

1 ST. AUGUSTINE - ST. JOHNS COUNTY AIRPORT AUTHORITY

2 Regular Meeting

3 held at 4796 U.S. 1 North

4 St. Augustine, Florida

5 on Monday, June 20, 2011

6 from 4:00 p.m. to 5:26 p.m.

7 \* \* \* \* \*

8 BOARD MEMBERS PRESENT:

- 9 KELLY BARRERA, Chairman
- CARL YOUMAN
- 10 JAMES WERTER
- ROBERT COX, Secretary-Treasurer
- 11 JOSEPH CIRIELLO

12 \* \* \* \* \*

13 ALSO PRESENT:

- 14 DOUGLAS N. BURNETT, Esquire, St. Johns Law Group, 509
- Anastasia Boulevard, St. Augustine, FL, 32080, Attorney
- 15 for Airport Authority.
- 16 EDWARD WUELLNER, A.A.E., Executive Director.

17 \* \* \* \* \*

18

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21

- JANET M. BEASON, RPR, RMR, CRR, FPR
- 22 St. Augustine Court Reporters
- 1510 N. Ponce de Leon Boulevard
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## 1 PROCEEDINGS

2 CHAIRMAN BARRERA: If we could go ahead and  
3 stand for the Pledge of Allegiance.

4 (Pledge of Allegiance.)

## 5 MEETING MINUTES &amp; FINANCIAL REPORT ACCEPTANCE

6 CHAIRMAN BARRERA: Thank you. We'd like to  
7 call the meeting of the St. Augustine-St. Johns  
8 County Airport Authority into session. And we'd  
9 like to go ahead and ask the board members if they  
10 have any additions, deletions, revisions, or  
11 changes to the meeting minutes. Joe?

12 MR. CIRIELLO: According to my copy here, it  
13 says that all board members were present at the  
14 last meeting and if my memory serves me right,  
15 Mr. Cox was absent. It's just a real minor little  
16 detail, but for accuracy, it should be corrected.

17 CHAIRMAN BARRERA: Changed. Okay. Any  
18 further changes? Additions, deletions?

19 (None.)

20 CHAIRMAN BARRERA: Then the meeting minutes  
21 will stand as approved with the one change to the  
22 record. Thank you, Joe. Financial report  
23 acceptance?

24 MR. COX: I went over the financials today and

25 everything is in order.

4

1 CHAIRMAN BARRERA: Okay. So hearing none,  
2 then the financial reports will stand as approved.

3 CONSENT AGENDA

4 CHAIRMAN BARRERA: The consent agenda. Do we  
5 have any changes to the consent agenda? Everybody  
6 have a chance to look that over?

7 MR. WUELLNER: No, but I wanted to make -- I  
8 did want to point out just one thing, that the --  
9 despite the values on that project, the  
10 construction project, that the Authority share is  
11 only 2 1/2 percent, which I believe is in the  
12 \$167,000 range.

13 MR. YOUMAN: That's beautiful.

14 MR. WUELLNER: So...

15 CHAIRMAN BARRERA: Do we have a motion to --  
16 I'm sorry, Carl.

17 MR. YOUMAN: Do we have to vote on this or  
18 have we voted on this already?

19 MR. WUELLNER: You -- you will vote on both  
20 items at one time.

21 MR. YOUMAN: Now?

22 CHAIRMAN BARRERA:

23 MR. WUELLNER: Well, at the appropriate time.  
24 Also, the TRIM -- TRIM, just to point out, it is

25 set at -- it would be at zero millage if you accept

5

1 it as -- as it's suggested.

2 CHAIRMAN BARRERA: Joe?

3 MR. CIRIELLO: Could I ask a question on this  
4 bidding part, or do I have to wait until after  
5 we're done?

6 CHAIRMAN BARRERA: No, you would want to ask  
7 it now.

8 MR. WUELLNER: No, now would be --

9 MR. CIRIELLO: Well, I was just wondering if  
10 any contract language had been changed other than  
11 the standards that we've been using so in case we  
12 run across something that's not right, that we end  
13 up fighting a long time to get it made right. You  
14 know how I've been complaining about it takes too  
15 long to get things done legally and I wanted  
16 something put in contracts that would --

17 MR. WUELLNER: Well, it could still be --

18 MR. CIRIELLO: -- give us a timetable.

19 MR. WUELLNER: It could still be inserted.  
20 This is not the -- I mean, we do not have a  
21 contract document at this point because it would --  
22 the actual contract documents would wait till we  
23 get a grant awarded to us.

24 MR. CIRIELLO: But we wouldn't be bid --

25 MR. WUELLNER: This is approving the award,

6

1 not the bid dock -- the -- the contract document

2 yet.

3 MR. CIRIELLO: Well, would we be involved in  
4 the contract awarding after this?

5 MR. WUELLNER: Yes. We -- you would approve  
6 the contract --

7 MR. CIRIELLO: All right.

8 MR. WUELLNER: -- at the appropriate time.

9 MR. CIRIELLO: Okay. All right. Thank you.

10 CHAIRMAN BARRERA: And on the 2011-2012 TRIM,  
11 is also a part of the consent agenda. Any  
12 discussion?

13 (None.)

14 CHAIRMAN BARRERA: Then do we have a motion?

15 MR. YOUMAN: I make a motion we accept the  
16 consent agenda items as presented.

17 CHAIRMAN BARRERA: Do we have a second?

18 MR. COX: Second.

19 CHAIRMAN BARRERA: All in favor, aye?

20 MR. COX: Aye.

21 MR. CIRIELLO: Aye.

22 MR. YOUMAN: Aye.

23 MR. WERTER: Aye.

24 CHAIRMAN BARRERA: Aye. Motion passes

25 unanimously.

7

1

2 MEETING AGENDA APPROVAL

3 CHAIRMAN BARRERA: Meeting agenda approval.

4 Do we have any additions, deletions or changes to

5 the meeting agenda as it stands?

6 (None.)

7 CHAIRMAN BARRERA: Hearing none, then the

8 meeting will -- the agenda will stand as approved.

9 EXECUTIVE DIRECTOR'S REPORT

10 CHAIRMAN BARRERA: Executive Director's

11 report?

12 MR. WUELLNER: Yes. I have a number of items

13 just to quickly go through. I wanted to let you

14 know our 139 inspection, which is the certification

15 inspection related to air carrier, has been

16 accomplished and without -- without any significant

17 issues. So it is in place again for at least

18 another year.

19 We did go down Friday, last Friday, and make

20 our presentation to the FIND district for the first

21 piece of construction money related to the barge

22 and seaplane basin area. That went extremely well.

23 Nothing but praises from the FIND district board

24 relative to this. In fact, the comment was made we

25 need this in all 19 counties on the east coast of

8

1 Florida.

2 This is exactly what they're in place to fund.

3 So, my suspicion is it will score at least as well

4 as it did last year, which was eighth out of

5 70-some projects. This I would -- wouldn't even be

6 surprised to see this in the top five projects

7 funded this year with the FIND district.

8 Bahamas Day, you'll get a briefing here in a

9 minute, but by -- by our viewpoint, it came up

10 extremely well. I was very pleased with not only

11 how that event was handled, but I really liked the

12 synergy with the local -- local event in the

13 evening, the calypso night event. That seemed to

14 go extremely well and it was nice to take advantage

15 of both events and have mutually advertising and

16 working together. And they'll make you a little

17 presentation here in just a minute on that.

18 I did want to let you know that on the 29th --

19 did you already send those out, Cindy?

20 MS. HOLLINGSWORTH: Yes.

21 MR. YOUMAN: Uh-huh.

22 MR. WUELLNER: Okay. But just to make you

23 aware that the 29th we'll hold a little open house

24 to thank Donna for her years of service with the



25 Airport Authority, as she'll be retiring at the end

9

1 of this month.

2 Approach lighting system, I did want to fill  
3 you in here that this project will probably not  
4 fund in the current cycle and will be -- it appears  
5 FAA's going to directly tie it to a restoration of  
6 commercial service. So as soon as commercial  
7 service is kind of announced, that project will get  
8 a fire under it and they'll -- they'll fund it  
9 pretty quick.

10 TPC event, we continue to somewhat debrief on  
11 that, but we're already moving forward with next  
12 year's event. You may or may not have heard  
13 already that the Governor has committed already for  
14 next year's event. So he expressed great  
15 admiration for that event. It was exactly what he  
16 wanted to see and felt it was very positive.

17 We opened up a number of great contacts with  
18 the Governor's office as a result of that meeting  
19 and hopefully it's going to result in new projects  
20 and new jobs in St. Johns County.

21 I did want to make you aware of beginning very  
22 shortly, you will get directly updated onto your  
23 individual iPads with the airport -- your meeting  
24 calendars of the -- instead of getting that e-mail

25 that you usually do, they'll begin to show up on

10

1 your calendar application on here. So you'll need  
2 to check that periodically, make sure you've got  
3 it.

4 We will set it up. I think it's at least a  
5 24-hour reminder that will pop up, so that in the  
6 event you can't make something or just for whatever  
7 reason weren't aware, it's a kind of a way to  
8 remind you to make sure you've let somebody know or  
9 arrange for an alternate.

10 And did C.W. make it over? Behind me. I'd  
11 like to introduce C.W. Cindy Dompe?

12 MS. DOMPE: Yes.

13 MR. WUELLNER: Did I say it? I'm still  
14 working on the last name. Cindy is the, I'll call  
15 it just for ease of explanation, the new -- the new  
16 Donna. So she is getting her feet wet in our  
17 office all month and will be all ready to go for us  
18 by the end of this month when Donna officially  
19 retires out here. So far doing a great job, and I  
20 think we made a -- made an excellent choice in  
21 bringing her on board. So, welcome.

22 MS. DOMPE: Thank you.

23 MR. YOUMAN: Welcome.

24 MR. WERTER: And obviously the C.W. is to

25 avoid confusion.

11

1 MR. WUELLNER: We can't have double Cindys in  
2 two -- kind of makes it difficult. And that --  
3 that's concludes my comments.

4 CHAIRMAN BARRERA: Okay. Before we move on to  
5 the business partner updates, I don't have any  
6 public comment cards, so if we have anybody who's  
7 planning on having any public comment on either the  
8 agenda item or during public comment time, if you  
9 would go get one of those public comment cards and  
10 bring them in, I'd greatly appreciate it.

