

1 ST. AUGUSTINE - ST. JOHNS COUNTY AIRPORT AUTHORITY

2 Workshop Meeting

3 held at 4796 U.S. 1 North

4 St. Augustine, Florida

5 on Thursday, March 8, 2007

6 from 3:10 p.m. to 4:15 p.m.

7 * * * * *

8 BOARD MEMBERS PRESENT:

9 WAYNE GEORGE

RANDY BRUNSON

10 KELLY BARRERA, Acting Chairman, Secretary-Treasurer

11 * * * * *

12 BOARD MEMBERS ABSENT:

13 SUZANNE GREEN

JOHN "JACK" GORMAN

14 * * * * *

15 ALSO PRESENT:

16 JOHN WHITEMAN, Esquire, Rogers, Towers, Bailey,
17 Jones & Gay, P.A., 170 Malaga Street, St. Augustine,
FL, 32084, Attorney for Airport Authority.

18 EDWARD WUELLNER, A.A.E., Executive Director.

19 BRYAN COOPER, Assistant Airport Director.

20

21

22 JANET M. BEASON, RPR, RMR, CRR, FPR
23 St. Augustine Court Reporters
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1 P R O C E E D I N G S

2 CHAIRMAN BARRERA: It's 3:10 and I would like
3 to call this meeting to order. All rise and give
4 the Pledge of Allegiance.

5 (Pledge of Allegiance).

6 CHAIRMAN BARRERA: We scheduled this workshop
7 for -- to discuss a PR committee, forming a PR
8 committee, what we'd like for it to consist of and
9 areas that we'd like for its target. So, with
10 that, I'd like to open up the discussion.

11 MR. GEORGE: I just got here. Go ahead. I'd
12 like to hear what you have to say.

13 MR. BRUNSON: Go ahead, Kelly. We're
14 probably going to duplicate, but I'll be glad to
15 tell you what -- what I have written down here.

16 CHAIRMAN BARRERA: Well, go. Let's start.

17 3. - PR COMMITTEE DISCUSSION

18 MR. BRUNSON: How -- how do -- first thing I
19 want to know is the -- this PR committee, can that

20 be made up of one person on the board and -- and
21 how many people we think would need to be on this
22 committee? And -- and what segment of the
23 community?
24 And so that's really, to me, to get the --
25 the most bang for your bucks, we need to think out

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1 that hard, because I think it would be best to get
2 some people involved that are not airport people.

3 CHAIRMAN BARRERA: Agreed.

4 MR. BRUNSON: Yeah. And, of course, we want
5 somebody from S.A.P.A. and -- but that's -- that's
6 the things on my mind.

7 And then I've got a lot of things I want to
8 remind us about, that Michael has offered to do a
9 open house Chamber of Commerce mixer, and that
10 would be a great event.

11 And having said that, the Chamber of Commerce
12 mixers, you know, Galaxy doesn't foot all the
13 bill. We get sponsors of the food and sponsors
14 for the band and sponsors for the food and just on
15 and on.

16 And we know that we're going to have the MS
17 again, the bike ride. We know we're working
18 towards a park for people to feel like this is
19 their airport.

20 We know we're working towards presentations
21 that we can make at civic organizations and each
22 board member should be up to speed on that. We
23 know that this -- we could make presentations in
24 schools, civic organizations, and just a multitude
25 of things. And even maybe get the radio shows and

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1 the TV stations to -- to give us some spots and
2 some time.

3 Continue working with the newspaper on the --
4 in trying to create some events that they would --
5 would write up, like the seaplane ramp and --
6 and -- to talk about that.

7 In this presentation, I don't know whether it
8 was Buzz or Ed, but I think it would be good to
9 know that if we did this graft (sic) of -- of how
10 much money per person in St. Johns County has
11 spent on the Airport Authority in comparison to
12 the School Board and -- and Mosquito Control and
13 the County government and -- and the Sheriff's
14 Department and the fire department, and just every
15 entity that -- that gets their money from tax to
16 show how little bit of money per person that we
17 are taxing.

18 Having said that, we want to continue on our
19 plan to get off the tax and be self-sufficient.

20 But I think it would be good PR to have that. And

21 I said -- Ed, when -- who -- who uses this

22 conference room besides the Airport Authority and

23 Intergovernmental and --

24 MR. WUELLNER: Forestry, the Division of

25 Forestry. There's a civic association from --

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1 where are they?

2 MS. HOLLINGSWORTH: Sandy Creek.

3 MR. WUELLNER: Sandy Creek, wherever that is.

4 MS. HOLLINGSWORTH: The schools.

5 MR. WUELLNER: School uses it. School Board

6 has used it on occasion.

7 MR. BRUNSON: Uh-huh. I know.

8 MR. GEORGE: Civil Air Patrol.

9 MR. WUELLNER: Yeah.

10 MR. BRUNSON: Does --

11 MR. WUELLNER: I mean, they don't use --

12 haven't used it recently, but they have, yeah.

13 MR. BRUNSON: Yeah. And I'm -- if you don't

14 mind, I'd like to ask Cindy, is that any big

15 problem for, if the -- if the board room is

16 available, it's no big problem for Staff, is it?

