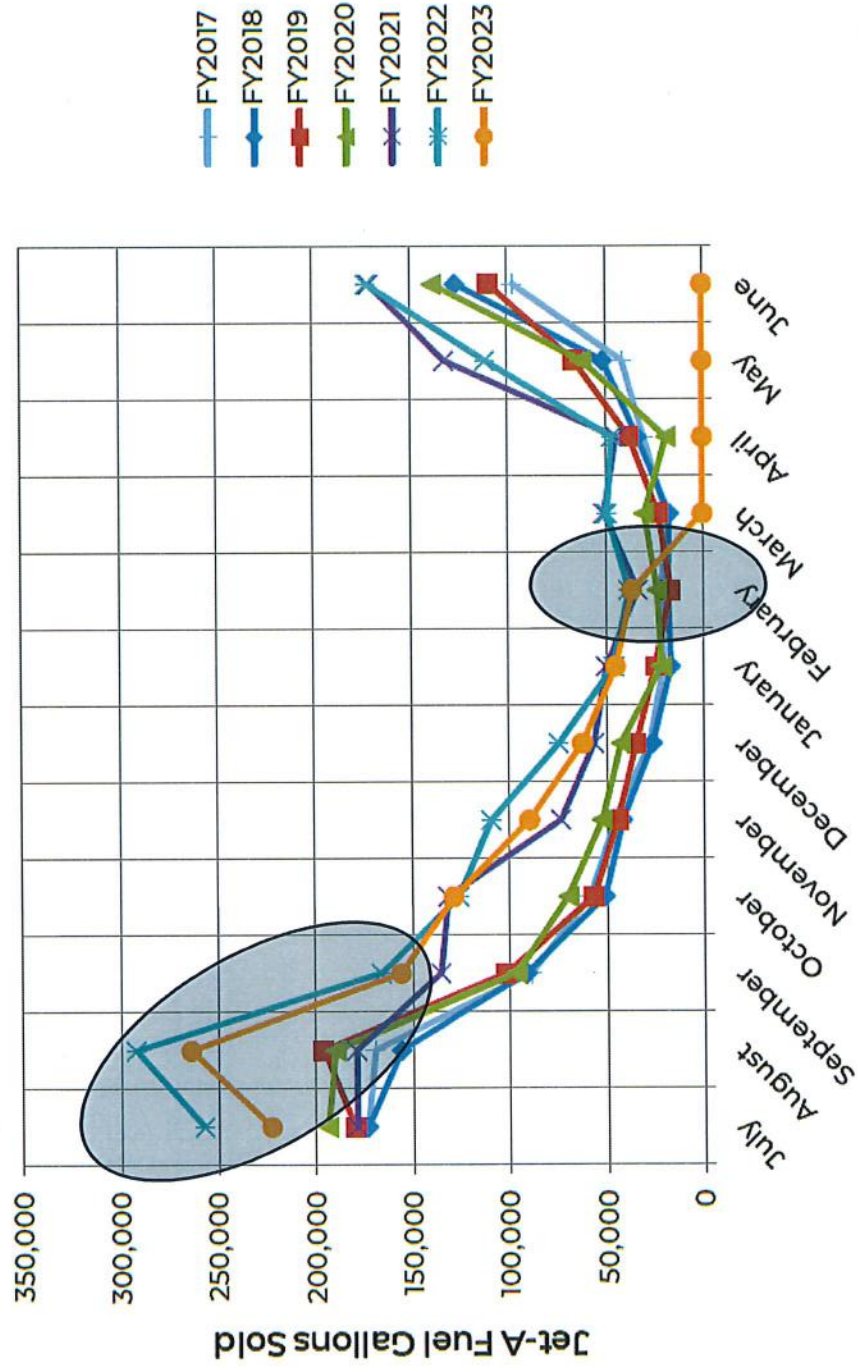
- Jet Fuel Sales = ~9% OVER the anticipated revenue budget has been collected within the first 8-months of this FY
 - Fuel Sales = ↓ slightly @ 0.3% (month of Feb. compared to same month in FY22)
 - Fuel Sales = overall ↓ slightly @ 0.07% for FY23 compared to same month in FY22)



2023 Budget Summary - Jet Fuel

→ Jet Fuel Sales = Tracking close to FY22 but still lower during our busiest months of July, August and September.

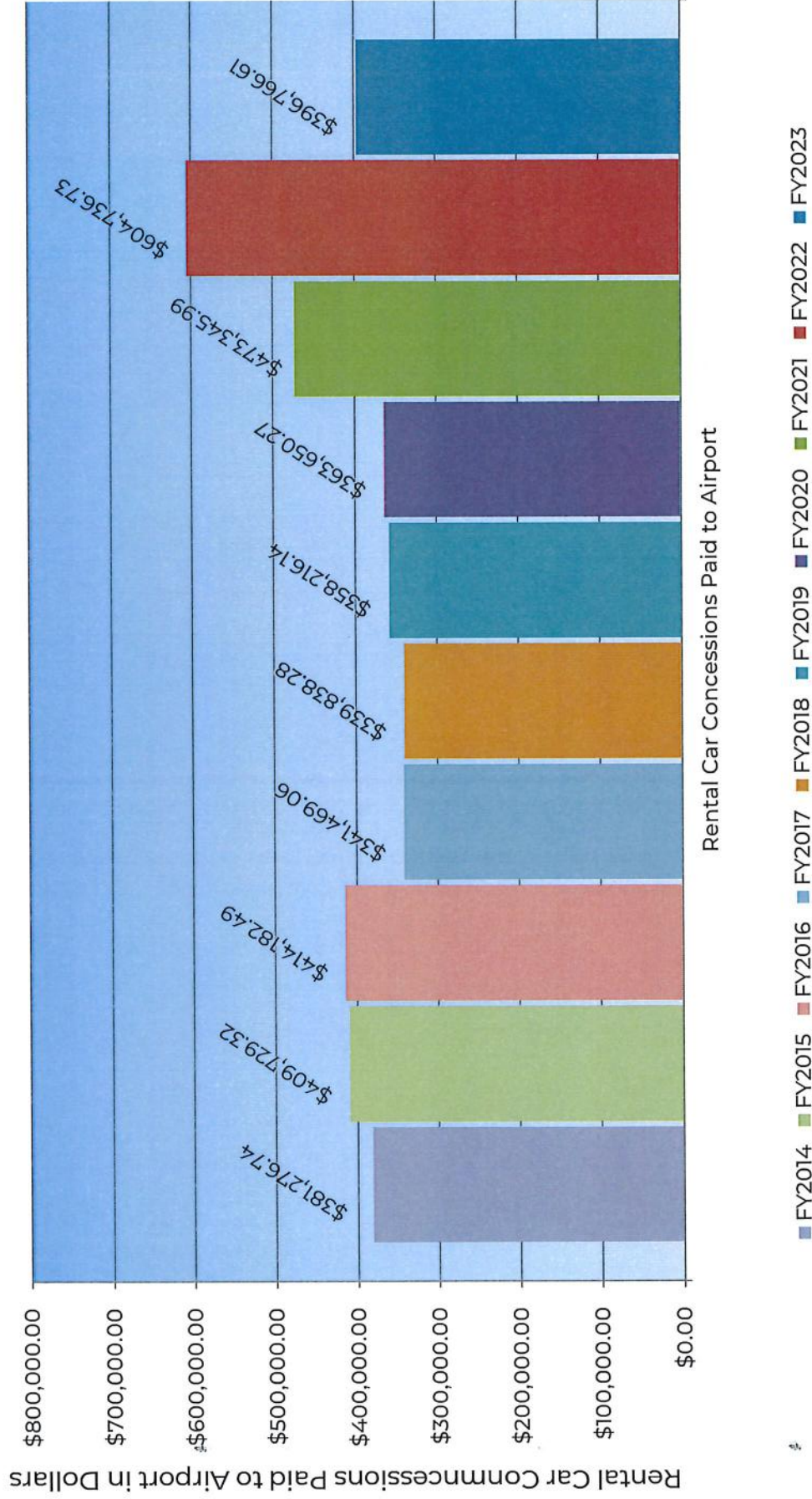
Monthly Jet-A Fuel Sales by Fiscal Year



2023 Budget Summary – Rental Car Concessions

➔ Rental car concessions = ~11% OVER the anticipated revenue budget has been collected for this FY

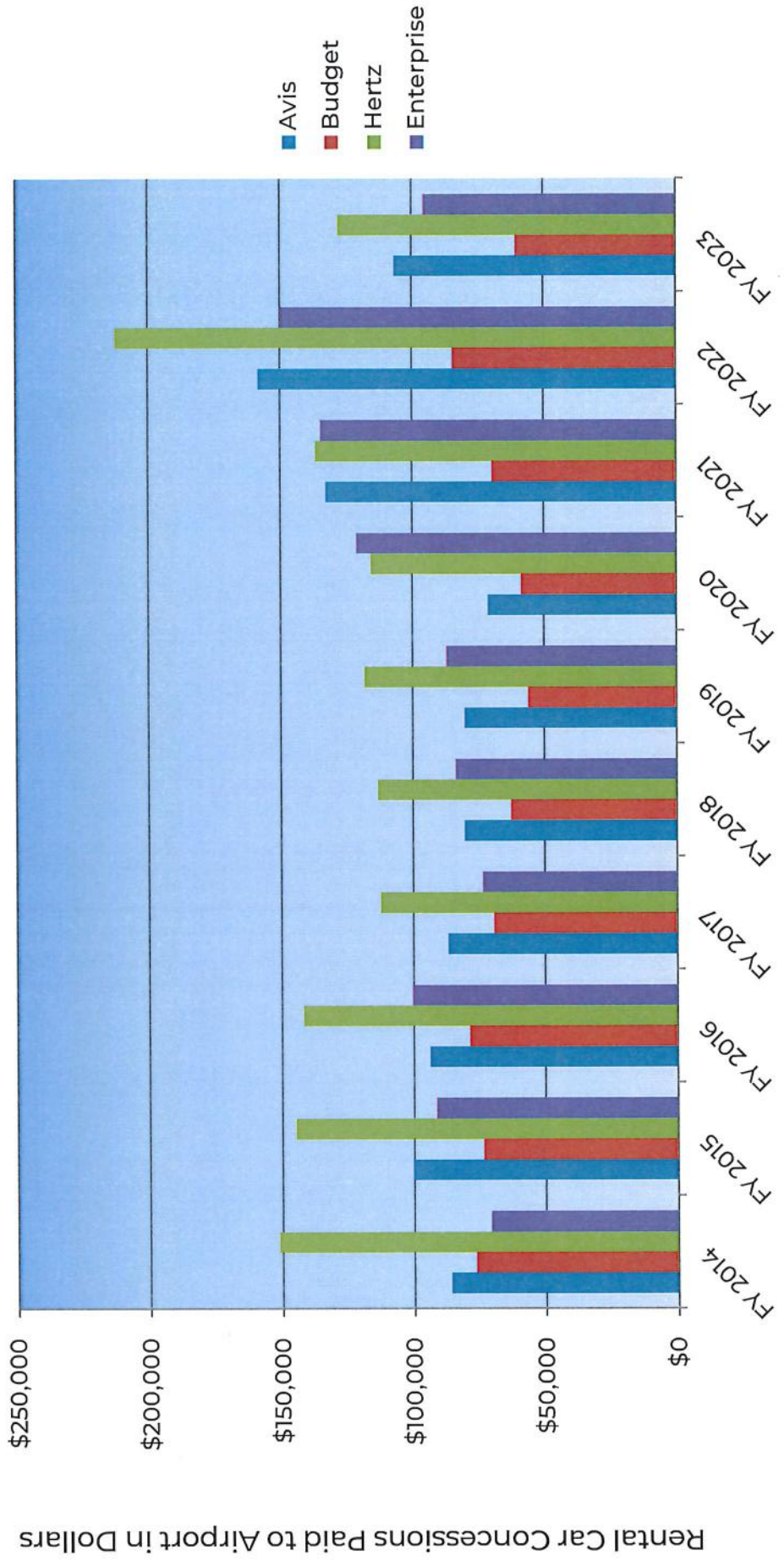
Annual Rental Car Concessions by Fiscal Year (FY2014-Present)