11 BUSINESS PARTNERS UPDATES

12 CHAIRMAN BARRERA: For the business partner  
13 updates, Mr. Sanchez?

14 COMMISSIONER SANCHEZ: Thank you, Madam Chair.  
15 I don't really have a report, unless anyone's got  
16 any questions about activity in the county. Not a  
17 lot of it going on due to budget restraints. But  
18 we are moving along on a number of things, there's  
19 no doubt about that.

20 We're very encouraged with everyone's attitude  
21 as far as dealing with new economic development.  
22 And our new director will be here August 1st, and  
23 she is coming from Fort Worth, Texas. We're very  
24 pleased with that.

25 She's actually written incentive plans for a

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1 couple of counties out there in Texas. And you  
2 know Texas is the number one state drawing new  
3 business, so we're hoping we can bring some of that  
4 here. We feel like we've got a lot to offer.

5 And we've got Mr. Gregory sitting back here,  
6 too. I'm starting to see him everywhere. He's  
7 the -- with the Chamber of Commerce, the new  
8 economic person there, and I'm very impressed with  
9 him. Any questions or anything?

10 (None.)

11 COMMISSIONER SANCHEZ: Thank you.

12 CHAIRMAN BARRERA: Thank you, Mr. Sanchez.  
13 Mr. Gregory, would you like to step up to the  
14 microphone and introduce yourself to?

15 MR. GREGORY: Sure. Good afternoon. I'm Norm  
16 Gregory, vice president of economic development for  
17 St. Johns County Chamber and the EDC. Absolutely  
18 excited. Had lunch the other day with the chairman  
19 or chairperson here, and she spent three hours  
20 filling me with all kinds of great information.

21 Activity is improving. I see some things that  
22 are coming down the line that should turn into  
23 economic development projects for us with jobs and  
24 infrastructure and new capital investments. So I'm

25 very, very, very happy. And I see us all working

13

1 together. It's very nice. Thanks.

2 CHAIRMAN BARRERA: Thank you, Mr. Gregory. Do  
3 we have any board questions for Mr. Gregory before  
4 he sits down?

5 MR. GREGORY: Oh, yeah, questions?

6 (None.)

7 CHAIRMAN BARRERA: Thank you. Mr. Slingluff?

8 MR. SLINGLUFF: Well, as Ed said, we had a  
9 good Destination Bahamas event. And May was  
10 really -- May and June have just -- just been a  
11 whirlwind for us. We dusted off Hangar 11 and --  
12 right after the air show, which was -- I think  
13 Craig will give us a report on that, phenomenal  
14 success, also.

15 I'd like to ask Elliot to give us an overview  
16 of our Destination Bahamas. And I think this  
17 really points out what we're trying to do for our  
18 own economic development, get things going here at  
19 the airport, putting a good marketing plan and PR  
20 plan into place, and the activities that resulted  
21 from it. With that, I'll turn it over to Elliot.

22 CHAIRMAN BARRERA: Thank you.

23 MR. MINTZER: Thank you for having me today.

24 And what I've put together is just a -- is a -- I

25 put together a brief overview of the Destination

14

1 Bahamas event. And hopefully -- I know I saw some  
2 of the board members there.

3 It was an event that was put together between  
4 the Bahamas Ministry of Tourism, Galaxy, the  
5 Northeast Florida Regional Airport, and it was --  
6 it was a collaboration. It was a great  
7 collaboration.

8 We had some goals in mind -- there we go. We  
9 had four goals for the event. One, we wanted to  
10 educate the residents and general aviation pilots  
11 that live in and around Northeast Florida as it  
12 relates to travel to the Bahamas, to and from.

13 We wanted to start building brand awareness  
14 about the resources that the Northeast Florida  
15 Regional Airport has to offer. And we wanted to  
16 gather the needs of the travelers that are leaving  
17 our county and using other resources to fly to and  
18 from the Bahamas. And we also wanted to mark the  
19 beginning of an annual event for the -- for the  
20 community and have it here at the airport.

21 Some of the preshow marketing that we did to  
22 make it so successful, we utilized the FLYNF.com  
23 web site. We created a three-stage marketing plan  
24 to get people to visit that site over and over

25 again. We used three different broadcasting

15

1 channels with radio commercials to highlight the  
2 event.

3 We had spots on Action News and First Coast  
4 News. We were in all of the regional newspapers  
5 promoting the event. We had a total of six press  
6 releases that really generated a tremendous amount  
7 of interest from TV and from radio.

8 We spent a lot of time utilizing social media.  
9 And all of the Facebook sites that related to and  
10 from the Bahamas, we tagged over 50 pages with the  
11 event, with the radio commercial. We started a --  
12 a great grass root program where we had posters all  
13 over Northeast Florida.

14 Flying clubs, we had 150 of them east of the  
15 Mississippi River that were invited to this event.  
16 We targeted over 400 GA airports and also different  
17 organizations, from major manufacturers to even our  
18 local pilot association here at the field.

19 And this is also -- this is -- these are just  
20 efforts that we ourselves put together. This is  
21 not counting the efforts that the Bahamas Ministry  
22 of Tourism had involved as well.

23 So what did it translate to? Well, it was a  
24 successful, a very successful day. We had 23

25 vendors. We had four charter companies that came

16

1 and attended. Two that flew in with aircraft, a  
2 Pilatus PC-12 and then we had two -- we had a  
3 Citation and an Eclipse jet.

4 We had aircraft as far north as Tennessee that  
5 came for our seminars, which were standing room  
6 only. We had four seminars that day that the FAA,  
7 Bahamas habitat, the FAA studio productions team,  
8 and Customs and Border patrol were involved in.

9 The -- we called her the Bahamian lunch lady.  
10 She served over 300 lunches. It was amazing. We  
11 had 257 people that just preregistered, not  
12 counting all the FAA registrations. And we had  
13 over a thousand attendees between the day event and  
14 the night event. We were very excited.

15 And Senator Tony Hill came all the way from  
16 Tallahassee to be here, a part of that event. He  
17 was very excited. We had some great meetings with  
18 the him about economic development. Not only for  
19 the Bahamas, but we also talked about other areas  
20 as well.

21 I wanted to put this slide in here so you  
22 could see from a fiscal standpoint how we were able  
23 to keep costs low. And we did that with a lot of  
24 collaboration.



1 ran the Airport Authority just about a thousand  
2 dollars. We had some banners produced and we had  
3 some premium items put together. It was \$1,850  
4 that the Airport Authority expended. That's not  
5 counting what Galaxy had expended or -- or any of  
6 the other organizations. But we can tell you that  
7 it was a -- it was a plus event. There were no  
8 negative dollars spent. And we anticipate it being  
9 even bigger yes -- bigger next year.

10 So where are we from a -- a result standpoint?

11 Well, all of the goals that we set out for are in  
12 play right now. There is tremendous momentum  
13 created not only from the Northeast Florida area  
14 with -- with travelers, but businesses. Charter  
15 companies want to know how they can get involved at  
16 the airport.

17 The expectation is now for a true marketing  
18 plan, a brand building, and to keep that momentum  
19 going for scheduled service. We can't let the  
20 ball -- we can't let the ball drop now.

21 We've even conducted an after-event survey.  
22 The number one question asked by all the attendees  
23 is: When are we going to have direct service from  
24 St. Augustine to the Bahamas? I can't -- I got an

25 e-mail today while I was meeting with Michael.

18

1 It's amazing. 73 percent of the respondents  
2 want to come to next year's event and 57 percent of  
3 the attendees came to learn how to fly directly  
4 from St. Augustine to the Bahamas. So we're --  
5 we're very excited.

6 What are the next steps? Well, we need to get  
7 some local marketing involved to build the airport  
8 as the airway to the Bahamas and to establish  
9 scheduled service.

10 There's a hangar that's empty, the Skybus  
11 terminal. We need to -- we need to drive dollars  
12 into the community by getting scheduled service.  
13 By creating this airway, we'll do that. We'll also  
14 create jobs. We all know how bad those are needed  
15 in our economy today. And this will also provide  
16 sustainability to the airport from an economic  
17 standpoint.

18 We want to continue the social media platform.  
19 Facebook, Twitter, maybe some web site  
20 consolidation, but now is the time to do it. We  
21 have people's attention. They're going to the web  
22 site. The FLYNF.com Destination Bahamas site  
23 received thousands of hits between the time we  
24 started till the time that the event took place.

25 And now we're in Phase 4, which if you go to

19

1 that site, you'll see the results from the day.

2 You'll see photos, et cetera.

3 We have a database now of everybody that  
4 attended the event, and the idea is to keep  
5 everybody informed what's happening at local Bahama  
6 resorts. What hap -- what's happening with  
7 scheduled service. It's important because they'll  
8 talk to people, who will talk to people, who will  
9 talk to people. And we want to create obtainable  
10 metrics and then evaluate these metrics in six to  
11 12 months.

12 So I ask that the -- the Airport Authority  
13 take a hard look at what we've -- what we've  
14 established, what we have going, and I'm more than  
15 happy to answer any questions and help put a  
16 marketing plan in place to accomplish scheduled  
17 service and to create this airway to and from the  
18 Bahamas. Any questions?

19 CHAIRMAN BARRERA: Carl?

20 MR. YOUMAN: I -- I just want to make a  
21 comment. I went to both functions. And when I  
22 came out, drove up to the first function, I was  
23 really really, I mean, excited and surprised to see  
24 so many people coming through.

25 I spent the afternoon here. And the

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1 enthusiasm of the people and the Bahamians that  
2 were here doing the serving, the enthusiasm of the  
3 attendees, the enthusiasm and the activity of the  
4 people with -- behind the booths, I mean, it -- you  
5 get -- you got pumped up. It was phenomenal.

6 You two did a fantastic job putting this thing  
7 together, and I think it's going to be doing great  
8 things for the airport and the community, the  
9 spinoffs from what you're doing.

10 MR. MINTZER: Thank you. The Bahamas Ministry  
11 of Tourism is expecting a lot out of the airport  
12 now. You know, we've shown them what we're capable  
13 of doing. We've shown them -- we've shown them  
14 what the -- you know, the service that we're  
15 capable of providing. So we really need to follow  
16 up on that because it is an opportunity that I  
17 think we shouldn't -- we shouldn't let slide by.

