

2009 PEACHTREE CITY AUTHORITY ATTENDANCE RECORD

March 5, 2009

Report Date: Month Year

Name & Date of Appointment	# of Meetings Member Eligible to Attend	# Meetings Attended	# Meetings Absent	Meeting Dates Absent	Percentage Attendance
Mike Brady, Chairman 1/1/09 - 12/31/31	3	3	0		100%
Bill Flynn, Vice Chairman 1/1/07 - 12/31/11	3	3	0		100%
Richard Whiteley, Secretary/Treasurer 6/20/08 - 12/31/10	3	2	1	3/5/2009	67%
Zaheer Faruqi 1/1/09 - 12/31/12	3	3	0		100%
Jerry R. Cobb 1/1/05 - 12/31/09	3	1	2	2/12/2009, 3/5/2009	33%

Peachtree City Airport Authority (PCAA)
Special Meeting Minutes
Thursday, March 5, 2009
Aviation Center, Peachtree City – Falcon Field
7:00 p.m.

Members Present: Chairman – Mike Brady, Bill Flynn, Zaheer Faruqi, PCAA Alternate – Bill Rial, Assistant Aviation Director – Barry Griffith, A.A.E.

Absent: Jerry Cobb, Richard Whiteley, John Crosby, Assistant Aviation Director, Airport Attorney – Doug Warner, City Council Member – Doug Sturbaum.

I. CALL MEETING TO ORDER

Chairman Brady called the meeting to order at 7:05 p.m.

03-09-01 Airport Tenant Meeting – Workshop Discussion.

Chairman Mike Brady stated that he has been a tenant at FFC for 13 years and he flies himself. He indicated that he had heard the rumors that he would bring airline traffic to FFC and he is here to separate fact from fiction. Chairman Brady stated that PCAA has started a number of efforts and the goal was to discuss those efforts tonight with the tenants.

Chairman Brady stated that formal announcements will be going out soon to the tenants that will explain to everyone the work we've been doing: the initial results of that work and where we're going both in a 6 months snapshot and then going forward. He stated that tonight's meeting is the first effort of an important part to get feedback from our customers.

Chairman Brady stated that PCAA were all volunteers are not paid for this service. All of the PCAA are from the Peachtree City community; 4 of the 5 are pilots and the 5th once is an AMP, a lot of us fly out of here. We've heard things and everything else, but our mission is to get the facts. One of the first things to do is to find out from our customers, the perception of what our product is that we are delivering.

Chairman Brady stated sometimes perception is not reality and vice versa, but that we work and deal in a world of perception. PCAA met initially as a new board and said, "Alright, who are our customers? Who are we serving? Why are we here?"

Chairman Brady stated that PCAA came up with 3 customer groups that we serve. The largest and most dominant customer group is the tenants right here at Falcon Field, and those tenants are made up of a couple different classes of tenants. One that's a Recreation/General Aviation pilot like myself, the other are those people that have businesses that are conducted right here on the field like Karl Gardner and others like Norm here from Silver Ace. The third category is corporations that will have aircraft based here such as Chick-Fil-A and others. Those are the three predominant customers that make up our tenant group here.

Chairman Brady stated the second local customer bases we have are the governmental representatives of Peachtree City and the Fayette County that we are to support as a part of our mission. He indicated that we were going to be meeting with those leaders here in the near future asking the very same questions we are asking of the tenants tonight. He indicated that we were going to share with you what PCAA developed 5 years ago as their mission statement, goals and objectives. He requested to hear from the tenants on how are we doing and where we are in that perception, then we're going to open up the floor for discussion on improvements.

Chairman Brady stated PCAA was going to be asking these exact same questions to these other two customer groups: to the governments; city and county and to the corporations, the businesses in our metro area. Since there are so many businesses there are no way we can get them all together and most them don't have that time; PCAA is developing a written survey to go out to these businesses asking them these same kinds of questions.

Chairman Brady stated PCAA is on an information gathering mission to finally get a report card of what's going on at FFC. He stated that we want things factual and we always want to conduct the meetings in a professional manner. He indicated that some things will get emotional and requested that everyone deal objectively about the way things are so we are able to support what is being shared. He stated we don't want to do is start chasing our tails on rumors or innuendoes; we need facts, as we're dealing with the issues.

Chairman Brady stated that PCAA right now is very blessed from the standpoint that there are some have some highly experienced, proven businessmen that have developed businesses of their own from scratch in the aviation business. He said that those of us that have been in the aviation business know it's probably one of the toughest ones out there to make a living. We are blessed in we have people on the board now that are very successful in the aviation world, we're able to follow in all this business experience with developmental experience expertise and apply it to Falcon Field.

Chairman Brady said that he is very excited about the initial work PCAA has been doing. That he often likes to compare Falcon Field to a diamond, a diamond in the rough that needs to be polished. Our mission is to polish that diamond and really turn it into a really first class operation, equally divided amongst all the tenants. He stated that no tenant here will be a dominant tenant and by that, it's not going to be all recreational, it's not going to be all corporate, and with my airline background I already heard some rumors right after I was elected Chairman, "Brady is going to bring in air carriers". He stated that there is no way in hell that is going to happen.

Chairman Brady stated that we are going to balance everyone, and everyone has a need and a purpose. What we want to do is come up with a game plan working together and we want to propose some opportunities to take ownership in this process and for tenants to be part of the program going forward; that tonight is the first step towards that end. Chairman Brady asked if there were any questions kind of on the ground rules? He requested everyone be factual and in any involved statements to be able to support what was being said.

Chairman Brady said we've prepared a couple slides up here and there are 4 to start off with. To give you some background, back in August 2004 the *then* airport board had a workshop weekend where they brought in a professional facilitator and sat down and talked about the same things we are talking about tonight. Catherine Nelmes, who at the time was the chairperson, had focused on the airport and what its capabilities were, what its future potential was, what needed to be done for infrastructure and business development. Chairman Brady said a lot has been done on the infrastructure side and that more is now needed from a business development side.

Chairman Brady stated that out of that two day retreat session, this mission statement we're about to talk about, the airport's goals and objectives and what are called core values were developed. Chairman Brady wanted to know if this airport has been operating towards these objectives over this past 5 year period. Chairman Brady stated that it was PCAA's mission to get input from our customers as to the perception of what has been successful at FFC under these areas.