2023 Budget Summary - Rental Car Concessions

➔ Hertz brings in the highest revenue year over year

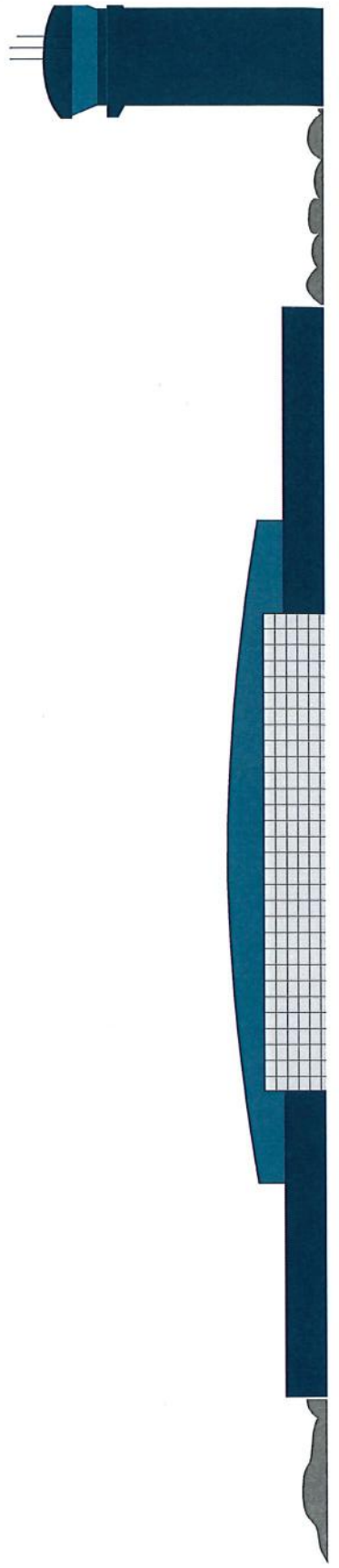
Annual Rental Car Concessions by Fiscal Year by Company



FY2023 Airport Operations/Passenger Activity

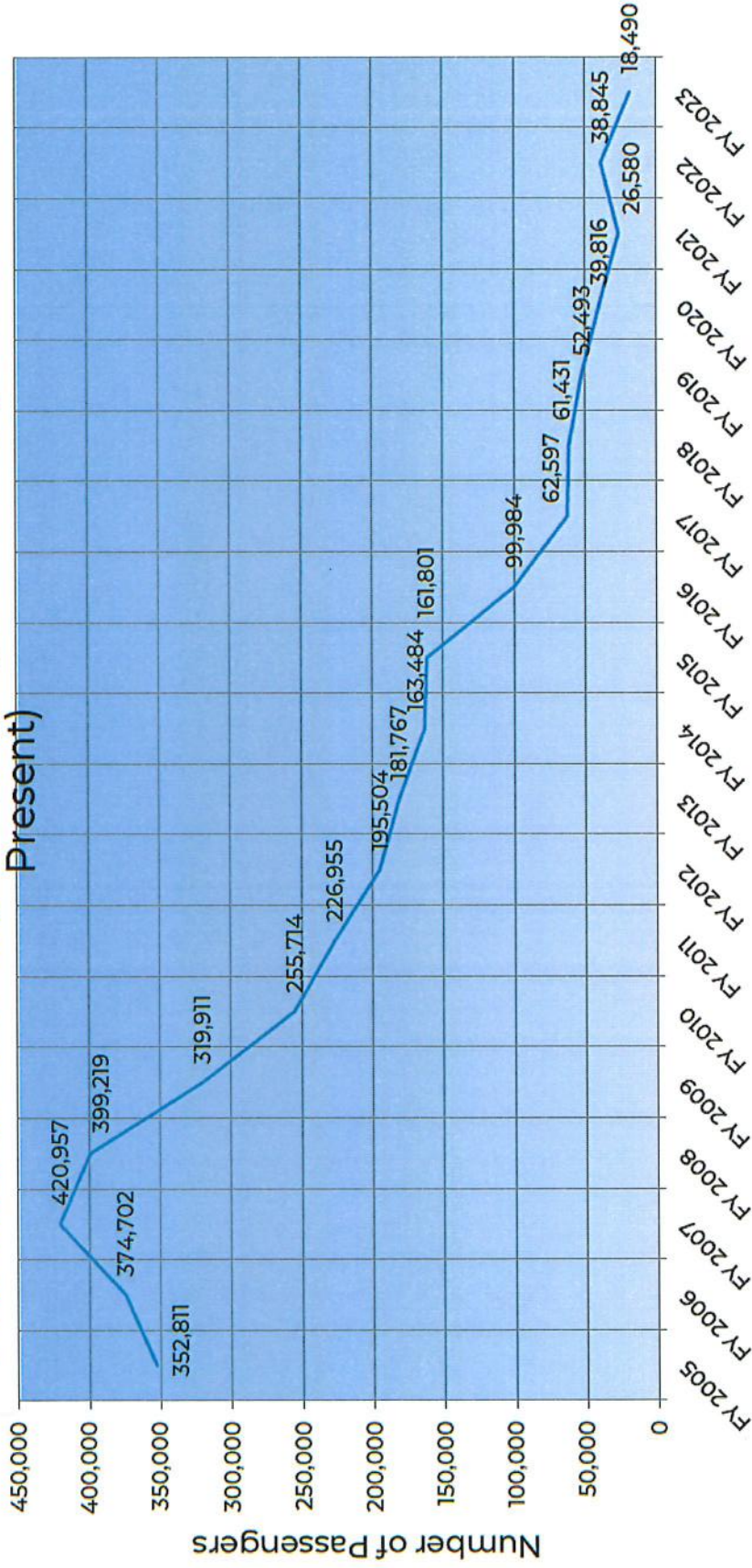
PASSENGERS & OPERATIONS				
ENPLANED PASSENGERS	20,000	9,037	-10,963	-55%
DEPLANED PASSENGERS	20,000	9,453	-10,547	-53%
TOTAL PASSENGERS	40,000	18,490	-21,510	-54%
*Passenger # = Through December 2022				
TOTAL AIRPORT OPERATIONS	60,000	35,349	-24,651	-41%
*Operations # = Through January 2023				
TOTAL JET FUEL (GALLONS)	1,000,000	1,070,210	70,210	7%

\$



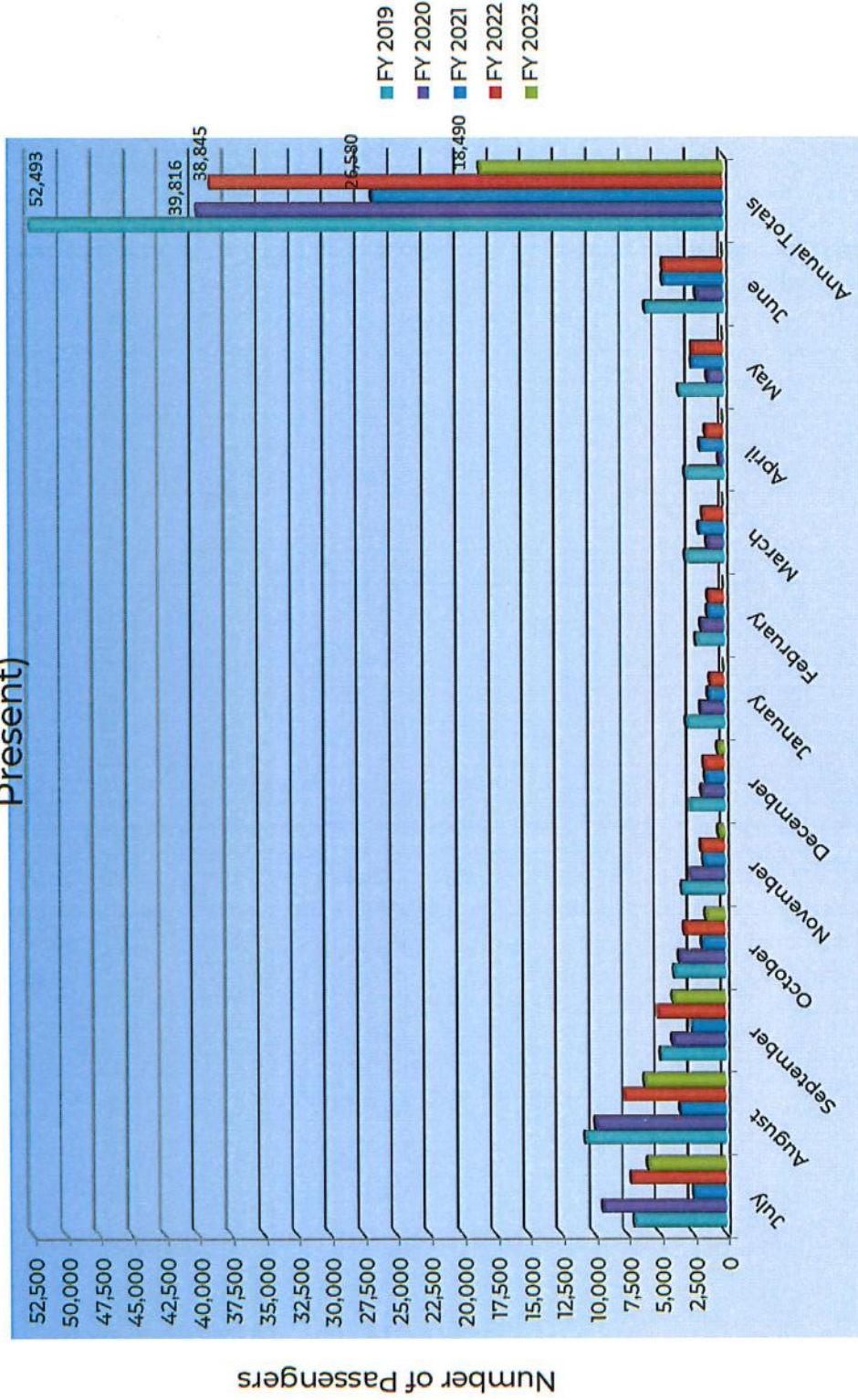
FY2023 Airport Operations/Passenger Activity