18 MR. YOUMAN: Do you know offhand how much  
19 money was raised for the charity from the second  
20 function?

21 MR. SLINGLUFF: I have not received a direct  
22 dollar amount, but we know it was the most  
23 successful event they've ever had.

24 MR. YOUMAN: It was crowded.

25 MR. SLINGLUFF: It was very crowded.

21

1 MR. YOUMAN: People had -- people --

2 MR. SLINGLUFF: Just to fill you-all in, the  
3 Destination Bahamas event ran from 10 o'clock in  
4 the morning to 2 o'clock in the afternoon. We then  
5 they had four hours to completely strip the  
6 building down and build a casino and start it all  
7 over again. And we had another 500 people in there  
8 that night for a charity event.

9 There were -- there were auctions and we had a  
10 couple of blackjack tables and things like that.  
11 And then serve dinner for -- for 500 people. Doug,  
12 you were there. And it -- it was very well  
13 attended, very well-received, and they want to do  
14 it again next year.

15 MR. YOUMAN: And the last comment I want to  
16 make is when I ran for office in -- throughout the  
17 last three years, at this function the continuous  
18 question that I keep getting, whether it's to the  
19 Bahamas or anywhere: When are you guys going to  
20 get commercial service back in here?

21 It -- it's all -- it's all -- they just -- as  
22 soon as they see the tag, as soon as they see who I  
23 am, that's the first question that comes out of  
24 their mouths.

25 MR. SLINGLUFF: Carl, I -- I think I wake up

22

1 to that question everyday. My wife asks me, "When  
2 are we going to get commercial service?"

3 It's this kind of activity that I think gets  
4 us on the radar screen. We did it. We need to  
5 follow up now. I truly believe that if we can get  
6 some -- some travel going to the Bahamas, whether  
7 it's -- it's more of an organized scheduled 135 or  
8 a small commuter line or even some gambling  
9 junkets.

10 We have some interest from some large jet  
11 operators that want to go to Nassau. They're  
12 coming out of Northeast Florida. That type of  
13 thing can -- is -- is the bridge to scheduled  
14 airline service. So we definitely want to push for  
15 that and -- and meet with the Bahamian Ministry of  
16 Tourism and follow up on all of the leads that they  
17 gave us.

18 CHAIRMAN BARRERA: I think one of the things  
19 that I liked about the event is it brought in  
20 people who had not been out to the airport, who  
21 were serious about traveling down to the Bahamas.

22 And that level of interest, I don't think  
23 we've ever seen that high of a level of interest to  
24 bring in people out to the airport for this type of

25 an event for our air travel that we don't have

23

1 secured yet. So I think that it definitely  
2 measured as a dip stick of the level, high level of  
3 interest and commitment that people have for this.

4 MR. SLINGLUFF: Yeah.

5 CHAIRMAN BARRERA: It was a success. The  
6 parking lot was full. And the people were all very  
7 well-informed. The seminars were excellent. I  
8 think it was just -- I just can't wait for next  
9 year.

10 MR. MINTZER: Thanks.

11 CHAIRMAN BARRERA: But you're right, we have  
12 to build on it.

13 MR. SLINGLUFF: Yeah.

14 CHAIRMAN BARRERA: And I think we -- we all  
15 realize that.

16 MR. SLINGLUFF: Thank you.

17 MR. MINTZER: Thank you.

18 CHAIRMAN BARRERA: On to our next business  
19 partner. Craig?

20 MR. FORDEM: Good afternoon. Judging by what  
21 just took place the last month, looks like  
22 everybody here is a glutton for punishment, so...

23 As you know, we just had our air show several  
24 weeks ago. We look at this event as our proof of

25 concept event. We had the cooperation of the

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1 entire airport here. The airport administration  
2 was fantastic. Mr. Harvey, the operations people  
3 were tremendous. All of the work that they  
4 provided for us helped make this event just a great  
5 success. We had the assets and resources of the  
6 county. The County Sheriff's Department was on  
7 board. The Fire, EMS, they provided some  
8 tremendous services for us.

9 In our view, our event was a success. It was  
10 safe. It was professional. Everyone we had  
11 involved is an upstanding member of the  
12 International Council of Air Shows, as are we. I  
13 know Mr. Wuellner came to our Saturday briefing. I  
14 think you were very satisfied with the way that  
15 briefing took place.

16 MR. WUELLNER: Absolutely.

17 MR. FORDEM: From a standpoint of raising  
18 money for our charities, we're a little  
19 disappointed we're not able to put money in the  
20 hands of charities this year, but we did pay all  
21 the bills. And with the blessings of everybody  
22 here, we're ready to do -- make this an annual  
23 event.

24 I have had nothing but good comments about the



25 event. I had not one negative comment about it. I

25

1 don't know about yourselves. It was exciting. It  
2 was good family variety of entertainment. We're  
3 ready to do it again. We had the cooperation of  
4 the FBO, all the businesses on the airport. Yes,  
5 sir, Mr. Youman?

6 MR. YOUMAN: I just want to make a comment on  
7 the volunteers.

8 MR. FORDEM: They were tremendous.

9 MR. YOUMAN: They were phenomenal. Plus the  
10 fact I received copies of the e-mails for the  
11 constructive -- constructive ideas they had to  
12 assist and make changes to make everything more  
13 efficient for next year, and it was all done in a  
14 positive framework, that was -- just like you said,  
15 there were no nasty negatives of any kind. It was  
16 all positive and just -- just to assist and make it  
17 better next year.

18 MR. FORDEM: Absolutely. And I can tell you  
19 our web site on our home page is connected to the  
20 St. Augustine/St. Johns County tourist web site.  
21 120 days before this event, we put a hit tracker on  
22 our web site, and at four months we had 54,000 hits  
23 from 35 different countries. So our airport is  
24 known around the world.

25 We put heads in beds and people in

26

1 restaurants. I talked to people myself that were  
2 here as far south as the Keys, Tampa, as far west  
3 as Alabama, and as far north as Virginia. So  
4 people are excited about it.

5 MR. YOUMAN: One last comment. The Civil Air  
6 Patrol on both days, they were -- along with the  
7 other volunteers --

8 MR. FORDEM: Excellent.

9 MR. YOUMAN: -- the Civil Air Patrol with  
10 those young people, again they were just absolutely  
11 phenomenal in what they did, too.

12 MR. FORDEM: It takes a lot of people. We had  
13 170 volunteers out there, and everybody worked  
14 together fantastic.

15 MS. LUDLOW: I think we owe them a round of  
16 applause.

17 MR. YOUMAN: Yeah.

18 MR. FORDEM: It takes a lot of good teamwork  
19 to do that.

20 MR. WERTER: I'm glad -- I'm glad to hear that  
21 you do plan on repeating it, because I know it's  
22 repetition that will make it grow. And next year  
23 there'll be a charity contribution hopefully.

24 MR. FORDEM: I believe so. I believe after

25 next year it will be a self-sustaining event and

27

1 we'll be able to hand some checks to some nice  
2 charities. Are there any questions from anyone?

3 (None.)

4 MR. FORDEM: Thank you.

5 CHAIRMAN BARRERA: Thank you, Craig. We -- I  
6 heard nothing but positive comments on it as well.

7 MR. FORDEM: Thank you.

8 CHAIRMAN BARRERA: And I heard it from staff.  
9 I heard it from other pilots. I think everybody  
10 was very pleased with it and I think everybody's  
11 looking forward to it continuing.

12 MR. FORDEM: Thank you.

13 CHAIRMAN BARRERA: And I think the opportunity  
14 to be up close with -- with the performers is  
15 really unique. And right there with the  
16 Intracoastal as a backdrop, it's just beautiful.

17 MR. FORDEM: Yeah, we have the perfect venue  
18 for it.

19 CHAIRMAN BARRERA: Truly. Truly. But we do  
20 owe a big round of thank you's also to the staff  
21 because I know that week they all worked long and  
22 hard as well. And they did -- they have done, been  
23 very busy on -- on their weekends and pulled in  
24 some long days. So to Kevin and his crew, make

25 sure that we extend our thank you and our

28

1 gratitude.

2 MR. FORDEM: They were fantastic. Those guys  
3 spent a holiday weekend out here working hard.

4 CHAIRMAN BARRERA: And it was hot. Carl?

5 MR. YOUMAN: Don't forget Galaxy Aviation.

6 They -- in the background, they were always  
7 cooperating and making things happen.

8 MR. FORDEM: Absolutely. It takes the  
9 cooperation of a lot of people to make something  
10 like that happen.

11 CHAIRMAN BARRERA: It was great. Thank you.

12 MR. FORDEM: Good.

13 CHAIRMAN BARRERA: Okay. Our next business  
14 partner is Harry with SAAPA, Ruhsam.

15 MR. RUHSAM: Yes, good afternoon. And I'd  
16 like to say, you know, on behalf of SAAPA, it was a  
17 pretty great turnout.

18 A lot of SAAPA members were involved heavily  
19 in both the Destination Bahamas and the air show.

20 So, you know, we're -- we're not just a bunch of  
21 rich boys and girls with their toys. But, you

22 know, got out and got dirty and sweaty and

23 contributed to the event to help, you know, bring

24 awareness to general aviation and dollars to the

25 airport.

29

1 So, about the only other thing, we had our  
2 scholarship presentation at the last meeting June  
3 11th and we awarded three \$500 scholarships to the  
4 three Aerospace Academy students that stood out  
5 highest and that -- those three were Knoah Miani  
6 and Layton Crosby, who were both there and spoke to  
7 the membership -- excuse me, Layton Crosby will be  
8 speaking this coming meeting. Jessica Crossfield  
9 was the third who did speak. Any questions?

10 (None.)

11 CHAIRMAN BARRERA: Thank you, Harry, and  
12 thanks on behalf of the Airport Authority to SAAPA.  
13 Doug, before I have you go, let me just check with  
14 Daniel. Anybody from Northrop? And Jim, anything  
15 from IDA?

16 MR. ZIMMERMAN: No. Nothing, thank you.

17 CHAIRMAN BARRERA: Okay. Go ahead. Doug?

18 MR. BURNETT: I know it's unusual for me to be  
19 up here, but I'm going to get up here because I  
20 think it's helpful. I'm going to try to use this  
21 door to explain. And here's where I'm going.

22 We've got an update for you on Hangar 8, 9,  
23 and 10. And here's the update for you. And I'm  
24 going to pass out a report from Structures

25 International, who's now done a study of what the

30

1 structural -- what the soundness of what's been  
2 constructed and the fix that's been put in place of  
3 Hangars 8, 9, and 10.

