

**PEACHTREE CITY AIRPORT AUTHORITY  
MINUTES OF MEETING**

**January 2, 1997**

The regular meeting of the Peachtree City Airport Authority, was held in the City Hall Council Chambers on January 2, 1997, at 5 p.m. Those present were: Chairman David M. Good; Members Michael E. Amos, Daniel E. Carr, Robert B. Patterson, and Janet Wells; Airport Manager James H. Savage; Authority Attorney Kimberley S. Flynt and Recording Secretary Shirley R. Comer.

**I. ANNOUNCEMENTS**

None.

**II. ADDITIONAL AGENDA ITEMS**

Ms. Wells requested the addition of an agenda item to discuss a marketing plan for the airport. See item 97-01-02 below.

**III. APPROVAL OF MINUTES**

A motion was made by Mr. Amos and seconded by Ms. Wells to approve the minutes of the December 4, 1996, Authority meeting as submitted. The motion passed unanimously.

**IV. REPORTS**

**Airport Manager**

Mr. Savage briefed the Authority on the following issues:

1. The Cleaning Depot of Newnan starts their contract to provide cleaning services for the Aviation Center tonight. Mr. Savage requested that should any member of the Authority notice any discrepancies in that service, to please let him know.

2. On December 10, Airport Maintenance Technician Bob Gray was burning trash on the south end of the airport (with a burn permit) when an unexpected increase in wind caused hot ashes to drift over dried grass, setting it on fire. The 20 gallons of water Mr. Gray keeps nearby was insufficient to put out the fire so it was necessary to call the fire department. The fire department was able to contain the fire to the grassed area near the burn location. There was no other damage. Mr. Savage and Mr. Gray have reviewed procedures to prevent future such fires.
  
3. The first "Falcon Field Fantastic Fly-in Funday" is scheduled for January 11, 1997, at 12:00 noon. Mr. Savage and Mr. Patterson (representing the Authority) will be preparing their "world famous" chili recipe's, and Mr. and Mrs. David Harris (representing the Georgia Chapter of the Short Wing Piper Club) will prepare theirs in the first annual chili cook-off at Falcon Field.

The Authority will furnish soft drinks and the SWPC will be collecting donations for the chili as a club fund raiser. The event is open to all comers.

#### **V. OLD AGENDA ITEMS**

None.

#### **VI. NEW AGENDA ITEMS**

##### **97-01-01 Election of Officers.**

Chairman Good announced that he would not be offering his name for re-election to the Chairmanship, explaining that he had served in this capacity for many years and even though he had recently been re-appointed to the Authority for an additional five years, he felt that it was time to pass the reins to another member.

Following his statement, he nominated Mr. Bob Patterson for Chairman, which was seconded by Mr. Carr. Mr. Amos moved to close the nominations, which was seconded by Mr. Good. The motion to close nominations was approved unanimously.

A vote on the motion to elect Mr. Patterson as Chairman was also approved unanimously.

Chairman Good then nominated Mr. Mike Amos for Secretary/Treasurer, which was seconded by Mr. Patterson. A call for additional nominations for the post brought no additional nominations. Chairman Good considered the nominations closed and called for a vote on Mr. Amos.

The vote to elect Mr. Amos as Secretary/Treasurer was unanimous.

Following the election of officers, Chairman Good turned the meeting over to newly elected Chairman Patterson, who conducted the remainder of the Authority meeting.

### **97-01-02 Airport Marketing Plan Discussions.**

Chairman Patterson requested Ms. Wells to address her added agenda item, who in turn requested Mr. Savage to explain the attached discussion paper.

Ms. Wells provided and explained a discussion paper prepared by her which is also attached to these minutes, calling upon the Authority to reach a consensus prior to the planned meeting with City Council on February 1, 1997.

Following Authority discussions, it was agreed that any member who wished to add or change any of the items on the papers presented should do so, so that Mr. Savage could prepare a final draft for further discussion by the Authority on January 11, at 10:00 a.m.

No further action was taken by the Authority.