Chairman Brady stated that when PCAA gets done with this that we're going to have our own workshop after we gather all this information up; we're going to analyze it and say, "is this valid or not? Do we need to change it? And, where do we want to go as a collective group from here?" Chairman Brady mentioned earlier that he wanted very active participation from our customers in this process because there is no way the 5 of us are going to say we have all the answers because we do not; that we are a joint ministry.

Chairman Brady stated that first of all this is your airport board here. He introduced alternative Bill Rial who is very actively involved in tenant relations. He gave a little background in regard to how the City Council selects the authority members. He indicated that the City Council has passed an ordinance to change all the associations, commissions and authorities that are chartered by Peachtree City to add a new alternate position. Technically, the alternate is on the board sitting in ready reserve in case another board member leaves; the alternate would step in and fill that vacancy period. Chairman Brady stated the City has left it up to each individual authority or association on how they want to use that alternate. Each authority decides as to if and how the alternate gets actively involved.

Chairman Brady stated that PCAA made the decision to get Bill actively involved in our group, just as if he was a board member. He also let the audience know that Bill Rial will have some pretty big assignments and will be representing PCAA out there in our community.

Chairman Brady noted that Aviation Director John Crosby was listening in via conference call. It was reported that John was not feeling very well; he had some surgery a week ago this past Monday and is home recovering. Chairman Brady stated that we would like to see him be back next week but you to stay home until he was well. John is going to monitor this so he is up to speed.

Chairman Brady stated that Richard Whiteley was not here but is a board member. He imagined he might be stuck in traffic since he works in downtown Atlanta in the finance building off Lenox Square. For Richard's background, he is an Annapolis graduate, an F-18 pilot, with an MBA. He is very talented. He noted that Jerry Cobb called in a little while ago who was not feeling well, so he will not be here tonight.

Chairman Brady reports that Zaheer Faruqi is an aviation entrepreneur who owns his own aircraft parts supply company; that he has built the company from scratch and they are international in scope. He noted that he and Bill Flynn are alike in that they are both supposed to be retired and both are pilots. This was the introduction of your airport authority board.

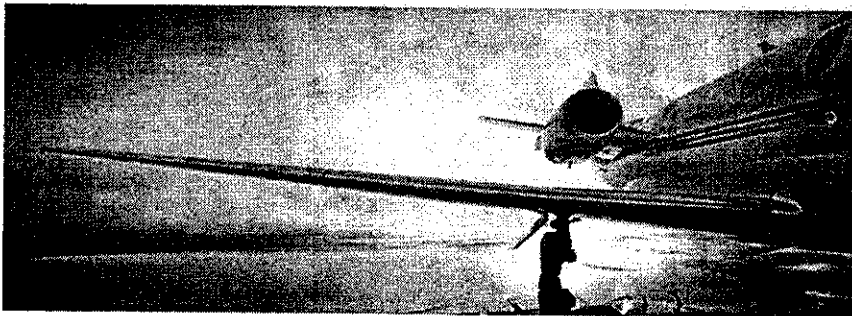
Chairman Brady presented the mission statement that was developed at the workshop in August of 04, very simply put, "To be the premiere Southeast executive service airport serving the metro Atlanta". The parts that go into making the mission statement are the core values which are the values that are basically what will be inscribed to what should be achieved. Chairman Brady asked if anyone had seen the mission statement and core values? An audience member stated that they have seen them at a meeting in the past at Falcon Field. Chairman Brady responded that it was outstanding that these things have been seen before.

The audience read the items and began to discuss with PCAA. The following represents audience member participation and does not attempt to identify each participant's name but only comments expressed:

SLIDE 1

Mission Statement

**To be the premier southeastern
executive service airport
serving the metro-Atlanta region.**



Core Values

Customer Service Excellence

(providing premier levels of customer service to the flying public while striving for professional excellence)

Supportive Working Environment

(committed to providing a caring work environment recognizing employee values and celebrating team accomplishments)

Honesty , Integrity & Consistency

(open, truthful, conscientious and consistent in our dealings with each other and our customers)

Performance and Innovation

(action oriented through quality driven performance fostering innovative ideas and creative energy)

Safe, Efficient & Eco-Friendly

(ensuring safe and secure aviation travel in an efficient and environmentally friendly aeronautical service facility)