4 If you'll bear with me for a minute, I'm going  
5 to carry this thing over here. If you think of  
6 this opening of the metal as our door and the  
7 entire metal swings up, you have the door frame  
8 going around inside the building.

9 What we have is enormous columns -- in my  
10 view, they're enormous. They look pretty big.  
11 They're basically an I-beam going straight up. And  
12 since they're in a column position, they call them  
13 a column. We also have an I-beam going across as a  
14 girt.

15 The column comes out so far as the I-beam that  
16 it -- when Hangar 10 had its failure, it was -- it  
17 twisted. And there's been a little bit of flex in  
18 them from the beginning. When -- and, you know,  
19 this column runs all the floor to ceiling. And it  
20 actually sticks out from the wall the way my  
21 notepad is. So what you think of as the flush of  
22 the wall, it actually sticks out.

23 The Airport Authority did some corrective work  
24 with a separate subcontractor to try and fix the

25 problem when we had the failure on Hangar 10. And

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1 what that involved was some angled pieces tying  
2 back in that -- the exposed end of that column to  
3 stop it from flexing.

4 The report now says that Hangars 8 and 9 are  
5 fine because they didn't have the failure. They're  
6 fine with the addition of one piece, which is a  
7 relatively minor piece to do. And that is, we have  
8 the piece -- we have the angled pieces tying the  
9 end of this column into the wall. We need an  
10 angled piece from the top up here tying it into  
11 that girt going across, so we'd have an angled  
12 piece coming like such. Okay. That's the -- the  
13 fix that needs to go on related to 8 and 9, as we  
14 understand it.

15 Hangar 10, because it had the failure, the  
16 column on each end of the door is warped now, and  
17 it -- because of that, the two columns need to be  
18 replaced. And when you think about the size of the  
19 door that's in the middle, you don't just pull the  
20 column out and slide a new column in.

21 We don't know what has to go on related to the  
22 girt at the top when you pull this column out. We  
23 think the door has to be either stabilized in -- in  
24 its current location while the columns come out or

25 it has to be disassembled and then the columns have

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1 to be put in. We're not sure.

2 The structural engineer wasn't sure as to the  
3 process that a contractor may ultimately suggest as  
4 to or the method that a contractor may ultimately  
5 suggest as to doing that work. But that's the  
6 bottom line as far as the fix.

7 Hangars 8 and 9 need a relatively small fix.  
8 They need this angled piece at the top. It doesn't  
9 require the door to be removed from 8 -- 8 or 9.  
10 It's relatively minor work. Minor because it's  
11 essentially one more of these angled pieces but  
12 going across at the top.

13 For Hangar 10, though, again the columns have  
14 to be removed. It's measured in the tens of  
15 thousands as a guess. We don't know what the price  
16 is. Mr. Wuellner is going through the process now  
17 to figure out what the price -- about what the  
18 price is going to be to make that fix, see if we  
19 can get an idea from a contractor and also get an  
20 idea as to what their method would be to -- to hold  
21 the door in place or disassemble the door to put  
22 the columns in for Hangar 10.

23 I think at that point in time -- we'll get  
24 that information shortly. And I think we're at



25 that point in time, based on the information or the

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1 direction we had received previously from the  
2 Authority, would be to move forward with doing that  
3 corrective work.

4 We'll also then -- contemporaneous with having  
5 the proposal to do the corrective work to fix  
6 Hangar 10 in particular because it's the one that  
7 costs the most money, we'll also then have a good  
8 idea of what our damages are. And it's at that  
9 point in time that we move forward with a lawsuit  
10 against -- and then it's against.

11 And the thing I'd leave it blank is here's  
12 what Structures International reveals to us. We  
13 get the -- from them the fact that there's no  
14 coordination between the door manufacturer and the  
15 building manufacturer. Seems common -- common  
16 sense to us, but, you know, it's nice to have the  
17 consultant tell you that as well.

18 You get a lack of coordination between the  
19 door manufacturer and the building manufacturer as  
20 to what's going in. You know, "This door's going  
21 in that building and," you know, "your building's  
22 going to hold my door." And then you also get the  
23 fact that there's a contractor who's supposed to  
24 facilitate this coordination as well. So we really

25 have three parties that are your potential

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1 defendants.

2 And that's where things stand at this point in  
3 time. We get some cooperation out of -- out of  
4 Ceco, the building manufacturer. You know, we  
5 haven't gotten any cooperation out of the door  
6 manufacturer, HydroSwing.

7 And that's where things stand at this point in  
8 time. And -- and it really relates to also where  
9 the pistons join -- this fix, this angled fix of  
10 where the pistons mount to the columns, there  
11 should have been better coordination between the  
12 door and the building manufacturer to make sure  
13 that would work and not have the failure like we  
14 experienced in -- in Hangar 10.

15 So with that, I'll hand you out the report so  
16 you can take that with you. But that's -- that's  
17 where things stand. If you have any questions, I  
18 would be happy to answer them.

19 CHAIRMAN BARRERA: Joe?

20 MR. BURNETT: Yes, sir?

21 MR. CIRIELLO: Yeah. Doug, was you present  
22 on-site when this discussion was going on? In  
23 other words, are you sure that they're going to  
24 replace that I-beam?

25 MR. BURNETT: Well, it's not a function of

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1 our -- am I sure they're going to replace the  
2 I-beam; it's a function of the Airport Authority  
3 needs to hire a contractor to replace the I-beams.

4 MR. CIRIELLO: Well, I was just wondering. An  
5 I-beam does have twisting and flexing and  
6 everything in it. Why don't they change from an  
7 I-beam to a square tubing? You can't bend or flex  
8 or twist a piece of square tubing.

9 The company I worked for made tubing and  
10 then -- you know, round tubing and square tubing,  
11 and it comes in all thicknesses, wall thickness.  
12 If they put square tubing instead of an I-beam or  
13 an H-beam in there, it'd really be solid. And I  
14 just wondered if anybody suggested that to them.

15 MR. BURNETT: I think that would -- to do  
16 that, it would -- this is my lay opinion. To do  
17 that, it would be creating a situation that's not  
18 necessary. 8 and 9 are -- work fine with the  
19 additional bracing that the Authority put on it.  
20 It would change the structure.

21 Now, you know, I guess the argument back to  
22 that is, well, it might be better to have the  
23 box -- like you're saying, the box column. I can't  
24 say that the plans and the engineering that went

25 behind the plans was approved by the county and

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1 that's what's there, but for the fact that the -- I  
2 think the pistons mounted differently and there  
3 wasn't good coordination between the door and the  
4 building manufacturer to deal with the fact of  
5 where they were going to connect and interrelate to  
6 each other. But it's that angled piece going  
7 back --

8 MR. CIRIELLO: You could eliminate all that  
9 with square tubing because the square tubing would  
10 be strong enough you wouldn't need those knee  
11 braces in there.

12 MR. BURNETT: From a layperson, I think I'd  
13 agree with you, yes, sir.

14 CHAIRMAN BARRERA: Bob?

15 MR. COX: My question's more for Ed. Is the  
16 strengthening of the other two hangars already done  
17 by our people?

18 MR. WUELLNER: All -- all but the angled  
19 bracing at the top.

20 MR. COX: That's what --

21 MR. WUELLNER: We -- we facilitated that  
22 repair immediately after the first failure, and --  
23 and it appeared -- you know, from what we can tell  
24 from the structural report, the doors in theory

25 could have failed right away with the building.

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1 MR. COX: I guess my -- where I'm going is, is  
2 the liability overall for the airport and not  
3 running --

4 MR. WUELLNER: Oh --

5 MR. COX: -- into the situation again.

6 MR. WUELLNER: He's kind of misspoken in that  
7 we facilitated the repair. We did not do the  
8 repair.

9 MR. COX: Oh.

10 MR. BURNETT: Yes.

11 MR. COX: Oh, got you.

12 MR. BURNETT: I apologize.

13 MR. COX: Okay.

14 MR. WUELLNER: It's the nomenclature.

15 MR. COX: So we had structural engineers  
16 suggest the changes to be done and we contracted  
17 somebody to fix those?

18 MR. WUELLNER: We -- we had the door and  
19 building contractors suggest the change.

20 MR. BURNETT: But now what we've got from  
21 Structural Engineers -- from --

22 MR. WUELLNER: Confirms that repair --

23 MR. BURNETT: -- Structures International is  
24 confirmation that that fix was sufficient and

25 correct to stop the -- the twisting that was going

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1 on.

2 MR. WUELLNER: The -- the real problem now is

3 that the -- when the door failed, it created that

4 twisting moment and irreparably warped the steel.

5 Thankfully the other two had not failed, so bracing

6 was able to be in there ahead of --

7 CHAIRMAN BARRERA: Carl?

8 MR. YOUMAN: Who's paying for these repairs?

9 Or who paid for them? Let's put it that way.

10 MR. WUELLNER: Well, ultimately we have to

11 this point. But that's the subject of the

12 financial recovery in the proposed lawsuit.

13 MR. YOUMAN: All right. So it's part of

14 the --

15 MR. WUELLNER: So the goal here is to get

16 Hangar 10 --

17 MR. YOUMAN: -- recovery process, but we want

18 to get them back in service.

19 MR. WUELLNER: Correct.

20 MR. BURNETT: Yeah, 8 and 9 I guess have

21 stayed in service.

22 MR. WUELLNER: Yes, they have.

23 MR. BURNETT: It's 10 that's been a problem.

24 And 10 needs these columns replaced.

25 MR. YOUMAN: And now -- and now we have to

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1 facilitate putting the angle to the top in 8 --

2 MR. WUELLNER: Yeah. Small additional bracing  
3 in the other two hangars. And it is pretty minor.

4 CHAIRMAN BARRERA: Bob?

5 MR. COX: Just one more. Do we have an  
6 ongoing program for inspection of those doors --

7 MR. WUELLNER: Yes, we do.

8 MR. COX: -- I mean, instead of just saying  
9 the hangar owner comes to you and say, "Hey, I'm  
10 noticing something strange"?

11 MR. BURNETT: Right.

12 MR. WUELLNER: Well, we certainly rely on them  
13 to -- if there's something in the interim, but yes,  
14 we do.

15 MR. COX: Okay.

16 MR. BURNETT: And -- and, Mr. Cox, you're  
17 right. That is one thing that Structures  
18 International did advise, that we need to  
19 periodically check the pistons to make sure they're  
20 calibrated or in sync with each other within  
21 certain tolerance.