Annual Airline Passenger Activity by Fiscal Year (FY2005 - Present)



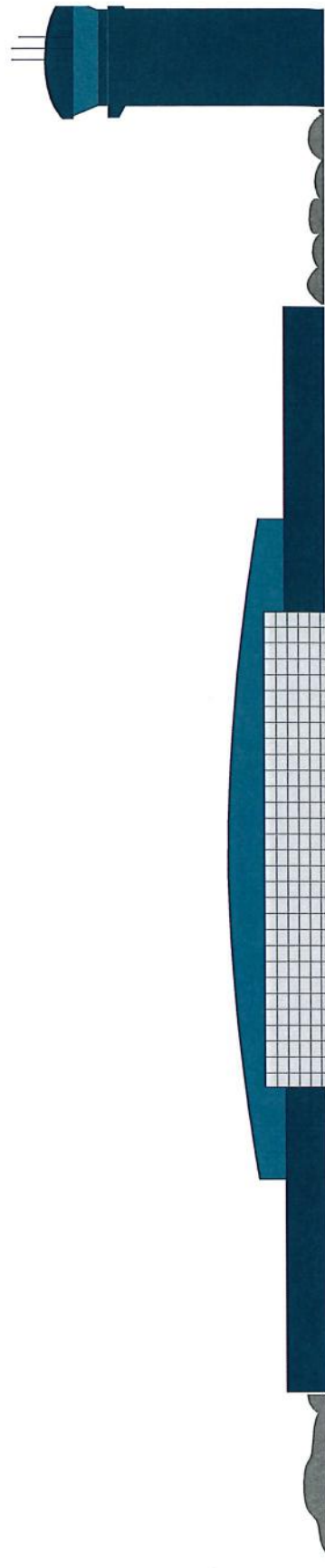
FY2023 Airport Operations/Passenger Activity

Monthly Airline Passenger Activity by Fiscal Year (FY2019 - Present)



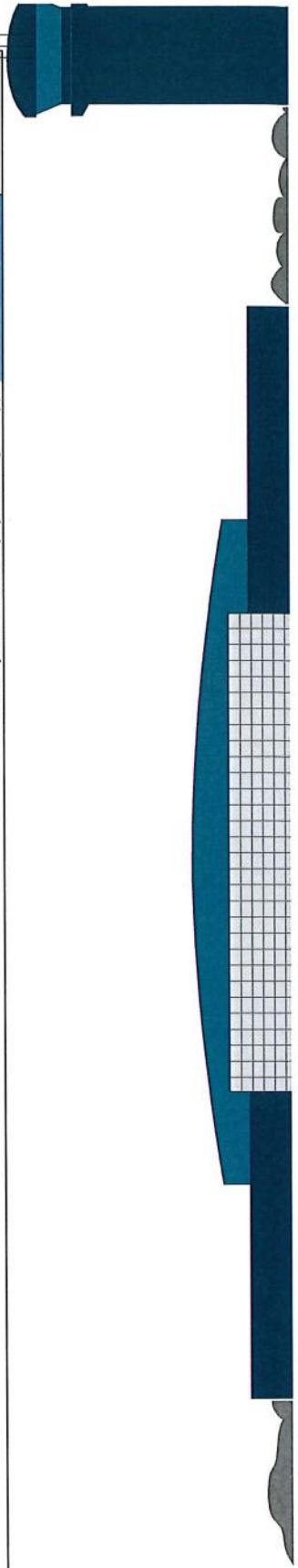
Grant Updates

- Projects underway AND we will use CARES Act Grant before performance expiration date!
- Exhausted funds for the CRRSAA Grant and closeout has occurred
- ARPA & BIL (5-year grant) = grant applications underway & projects included in CIP. ARPA grant to be used for FY2024 projects.
 - BIL Grant (Year 1) = Environmental Assessment
 - BIL Grant (Year 2) = HVAC Upgrades in the Tower



CARES Act Funds

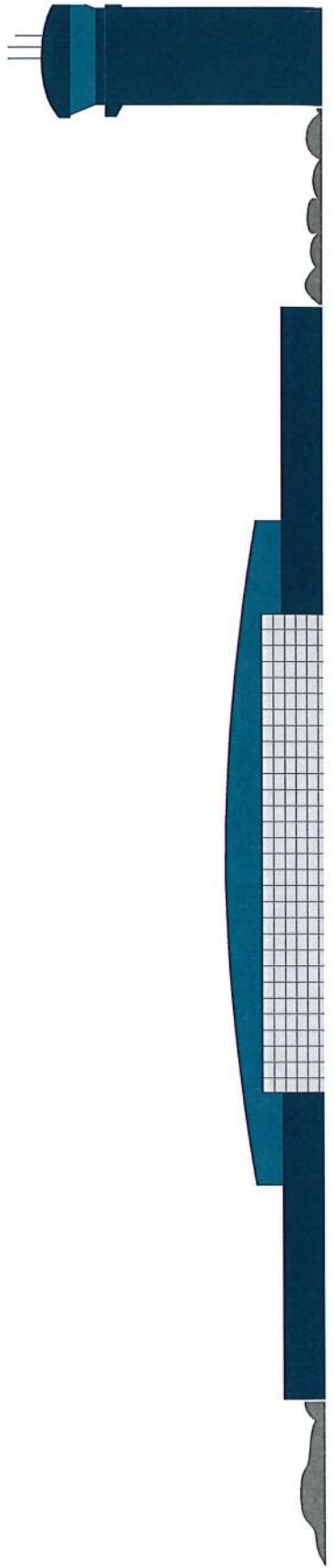
CARES Act Grant Request Received	\$17,971,966		\$8,307,159.72		\$11,706,377.00			
	Tier 1, 2 & 3: Operating Expenses SubTotal =			Tier 4: Business Plan/Economic Improvement Projects Subtotal =				
Dates	Planned Use: FY2021	\$3,600,000.00	PV#	Dates	FY2022	Planned Use: FY22	FY23	
PV#1	7/1-8/20	\$378,242.44	PV#17	ARFF Roof	\$1,169.98	Roof Replacement Project (See RR#14)		
PV#2	8/21-9/17	\$182,370.07	PV#18	6/25-8/5	\$432,940.86	CARE2 Demo & Reconstruct T- Hangars/Operations Remodel	\$5,392,000.00	
PV#3	9/18-10/29	\$253,792.37	PV#19	8/6-9/30	\$464,051.10	Alternate #1	\$40,817.00	
PV#4	10/30-11/19	\$138,690.17	PV#20	10/1-10/28	\$249,183.94	F&M Fee	\$917,102.00	
PV#5	11/20 - 12/31	\$257,967.26	PV#21	10/29 - 11/24	\$240,536.36	Admin Fee	\$6,000.00	
PV#6	1/1 - 1/28	\$207,239.56	PV#22	Jet A + C Cards	\$1,478,199.44		\$6,355,919.00	
PV#7	7/1 - 2/2	\$255,985.28	PV#23	11/25 - 12/30	\$269,212.60	CARE3 Mary Dunn Way Design & Construction	\$4,654,008.00	
PV#8	7/1 - 2/25	\$372,285.11	PV#24	Indirect Costs	\$518,757.84	ASG Fee	\$693,400.00	
PV#9	1/29 - 2/25	\$181,765.29	PV#25	12/31 - 1/27/22	\$475,584.40	Admin Fee	\$3,050.00	
PV#10	2/26 - 3/25	\$225,384.76	PV#26	1/28-2/24/22	\$258,679.67		\$5,350,458.00	
PV#11		\$438,300.00						
PV#12	3/26 - 4/29	\$314,470.16						
PV#13	4/30 - 5/27	\$241,856.32						
PV#14	ARFF Roof Share	\$78,471.00						
PV#15	5/28 - 6/24	\$271,471.98						
PV#16	Indirect Costs	\$120,551.76						
Totals	Actual Use:	\$3,918,843.53			\$4,388,316.19	\$11,706,377.00	\$20,013,537	
					Grant Spent to Date (Operating Only):			\$8,307,159.72
					Project Funding Needs			-\$2,041,571