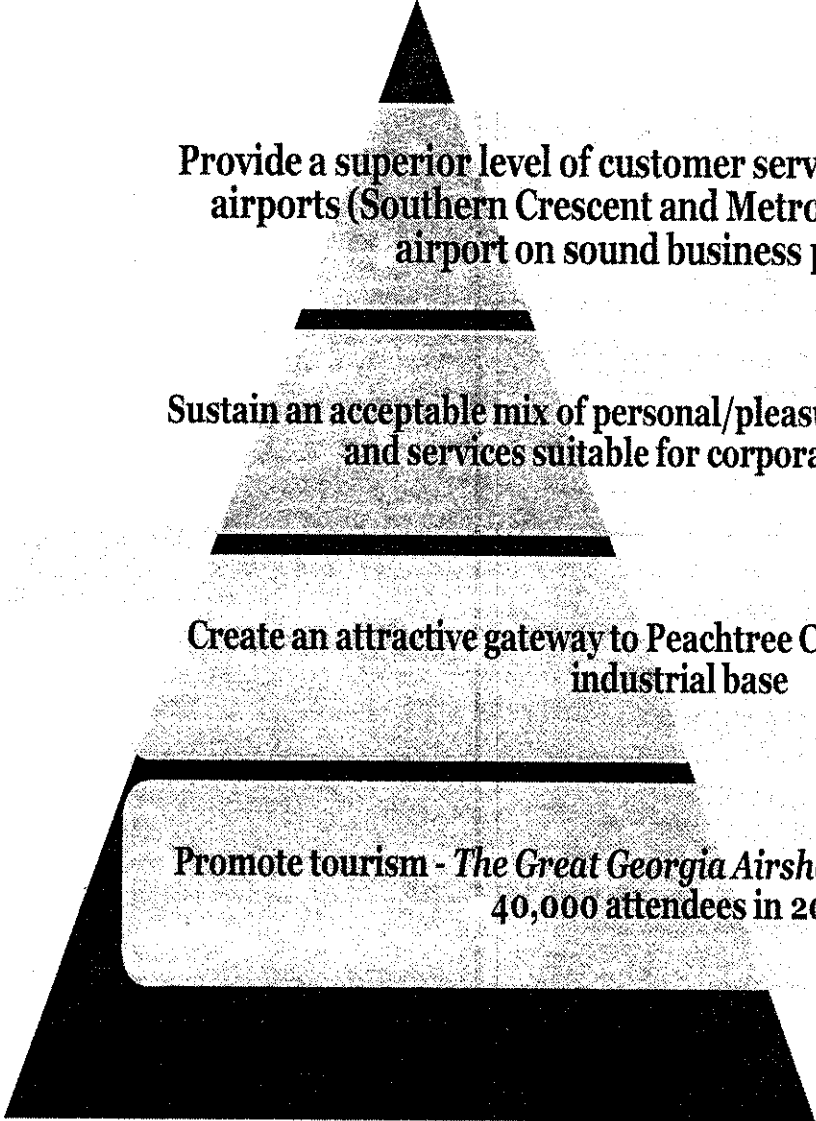


KFFC

Airport Authority Goals

- ★ **ASSURE** a safe, adequate and well maintained airport
- ★ **PROMOTE** and encourage the use of aviation facilities
- ★ **FOSTER** safety, security and efficient operating conditions
- ★ **GUIDE** airport improvement and development efforts
- ★ **OPERATE** in a financially sound and growth oriented manner
- ★ **PARTNER** with federal, state and multi-jurisdictional agencies

Airport Authority Objectives



Provide a superior level of customer service compared with peer airports (Southern Crescent and Metro-Atlanta) and run the airport on sound business principles

Sustain an acceptable mix of personal/pleasure aviation with facilities and services suitable for corporate operations

Create an attractive gateway to Peachtree City and the region for its industrial base

Promote tourism - *The Great Georgia Airshow, Inc.* (501(C)3) – over 40,000 attendees in 2007

Audience Member (AM) speaking:

AM noted that it was commendable that PCAA would be having this meeting and accepting comments and feedback. AM reported that he has recently dealt with airports such as PDK/Fulton County and

stated that customer service that was unbelievably good. AM noted that the FBO's all had courtesy cars available. AM agreed with the Chairman Brady when comparing FFC as a diamond that need to be polished. AM said he was amazed at the lack of aircraft using FFC.

Chairman in response to AM said that this was the discussion; we've all been out there for a long time and seen all levels of service. One of the initial things we want to do is decide what we really want this to be about. For FFC to be financially self supportive; which it is not. We are all in financial trouble due to the economy, fuel sales are off about 40%, our revenue is off tremendously; we are in the same hole-everyone is with a bad economy. How do we fight our way out of here? Chairman Brady said he saw this as a short-term dip but asked the tenants where does FFC want to go from here or what is our joint vision? Chairman stated that FFC must stand on its own feet, but what is the path for that? He stated that development of the internal facility is exceptional; that the ILS coming on-line is a major, tremendous competitive advantage for FFC as a south side reliever airport. He noted that no other southern tier airport has a precision approach like FFC; that FFC facilities stand up to anyone else. Chairman Brady then said so we have to ask why aren't we getting more fuel sales?

AM makes comments about the enhanced quality customer service that EPPS and the like provide; that the private sector is more capable of running an FBO. AM states that if a City or independent authority operate an FBO that the FBO loses some of the functions that can be offered by the private sector.

Chairman Brady responds to AM that this was only partially true; that almost all those types of airports are run by a city management group or an independent authority. He stated that those airports have made business decisions because of their size to release some functions. Chairman Brady stated that many of these airports are getting a percentage of revenue from whoever runs the certain functions.

AM states that PCAA has always had the problem of thru-the-fence agreements (TtF). AM stated that he thinks TtF issues have discouraged a lot of businesses from coming here and that corporations serving FFC could mean large aircraft with large fuel sales.

Chairman Brady asks AM to elaborate on businesses being discouraged by TtF agreements?

AM states that a recent example was the difficulty with TtF agreements occurred with the old Hunting hangars. AM stated that the Chick-fil-A (CFA) corporation had numerous problems getting PCAA approval of a TtF agreement. AM equated the action similar to the City of Atlanta not wanting Coca-Cola as a business partner.

Chairman Brady responds by saying, "Actually there is an excuse, and it's called the Federal Aviation Administration (FAA); that the FAA frowns on 'thru the fence' agreements and we are heavily funded by the FAA and the State. Vice-Chairman Bill Flynn then commented on his involvement with the CFA process of coming to Falcon Field and dealing with the FAA and TtF agreements. He went on to talk about how the FAA feels about business and unfair advantages. He also spoke about property that is on the airport, but not actually airport property. FAA has put a lot of money in FFC and they don't want businesses on the airport jeopardized by TtF agreements and by other businesses off airport property. Vice-Chairman Flynn stated how much the FAA has jurisdiction over FFC and that when you are getting money from them you must abide by the rules. He gave examples of the airport's funding

dilemmas that occurred with recent TtF issues and how PCAA had to deal with this issue in terms of funding percentages from the FAA and State.

Chairman Brady stated that from a business perspective that TtF agreements put the airport in a bad position; that it makes it hard to keep everyone competitively whole. He said that John Crosby is very good with the FAA and has a straightforward relationship with them. The CFA deal was a very painful one, but successful.

AM asked a question about TtF agreements. Assistant Aviation Director Barry Griffith said there are two (2) current TtF agreements in place; that they are CFA and Bearden & Vanecek (3001 hangar); that this airport has other TtF access points but no other known TtF agreements.

AM asked where regulatory information or procedure guidance that can be found on TtF agreements. Chairman Brady deferred the question to Aviation Director John Crosby participating via conference call. Aviation Director Crosby responds that yes there was written FAA policy in a compliance order on the subject of TtF agreements; that the FAA frowns on them. Aviation Director Crosby gave examples in regard to other airports (i.e. Scottsdale, AZ) who have dealt with TtF issues. He indicated that the founding fathers of PTC/FFC setup about 12 TtF access points on the field; that TtF agreements are usually dealt with individually. Vice Chairman Flynn stated that FFC has lost potential design funds from grant monies due to TtF activities and that it took time to convince FAA officials to reinstate funding opportunities. Vice Chairman Flynn said that he was not against TtF agreements but PCAA must work with the FAA and not jeopardize funding. Chairman Brady tells AM that at the end of the meeting that he will talk with him about the future opportunities for meeting in groups to get clarification on TtF agreements.

AM states that most of the FFC tenants representatives attending this meeting do not care whether or not FFC is the 'Premiere Southeast Executive Service Airport and that there are many recreational users of the FFC that do not fit into this mission statements objective. AM stated that many of the tenants are retirees/shareholders to FFC's recreational community; that the mission statement doesn't represent what he wants FFC to be; that it is flawed and should be more encompassing of the recreational flyer. Vice Chairman Flynn stated that while he supports the recreational flyer, that many of the latest improvements (i.e. ILS, Twy F, etc.) cannot be support when FFC sells small quantities of fuel; that corporate, transient traffic is needed for a positive revenue stream to keep us afloat.