22 MR. COX: That's always been an issue with  
23 those doors.

24 MR. WUELLNER: Yes. As you well know.

25 MR. COX: Yes.

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1 CHAIRMAN BARRERA: Any further questions for  
2 Mr. Burnett? Thank you, Doug.

3 (None.)

4 MARKETING PLAN DISCUSSION

5 CHAIRMAN BARRERA: Thank you, Doug. Moving on  
6 to our agenda item, our marketing plan. And I'll  
7 let you lead with that. Ed?

8 MR. WUELLNER: Well, you've been provided with  
9 a copy of the -- what we'll call a final draft  
10 marketing plan.

11 Largely, we took the business centers as we  
12 discussed them a few months back and went through  
13 additional analysis. Also looked at the ongoing  
14 market conditions out there, business conditions  
15 and climate. And the -- and long term we'll  
16 continue to plug in details regarding the financial  
17 ability to be responding to some of those business  
18 aspects that we've identified.

19 The short version of the story is that  
20 we've -- we've really identified two areas where we  
21 believe the -- that the quickest change can be made  
22 or the quickest emphasis can be made. And of  
23 course one of those is in the area of commercial  
24 service. And then secondarily to that, the climate



25 is ripe right now to begin the discussions and

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1 preliminary work ahead of getting industrial  
2 development kind of property up and running.

3 And I would have to say that events such as  
4 the TPC event and the ability to work with the  
5 county, the EDC, and even probably Florida -- or  
6 Flagler Development, all -- the market is such that  
7 it's a good time to begin those discussions and see  
8 if we can't move a lot of property out there that  
9 belongs both to the Authority and Flagler  
10 Development -- and there may be some other minor  
11 players that come on board, too -- but look at that  
12 holistically and -- and see if we can't get  
13 something off dead center while -- while it's a  
14 good environment to do that and while everybody is  
15 open to the idea of working together for overall  
16 benefit in the county.

17 You could tell the appendix side of that  
18 document dealt with the strengths, weaknesses,  
19 opportunities and threats as they related to the  
20 other market segments, too. We included that  
21 information in there so that you get a feel for  
22 what the group felt was -- was out there and  
23 related to those particular business items.

24 So, we'd be happy to deal with any particular

25 questions about the report itself. Otherwise, Vic

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1 is prepared to make some comments related to the  
2 bus -- to market plan -- the marketing plan. And  
3 then he'll touch on how it's going to integrate  
4 into the business plan also, as the next real step  
5 in the business plan is to deal with the financial  
6 aspect of the airport's business in the context of  
7 the marketing plan now so we have -- with  
8 acceptance of this in a general method.

9 I do want to point out, too, just one more  
10 thing before Vic gets started, is the time frame on  
11 this is relatively short. We're -- we're looking  
12 at, you know, a year or two kind of target within  
13 the marketing plan, figuring that we absolutely are  
14 going to need to monitor the economic conditions,  
15 continue to monitor the availability of other modes  
16 of transportation, also to continue to monitor the  
17 overall local demand for those other modes of  
18 transportation.

19 But you can tell we already in some respects  
20 are getting off center with this -- getting off  
21 dead center with the seaplane activities and the  
22 barge basin. We've identified some uses already  
23 this fall. We've identified some capital to go  
24 into that.

25 As that product comes online, we're going to

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1 want to address it in more detail in this -- in the  
2 marketing plan and come up with an absolute way to  
3 get that message out there that it exists and is --  
4 and becomes usable.

5 We've got a little bit of capital ahead of  
6 that that's, you know, probably going to occupy the  
7 next 12 to 18 months before it's completely ready  
8 to go. Now we can make some interim uses, but, you  
9 know, by the time it's -- the safety area project's  
10 complete, the barge channel dredging is complete,  
11 you know, at that point we're ready to go. We've  
12 got access available. It will all, you know, be in  
13 place to be out there in marketing.

14 And that was certainly an issue that got  
15 talked about even last Friday at the FIND district.  
16 One of the things they really like about this  
17 project is the access to those facilities can be  
18 made available to other commercial users, which  
19 obviously is a -- is a good development for the  
20 airport and an exciting partner with the FIND  
21 district, too.

22 So with that, we -- you know, I know I'm happy  
23 to address questions specifically related to the  
24 marketing plan and, you know, Vic's got -- as I

25 said, got some additional things he wants to go

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1 through.

2 CHAIRMAN BARRERA: Vic?

3 MR. MARTINELLI: Oh, okay.

4 MR. YOUMAN: Can --

5 CHAIRMAN BARRERA: Let him stand. Just one  
6 second. Carl had a question for Ed.

7 MR. YOUMAN: This marketing plan document, is  
8 that entirely an in-house with Bob and the  
9 administration and others, or are there outside  
10 consultants tied in with marketing experience?

11 MR. WUELLNER: We used essentially a volunteer  
12 group. We -- we met essentially weekly for the  
13 last several months with -- we had a board member.  
14 Bob was assigned to the -- to that committee.  
15 Myself. Michael Slingsluff at Galaxy. Andrew  
16 Holesko with Passero Associates. Vic has been on  
17 board assisting us putting that together. Who else  
18 was -- oh, Kevin. Kevin Harvey at my office was  
19 also involved because he needs to know those  
20 details and how things are blending together, too.

21 But largely a group that was experienced in  
22 aviation is also bringing different angles,  
23 different -- different approaches and different  
24 interest areas to the -- to the plan itself. So

25 it's not being done in a -- a real myopic way; it's

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1 got a broader breadth of experience being applied  
2 to the scenarios and things we developed.

3 MR. YOUMAN: From my -- from my limited  
4 perspective, I read through the plan and it's a  
5 phenomenal document.

6 MR. WUELLNER: Thanks.

7 MR. YOUMAN: A lot of work's gone into this  
8 thing. It's very detailed. And I believe if  
9 implemented as stated, we'll be riding a big wave  
10 that's got a big crest that somewhere along the  
11 line we're going to have to catch this thing.

12 MR. WUELLNER: Uh-huh. I tend to believe you  
13 there.

14 CHAIRMAN BARRERA: Joe, did you have a  
15 question? Did you?

16 MR. CIRIELLO: Yeah. I still can't see  
17 without those curtains.

18 MR. WUELLNER: Yeah, we're working on it.

19 MR. CIRIELLO: Okay. This -- this marketing  
20 plan that you guys are all talking about, is this  
21 also involving the bus and car rental and taxi and  
22 everything across the street that was originally  
23 brought up in 2000?

24 MR. WUELLNER: It -- it touches the idea as a

25 business -- a potential business center in the

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1 future. It is not digesting the -- the center  
2 itself. The only thing we did touch on was what's  
3 called the -- looking at the strengths, weaknesses,  
4 and the opportunities and the threats as it related  
5 to multimodal.

6 But the facility in it -- you know, with or  
7 without this -- the particular thing you're talking  
8 about, the airport is already multimodal in many  
9 respects and will continue to diversify into  
10 other -- other modes and other business centers  
11 over time. That's what the marketing plan tries to  
12 deal with in a sort of holistic way.

13 MR. CIRIELLO: I just kind of think that the  
14 whole board should be involved in some of these  
15 discussions, because if all this committee -- and  
16 I'm not faulting them or I'm not --

17 MR. WUELLNER: Uh-huh.

18 MR. CIRIELLO: -- you know, thumbs down with  
19 them, but when they come up with all this work and  
20 everything, then they'll come and present it to the  
21 board, we just sit here and say either yes or no  
22 without really being involved.

23 So I think any time this board is going to  
24 have to make some decisions for this airport, that

25 it should be involved with more than just coming to

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1 a meeting and hearing a report for a couple of  
2 minutes and then making up their mind. I think we  
3 need to be more involved.

4 MR. WUELLNER: You will be. This -- this is  
5 simply looking at it at a -- you know, the  
6 30,000-foot view of saying this is one of the  
7 potentials for the property. It is not a decision  
8 to do that. We're not that far along in any kind  
9 of process yet.

10 CHAIRMAN BARRERA: Carl?

11 MR. YOUMAN: From -- from what I understand,  
12 this is just a review document for us to study,  
13 make our comments to --

14 MR. WUELLNER: Well --

15 MR. YOUMAN: -- make changes and make a pre --  
16 and bring it up the next meeting or another time.

17 MR. WUELLNER: Well --

18 MR. YOUMAN: We're not here to vote on it  
19 today --

20 MR. WUELLNER: Well, we would -- we would like  
21 this to get moved forward so that we can begin  
22 integrating it into the business plan discussions.  
23 But ultimately the business plan, which includes  
24 the marketing plan, would be adopted at a later

25 date. That's -- that -- we're not that far yet.

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1 CHAIRMAN BARRERA: We need to go ahead and  
2 move on the marketing plan so that budgets can be  
3 set up as we go into the next fiscal year and we  
4 start to examine the budgets.

5 MR. YOUMAN: That's why --

6 CHAIRMAN BARRERA: So there's -- that's  
7 outlined --

8 MR. YOUMAN: That's why -- that's why we  
9 received the document, so we can review it and  
10 study it and make changes --

11 MR. WUELLNER: Right.

12 CHAIRMAN BARRERA: But -- but today, we're  
13 going to vote on it.

14 MR. YOUMAN: Yeah.

15 CHAIRMAN BARRERA: And then -- and then when  
16 the final business plan comes, it will probably  
17 take over more than one board meeting.

18 MR. WUELLNER: You -- you also will have an  
19 opportunity related to the budget piece of it, too.  
20 That's not a commitment that those are the absolute  
21 numbers that comes in the budget process in August  
22 and September.

23 MR. YOUMAN: Okay.

24 CHAIRMAN BARRERA: It's more of a commitment



25 of a direction.

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1 MR. WUELLNER: Yeah. It's kind of -- just  
2 kind of on the order where we think it's going to  
3 go.

4 MR. YOUMAN: Sending out an e-mail as an  
5 attachment.

6 MR. MARTINELLI: I think, if I can interrupt,  
7 a lot of your questions will be answered when I go  
8 through the process. Because if you understand the  
9 process that we went through and we still have to  
10 go through, I think you'll see where you have  
11 opportunity for input.