CRRSAA Act Funds

→ Funds and Grant Exhausted

CRRSAA Act Grant Total		Operating Expense Funds Used for Jet Fuel Only: PO#22003423 Ascent Aviation Group					
		Operating Expenses				Concession Relief	
		\$1,008,311.00					
Payment request-received	Payment Voucher #	PV Dates	FY2022	taxes	revised	amount paid	PV Date: FY2022
			July 1, 2021-June 30, 2022 - requested				July 1, 2021-June 30, 2022
PV#1		10/15/2021	\$149,864.36	\$14,431.69	\$135,432.67	\$135,432.67	
PV#2		11/1/2021	\$461,991.57	\$41,652.32	\$420,339.25		
PV#3			\$396,455.07	\$33,715.33	\$362,739.74		
PV#4			\$89,799.34		\$89,799.34		
PV#5							
Totals			\$1,098,110.34	\$89,799.34	\$1,008,311.00		\$0.00



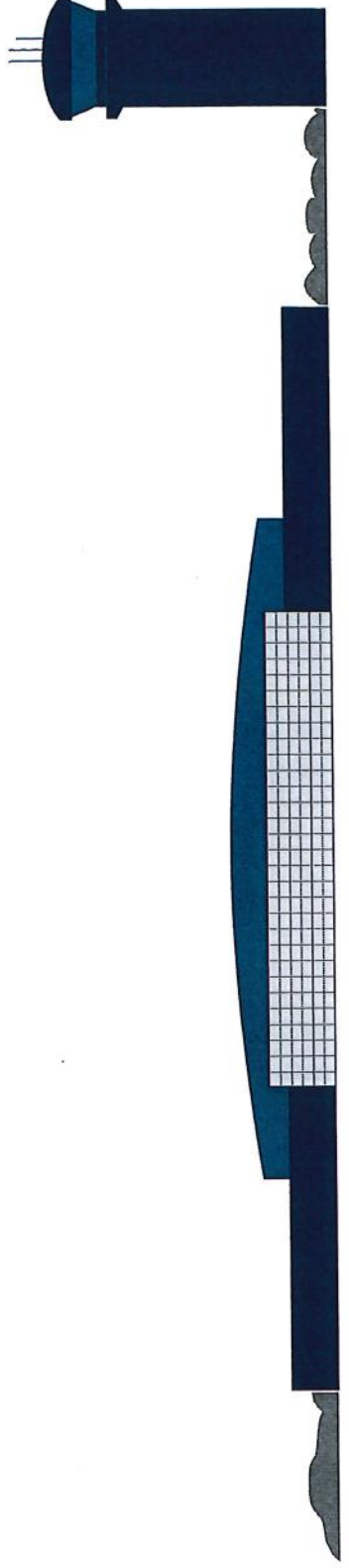
ARPA Act/BIL Funds

→ We will begin using these funds for Capital Improvements in FY2023/FY2024

Grant Title	Grant Allocation	Grant Acceptance Date	Period of Performance Expiration Date
Coronavirus Aid, Relief, and Economic Security (CARES) Act	\$17,971,966	June 25, 2020	June 24, 2024
Coronavirus Response and Relief Supplemental Appropriation Act (CRRSAA)	\$1,008,311	April 23, 2021	April 22, 2024
Concession Relief	\$5,240	April 23, 2021	April 22, 2024
American Rescue Plan Act (ARPA)	\$1,120,580	December 15, 2021	December 14, 2025
Concession Relief	\$20,959	December 15, 2021	December 14, 2025
Bipartisan Infrastructure Law (BIL)	\$1,015,864 (FY2022)	MORE DETAIL TO COME	5-year annual program
Bipartisan Infrastructure Law (BIL)	\$1,015,674 (FY2023)	MORE DETAIL TO COME	5-year annual program
Total Grant Funding	\$22,158,594		

Airfield Painting

*FIN0323-3 Review and Approve the
Award and Contract for FY23 Airfield
Pavement Marking*

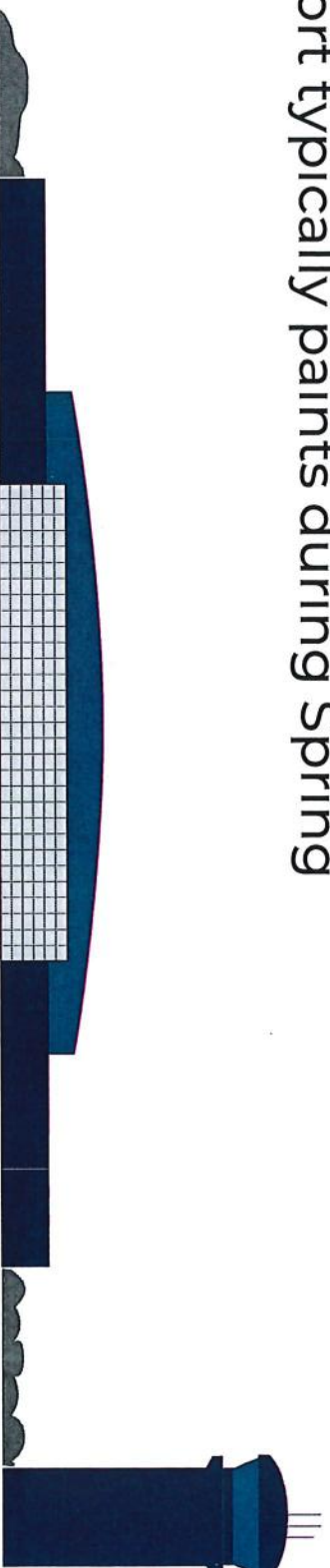


Background...

→ The airport does not paint every surface annually. We developed a program for the facility based on need, wear and tear of the markings and the leveraging of grant funding when able but the program has been devised to systematically ensure that the facility is meeting federal requirements

→ Prior airfield painting agreement (3-year on-call) ran from 6/1/19 – 6/30/22

→ Airport typically paints during Spring



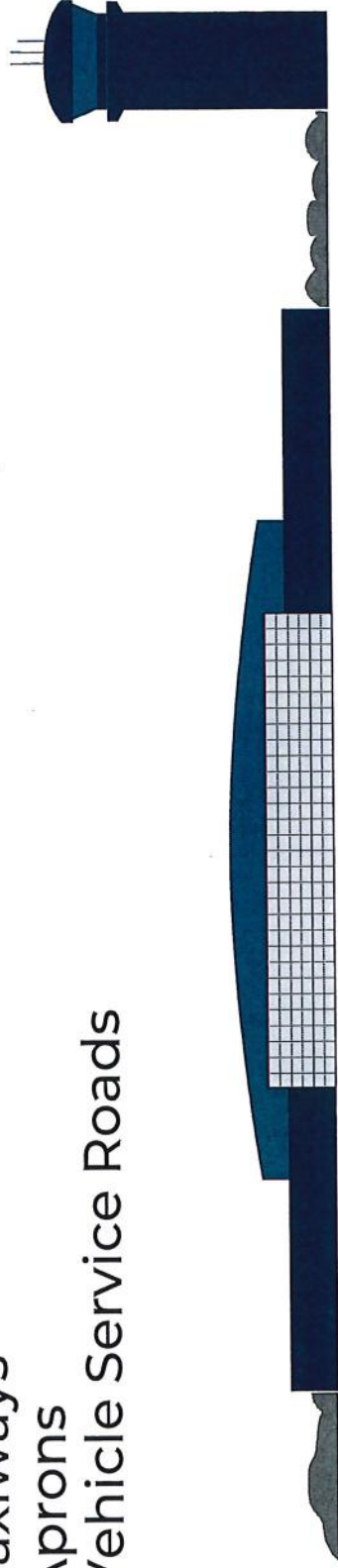
Airfield Painting

→ The airport maintains approximately 312,000 square feet of pavement markings across the airfield to meet FAR Part 139 requirements...

→ The markings consist of paint & reflective media (glass bead)

→ FAA requires pavement marking to delineate:

- Runways
- Taxiways
- Aprons
- Vehicle Service Roads



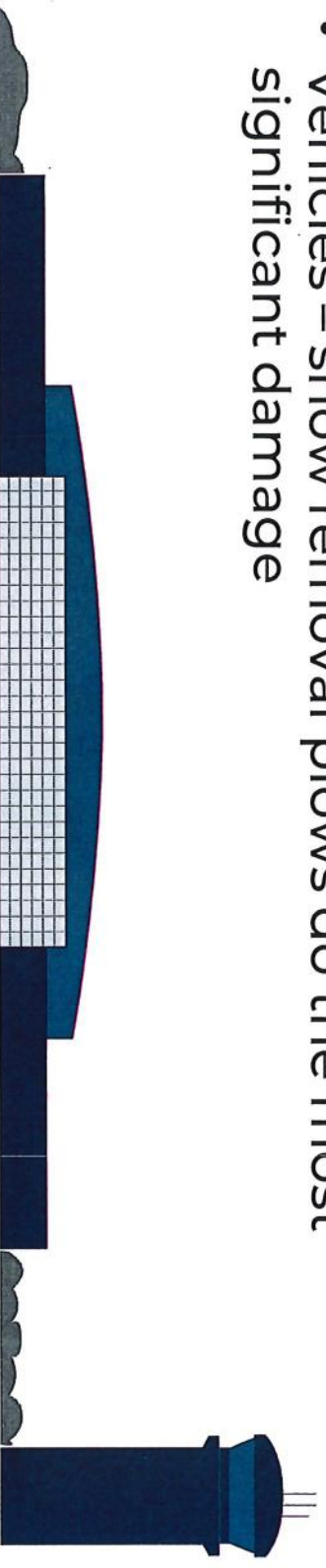
Why do we need to paint?