Chairman Brady again pointed out the different customers that we have a FFC; that there should be a blended approach. He asked the AM if he agreed that there was a mix of operators using FFC and reminded AM about the three groups of customers (Tenants, Businesses, and Governments). AM said he was very encouraged with the new PCAA direction of FFC, but still was worried about where the recreational pilot will fit in.

AM asked if PCAA would be buying up any hangars from tenants. Chairman Brady said PCAA was taking a fresh new look at everything; that we must separate fact from fiction. PCAA must determine where we fit competitively and that hangar purchases are a part of that analysis.

AM states that FFC businesses need to survive and running an FBO is a complex business. AM stated that until he can see a business plan that hangar purchases, TtF agreements and other business opportunities cannot be discussed effectively.

Chairman Brady respectfully disagrees with AM's comment in regard to revising the mission statement, or core values yet and reiterated that PCAA/FFC before deciding on where we are collectively going to go that we've got to know where we are, and we're we've come from; that is what this is all about, this mission statement, these goals, and core values are five years old, so the airport was supposed to have been operating for five years to these commitments.

Chairman Brady said what we're asking is what are the strengths and weaknesses? Has it or has it not been happening, so that we can identify our product delivery to our customers here. We must decide what we have been doing well, what has been okay but not great and what hasn't been ok at all so we can start improving our present product. Then PCAA can take that product and decide where we go long term with it by working in conjunction with everyone else; that first we have to decide what we've got before we decide where we want to go; that our mission statement, as it exists right now, may have to be modified; that this would be driven as a result from all the meetings and discussions.

AM that TtF information has always been there and that fuel prices have been a known FFC problem. AM applauded PCAA members for having the meeting and listed the tenant concerns and encouraged good input; that this was not a small task to undertake, however, all these issues had been brought to PCAA's attention before.

Chairman Brady respectfully disagreed here. He stated that we have pretty much a new board here; that we have not heard this before. Zaheer Faruqi, myself and Richard Whiteley are all brand spanking new members and this is our second meeting. Vice-Chairman Flynn has been on the board for two years, that's the only continuity; Jerry Cobb is sick again - he's missed the last two meetings but has been on the board for several years. He urged the AM to understand that the new board is in the process of learning about the past, and the present, so we can build for the future.

AM said he was an F-14 pilot and is an airline pilot and airplane owner and has been at FFC since 1986. As a casual observer, AM has often wondered if FFC has always tried to emulate itself as PDK, as Charlie Brown, or as McCollum airport; that FFC was not one of those airports; that those airport are a whole different category, a whole different customer base. AM asks who you think your competition is? AM states that the competition is Thomaston and Tara Field. AM stated that FFC constantly tries to mimic what's going on at PDK and McCollum and that is where we constantly get dispute; that this approach dictates a lot of things (i.e. ramp prices, fuel prices). AM states that he is in hangar T-15 and feels like the airport is fighting the tenants in his position every step of the way; that this says something about the mission statement.

Another AM reports that he has been here since 1981 and that FFC needs discounted, self-serve fuel service. Most FFC people fuel up at other places. AM states that after he pays all his bills that he might have some money left for flying. AM states that if he buys his fuel here, that he will do less flying that if he buys fuel at other places at a lower price; that if he can do more flying that is what he will do. AM says that if PCAA wants to make the tenants happy then they should put in a self-serve pump for our 6-7 gallons of 100LL and scab the jets all you want to make a profit. Another AM points out that he is

paying taxes to the City and County and that pressure should come from PCAA to get them to pay for a self-serve facility.

Chairman Brady asks AM's to stay on one topic and that he will come back to the subject of taxes because it is a great topic and that the AM is right on the mark.

AM reports that he has been on the airport for 20 years and that his concern that he tried to bring up with Jim Savage before was about how much money are we paying in county taxes and city tax and how much of that money is being rebated to the customer in fees or services? AM states that this could come from mowing the grass, painting the runway or whatever they want to do. In other words, AM want to know how much the tenants are spending and how much are we are getting back for our dollars? AM proposes that we get a tax attorney and see what they say the county owes us and if they do owe us that we propose a class action lawsuit and sue the county to get our money back here at FFC; that we need a Boston Tea Party. AM states he has been talking about this for several years, and that he has never gotten an answer.

AM states that PCAA is getting some tax money. Another AM reports that this is considered Hotel/Motel tax and the City can cut that funding off at anytime; Vice-Chairman Flynn stated that FFC received approximately \$124,000 in hotel/motel taxes in FY2007/2008.

Chairman Brady indicated that there were 2 topics on the floor; that PCAA is already working on both items; that he would bring all AM's up to date on where stand on these items. Chairman Brady said he would like to address the fuel issue first and then will discuss taxes. He stated that it is not if FFC is going to get self-service, but when FFC is going to get self-service. Chairman Brady said he wanted to talk facts - dollar facts. He indicated that PCAA was in the hole this year and that there was no way we will have a break-even year; that we have to figure out how to stay afloat. Chairman Brady stated that to make it more complicated, City Tourism receives the hotel/motel money and then doles it out per agreement; that they have been threatening to cancel the agreement with a 120-day notice. The PCAA is short right now and trying to figure out how to move all these shells around.

Chairman Brady explained his decision process with fuel he purchases for aircraft he has based at FFC and at Tara Field. He stated that PCAA is reviewing our fuel pricing policy to really analyze what our into-plane costs are which includes: labor, maintenance on fuel trucks, fuel farm and equipment; that we must first find out what our cost is and then figure out what a reasonable business return would be; that the goal would be for FFC to be competitive and still make our profit margin. After this information is known, then you can figure out where we get the funding to put the self-serve AvGas tank in. For the equipment alone its \$75,000 and that has nothing to do with the site preparation. Guessing that site prep will cost another \$75 - \$100,000, he indicated that you're now looking at a \$200,000 investment just to put the self-serve fuel here; that PCAA does not have that money. Chairman Brady asked if anyone out there wants to put a little business deal together and fund it and take that mark-up that PCAA would entertain that idea. Chairman Brady stated that PCAA can't get into a situation where the self-serve is competitive with what we are pumping out of the trucks; that it will be a dollar driven decision.