12 And the very first thing I want to say is that  
13 this is not a document which once it's done,  
14 remains sterile and never gets changed. The  
15 document is actually the beginning of change. And  
16 so, the -- the document will be changed, will be  
17 updated, and certainly everyone has an opportunity  
18 to put their word in it.

19 And ultimately the time of approval, Carl, for  
20 this will be at the budget time, because the budget  
21 time will be --

22 MR. YOUMAN: Ties in.

23 MR. MARTINELLI: -- synchronized with the  
24 business plan with the marketing plan. And so

25 you'll be able to see what programs are involved,

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1 how much they're going to cost, and ultimately  
2 where your money's going to go.

3 So, what I'd like to do is just go through an  
4 iteration of the process itself and what we did to  
5 get us to where we are and where we need to be  
6 ultimately with the business plan completion.

7 The first thing we said -- and by the way, we  
8 set up -- we set up this think tank committee which  
9 met every Friday for about half a day with the  
10 members, as -- as Ed has described. And the whole  
11 idea was to think outside the box and to look at,  
12 first of all, what the assets are that we have and  
13 then how to put them to work.

14 And so, again, our first thought was we're not  
15 just an airport; we're a multimodal commerce  
16 center. And -- and with that men -- brain set, we  
17 went forward. And so our next thought was, well,  
18 okay, if we -- if we need to market, what are we  
19 going to market?

20 And the first thing we said was, Well, we have  
21 to market our assets because that's all we have.  
22 So we have to identify the assets. And we went  
23 through a very rigorous exercise of identifying and  
24 categorizing all the assets that are on the books,

25 and those were called tangible assets, and assets

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1 that are not on the books, which are intangible but  
2 are contributing of course to the success of the  
3 airport.

4 So we've identified those and we are  
5 categorizing those into what we call working assets  
6 and assets that are facilitating assets, that  
7 facilitate the working assets.

8 So ultimately our goal is to have a return on  
9 the assets employed, which will encompass all of  
10 our assets after redistribution. And that return  
11 is really going to be the profitability of this  
12 airport, because unless you have a return on your  
13 investment, you're -- you're not making any profit.

14 And we went -- we went through a very detailed  
15 iteration or discussion of how you do that. And we  
16 have the formula for doing that. All of that is  
17 part of what we went through before we even got  
18 started.

19 Okay. So the next thing we did after  
20 identifying what, we wanted to know why we're doing  
21 it, and we want to do it again as I said to  
22 maximize the return on our assets employed.

23 And where are we going to do this? Well,  
24 we've identified five market segments. We said,

25 okay, we're going to really concentrate on two in

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1 the next year or two, but the others will be  
2 brought online and the next one with likely  
3 business partners that we can muster for these  
4 various market segments, and we will do it as the  
5 need arises for that.

6 The how is going to be the business plan. And  
7 that's going to tell us -- that's going to be the  
8 map that's going to tell us how we do it and how  
9 much it's going to cost. And that will involve  
10 cost benefit analyses and the projects that we are  
11 going to go -- going forward because we have to be  
12 self-sustaining, we have to make profit wherever we  
13 can, and we still need to expand and do all the  
14 things we want to do.

15 So, basically -- oh, okay. The next thing on  
16 there was questions. So basically that was our  
17 process. Now if you have any questions, I'll try  
18 to answer them.

19 CHAIRMAN BARRERA: Does anybody have any  
20 questions for Vic?

21 (None.)

22 CHAIRMAN BARRERA: We didn't receive any  
23 public comment cards on this, Vic, so --

24 MR. MARTINELLI: Okay.

25 MR. YOUMAN: Two -- two -- two little

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1 persnickety things. On Page 5, Paragraph 3,

2 "solutions to you business" should be "your."

3 MR. MARTINELLI: Okay.

4 MR. YOUMAN: Page 6, "and continued develop of

5 the Northeast Florida" should be "development."

6 MR. MARTINELLI: Correct. Yeah. We --

7 MR. YOUMAN: That's the only --

8 MR. MARTINELLI: Out of 28 pages, that's

9 pretty good. Thank you, Carl.

10 MR. YOUMAN: I didn't let my wife read it,

11 though. That's a different story.

12 MR. MARTINELLI: Oh, okay.

13 MR. WERTER: Can I ask?

14 CHAIRMAN BARRERA: Jim?

15 MR. WERTER: And I just have one thing on Page

16 13 that caught my attention. Under "Unsuccessful

17 efforts," it really should be going -- saying,

18 "Ongoing efforts," because no airline has turned us

19 down, I don't think. It's an ongoing procedure.

20 It's just an economic stall at the moment.

21 MR. MARTINELLI: Uh-huh.

22 MR. WERTER: And it gives the -- the

23 impression that the airlines, maybe there are ones

24 that aren't interested in us, but we do have a few

25 that are.

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1 MR. MARTINELLI: Yeah.

2 MR. WERTER: So it just -- it sends out a  
3 little bit of the wrong message, but I think we can  
4 overlook it. I don't know what the other -- the  
5 rest of the board's feeling. It just -- it just  
6 makes it look like we've been turned down and we  
7 haven't.

8 MR. MARTINELLI: You're -- you're right. I  
9 think the context there was we want to keep trying  
10 something new if we can and maybe we'll hit on  
11 something that will work. So -- but we are always  
12 under the shadow of the economy and where this  
13 whole thing stands. And you're right.

14 MR. WERTER: I'm sorry. Go ahead, Carl.

15 CHAIRMAN BARRERA: Well, let Jim finish.

16 MR. WERTER: Okay. Just that at this point in  
17 time, my understanding is efforts are ongoing. We  
18 have not been turned down.

19 MR. MARTINELLI: Right. That's correct.

20 MR. WERTER: So to term it unsuccessful sends  
21 a bad -- a bad message out --

22 MR. MARTINELLI: Right.

23 MR. WERTER: -- and I like to keep us as  
24 positive as possible.

25 I've had -- just to relate, I've had one of my

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1 local fellow attorneys call my office on a business  
2 thing and then he started talking about the airport  
3 and, "We're never going to get an airline in here,"  
4 so on and so forth. And "Whose idea to change it  
5 the name to NFRA?" And thought it was a bad idea  
6 because all his friends thought it was a bad idea.  
7 And he's never been to a meeting.

8 He -- I suggested he sit down with Ed and he  
9 has yet to do that. And he needs to get more  
10 informed that we're not a bunch of good old boys  
11 sitting around a table, that this is a multimillion  
12 dollar business and the members look at it that  
13 way. And I don't want people like that getting the  
14 wrong message from this. That's -- that's my  
15 concern.

16 MR. MARTINELLI: Good point. Good point. We  
17 can make those changes.

18 MR. WERTER: Minor.

19 CHAIRMAN BARRERA: Carl?

20 MR. YOUMAN: Why is proximity to I-95 and  
21 commuter and regional rail -- rail considered a  
22 threat?

23 MR. MARTINELLI: We went round and round on  
24 that one. Basically because it's competition.

1 MR. YOUMAN: Well, if we're multi -- if we're  
2 multimodal, then it's not competition. It  
3 incorporates into the venue that we're trying to  
4 produce.

5 CHAIRMAN BARRERA: It's listed on both sides  
6 of the equation.

7 MR. MARTINELLI: Yes.

8 MR. YOUMAN: I see that, too --

9 MR. MARTINELLI: Yeah.

10 MR. YOUMAN: -- but I just wondered where --  
11 where's the threat?

12 MR. MARTINELLI: Because on -- on the one  
13 hand, you have establishments already close to  
14 I-95. I'm trying to think of the depot. Is it  
15 FedEx?

16 MR. SLINGLUFF: UPS.

17 MR. MARTINELLI: UPS. Okay. UPS is close, so  
18 they're not going to move over here with all of  
19 that over there. So that -- that was the dilemma.  
20 We -- we said, well, you think we can get UPS over  
21 here in our multimodal? And everybody said, well,  
22 not likely. But there are others besides UPS that  
23 we might. So we put it on both sides. Okay.

24 MR. WUELLNER: And the -- and the roads create



25 a -- a negative effect on the decision to fly in

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1 particular.

2 Florida's one of those states where it's very  
3 difficult to develop in-state, for lack of better  
4 words, commuter service or, you know, in-state  
5 transportation via air because frankly it's one of  
6 the few states that has such an excellent  
7 interstate highway system.

8 And in order for aviation to be successful,  
9 it's got to get past the obstacle of the  
10 time/distance/cost equation. And it can be a --  
11 it's really prohibited developing or even really  
12 garnering much in-state interest because I-95 is  
13 such a -- you know, a straight shot down the coast  
14 for lack of better words.

15 MR. YOUMAN: Okay.

16 MR. WUELLNER: It's hard to overcome the  
17 economics of what it costs to fly an airplane the  
18 same distance. Even though it's shorter by  
19 sometimes four or five times, it doesn't warrant  
20 getting \$3-, \$400. The economy trade-off makes it  
21 difficult to sell.

22 MR. YOUMAN: Okay. Thank you.

23 CHAIRMAN BARRERA: Bob?

24 MR. WUELLNER: So it's both sides.

25 MR. YOUMAN: I see.

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1 MR. COX: I just wanted to add, in keeping  
2 with what Vic said earlier, this -- the document  
3 that we have here is -- is fluid. And I think what  
4 we're looking for -- and trust me when I say we --  
5 we created a matrix of all the positive and  
6 negatives. I mean, all of them.

7 MR. YOUMAN: I'm sure you did.

8 MR. COX: And we went over and over and over.  
9 And your point is exactly something that I had  
10 discussions with in the same -- same mindset. But  
11 I think what we're looking for here is -- from the  
12 handout is exactly what you're saying, is to send  
13 back your commentary and your thoughts and your  
14 input on all of those issues --

15 MR. YOUMAN: Okay.

16 MR. COX: -- and items and -- and then we'll  
17 mull it over again and, you know, end up with a  
18 semifinal fluid document --

19 MR. WUELLNER: Well, yeah.

20 MR. COX: -- at some point. But that's -- I  
21 just want to kind of give them an insight because  
22 they may not understand how we -- you know, what we  
23 did at the board.

24 But we spent a tremendous amount of time with

25 very finite and minute details going into this

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1 plan, which is going to feed into the business  
2 plan. And so we went with five or six different  
3 minds looking at it from different angles and  
4 drawing stuff on the board and going through all  
5 positive and negatives for each separate point on  
6 the list.