→ Over the course of the year:

- Weather takes its toll... Markings lose their luster and brilliancy quickly!
 - Sun light causes constant fading
 - Snow, ice and rain all degrade the paint color and reflective quality

○ Aircraft & Vehicles

- Aircraft operations
- Vehicles – snow removal plows do the most significant damage



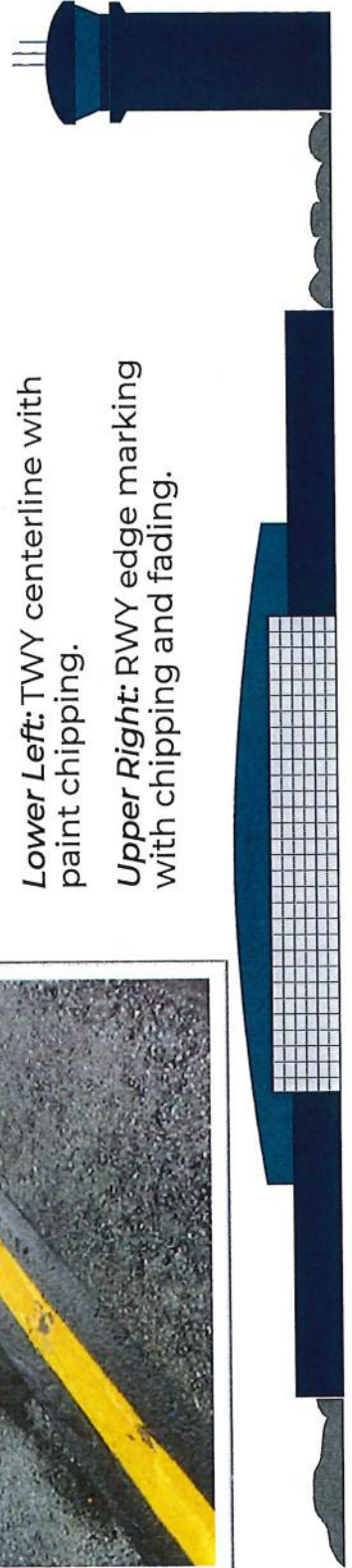
Current Conditions



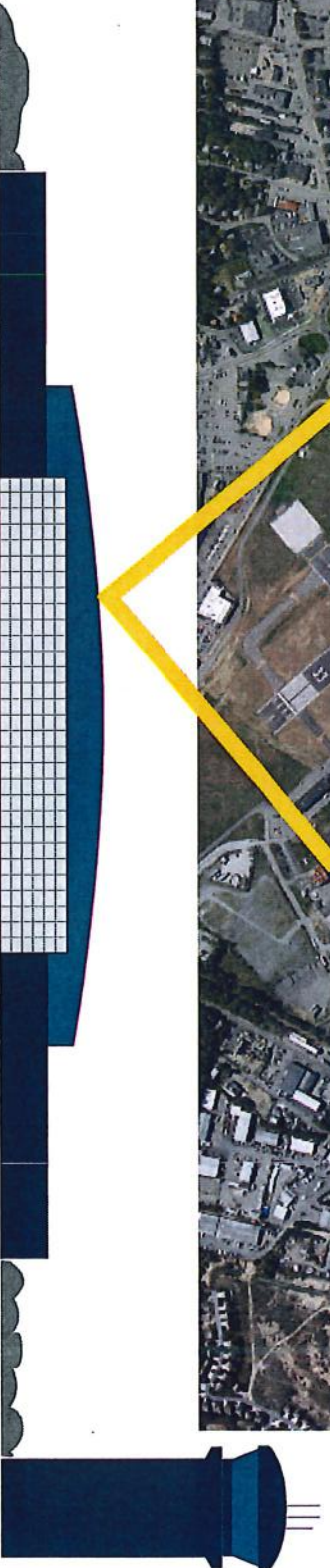
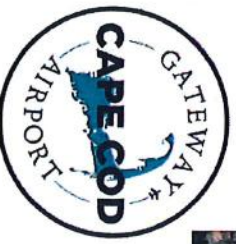
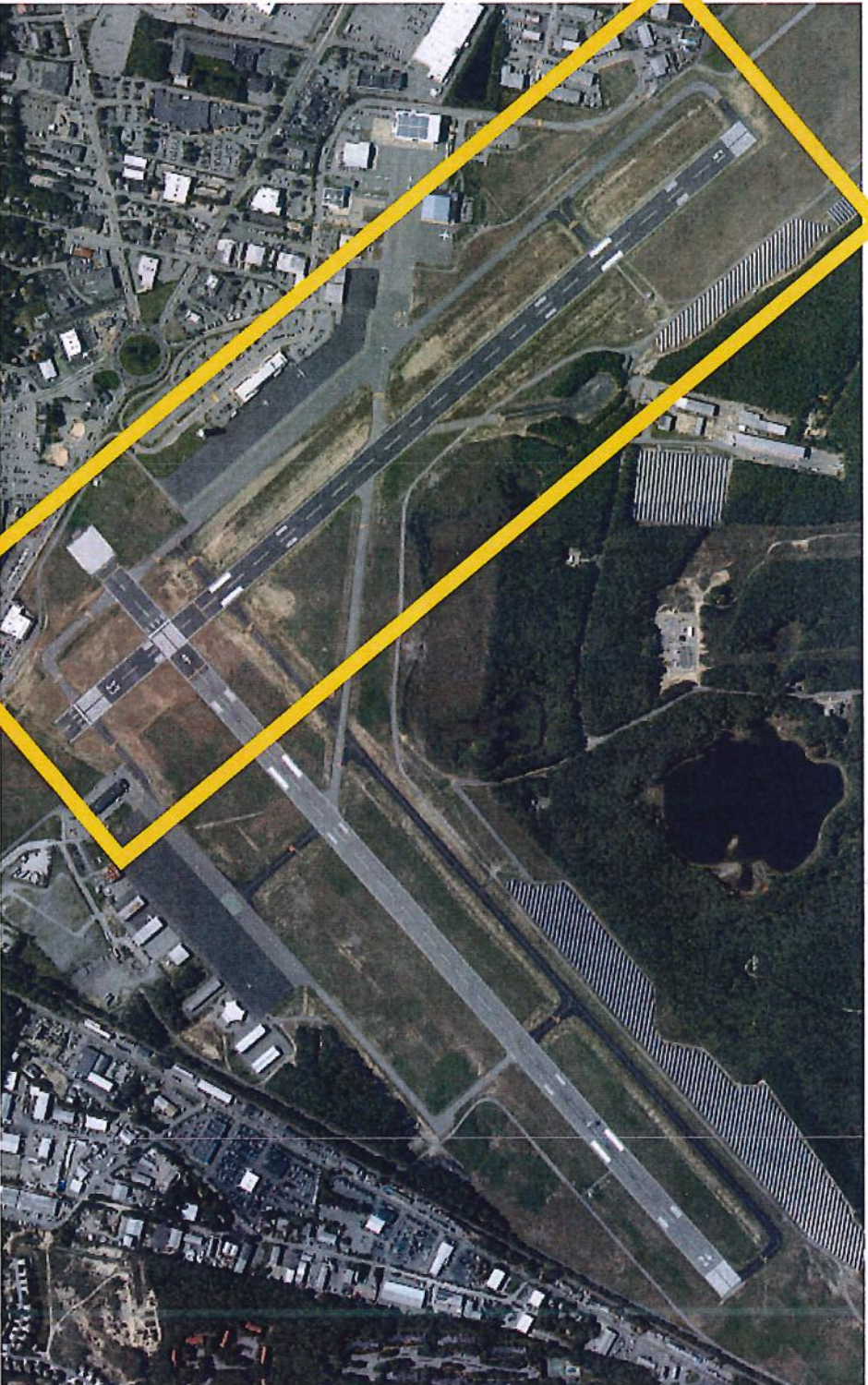
Upper Left: SPHPS with paint chipping (white) and fading (red).

Lower Left: TWY centerline with paint chipping.

Upper Right: RWY edge marking with chipping and fading.

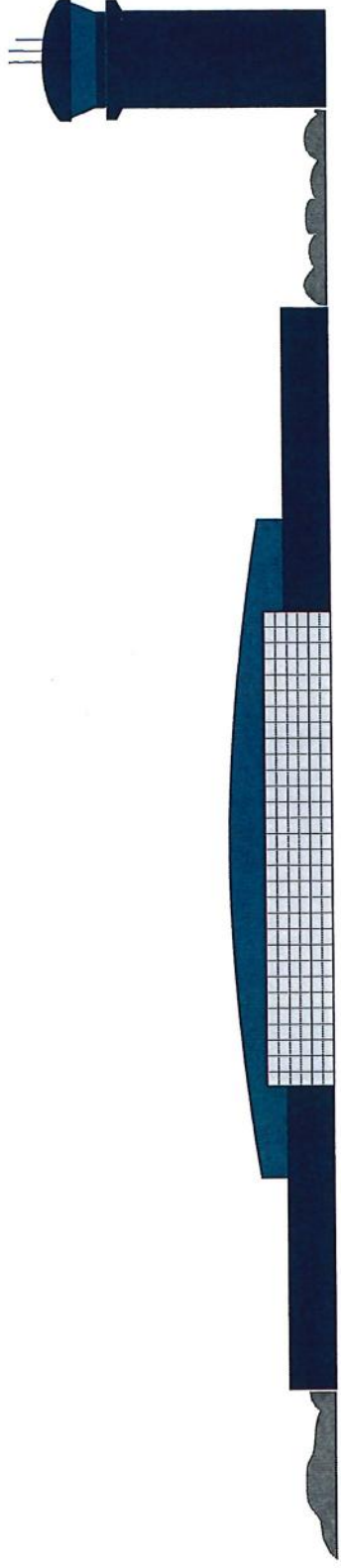


Scope of painting



Funding Available

→ FY23 Operating Budget (current year allocation) - \$125,000



Procurement Process

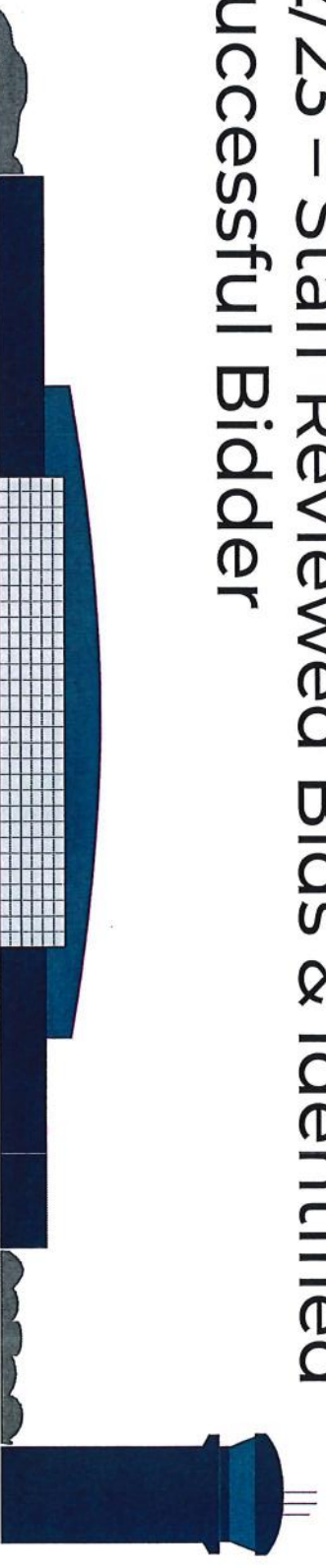
→HYA worked with Town of Barnstable Procurement who conducted the procurement in accordance with MGL