Chairman Brady stated that there are a couple of airports around here that we will never beat their price. These airports are subsidized by the city they are located within (i.e. Griffin); that they can be short in their budgets at the end of the year and the City/County puts in whatever makes them break even. FFC

cannot compete with airport like that. Chairman Brady said that Thomaston is another airport where they get all sorts of tax advantages with the City/County; that it is an enterprise fund subsidized by tax revenue; that even if we go lower Thomaston will match us and go lower than us because they don't care if they are being made whole by the function of their enterprise zone.

At this time Chairman Brady discussed the following slides in reference to competitive fuel prices and services for the listed southern tier airports and northern tier airports that were used in the analysis:

AIRPORT COMPARITIVE COSTS SOUTH ATLANTA CATCHMENT AREAS SUMMARY 3-Mar-09

South >T-HANGAR PRICES - Monthly

	Rate Low	Rate High
High	\$358	\$586
Low	\$88	\$165
Avg \$	\$198	\$303
FFC	\$358	\$586

South >TIE DOWN PRICES - Monthly

	SGL	MULTI	TURBO
High	\$57	\$75	\$175
Low	\$15	\$15	\$15
Avg \$	\$37	\$48	\$70
FFC	\$57	\$69	\$81

South >FBO HANGAR PRICES - Monthly

	SGL	MULTI	TURBO	JET
High	\$358	\$430	\$650	\$800
Low	\$100	\$180	\$502	\$572
Avg \$	\$214	\$346	\$576	\$686
FFC	\$358	\$430	\$502	\$572

South >FUEL PRICES - 3-Mar-09

	100LL FS	JET FS	100LL SS	JET SS
High	\$4.35	\$4.25	\$4.35	\$3.55
Low	\$3.40	\$2.90	\$3.25	\$3.22
Avg \$	\$3.91	\$3.72	\$3.63	\$3.41
FFC	\$3.75	\$3.75	N/A	N/A

AIRPORT COMPARITIVE COSTS NORTH ATLANTA CATCHMENT AREAS SUMMARY 3-Mar-09

North >I-HANGAR PRICES - Monthly

	Rate Low	Rate High
High	\$480	\$720
Low	\$135	\$135
Avg N	\$307	\$427
FFC	\$358	\$586

North >TIE DOWN PRICES - Monthly

	SGL	MULTI	TURBO
High	\$150	\$320	\$420
Low	\$95	\$95	\$120
Avg N	\$133	\$200	\$170
FFC	\$57	\$69	\$81

North >FBO HANGAR PRICES - Monthly

	SGL	MULTI	TURBO	JET
High	\$625	\$1,000	\$2,220	\$6,000
Low	\$350	\$450	\$575	\$1,700
Avg N	\$498	\$737	\$1,329	\$3,331
FFC	\$358	\$430	\$502	\$572

North >FUEL PRICES - 3-Mar-09

	100LL FS	JET FS	100LL SS	JET SS
High	\$7.70	\$5.99	N/A	N/A
Low	\$4.16	\$3.47	N/A	N/A
Avg N	\$5.18	\$4.30	N/A	N/A
FFC	\$3.75	\$3.75	N/A	N/A

AIRPORT COMPARITIVE COSTS NORTH & SOUTH CATCHMENT AREAS SUMMARY 3-Mar-09

N&S > T-HANGAR PRICES - Monthly

	Rate
High	\$720
Low	\$135
Avg S/N	\$190/\$427
FFC	\$358/\$586

N&S > TIE DOWN PRICES - Monthly

	SGL	MULTI	TURBO
High	\$185	\$320	\$420
Low	\$15	\$15	\$15
Avg S/N	\$37/\$133	\$48/\$200	\$70/\$270
FFC	\$57	\$69	\$81

N&S > FBO HANGAR PRICES - Monthly

	SGL	MULTI	TURBO	JET
High	\$625	\$1,000	\$2,200	\$6,000
Low	\$100	\$180	\$502	\$572
Avg S/N	\$214/\$498	\$346/\$727	\$576/\$1,319	\$686/\$3,331
FFC	\$358	\$430	\$502	\$572

N&S > FUEL PRICES - 3-Mar-09

	100LL FS	JET FS	100LL SS	JET SS
High	\$7.70	\$5.99	\$4.35	\$3.55
Low	\$3.40	\$2.70	\$3.25	\$3.22
Avg S/N	\$3.91/\$5.18	\$3.72/\$4.30	\$3.63/\$3.44	N/A
FFC	\$3.75	\$3.75	N/A	N/A

Chairman Brady indicated that the survey was intended to identify standards in both the north/south tiers regarding price and quality of product. Vice-Chairman Flynn stated that PCAA agrees to keeping fuel prices lower, however, the airport must determine the average costs to deliver from our fuel trucks into your planes; that you have to establish estimated profit/break even points. Chairman Brady states that FFC cannot compete with Thomaston, but will offer a fair price for a fair product; that FFC tenants need to support the airport in order for market pricing to be competitive and to turn this juggernaut around in the right direction.

Chairman Brady indicates a need to make FFC more attractive to customers and to make business determinations that will allow us to continue to pay the bills; that the airport's budget is in dire straits and that there must be a blend of corporate / recreational airport operations.

AM states that there are Angel Flights go to Thomaston to purchase volume fuel amounts over 100 gallons at a time. AM asks why FFC cannot price fuel where other airports are pricing and that it is not incumbent on FFC tenants to support FFC; that pilots will also buy items other than gas and FFC should provide premier services.

Chairman Brady responds to AM that PCAA is taking a hard look at all pricing structures and explained the airport competitive analysis looked at all service sides and hangar space fees. He indicated that there are many parts to the tax issue for ad valorem; that no one has ever looked at all the parts to identify the full impact as part of this juggernaut's going forward plan.

AM states that he is a former L19 Driver and that have recently parked a DC-3 at FFC. That DC-3's burn up to 100 gallons per hour; that this operation was development of FAA training and public fun flights. He indicated that PCAA had indicated there was no room for a DC-3 to park; that efforts were still in the works to bring the DC-3 to FFC and find a suitable location on the field.

AM continues to note that as the infrastructure moves forward at FFC that the manufacturing business base on the south side is also growing; that currently the manufacturing base does not support FFC as it does in PDK, Fulton County; that as more companies move to the south side of Atlanta, that there is opportunity for moving more executives in/out of FFC such as possible helicopter use and other transportation alternatives.