7 So, I mean, you know, but that's the kind of  
8 stuff we're -- I think that they're looking for as  
9 we move into the plan to flesh it out and make it,  
10 you know --

11 CHAIRMAN BARRERA: Carl?

12 MR. YOUMAN: I'm not sure whether --

13 CHAIRMAN BARRERA: If you're done, Bob.

14 MR. COX: I am, thank you.

15 MR. YOUMAN: -- to introduce this now or when  
16 I make the comments, but since it's marketing, I'd  
17 like to introduce this now if I may.

18 CHAIRMAN BARRERA: You can make your comments.

19 MR. YOUMAN: Okay.

20 CHAIRMAN BARRERA: This is board discussion.

21 MR. YOUMAN: Don (sic) Sanchez left, and  
22 there's a new EDC person coming on from Fort Worth.  
23 And that excited me because in Texas they have  
24 these industry hubs as they call them, regional

25 industry hubs all through Texas and around, and

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1 they're becoming very successful. Wired magazine  
2 had a big article on it, about a full-page article,  
3 and then the USA Today, in one of their money  
4 issues, areas try industry hubs to create jobs.

5 And the reason that I bring this up is that  
6 there's a person close to the aerospace industry  
7 here -- and I won't mention his name, because I  
8 don't know if he wants to mention it. This is not  
9 my idea; it's his. And -- to brand the Northeast  
10 Florida area all the way from Cape Canaveral up  
11 through Jacksonville as the aerospace coast, as a  
12 regional market, and -- and create that idea  
13 throughout the United States this is the aerospace  
14 coast.

15 Because if you look at Craig, you look here at  
16 Northrop, you go all the way down to Daytona and  
17 you go down to Canaveral, that's where the basis of  
18 everything is, is aerospace. There's other  
19 industries, which is great, but aerospace is the  
20 key economic driver. And if we could, like --

21 CHAIRMAN BARRERA: Elliot?

22 MR. YOUMAN: Norm --

23 MR. GREGORY: Yes.

24 MR. YOUMAN: -- and Jim and Ed ever get

25 together and try this area -- talk it out and see

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1 if it's a viable concept to brand the entire coast  
2 as aerospace and then get the other chambers of  
3 commerce involved and see if they'd go along with  
4 the idea. I don't know if Elliot thinks this is a  
5 good idea. You're a marketing guy. You're an  
6 expert in this. Is there anything to it?

7 MR. MINTZER: It's definitely worth exploring.

8 MR. YOUMAN: Pardon me?

9 MR. MINTZER: It's definitely worth exploring.

10 MR. YOUMAN: So how do we -- how do we kick it  
11 off to explore it? What's the best venue to do  
12 this?

13 MR. GREGORY: I recently saw something that  
14 came out of --

15 CHAIRMAN BARRERA: Let me -- let me stop for a  
16 second. I'll need people to come up to the  
17 microphone. We can't have the talking back and  
18 forth from the board without a microphone. So if  
19 you could come up to the microphone, that would be  
20 great. Go ahead. Go ahead, Norman.

21 MR. GREGORY: I recently saw some advertising  
22 for economic development coming out of the space  
23 coast. And they're touting themselves as having  
24 all of this labor force ready, willing and able

25 that doesn't want to leave the space coast.

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1 So they've got the talent pool, is what  
2 they're saying. If we could sort of belly -- or  
3 tack onto that, so to speak, that we're a  
4 knowledge-based coast.

5 MR. YOUMAN: Well, the -- that was -- that  
6 concept was brought up, that they're -- they're  
7 calling themselves a space coast, but it just  
8 limits to space, going up. Aerospace encompasses  
9 the whole: Space, flight, radar, anything that's  
10 connected with flight, whether it be going straight  
11 up or parallel to the earth --

12 MR. GREGORY: Or coming down.

13 MR. YOUMAN: Pardon me?

14 MR. GREGORY: Or coming down.

15 MR. YOUMAN: To land nicely. To land nicely.  
16 And that's the -- that's the idea of the concept of  
17 aerospace coast, because everything -- 90 percent  
18 of it's aerospace versus Cape Canaveral, which is  
19 space. That's the idea. And this was brought up  
20 by someone in a major area of aerospace  
21 manufacturing.

22 That's the end of my -- well, again, how does  
23 one push this venue or kick it around to see  
24 whether it's a viable thing or if anybody even

25 agrees with this or just say it's -- the idea

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1 stinks, throw it out and don't bother us with it or  
2 what?

3 MR. WUELLNER: I -- I'm at a loss to tell you  
4 how we get it started, but I think it's got a lot  
5 of merit. So it's -- I think it's worth having a  
6 few discussions with our EDC partners and see if  
7 they have some suggested in -- you know, ways to  
8 get into this.

9 I think your point is -- is right on, because  
10 even as recently as today in the Wall Street  
11 Journal, I mean, you've got an opinion being  
12 written by a gentleman out -- an attorney out of  
13 Chicago, you know, that part of the -- the opinion  
14 was really related to his opinion on the labor  
15 issue that's kind of got the Boeing company in a  
16 tizzy with the federal labor.

17 He -- he was making the point in his statement  
18 that the reason South Carolina will pay \$14 an hour  
19 less to their labor is because that labor is poor,  
20 poor quality, poor education, poor capability, and  
21 the like. You know, make -- you know, making the  
22 case for why it ought to remain in the Pacific  
23 Northwest, because that's where the talent pool is.

24 Where -- where I was going with it is there is

25 obviously a need to educate apparently the balance

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1 of the country as to the extent of aviation and  
2 aerospace industries in the southeast, you know.  
3 And maybe it's as -- it's broader than just, you  
4 know, Florida when it comes down to it, is that in  
5 order for the whole region to be successful, we've  
6 got to be on the same general track regardless of  
7 where the project's at.

8 MR. YOUMAN: Would anyone want copies of that  
9 Wired article --

10 MR. WUELLNER: Yeah. I --

11 MR. YOUMAN: -- or this newspaper article? I  
12 can make copies and distribute it myself to kick  
13 this thing off.

14 CHAIRMAN BARRERA: Carl, I think it would be  
15 beneficial for you to send that out to all of the  
16 board, since you've discussed it and it's piqued  
17 our interest.

18 MR. YOUMAN: I will do that.

19 CHAIRMAN BARRERA: You can do that through  
20 Cindy.

21 MR. COX: Yeah, I -- there you go.

22 CHAIRMAN BARRERA: Not directly --

23 MR. COX: Don't send it to us directly.

24 MR. YOUMAN: No, no, no. No, I won't send



25 anything directly.

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1 CHAIRMAN BARRERA: And, Ed, you'll follow up  
2 with Carl and with Norman. I know that you-all  
3 have already planned to get together.

4 MR. WUELLNER: Uh-huh.

5 CHAIRMAN BARRERA: And so that you can discuss  
6 that further.

7 Do we have a motion to accept the marketing  
8 plan as presented, including the changes that have  
9 been suggested? I know there were a couple of  
10 wordsmithing changes I -- I caught myself.

11 MR. WUELLNER: Keep in mind we continue to  
12 tweak this throughout the business plan and we'll  
13 keep --

14 MR. YOUMAN: I make a motion to conditionally  
15 accept this marketing plan as a working document.

16 MR. WUELLNER: Perfect.

17 CHAIRMAN BARRERA: That would be perfect.

18 MR. COX: Second.

19 CHAIRMAN BARRERA: Do we have any further  
20 board discussion?

21 (None.)

22 CHAIRMAN BARRERA: All in favor, aye?

23 MR. COX: Aye.

24 MR. CIRIELLO: Aye.

25 MR. YOUMAN: Aye.

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1 MR. WERTER: Aye.

2 CHAIRMAN BARRERA: Aye. Motion passes  
3 unanimously.

4 PUBLIC COMMENT

5 CHAIRMAN BARRERA: On to public comment. We  
6 didn't receive any public comment cards, so seeing  
7 no public comment, we'll move on to board members'  
8 comments and reports.

9 AUTHORITY MEMBER COMMENTS & REPORTS

10 CHAIRMAN BARRERA: Mr. Ciriello?

11 MR. CIRIELLO: Nothing.

12 CHAIRMAN BARRERA: Okay. Mr. Cox?

13 MR. COX: We spent a lot of time on the  
14 marketing plan and all of the issues surrounding  
15 that marketing plan and the business plan, and I  
16 think it's going to be a really -- it's going to be  
17 really energetic and forward looking. Carl kind  
18 hit the nail on the head earlier talking about  
19 riding the wave of that.

20 CHAIRMAN BARRERA: Do you have any feedback on  
21 the business development committee, about how the  
22 meetings for that have been going?

23 MR. COX: The business development --

24 CHAIRMAN BARRERA: On Wednesdays.

25 MR. COX: -- the bigger panel. No, it's

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1 just -- it -- we haven't had one for a while.

2 MR. WUELLNER: We'll have one early in July,  
3 and we're preparing for an event the end of July  
4 that we'll invite all of our on-airport business  
5 partners to a morning event.

6 I think that's tentatively, I want to say the  
7 29th of July. It's a Wednesday morning. You'll  
8 receive an invitation to that event to come and  
9 attend. But essentially it will -- 27th I'm being  
10 told. But that Wednesday.

11 And the entire committee is putting this event  
12 together to outreach and inform and generally get  
13 feedback to -- with our on-airport business  
14 community as how to move things forward from their  
15 end, or we can partner with those individual  
16 businesses and they can partner with each other to  
17 continue to grow and be successful.

18 CHAIRMAN BARRERA: I'd like to extend an  
19 invitation to Mr. Gregory to attend that as well --

20 MR. WUELLNER: Absolutely.

21 MR. COX: Good idea.

22 CHAIRMAN BARRERA: -- on the 27th of July.

23 All right. Thank you. Mr. Youman, Carl?

24 MR. YOUMAN: Just to make mention just for my

25 personal deal, I'll be on vacation, out of town

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1 from June the 30th to July the 8th with my two  
2 grandsons.

3 One thing I would like to add -- state, the  
4 FAA safety inspection, I was with Kevin. We took a  
5 tour of the island. I like -- I've been taking  
6 tours of the island just to see what's happening  
7 and taking pictures as it -- as it's disappearing.