## **VII. EXECUTIVE SESSION**

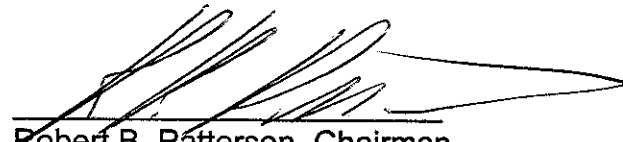
There being no further business for executive or regular session, at 6:02 p.m., a motion to adjourn was made by Mr. Good and seconded by Mr. Carr.

The motion passed unanimously.

Attested by:



Robert B. Patterson, Chairman



**AIRPORT MARKETING IDEA DISCUSSIONS  
PEACHTREE CITY AIRPORT AUTHORITY**

January 2, 1997

1. Direct mailing of airport brochures to corporate operators:
  - (a) Atlanta area
  - (b) Other market areas
  
2. Advertising airport in aviation trade publications such as:
  - (a) Professional Pilot
  - (b) Business and Commercial Aviation
  - (c) Aviation Week
  - (d) AOPA Magazine
  - (e) Others
  
3. Joint efforts with Fayette County Development Authority to set up display booth at NBAA trade show, or similar such aviation oriented show.
  
4. Continue to develop a network of contacts through such organizations as the Chamber of Commerce, Industry and Trade and local Development Authorities with the intent of following up leads on companies that own, or may wish to own, corporate aircraft that could be based at Falcon Field.
  
5. Work with aviation companies that develop and market fractional shares of corporate aircraft with the intent of basing such aircraft at Falcon Field.
  
6. In conjunction with #5 above, survey existing local industries and aircraft operators to insure we retain current based aircraft. — *SENSITIVE TO COST COMPLAINTS*
  
7. Promote local light aircraft activity by continuing with the "Falcon Field Fantastic Fly-in Funday" promotions such as the first one scheduled for January 11, 1997, with the Georgia Chapter of the Short Wing Piper Club.
  
8. Consider a joint venture with the Development Authority of Peachtree City to build a "spec" hangar for sale or lease to new based customers.
  
9. *IDENTIFY COMPETITORS & STRONG/WEAK POINTS — MAXIMIZE OUR  
STRONG POINTS / THEIR WEAK*

## Aviation Center / Airport Marketing

### Hobby Pilot / Transient Professional

- Fuel
- Supplies
- Hangar / Tie-down

### Corporate Aircraft

- Fuel
- Supplies
- Maintenance
- Hangar
- New home for operations

### Commercial Pilot / Airframe

- Fuel
- Maintenance
- Hangar

### Business Base

- New Home for Company Operations

### WHO - Define Users / Potential Users

- Special Event
- Enthusiast
- Banner
- Blimp
- Heliport
- Short-hop Carrier
- Charter Flights

### HOW - by Knowing "where" to reach

- Advertising
- Personal Contact
- Targeted Market Piece

### Airport / Aviation Marketing Committee

- Future?
- Members?
- Focus?
- Funding?

**PEACHTREE CITY AIRPORT AUTHORITY**

**RECORD OF ATTENDANCE AS OF:**

**January 31, 1997**

Members	Regular Meetings Last 12 Months	Meetings Attended	Regular Attendance %	Special Called Meetings Last 12 Months	Special Called Meetings Attended	Total Attendance %
David M. Good	10	10	100%	2	2	100%
Janet Wells	10	10	100%	2	2	100%
Bob Patterson	10	8	80%	2	0	67%
Dan Carr	10	10	100%	2	2	100%
Mike Amos	10	10	100%	2	2	100%

Members	Dates Absent	Type
David M. Good		
Janet Wells		
Bob Patterson	3/6/96	Regular
	3/20/96	Special
	4/3/96	Regular
	5/20/96	Special
Dan Carr		
Mike Amos		

Meeting Dates	Type
1/2/97	Regular
2/7/96	Regular
3/6/96	Regular
3/20/96	Special
4/3/96	Regular
5/1/96	Regular
5/20/96	Special
6/12/96	Regular
7/10/96	Regular
8/7/96	None
9/4/96	Regular
10/2/96	Regular
11/6/96	None
12/4/96	Regular