Chairman Brady said PCAA has significant investment in infrastructure at FFC; that with the addition of the ILS and other improvements, PCAA can now begin to focus efforts on development of a business plan; that PCAA is quantifying numbers so that cost advantages can be shown to prospective customers in regard to fuel prices, rates, etc. He indicated we must polish the product and that now we were treading water in the short term; that the business development plan will take into account short term, intermediate and long term strategies. Chairman Brady also told AM that he has tasked staff to get answers on the DC-3 parking issue.

AM states that government run FBO's like PCAA/FFC compete with the private sector; that PCAA has been known to lower rent prices to draw potential customers away from FFC tenants. AM states that PCAA is supported by Hotel/Motel Tax; that Hill Aircraft will cut fuel prices to stay competitive; that as a business owner, he must make payroll and if the business is not making money then the check comes out of your back pocket. Chairman Brady states that it is the intent of PCAA to run as a business; that we are more of a break even operation and that it is not the intent for PCAA to undercut any airport tenants.

AM states that hangar space is too expensive at FFC; that you can lease a T-hangar in Columbus for \$200 month. AM states that there has been excessive jumps in hangar prices and that with Consumer Price Index (CPI) increases that FFC has pricing like PDK; that the true competition are the south tier airports.

Vice Chairman Flynn stated that there appears to be some confusion with one AM stating that we are undercutting lease rents to draw customers away with cheaper hangar prices and one AM stating that we are too expensive in our hangar leases. AM states that hangar prices are reasonable for larger type aircraft.

Vice Chairman Flynn stated that PCAA is currently trying to figure out how to keep the doors open; that due to the recession the PCAA budget is incapable of supporting a self-serve fueling facility; that we want to offer this service, and we will offer fuel at competitive prices the question is "how to we pay for it?"

Chairman Brady states there is a point of diminishing return; that the goal is to quantify our facility prices and determine our average costs through the competitive analysis. He showed the tier review and stated that FFC was generally the highest in the south tier and in the middle in terms of pricing in the north tier.

AM asks why it cost more to park his light twin aircraft in a single parking position which does not take up any more space or require any more services from FFC staff? Chairman Brady indicated that there are different sized twin aircraft with bigger wing span; that this was most likely the reason for the price differentiation. Chairman Brady states that FFC has T-hangar space available and executive hangar (Toybox) space that is empty. He gave examples of his own current lease rates for a T-hangar at FFC and also some of the rates in comparison for parking a Barron on the field. He reminded AM that the competitive analysis was a snapshot look at rates and that it is not based on a weighted average.

AM states that he is confused as to the purpose of this meeting; that it was his understanding and many of AM's in attendance that they should bring a list of items to discuss in an open forum. AM states that apparently services/rates at Thomaston Airport are diametrically opposed to what FFC has to offer. AM states that the PCAA has to operate like two businesses, one as an Airport dealing with FAA grants, leases, etc. and one as a FBO; that as an Authority has done a poor job running as an FBO. AM stated that he has been to FBO's all over the country; that in Thomaston you can use three (3) crew cars and for some insurance liability reason, we have been told we cannot offer this at FFC. AM wanted to know how tenants are supposed to give PCAA their suggestions at this meeting?

Chairman Brady said that it might be a perception, but when you look at how we're pricing and how we are trying to operate is why we want to have the standards and the quality of the product. But how are we doing with our services, not good; that he would like to see tenants take more ownership in were we take the Airport from here. He indicated that PCAA would be taking a business approach to analyze the situation and look at proposal on how we conduct business so we can plan on what to do and how we fund the operations. Chairman Brady invited everyone to attend the next PCAA meeting and to continue being involved in the process.

AM suggested that PCAA get a huge dry erase board and for participants to start making a lists of improvements needed; that there are a million examples and that FFC needs to get off dead center and start treating customers like we want them to come back. AM states that Fayette County property tax should be used to bring some value back to FFC for ad valorem money that

is going to the County. AM states we need to get something in writing to the County to address this issue. AM states that PCAA should consider giving discounts to those tenants willing to pay a year in advance. AM states that PCAA should do something with the F-16 Static Display; that there are pylons available through the military and there are AM's in attendance who can run with this project. AM complained that the furniture in the FBO was the original furniture and that looks like hell and should be replaced. AM thinks that PCAA should seek discount programs with local restaurants, golf courses and gyms for transient aircraft crews as a marketing effort. AM is concerned that airport management staff does not go out and meet customers on the apron at the plane more often; that more effort should be made to welcome flight crews/passengers. AM reiterates the need for PCAA to have a courtesy car for crews; that late night arrivals could have the use of the car. AM reports that FFC needs a lavatory dump and equipment to service larger aircraft. AM asked Chairman Brady to elaborate on the ad valorem tax issue.

Chairman Brady stated that the issue on the County's ad valorem tax is currently under review; that there have been some preliminary discussions with County/City officials about ad valorem tax revenues derived from FFC hangars/aircraft. He stated that 2008 generated approximately \$406,514 in taxes and 2009 that number will exceed \$500,000; that Georgia State Law allows for the use of ad valorem taxes to go back to the airport from where it generates from and that there are examples such as Thomaston and Griffin where tax money is used to support their operations budgets. Chairman Brady indicated that Area B & C Development will generate additional tax revenues; that PCAA was trying to press the point with City/County officials that there could be an additional \$1.5M in tax generation from these areas. Chairman Brady asked "why would PCAA want to invest this type of money for all this infrastructure improvement if there is nothing in return from the County?" He indicated that PCAA will talk with City/County/School Board officials to work out an arrangement; that if this does not occur it will kill the golden calve. He asked tenants to get involved politically as the need arises to support this initiative.

Chairman Brady stated that when this triggers that a phased approach could occur where the hotel/motel tax is reduced by a percentage which is made up through the same percentage coming from ad valorem tax revenue; that FFC needs to get its fair share; that PCAA will do a statewide survey of counties who have airports that may or may not support the airport with ad valorem taxes.

AM states that we need to understand the directives from the State of Georgia on ad valorem tax; that PCAA may want to consider hiring a tax attorney to determine how this money is allocated via the mileage rate and how the percentages are divided and why the School Board is the biggest recipient.