8 And I asked Kevin about safety, and he just  
9 told me at the time that FAA was coming on board to  
10 make their annual inspection and it -- in past  
11 years, St. Augustine Airport has been number one  
12 with that -- with minimal or no failures of any  
13 kind that they could find.

14 And I understand from Ed that this has  
15 occurred again this year. And again, it -- this is  
16 just phenomenal, being on this board with an  
17 airport administration and a group of board members  
18 who are so positive and are -- are challenged and  
19 always become number one. I love being number one.  
20 That's fun.

21 May I ask, is it possible that the  
22 northeast -- this update, monthly update be  
23 incorporated and be put in Facebook?

24 MR. WUELLNER: Sure. We can put the link to

25 it in it. Absolutely.

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1 MR. YOUMAN: Yeah. So -- or even put it right  
2 on Facebook with the pictures and everything else.

3 MR. WUELLNER: I'm not sure how, but I'll --  
4 we'll figure it out.

5 MR. YOUMAN: I'm sure you can. Does the board  
6 agree with this?

7 MR. WUELLNER: I wouldn't know why they'd have  
8 a problem with putting the update -- monthly  
9 progress.

10 MR. YOUMAN: Just more publicity for the  
11 airport. Keeps the community and St. Johns County  
12 and everybody updated as to what's going on.

13 MR. WUELLNER: Well, if we -- if we can't  
14 figure out how to put it in its entirety, we can  
15 certainly put the link and paste it so they can go  
16 right to it from the Facebook post. So either way,  
17 we can get it.

18 MR. YOUMAN: With my being on that TPO, I was  
19 invited to the State of the Base at the Naval Air  
20 Station. I attended the breakfast. And Mayor  
21 Alvin Brown gave a speech there. I guess it was  
22 just after he was elected, which -- and he was very  
23 positive sounding for what he plan -- he's the most  
24 conservative Democrat I've heard in a long time.

25 His comments about what he wants to do are so

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1 conservative, it's unreal.

2 And then the state of the base was given by  
3 the captain of the base. And I never realized it,  
4 but that facility has -- is an en -- an economic  
5 atom bomb for the re -- for the area. It's amazing  
6 what they produce out there and the people that are  
7 employed.

8 I talked to Ed, I believe before I left for  
9 Portland about the multimodal study --

10 MR. WUELLNER: Uh-huh.

11 MR. YOUMAN: -- that the --

12 MR. WUELLNER: TPO.

13 MR. YOUMAN: -- TPO -- this is before your  
14 meeting, because Jim took my place at the last  
15 meeting.

16 MR. WERTER: Or tried to.

17 MR. YOUMAN: And I -- I'm not sure if I  
18 mentioned it in the last meeting or not, but they  
19 had it in their budget sequence to not be brought  
20 up for funding till 2015 or '16.

21 And I questioned Jeff Sheffield, the director  
22 about this, and it's only been put in that way and  
23 he guarantees to me that it will be in next year's  
24 funding, as promised to Ed and I, for performance

25 of this study as to whether or not these -- the

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1 AMTRAK station should be here or not, an  
2 independent study. And you were still going to  
3 look into funding it from another source?

4 MR. WUELLNER: We have added it to the JACIP,  
5 yeah, which puts it in the five-year work program  
6 request process.

7 It will be a while -- it will be at least --  
8 well, they'll begin formally looking at the work  
9 program in November for purposes of adding projects  
10 into the next year. It ultimately has to be  
11 approved by the legislature. So it doesn't get  
12 formally added as an individual project till it  
13 gets through the legislative cycle next time.

14 MR. YOUMAN: Okay. And I don't know how to do  
15 it, but I'll keep trying working as directed by the  
16 committee -- I mean by the board to keep this  
17 station idea in the forefront even when it's not  
18 active.

19 And lastly, I attended most of the functions  
20 in the last -- I attended both days of the air  
21 show. What a kick that was. I mean, it was  
22 exciting.

23 I brought a friend -- this is an aside. He  
24 was a Korean War veteran at the Chosin Reservoir.

25 And I told him, I said, "How'd you like that

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1 Corsair?" He says, "Oh, it was okay." He said,  
2 "I've seen 20 of them, 30 of them go over dropping  
3 napalm at the same time." He said this was just a  
4 little flyover. But he said that jet truck, he  
5 said he got the biggest kick out of that jet truck.  
6 He said that was the neatest thing in the whole  
7 world.

8 MR. WERTER: Well, it's got three engines.

9 MR. YOUMAN: And all of these activities, the  
10 Bahamian and all the efforts that Bob and the board  
11 and everybody are doing to keep us number one are  
12 absolutely phenomenal. This wave we're riding,  
13 what a ride this is, and I'm having a ball being on  
14 this board. Thank you, very much.

15 CHAIRMAN BARRERA: Thank you, Carl. Jim?

16 MR. WERTER: Yeah. Just a little edification  
17 for Carl, and everybody else seems to be old time  
18 St. Augustine or Jacksonville area people.

19 Way back when when I first came down in the  
20 Navy, there were three major bases here. Cecil  
21 Field, which is now a civilian field. And you had  
22 Mayport, which is still functioning. But what you  
23 saw at NA -- NAS Jacksonville pales by comparison  
24 as to what it is with the decommissioning of the



25 anti-submarine squadrons, the P-3 squadrons, and

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1 the cutting backs that took place under -- Clinton?

2 I don't remember. Was it --

3 MR. WUELLNER: Yes.

4 MR. WERTER: Okay. And what you saw there,

5 when I went there for an air show a couple of years

6 ago was a ghost town compared to when I was

7 stationed there.

8 Jacksonville was known for two things: Being

9 the Hartford of the southeast as far as insurance

10 companies go; and the military population, which

11 both have dropped off severely since then. And

12 we've had to compensate in other ways.

13 So, I wasn't quite sure where you were coming

14 from when you said an atom bomb for the area. I

15 didn't know if that was a good thing or a bad

16 thing. But yes, NAS Jax and Cecil Field, which we

17 are distinctly in competition with of course, are

18 like ours focal points for industrial air park

19 development.

20 CHAIRMAN BARRERA: Did you want to speak about

21 the TPO and the EDC?

22 MR. WERTER: Well, Carl covered the EDC for

23 me. I guess we swapped out and I covered the TPO.

24 I can go with the TPO. And I'm going to need

25 Carl's help with this, because he kind of pointed

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1 me where to go with this. It was really a foreign  
2 language to me. And unfortunately I had court that  
3 day as well, so I stayed for as much as I could.

4 There were several things up for motion and  
5 voting. One was the unified planning work program,  
6 which was passed and I believe it outlines all of  
7 the projects for the area. And upon better  
8 instruction and understanding, I -- I of course  
9 voted along with the crew based on, you know,  
10 someone who knew better than me, a person from our  
11 board. So, no, I didn't take anybody else's  
12 information.

13 The next thing was a list of priority  
14 projects. And I went through this and, boy,  
15 there's a lot of stuff going on --

16 CHAIRMAN BARRERA: Jim, I'm going to interrupt  
17 you. You and Carl did not have any -- any  
18 one-on-one conversations about that.

19 MR. WERTER: No, no.

20 CHAIRMAN BARRERA: I just want to clarify that  
21 for the record.

22 MR. YOUMAN: No.

23 MR. WERTER: No. It's just that looking at  
24 this list of priority projects, you know, I had

25 some -- I looked at what would benefit us, and I'm

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1 going to leave these documents with Ed to look  
2 through, and certain areas.

3 One thing in some of the funding, which I  
4 think is in the planning organization agenda  
5 book -- agenda book, St. Johns County only got  
6 \$250,000 to replace bus or motor vehicles. It  
7 didn't seem like a heck of a lot of money to me,  
8 but there are other monies coming into St. Johns  
9 County.

10 And some of the other things that were being  
11 passed were, you know, funding of like the 312  
12 project or -- or like the interchange up at  
13 Racetrack Road. All of them are infrastructure  
14 that would aid -- you know, as I saw it, aiding the  
15 airport especially when we do get that big carrier  
16 in here of bringing people down to our airport and  
17 making it easier for people to get to our airport.

18 So, you know, I'm going to leave that list of  
19 projects, the agenda book, the list of priorities,  
20 and the unified planning work program all with Ed,  
21 and anybody -- anybody is open to look -- to look  
22 it over.

23 CHAIRMAN BARRERA: Okay. Thank you, Jim.  
24 Carl, did you want to speak on the EDC?

25 MR. YOUMAN: Didn't I report on the EDC last

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1 time?

2 CHAIRMAN BARRERA: Was there any meeting  
3 between then and now?

4 MR. WUELLNER: I don't think there was.

5 MR. WERTER: Oh, one last question.

6 MR. YOUMAN: No, there's only -- that  
7 meeting's only quarterly now. That's what it was.  
8 I reported last time on the last meeting I attended  
9 in lieu of --

10 CHAIRMAN BARRERA: Jim.

11 MR. YOUMAN: -- Jim. And there won't be  
12 another one for another two months.

13 MR. WERTER: Yeah, it's quarterly now. And  
14 I'll pass on my -- well -- no, I'll pass on my next  
15 question. That's okay.

16 CHAIRMAN BARRERA: Okay. I just want to thank  
17 the board members for their participation in all  
18 the events that have been going on. And I want to  
19 thank the staff, and I want to thank Cindy. I want  
20 to thank Kevin and his crew.

21 You guys have been working very hard, very  
22 diligently, and you really did help represent the  
23 airport and make the airport look and become  
24 successful at these events. So I want to thank

25 you.

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1 And thank you's definitely need to go out to  
2 SAAPA. You guys are great. And I think the -- the  
3 events that have taken place are a representation  
4 of the quality of the people involved in SAAPA and  
5 a quality -- the quality of the people who were in  
6 charge of making these events successful.

7 So with that, we will -- our next meeting will  
8 be on August the 15th at 4 p.m., and our meeting is  
9 adjourned.

10 (Meeting adjourned at 5:26 p.m.)

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1 REPORTER'S CERTIFICATE

2

3 STATE OF FLORIDA )

4 COUNTY OF ST. JOHNS )

5

6 I, JANET M. BEASON, RPR-CP, RMR, CRR, FPR, certify

7 that I was authorized to and did stenographically report

8 the foregoing proceedings and that the transcript is a

9 true record of my stenographic notes.

10

11 Dated this 27th day of June, 2011.

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JANET M. BEASON, RPR-CP, RMR, CRR, FPR

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