→2/15/23 – Bid Advertisement

→2/21/23 – Pre-Bid Meeting

→3/1/23 – Bids Due & Bid Opening

→3/2/23 – Staff Reviewed Bids & Identified a Successful Bidder

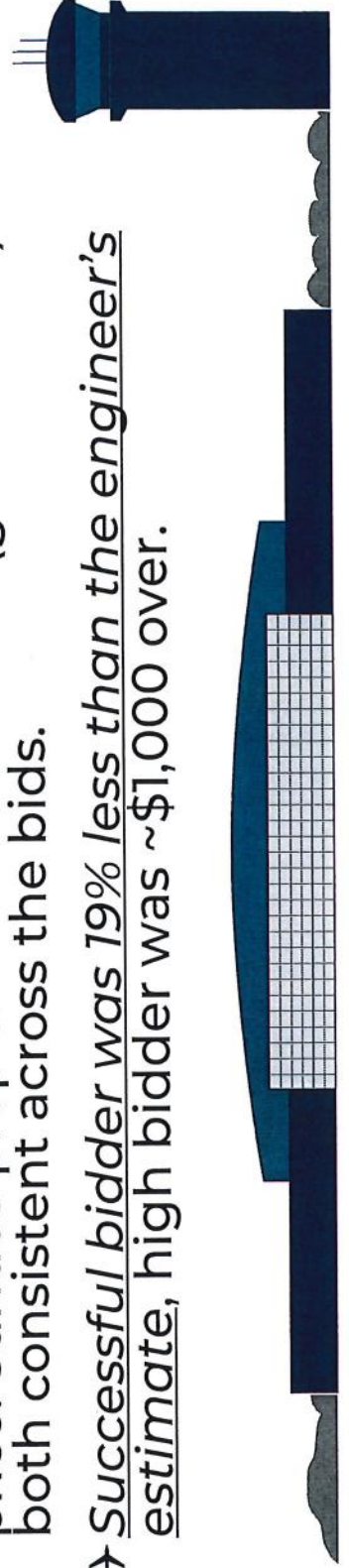


Bid Responses

FY23 Airfield Pavement Marking		Total Cost	
#	Items	Estimated Quantity	Measurement
#0-1	FY23 - Surface Preparation	9300	SF
#0-2	FY23 - Marking	92200	SF
#0-3	FY23 - Reflective Media	8000	LB
#0-4	FY24 - Surface Preparation	7200	SF
#0-5	FY24 - Marking	71600	SF
#0-6	FY24 - Reflective Media	6800	LB
		UnitPrice	TotalCost
		\$ 0.75	\$ 6,975.0
		\$ 0.75	\$ 69,150.0
		\$ 4.34	\$ 34,720.0
		\$ 0.8	\$ 5,760.0
		\$ 0.8	\$ 57,280.0
		\$ 4.69	\$31,892.00
		UnitPrice	TotalCost
		\$ 255,030.0	\$ 255,030.0
		0	0
		\$ 0	\$ 0

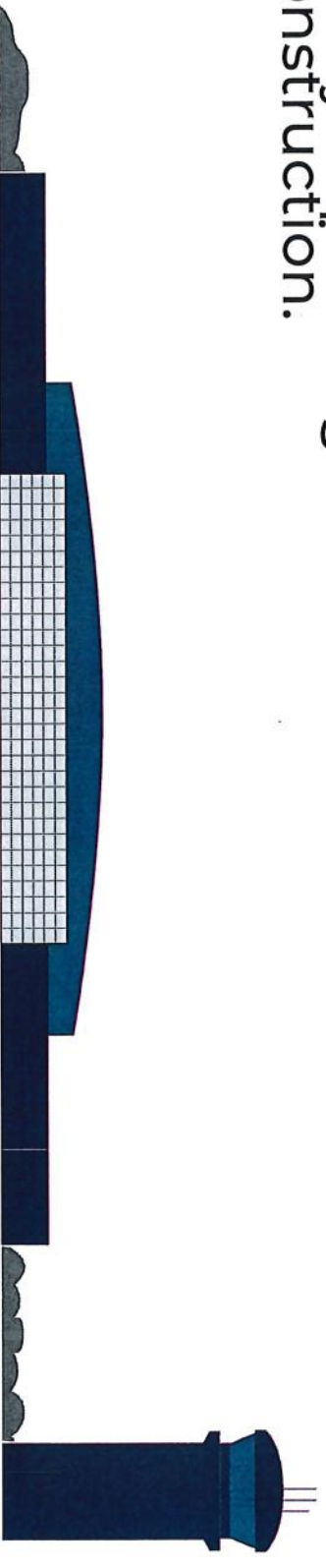
→ Primary difference in bids was the “marking” (paint) price. Surface prep & reflective media (glass beads) both consistent across the bids.

→ Successful bidder was 19% less than the engineer’s estimate, high bidder was ~\$1,000 over.



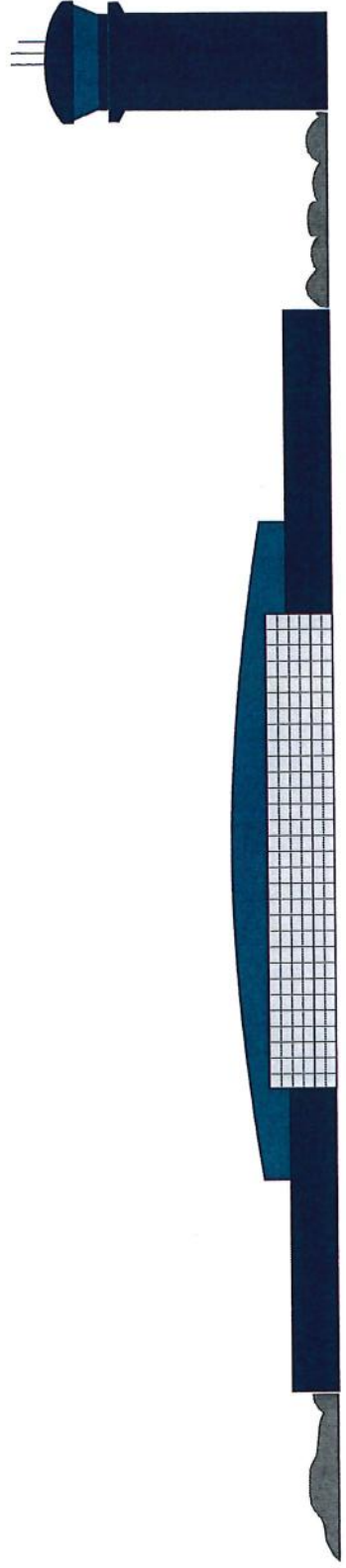
Contract Provisions

- Contract value = \$110,845.00 for FY2023
- 2nd year will be at the option of HYA
- Work will be completed within 14 days subsequent to issuance of NTP
- Airport will remain open for the majority of the painting. Will require some night work (11p-5a) through runway intersection, goal is to accomplish majority of painting before RWY 6-24 is closed for reconstruction.



→ Request – that the Finance Subcommittee forward this agenda item to the full commission for approval.

Questions?





March 1, 2023

Mark Ells
Town Manager, Town of Barnstable
Town Hall, 367 Main Street
Hyannis MA 02601

Dear Manager Ells,

In an effort to meet Federal Aviation Administration (FAA) required training for airport staff, we are required to send staff to FAA approved training facilities. The following FY2023 training requires travel approval:

- The recent retirement of one of our Airport Operations staff members left a vacancy in the department that was filled internally; requiring this staff member to complete the initial 40-hour aircraft rescue and firefighting training
- Firefighting staff must attend a 1-day recurring live fire training annually. We typically send 5 employees in April and 5 in September each year.

40-HOUR AIRCRAFT RESCUE AND FIREFIGHTING TRAINING

Federal requirements mandate initial 40-hour training in aircraft rescue and firefighting occur at federally approved training stations listed on the FAA website. These classes are offered to new entrants into the firefighting program and are held around the United States. We typically pick the closest qualified station to Cape Cod Gateway Airport with availability for enrollment so staff members can get into a program as soon as possible.

This request is for travel approval for James Desilver for the 40-hour course at Blue Grass Airport Regional Fire Training Center in Lexington, KY. This facility has been used for new hires at the Airport since 2018 due to its constant availability for enrollment and quality of training. Research has shown that the Kentucky facility provides a better training experience for staff; based on research of other training facilities and discussions with other local airports. This is also the training facility also used by Martha's Vineyard Airport.

ANNUAL 1-DAY TRAINING



Additionally, staff must attend a 1-day recurring live fire training annually. We typically send 5 employees in April and 5 in October each year. Again, training is necessary and offered only at federally approved training stations listed on the FAA website. For this 1-day training we have more local options (typically MA or NH). Completion of an annual "live burn" actual firefighting training is required by FAR Part 139 for all active ARFF staff. There are multiple vendors for this training however HYA opts to send staff to this facility due to the quality of training available. Staff are able to utilize a wider array of equipment at this facility as compared to at other training locations. An example is that during training at this facility attendees are able to operate ARFF vehicles, whereas at many other training locations vehicle operations are prohibited and training is limited to working with pre-positioned ARFF vehicles and equipment.

This request is for travel approval for the April 2023 live burn training at the New Hampshire Fire Academy. Attending will be: Brad Everson; Jay Ruhr, Josh Bell, William Plikaitis and Ed Longo.

This letter is to serve as the Airport Commission's approval for Airport staff to travel for training purposes. The fees associated with the travel are accounted for in the FY2023 Operating Budget.

- ➔ James Desilver = Blue Grass Airport Regional Fire Training Center in Lexington, KY in March 2023. The cost of the training is as follows:
 - Course = \$1,000.00
 - Hotel (estimate) = \$1,200.00
 - Airfare (estimate) = \$600.00
 - Meal Reimbursement (estimate) = \$375.00
 - Total = \$3,175.00
- ➔ Brad Everson; Jay Ruhr, Josh Bell, William Plikaitis and Ed Longo = Annual Live Burn Training in New Hampshire. The cost of the training is as follows:
 - Costs per attendee = \$1,045.00
 - Meals reimbursement = \$56.00
 - Total = \$5,505.00

Please let me know if you have any questions.