AM says the FFC website is not updated and that you cannot print out recent financial reports; that there are AM's in attendance who have excellent website development skills that could be used in this area. AM states that there should be a frequent customer fuel discount programs. AM recommends that PCAA partner with the National Weather Station (NWS) and Terminal Radar Approach Control (TRACON) as an opportunity for pilots to tour that facility and view radar screens and talk with the personnel. AM would like to see a neighbor day community involvement effort where the airport hosts a luncheon that might be coordinated to a fly-in event;

that PDK neighbor day is an unbelievable event that we need to bring to the community. AM gave examples of perceived overcharges for towing fees for airport tenants who have large aircraft operations on/off the field. AM indicated that PCAA was doing a poor public relations job and needed to designate a liaison to get more information in the newspaper. AM states that a newsletter would keep tenants informed about what PCAA is doing; that normally PCAA meetings are attended by about 5 people. AM indicated a need for a pedestrian access gate or access for patrons who want to go to Aircraft Spruce thru the northeast perimeter gate; that FFC could provide a golf cart for their use. AM indicates that he has a list a year-long that can be placed on a board and prioritized. AM states that as a corporate pilot with 32 years of airline experience if a linemen in baggy, torn jeans pulls up to fuel a multi-million dollar aircraft that this unprofessional appearance does not help with the pilot's comfort level for the best customer service; that the noose was not tight enough on the dress code at FFC. AM states that there are numerous events throughout the year for race teams using the Atlanta Motor Speedway; that more marketing efforts are needed to attract customers within this group.

AM states that the mission statement appears to address corporate aircraft users and gives the impressions that FFC is better off with corporate jets not recreational users. AM says Flight School students should use call signs such as Trainer 1 to let other FFC users know that they are in the pattern training and to be on the lookout; that Flight School students should move out of the way when a Lear jet or like announces they are on final.

AM wants to know if the FAA or GDOT will pay for maintenance and operations budget items? Aviation Director John Crosby reports that the FAA/GDOT will pay for maintenance of pavement surfaces such as rejuvenation and overlay projects; that these funds are also used to fund ASOS relocations, airfield striping and other eligible airfield improvements.

AM expresses concern over the Flight School's relocation plans. Chairman Brady indicates that he has known Dan Water, President – Falcon Aviation Services for many years; that Dan started his aviation flying career with one of his early airlines. Chairman Brady stated that he was aware that the Indian students were possibly going away for a period of time and that an agreement with Chinese student was imminent; that the flight school has had to lay off many of its employees. He expressed concern for the flight school's attempts to expand their operations and sympathized with the recent economic downturn of business; that FFC should position itself to be the optimal place to consolidate operations when the contract comes thru for the international students.

Chairman Brady offered the following powerpoint slides as part of the presentation to the audience members for discussion on FFC Focus Committees:

- FALCON FIELD SUPPORT COMMITTEES – Focus Committees
- FOCUS COMMITTEES →With Community Support Members
- FOCUS COMMITTEES SUB-AREAS
- AIRPORT SAFETY CONTINUED
- AIRPORT OPERATIONS CONTINUED

FALCON FIELD SUPPORT COMMITTEES

Focus Committees

PROPOSAL: Establishment of multiple Support Committees whose purpose is to provide additional capabilities and expertise to the Airport Staff in selected focus areas to enhance the airport operations; facility and revenue development; safety; expense controls; and tenant, community, and government relations. Each Committee will provide support to the Airport Director and staff. The Airport Director and his staff will remain the primary responsible party for established areas of responsibility:

- Airport Operations, Development, and Maintenance
- Budgeting, Programming, and Finance
- Community Outreach
- Marketing and Business Development
- Management of FBO Operations

FOCUS COMMITTEE COMPOSITION: Each Focus Committee would be composed of two sections:

PRIMARY COMMITTEE MEMBERS: composed of Airport Authority members with demonstrated expertise in the focus area. Committee members will be selected by the Authority Chairman after consultation with the selected Authority members. Authority Focus Committee members will select from within their Authority member group on the committee a designated Lead Committee member. Focus Committee members will report to the Authority Chairman. Each Focus Committee will define their committee's areas of support within their focus area, and present these designated support areas to the Authority members and Airport Director for review and approval.

COMMUNITY COMMITTEE MEMBERS: Optional Committee members at discretion of Primary Committee Members. Community Committee Members will be composed of airport tenants and local area (Peachtree City and Fayette County) residents with demonstrated experience and expertise in the Focus Committee area of responsibility. Authority committee members will identify and provide justification for selection and confirmation to and by the Airport Authority members for their desired Community Committee members. Authority Committee members will limit the number of selected Community Committee members to four maximum to ensure a viable, responsive, and capable Committee size. Community Members will report to the designated Focus Committee Authority Lead member. (* Indicates Committees with Tenant support.)

FOCUS COMMITTEE MEMBER SELECTION AND TENURE: Each Focus Committee member will be selected, announced, and confirmed by the Authority at the following monthly meeting of the Airport Authority after the annual selection/confirmation of the Authority Chairman. Each Committee member will serve until the following year's Authority Chairman's selection and confirmation.

FOCUS COMMITTEE AREAS OF RESPONSIBILITY:

- Finance, Accounting, Contracts, & Administration
- Business Development and Marketing*
- Airport Operations*
- Airport Safety*
- Tenant Relations*
- Government Relations (City, County, State)
- FAA Liaison
- Business Plan Development
- Air Show Coordination

FOCUS COMMITTEES with Community Support Members

Business Development and Marketing

Zaheer Faruqi

Cell: 770-309-2683

zaheer@adventureaviation.com

Airport Operations

Mike Brady

Cell: 770-378-6358

Mbrady6721@aol.com

Airport Safety

Bill Rial

Cell: 404-259-2258

rialwgfp@earthlink.net

Tenant Relations

Bill Rial

Cell: 404-259-2258

rialwgfp@earthlink.net

Community Member Membership Criteria

1. Falcon Field Tenant or resident of Peachtree City and/or Fayette County
2. Demonstrated expertise in Committee Area of Responsibility
3. Selected by Committee Board members and approved by Board Chairman and Airport Director.
4. Active participation in Focus Committee
 - a. Must maintain 70% attendance in Focus Committee activities, unless excused by Board Lead of Focus Committee.
5. Maximum of four (4) Community Members per Focus Committee
6. Notify Board Lead Member by March 13, 2009 of participation interest
7. Community Member Interviews: March 16-21, 2009
8. Community Member selections announced: March 23, 2009

FOCUS COMMITTEES SUB-AREAS

Tenant Relations

Airport Tenant defined:

- Categories:
 1. Recreation/General Aviation
 2. Onfield Businesses
 3. Corporate Businesses
- Airplane owner/operator and/or building (hangar, office) owner/renter
- Airport tenants are airport customers!

It is the Tenant Relations Focus Committee intent to offer the airport director and airport staff our support with Falcon Field tenant relations. Our support will include but not limited to the following areas: Open lines of communications, Information flow, Exchange of ideas, Airport activities, and any other tenant relation area deemed practical by the Airport Director and PCAA.

