



**BARNSTABLE MUNICIPAL AIRPORT
BOARDMAN-POLANDO FIELD
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R.W. "Bud" Breault, Jr., Airport Manager
Katie R. Servis, Assistant Airport Manager

**BARNSTABLE MUNICIPAL AIRPORT COMMISSION
MINUTES OF THE WORKSHOP
TUESDAY, November 14, 2017**

Barnstable Municipal
Airport Commission:

John T. Griffin, Jr.,
Chairman

Mary F. Smith,
Vice Chairman

Stephen P. Cobb,
Clerk

Robert L. O'Brien,
Commissioner

Elizabeth Young,
Commissioner

James DellaMorte,
Commissioner

Zachary Lesinski,
Commissioner

Joseph J. Berlandi,
Commissioner

Commissioners Present:

John T. Griffin, Jr., Chairman, Mary F. Smith, Vice Chairman, Stephen P. Cobb, Clerk, Elizabeth Young, and Joseph J. Berlandi. The meeting was held at the Barnstable Municipal Airport in the Airport Conference Room, 480 Barnstable Rd., Hyannis, MA.

Commissioners not Present:

James DellaMorte, and Zachary Lesinski

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:

None

Call To Order:

Chairman Griffin called the Barnstable Municipal Airport Commission Workshop to order at 5:40p.m.

The purpose of this workshop is to discuss marketing strategies.

Assistant Manager Servis passed out the following (see attached) and reviewed all of the information during the presentation:

- Power Point Presentation
- Memo dated 11-14-2107 of the CCYP Event Survey Results
- Memo dated 11-14-2017 for Workshop I – Airport Marketing Plan Development

The Commission reviewed the three specific areas of marketing:

- Air Service Development Marketing
- Airport Facilities Marketing (land development)
- Marketing of the Airports Goods and Services

The focus of tonight's meeting was to define Marketing goals and objectives (Step 1) to address the most important areas where marketing and public relations can have a positive impact. Assistant Manager Servis requested that each Commissioner complete the Appendix A attached to the Memo for Workshop I and email it to her prior to December 5th, 2017. She will consolidate the comments to review at the next workshop meeting.

Adjournment:

Upon Motion duly made and seconded, the meeting was adjourned at 6:42 p.m.

STEPHEN P. COBB, CLERK