



**BARNSTABLE MUNICIPAL AIRPORT**  
**BOARDMAN-POLANDO FIELD**  
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R.W. "Bud" Breault, Jr., Airport Manager  
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**BARNSTABLE MUNICIPAL AIRPORT COMMISSION**  
**MINUTES OF THE WORKSHOP**  
**TUESDAY, May 16, 2017**

Barnstable Municipal  
Airport Commission:

John T. Griffin, Jr.,  
Chairman

Timothy R. Luzietti,  
Vice Chairman

Robert L. O'Brien,  
Clerk

Mary F. Smith,  
Commissioner

Stephen P. Cobb,  
Commissioner

Elizabeth Young,  
Commissioner

James DellaMorte,  
Commissioner

**Commissioners Present:**

John T. Griffin, Jr., Chairman, Timothy R. Luzietti, Vice Chairman, Mary F. Smith, Stephen P. Cobb, Elizabeth Young, and James DellaMorte. The meeting was held at the Barnstable Municipal Airport in the Airport Conference Room, 480 Barnstable Rd., Hyannis, MA.

**Commissioners not Present:**

Robert L. O'Brien, Clerk

**Airport Staff Present:**

Roland W. Breault, Jr., Airport Manager, Katie R. Servis, Assistant Airport Manager, and Suzanne Kennedy, Executive Assistant to the Airport Manager

**Public Members:**

Daniel Fortnam, and William Marasco, Yarmouth

**Call To Order:**

Chairman Griffin called the Barnstable Municipal Airport Commission Workshop to order at 4:05p.m. Attendance roll call was taken followed by the Pledge of Allegiance.

The purpose of this workshop is to discuss and fine tune the Air Service Development Jump Start presentation.

Assistant Manager Servis and Dan Fortnam will present the information today. This is not the actual presentation that will be depicted at the Jump Start event. Dan Fortnam has worked with the airport on and off in the past to market the Airport and he has been asked by management to help showcase HYA (Barnstable Municipal Airport).

Ms. Servis commented on the following:

- This is version 8 of the presentation.
- The event will be more of a conversation with back & forth information than an actual presentation.
- The focus will be on three main objectives – who are we, where are we, and what we want to do ( handout attached).
- This is still a work in progress. After revisions Ms. Servis will send the full presentation to the Commissioners.
- Commissioner Luzietti stated that the bottom line is business, and what is the “hook” to get the airline to look at HYA as a profitable route.
- There was a discussion of modifications to the slides to include information of the area “Who does not want to come to Cape Cod?” And how to get here.
- There was discussion of peak and off-peak travel to and from the Cape, and its seasonal changes for destinations; and for year round business travel needs.
- The airlines that are scheduled for HYA to meet with are JetBlue, Republic, Southern Air Express, Elite American, Porter, and Cape Air.
- We should market the airport as a year round market with a seasonal component rather than a seasonal airport with a year round component.

- In review of the presentation material the following suggestions were discussed:
  - More of a professional design – maybe ask Regan Communications/Pierce-Cote to assist
  - Semantics – remove negative words
  - Tables – outlining drive divert times and costs
  - Use Airplane logo as bullets
  - Front load the important tables
  - Prepare questions for airlines – ask about their schedules, available aircraft, etc.
  - Prepare some sample answers to the questions
  - Ask for a data sheet for each airline – code share availability
- The proposal from Dan Fortnam on the scope of services to assist with the marketing for the Jump Start event was reviewed and the general consensus was to move forward with this.
- Chairman Griffin stated that the Jump Start event was a one shot deal to present the airport and it is important for management to have the tools necessary to present properly. This could be a five year process to attract additional service.
- It was suggested to ask the airlines what they are looking for in a partnership with the airport and what will it take for an incentive program.

**Adjournment:**

Upon Motion duly made and seconded, the meeting was adjourned at 5:12 p.m.

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ROBERT L. O'BRIEN, CLERK