Sincerely,

John T. Griffin, Airport Commission Chair



**CONTRACT AMENDMENT # 1
TO THE CONTRACT DATED JANUARY 18, 2022 BETWEEN
THE TOWN OF BARNSTABLE- AIRPORT DEPARTMENT (CAPE COD GATEWAY AIRPORT)
AND
JUDITH GOETZ
FOR
ON-CALL PROFESSIONAL MEDIA SERVICES FOR INTEGRATED COMMUNICATIONS SERVICES**

ORIGINAL CONTRACT AMOUNT \$24,000.00
AMOUNT OF THIS AMENDMENT 1 \$9,300

3-month Social Media Proposal & 3-
month extension for Professional
Media Services for Integrated
Communications Services

(decrease) (increase) (~~no change~~)

REVISED CONTRACT AMOUNT \$ 33,300.00

This contract amendment #1 ("Amendment "1") made as of this ____ day of _____, 2023, between the Cape Cod Gateway Airport, a department of the Town, with its main address at 480 Barnstable Road, Hyannis, Massachusetts (the "Town"), and Judith Goetz (the "Consultant"), with legal address and place of business at 4 Quail Run Lane, East Sandwich, MA 02537, further amends the "Contract" between the Town and Consultant for PROFESSIONAL MEDIA SERVICES FOR INTEGRATED COMMUNICATIONS Services executed on January 18, 2022 (as amended, (the "Contract");

WHEREAS, the Town seeks 3-month extension for Professional Media Services for Integrated Communications Services and 3-month Social Media Proposal; and

WHEREAS, the parties agree to amend the Contract to increase the compensation to be paid under the Contract for payment of said additional consulting services;

NOW, THEREFORE, in consideration of payments to be made by the Town and the mutual promises set forth herein, the Town and Consultant agree as follows:

1. Services - Consultant shall provide Social Media Services continuing to engage an online presence and brand value by promoting Cape Cod Gateway Airport and its services through the use of photos, infographics, videos or text posts on their current social media platforms: Facebook, Instagram and YouTube. See attached Scope of Work. Additionally, we will extend the current Professional Media Services for Integrated Communications Services for a 3-month period.

2. Compensation – ARTICLE 9: CONSULTANT’S BASIC FEE, shall be amended by the additional sum not to exceed \$9,300.00 (Nine Thousand Three-Hundred Dollars) for these Services, amending the Contract’s total not to exceed value of \$33,300.00 (Thirty-Three Thousand Three-Hundred Dollars and Zero Cents).

3. Consultant shall complete the Services by April, 2023; and

Except as specifically amended herein, all other terms, conditions and rates of the Contract shall remain in full force and effect.

IN WITNESS WHEREOF, the parties have executed this Amendment # 1 under their several seals as of the dates set forth below.

By: Judith Goetz, Consultant

Judith Goetz, Principal

Date

By: CAPE COD GATEWAY AIRPORT COMMISSION

John T. Griffin, Jr.,
Airport Commission Chair

Date

TOWN OF BARNSTABLE SIGNATORY AUTHORITY

DATE: _____

Project Name: _____ Project
At a duly constituted meeting of _____ held on _____
(Name of Corporation) (Date)

at which all Directors were present or waived notice, it was voted that:

(Name of Officer) (Title of Officer)

of this company, be and he/she is hereby authorized to execute contracts and bonds in the name and behalf of said company, and affix its Corporate Seal thereto, and such execution of any contract or obligation in this company's name on its behalf of such _____ under seal of the company, shall
(Officer)

be valid and binding upon this company.

A TRUE COPY, ATTEST:

(Clerk of the Corporation) (Print Name & Signature)

Place of Business: _____

I hereby certify that I am the clerk of the _____ and that
(Print Name of Corporation)

_____ is duly elected _____ of said
(Print Name of Officer) (Print Signatory Name & Title)

Company, and the above vote has not been amended or rescinded and remains in full force and effect as of the date of this contract.

(Clerk of the Corporation)

(CORPORATE SEAL)

IF A FOREIGN CORPORATION: I hereby certify that I comply with the provisions of Massachusetts General Laws, Chapter 30, Section 39L and Chapter 156D as they relate to Foreign Corporations.

(check one) Not Applicable I comply and am registered and in good standing with the Massachusetts Secretary of State.

NOTARIZATION:

On this _____ day of _____, 2023, before me, the undersigned notary public, personally appeared _____, proved to me through satisfactory evidence of identification, which were _____, to be the person whose name is signed on the preceding or attached document in my presence.

Notary Public

My commission expires: _____

Scope of Work

Goetz Marketing



4 Quail Run Lane

508-737-8397

goetzccmarketing@gmail.com

SOCIAL MEDIA PROPOSAL

Cape Cod Gateway Airport Social Media Project

EXECUTIVE SUMMARY

We would propose continuing to engage an online presence and brand value by promoting Cape Cod Gateway Airport and its services through the use of photos, infographics, videos or text posts on their current social media platforms: Facebook, Instagram and YouTube.

Goetz Marketing plans to increase interactions with the public through implementing content strategies. This will include analyzing engagement data, identifying trends in customer interactions and planning digital campaigns to build community online.

Goetz Marketing also proposes the following strategies to reach target goals:

- Creating engaging text, and image content for CCGA Facebook and Instagram– 15 posts a month (every other day)
- Approval on all postings before publications from Airport Manager Katie Servis or Assistant Manager Matthew Elias
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics

- Design posts to sustain readers' curiosity, engagement and create buzz around the airport
- Research audience preferences and discover current trends
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- Facilitate online conversations with customers and respond to queries
- Suggest new ways to attract prospective customers, like promotions and competitions
- Report on Facebook and Instagram Insights
- Report on online reviews and feedback from customers and fans
- Goetz Marketing will utilize its own in-house graphic design software, and HootSuite as its social media scheduler/reporting software

TIMETABLE

Provide a detailed outline, including the scope of work. Provide specifics and the proposed timeline.

Frequency	Element	Deadline
Monthly	Create copy, graphics or video (15 posts)	Last week of previous month
Monthly	Approval of posts	Prior to start of posting cycle
Monthly	Reporting on social Insights	1 st of the month
Monthly	Updates on social; review of reporting; suggestions; contests	Monthly

BUDGET

	Scope of Work	Cost
Monthly	Currently monthly retainer for Judith Goetz regarding crisis communications and public relations	\$2,000
Monthly	Additional monthly cost for all social media items described above.	\$1,100

Total \$ 3,100

NEXT STEPS

We look forward to hearing back from you on any additions or subtractions to this proposal.



To: Airport Commission

From: Katie Servis, Airport Manager

Date: 3/1/2023

Subject: Business Plan Update

Below is a summary of Airport Management activities as they relate to Business Plan initiatives. Since this is a monthly update, new or revised data from the previous update will be highlighted.

- Goal A: Maximize General Aviation Activity at HYA
- Goal B: Diversify Revenue Streams
- Goal C: Regional Air Transportation Leader
- Goal D: Enhance Airport Image & Branding

Goal A: Maximize General Aviation Activity at HYA

Airport Management has been working on the following activities to maximize general aviation activity:

- Cape Cod Gateway Airport Community Event Series has been modified to include more events that highlight General Aviation (GA) activity with workshops, seminars and forums at select airport events:
 - January 2023
 - None
 - February 2023
 - None
 - March 2023
 - March 10/11, 2023 = A Night in the Terminal – Scout Sleepover
 - May 2023
 - None
 - June 2023
 - June TBD, 2023 = Airplanes, Aviation and Cigars



- July 2023
 - July 2023 = Hangars & Hamburgers (3rd Saturday)
 - We will be coordinating with the Massachusetts Air and Space Museum to offer shuttle services from the airport to their Main Street facility for seminars, forums and to visit the museum plus boxed lunch
- August 2023
 - None
- September 2023
 - September 22, 2023 = SE MA Aviation Career Fair (3rd event)
 - September 23, 2023 = A Great Day at the Gateway
 - We have received a lot of support in this area but will still need more volunteers to make this event a success.
 - We will be calling on Airport Commissioner's and tenants as well as other town employees to assist
- October 2023
 - TBD
- November 2023
 - Aviation Themed Ornament Painting or Art Galley Event (Michele Kennedy Studios)
- December 2023
 - None
- NBAA Schedulers & Dispatchers Conference
 - Showcase Airport Operations Remodel
 - Showcase Mary Dunn Way Extension (future GA development)
 - Airport Manager Servis provided an overview
- Discount Jet Fuel Program
 - Everest - completed
 - NetJets - in progress
 - EVO (new) – completed
- Land Leases & Hangar Development (NEW due to Mary Dunn Way Extension)
 - Conventional Hangar (Eric Drugge) – lease negotiations completed
 - Maintenance, flight instruction, aerial tours, aircraft storage
 - Conventional Hangar (Ben deRuyter) – lease negotiations have commenced
 - Maintenance and aircraft storage
 - Helicopter company
 - Working through the details



- Reuse of Air Cape Cod – Massachusetts Air & Space Museum – executive session discussion (March meetings)
- Aero Marine Lease (existing tenant) – lease negotiations to commence
- Burrell Aviation – came back for more discussions
- Projects in progress or completed that support GA:
 - Airport Operations Remodel & Improved FBO
 - T-hangar redevelopment
 - Mary Dunn Way Extension
 - Runway 6/24 Reconstruct & Engineered Materials Arresting System (EMAS) Replacement
- Media
 - Airport Management is working on media coverage of new facilities
 - Advertisement added to website and soon to be in print
 - <https://flyhya.com/airport-info/about-the-airport/doing-business/aeronautical-property-hangar-development-parcels/>
 - <https://flyhya.com/airport-info/about-the-airport/doing-business/aeronautical-property-aircraft-parking-development/>
 - <https://flyhya.com/airport-info/about-the-airport/doing-business/non-aeronautical-property-211-airport-road/>
 - <https://flyhya.com/airport-info/about-the-airport/doing-business/advertisement/>
 - Met with CCB to establish CY2023 radio and digital marketing to coincide with airport events and JetBlue's new flight to LGA
 - Radio spots for JetBlue recorded and completed (Management will play the recording)
 - Radio spots will occur in April and May 2023
 - In addition to the radio spots, Management has asked for the following in terms of additional marketing and outreach in the broader NY/NJ area: Mobile Conquesting (MC) and Online Audio (OA), which will highlight HYA and these flights along multiple platforms (Facebook, Instagram, etc.)
 - MC includes behavioral targeting towards these categories: Business Travelers, Frequent Travelers, International Travelers, Leisure Travelers & Airport and Airport Services
 - They will also geo-fence and geo-retarget JFK Airport and LaGuardia in NY.