More specifically, the Tenant Relations Focus Committee emphasis is in the following areas:

- Advertise Focus Committee
 - Ensure tenants know the Focus Committee members
- Identify tenants
 - Meet as many tenants as possible
 - Ensure accurate airport tenant listing
 - Update current "Airport Based Customer List"
 - Identify expertise among tenants
- Conduct survey
 - List tenant [airport] concerns
 - Fuel
 - Comparative prices
 - Self serve fuel future plans
 - Airport/runway signage
 - FBO policies
 - charts, pilots lounge, security, taxes, lease agreements, etc.
 - Town hall meetings (quarterly or monthly)
- Define communication methods
 - Accurate email list
- Tenant Involvement In the following Focus Committees
 - Safety Committee
 - Tenant Relations
 - Airport Marketing/ Business Development
 - Airport Operations

Airport Safety

It is the Airport Safety Focus Committee intent to offer the airport director and airport staff our support with airport general aviation safety issues. Our support will include but not limited to the following areas: City, state or government safety directives, Federal safety compliance, Safety inspections, Emergency response, and any other airport safety discipline deemed practical by the Airport Director and PCAA.

Airport Safety- continued

More specifically, the Airport Safety Focus Committee emphasis is in the following areas:

- Safety Program management effectiveness
 - Establish Airport Safety Committee
 - Identify potential airport hazards
 - Develop/improve/update safety inspection checklist(s)
 - Document safety inspection results
 - Identify safety discrepancies with appropriate assigned Office of Primary Responsibility for corrective action.
 - Monitor corrective actions
 - Ensure safety inspection continuity among airport staff
- Tenant involvement
 - Tenants participate in Airport Safety Committee
 - Scout for safety expertise among tenants
 - Ensure safety feedback with tenants
 - Survey tenants
- Research any safety related grants from Federal agencies
 - Determine Airport Safety Management System Pilot Study eligibility
- Review Emergency Response Manual
 - Incorporate Peachtree City's associated references
 - e.g. Homeland Security Manual/Requirements
 - Make required updates
 - Conduct required safety training
 - Crash response preparedness
 - Director, staff and PCAA notification
 - Tenant notification

Airport Operations

It is the Airport Operations Focus Committee intent to offer the airport director and airport staff our support with airport general aviation operational issues. Areas of assistance can be in the following operational areas:

Position Job Descriptions- review/update/publish
Position Qualifications- develop/publish
Shift Duties- review/update/publish
Office Hours by Position- review/update/publish in public location
Airport Rules & Regulations- established and published
Employee Training Programs by Position- review/update/publish

- Initial Training Programs for New Hires
- Recurrent Training Programs

Training Records- established/updated/published
Customer Service Training Program for customer contact positions

- Initial Training Program for New Hires
- Recurrent Training Programs

Training Records- established/update/publish

Airport Operations- continued

Performance Evaluations

- Develop Written Evaluation
- Administer on Established Schedule
- Record Keeping

Policy & Procedures Manual

- Manual Content- Operations/Personnel Policies/Benefits/Job Descriptions/etc
- Employees Trained to Content
- Manual Available to Employees
- Manual Update System

Business Development and Marketing

It is the intent of the Business Development and Marketing Focus Committee to offer the airport director and airport staff our support with airport business development and marketing issues. Areas of assistance can be in the following operational areas:

Business Development

- Identify Sources of Business Revenue and pursue
 - Hangars, Tie-Downs, Office Space
 - Fuel
 - Corporate
 - 135 Commercial Aviation
 - On-Field Services
 - o Maintenance/ Avionics/ Paint/Sales/Parts/Equipment
 - Tenants
 - o Recreational
 - o Corporate
 - Sales Team- assists airport management

Marketing

- Plan and Goals Development and Adherence
- Sources of Marketing
 - Direct Mailings
 - Advertisements in selected Trade publications
 - Industry Conventions
- Competitive Analysis of Falcon Field Product and Services
- Product Reputation/ Customer Feedback Method
- Surveys: Customers/Transients/Corporations
- Product Reputation/ Customer Feedback
- Incentive Programs
 - Fuel
 - Hangar space
 - Business location
- Marketing Resources
 - Ads (2)
 - Pamphlet
 - Mail pieces
 - Marketing/Sales package
 - Display with support materials
 - Web Site Development/Update/ biz site

Chairman Brady outlined each area and reminded potential participants that the max number was 4 per committee with 2 PCAA members on the committee one in a lead position; that the goal of announcing a 6-month snapshot needed to analyze the business form structure and to move forward as a group.

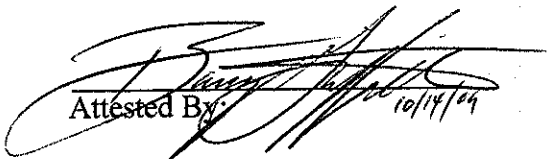
Chairman Brady reminded audience members of the March 13 deadline to notify PCAA for possible participation on focus committees; that this would be unique opportunity to make a difference at FFC. He reminded everyone that we have a good product and that we would take bite sized pieces at improving the product; that there would be a need to distribute the work load and tenants would have ownership in the overall process and part of the solutions.

Chairman Brady indicated that PCAA would work on an email notification system; that he had talked with representatives from Daytona Beach about a system that could alert tenants to impending weather scenarios and other safety related informational items. He expressed a need to have people with expertise in the listed areas to get involved in the formation of the programs; that designated people can make a difference. He talked about a need to review existing policies and procedures related to employee training and performance review programs; that there was a need to review job descriptions and possible revisions are needed. He spoke of a need to implement airport rules and regulations and minimum standards; that FFC does not currently have a customer service representative training program.

Chairman Brady acknowledged the need to update FFC's website and also spoke about the development of team leaders; that sales team efforts to develop new business would need support materials to back up the proposals. He indicated that PCAA was trying to accomplish many things in a short time period; that there was a need for active participation from FFC tenants and that we need to polish this diamond together.

Chairman Brady announced the PCAA members would be around after the meeting to discuss these ideas further and that everyone attend the PCAA meeting on March 12, 2009. Vice-Chairman Bill Flynn seconded by Chairman Mike Brady to adjourn the meeting at 9:45 p.m.; motion carries 3/0.

Attested By:



10/14/09

*Conrad Flynn Vice Chairman
for M. Brady 10/14/2009*

Mike Brady, Chairman