- OA will target these behaviors: Frequent Travelers; Business Travelers; Air Travel; Summer Travelers; Family Vacation; Travel – Flights
- Towns Included in geography: Oyster Bay, NY ; East Hills, NY ; Eastchester, NY ; Lewisboro, NY, Bedford, NY ; Alpine, NJ ; Englewood Cliffs, NJ ; Demarest, NJ ; Tenafly, NJ
- Timeline for advertisement: April 1 – May 30, 2023 (2 Months)
- Total Monthly Impressions: 191,059
- Total Monthly Investment: \$5,000

→ Aviation Education

- Hosting the 2nd high school aviation intern from Barnstable HS
- Hosting the 3rd high school aviation intern from Monomoy HS (center in photo with staff at Atlantic Aviation)



- Hosting the 4th high school aviation intern from Barnstable HS Fall 2023
- Scheduled September 2023 events (see above)
- Hosting Scout “A Night in the Terminal” sleepover – March 2023
- New tenants to offer flight instruction
- New tenants to offer aviation museum – for now this is to be located only on Main Street in Hyannis until further developments



Goal B: Diversify Revenue Streams

Airport Management has been working on the following activities to Diversify Revenue Streams:

- Completed three year license agreement for vehicle parking with Suffolk Construction – move in date is February 1, 2023
- Completed three year license agreement for vehicle parking with HMI Parking
- Advertisement added to website for non-aeronautical properties and soon to be in print – see above
- Commenced new lease discussions with:
 - Pain D'Avignon (parking)
 - Michele Kennedy Studios (terminal studio)
 - Ideal Flooring

Goal C: Regional Air Transportation Leader

Airport Management has been working on the following activities for Regional Air Transportation Leader:

- Attended Airport Round Table
- Draft completed for Airport Air Carrier Consultant
- Speaking with the following regarding electric aviation to advance this to Cape Cod Gateway Airport:
 - Cape Air
 - BETA
 - Archer
 - MassDOT Aeronautics
 - Monthly meetings developed and working with other area airports.
- Development of an Electric Aviation Task Force is underway
- Started planning for the FY2024 (May 15, 16, and 17, 2024) Airport Round Table to be held at HYA!
 - Venue selected = Pelham House Dennis





- Event = small and intimate
 - Events revolve around opportunities for airports and airlines to meet, have fun and talk about opportunities on Cape Cod
 - We want to show these airlines the opportunities the Cape Cod affords
 - We expect to have Airport Commissioners present to chat up the individuals at the event
 - Airport Management will also be inviting Cape and Island Delegation, Local Businesses and Chambers during the evening events – again to chat up the participants and help them learn about Cape Cod – We will need Commissioners help on developing a list
- Event Schedule: Arrive Wednesday afternoon (fun event during day plus opening reception hosted by airport), Thursday full day meeting (evening clambake at Pelham House), Friday 1/2 day meeting and all depart
 - Wednesday May 15 – looking for day activities (golf and something else) plus a venue for that evenings wine/dine
 - Wednesday always has tour of a facility and ice breaker events to get people talking and doing fun networking. In the past this has included: team trivia, name that song, etc.
 - Management needs some ideas for the above
 - Thursday May 16 (all day meeting), night clambake at Pelham House
 - Friday May 17 (1/2 day meeting) and attendee departures – unless they opt to stay on the Cape for the weekend. We should have a list of things to do for them to help continue the conversation of why Cape Cod is great!

Goal D: Enhance Airport Image & Branding

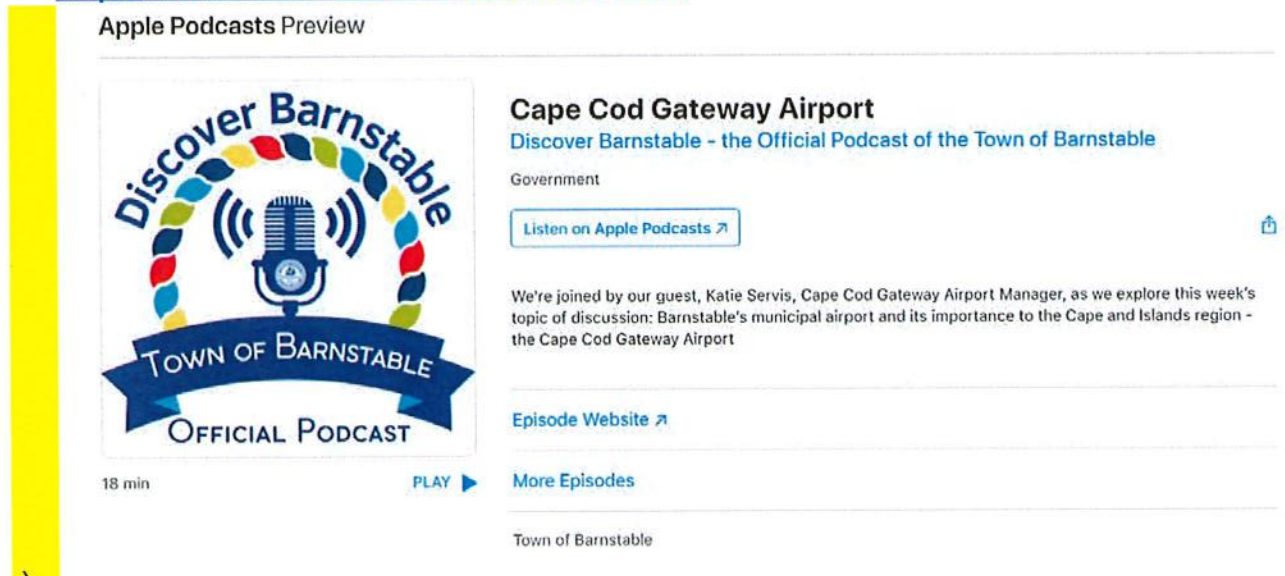
Airport Management has been working on the following activities to Enhance Airport Image & Branding:

- ➔ Newsletter development – control our own narrative – quarterly newsletter - is under development
- ➔ Community Event Series - updated
- ➔ Completed new sign development on Mary Dunn Way
- ➔ Working on replacing signs on Attucks and Rotary



- Working on replacement of state highway signs
- Website redevelopment completed and added the following pages:
 - Airport Master Plan Update <https://flyhya.com/master-plan/>
 - Airport Environmental Assessment <https://flyhya.com/airport-info/environmental-assessment/>
 - Airport PFAS <https://flyhya.com/airport-info/pfas/>
- Public Meetings:
 - Environmental Assessment
 - June TBD 2024 for next public meeting
 - Website being kept up-to-date with pertinent information
- Setting up Check-in meetings with the Town of Yarmouth
- Manager Servis spoke for 20-minutes on the "Discover Barnstable Podcast". <https://podcasts.apple.com/us/podcast/cape-cod-gateway-airport/id1608900323?i=1000601284712>

Apple Podcasts Preview



The screenshot shows the Apple Podcasts interface for the 'Cape Cod Gateway Airport' podcast. On the left is a circular logo with a microphone in the center, surrounded by a colorful arc of dots. The text 'Discover Barnstable' is arched over the top, and 'TOWN OF BARNSTABLE OFFICIAL PODCAST' is written on a banner at the bottom. Below the logo, it says '18 min' and has a 'PLAY' button. To the right of the logo, the title 'Cape Cod Gateway Airport' is displayed in bold, followed by the subtitle 'Discover Barnstable - the Official Podcast of the Town of Barnstable'. Below this, it says 'Government' and has a 'Listen on Apple Podcasts' button. A short description follows: 'We're joined by our guest, Katie Servis, Cape Cod Gateway Airport Manager, as we explore this week's topic of discussion: Barnstable's municipal airport and its importance to the Cape and Islands region - the Cape Cod Gateway Airport'. At the bottom, there are links for 'Episode Website' and 'More Episodes', and the publisher is listed as 'Town of Barnstable'.

- Questions included:
 - The Cape Cod Gateway Airport has a long and storied history in aviation and has grown into being the regional airport for the Cape & Islands. Many of our listeners have heard on the news about update the master Plan & Environmental Assessment - help us understand what they are and the ongoing process the airport is engaged in.
 - What General Aviation Facility enhancements are underway or have taken place, specifically the municipal facility, Mary Dunn expansion and new hangar development.



- What is the importance to the region to provide expanded commercial service and what are some of the exciting new services and initiatives?
- There is a nationwide shortage of airline pilots and aviation industry workforce - how does the
- Cape Cod Gateway Airport support and foster aviation in our student communities.
- The Airport Terminal and surrounding tarmac play host to a variety of community events - what are some of the memorable ones on the calendar for 2023?





ALLIES AIR

February 14, 2023

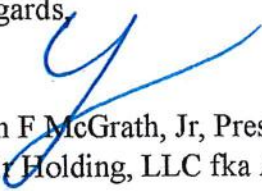
Ms. Katie Servis, Airport Manager
Cape Cod Gateway Airport
480 Barnstable Road, 2nd Floor
Hyannis, Ma. 02601

Dear Ms. Servis,

Please be advised that Allies Air, LLC has officially changed its name to Gull Air Holdings, LLC effective September 30, 2021. Official documentation of the name change has been sent to you in a separate attachment.

Please advise if any additional documentation is needed.

Best regards,



William F McGrath, Jr, President
Gull Air Holding, LLC fka Allies Air, LLC

Allies Air
550 Barnstable Road
Hyannis, MA 02601
(508) 231-5800

Flights are operated by SpectaculAir LLC (Certificate 9S5A702N)



 GULL AIR

PULL TO OPEN

 GULL AIR



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