17 MR. WUELLNER: During the day? No.

18 MS. HOLLINGSWORTH: No, not really.

19 MR. BRUNSON: It would be at night, though,

20 if they wanted --

21 MR. WUELLNER: You actually have -- I don't

22 know if you're aware of this, because it probably

23 hasn't come up in several years, but you actually

24 have a policy with regard to the use of the

25 meeting room, and it sets a little bit of a

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1 priority on in the event there are date conflicts

2 and things like that --

3 MR. BRUNSON: Right.

4 MR. WUELLNER: -- as to who gets it and when.

5 MR. BRUNSON: Uh-huh.

6 MR. WUELLNER: And --

7 MR. BRUNSON: I'd be interested to know that

8 policy. And -- and like we're making the Yacht

9 Club available to --

10 MR. WUELLNER: Why don't you grab that

11 policy, would you? Just bring the book.

12 MR. BRUNSON: We're making the Yacht Club

13 available to 501(c)s and neighborhood associations

14 and this kind of thing. But we're -- but we are

15 requiring them to have proper insurance, which

16 we've -- we've had a lot of meetings at different

17 places that I've never quizzed people on that, but

18 because this is a city building, they're requiring

19 us and people that use it to have liability

20 insurance. So, that's something to think about.

21 The other thing I think that Ed and -- and

22 some people are working on is -- is customs. And

23 I'm sure Ed can bring us up to date on -- on that.

24 And through another organization that Reba's

25 involved with in the Bahamas, and I -- we're

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1 talking to Vintage Air and -- at their end, so
2 that's moving along.

3 And something that always would help PR is if
4 miracle might happen that one of these years or
5 days, we might have a scheduled airline out of
6 here. So, that would really perk up the PR.

7 And there's a hundred other things, but -- so
8 I want to quit. And that will get us kind of
9 started talking a little bit.

10 CHAIRMAN BARRERA: One of the questions I
11 have for the other board members, and I know that
12 we -- at the board meeting -- or at the meeting,
13 we talked a little bit about it, but are we
14 interested in having, A, one PR committee that is
15 just focused on public relations with one board
16 member, or are we interested in subdividing out
17 and saying one board member is going to kind of
18 work on a newsletter committee and one board
19 member is going to work on a web site or, you

20 know, a civic and presentation-type thing? How --

21 how do you guys feel about that?

22 MR. GEORGE: I think that -- that they all

23 have merits, looking at different ways. You know,

24 if we sanction a PR committee and if we want that

25 PR committee to be an official extension, you

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1 know, of us, then we are liable and exposed,
2 whatever the PR committee does.

3 We're lucky to have a lot of people on the
4 airport that understand that the airport gets a
5 bad rap and -- and they take it personally. And
6 so another way of doing it is to have one of our
7 board members as an invited guest, you know, to
8 participate on those boards, but those boards make
9 their decisions the way they go.

10 Now, if -- if they make decisions that
11 ultimately come back with a little bad, you know,
12 egg on our face, then we just set -- pull the
13 board member back and say, well, that's a private
14 group of users from the airport that's there.

15 And there's -- there's pros and cons of each
16 one. I think we have to decide, though, which one
17 we want to do before we get into, well, we need to
18 do this newsletter, this newsletter, this. That's
19 what we have a committee for. You know, we can

20 submit those ideas to them.

21 But -- but I would say we need to make that

22 decision first. And is it an extension of the

23 board, you know, or are we invited guests to it?

24 And what are the objectives of the PR committee?

25 And then let them decide on how often we're

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1 going to do this, how often we're going to do, you
2 know, whatever we're going to do.

3 CHAIRMAN BARRERA: Okay.

4 MR. GEORGE: I had the opportunity of meeting
5 with Derek May, who is the publisher of The
6 Record, on Tuesday. And -- yeah, Tuesday.

7 And I was talking to him -- we had some
8 personal things to go over. And after that, I
9 said, you know, "I just want to let you know,
10 you're getting a little bad press, you know,
11 around the airport by people that the airport is
12 very near and dear to their hearts, and -- and
13 they have a bad connotation that you guys just
14 only want to print the negative that's here.

15 And he said, "Wayne, that is far from it."
16 He used the article on the Limelight Theatre, you
17 know, as an example of what they can do. He said,
18 "We sat down with --" with himself, the publisher,
19 and then the editor, Margo Pope, you know, and one

20 other reporter, and they had a nice, kind of a
21 workshop session like this, what's happening here,
22 what's happening here. And from that came, you
23 know, a very informative and positive article.

24 His whole thrust was we need to establish
25 something that -- that gets us information on a

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1 periodic basis, you know, little snippets, you
2 know, this, that and the other, something that's
3 major that's going on that -- that could happen.

4 And -- and he asked, or recommended, that as
5 a way to get started, that we do that type of
6 meeting, you know, with the -- The Record to get
7 them on board with some of the things that we're
8 doing.

9 He was very pleased, as I was, that on that
10 same Limelight Theatre page, they had an article
11 on the -- on the seaplane ramp. And I thought
12 that went -- that was just an informative article
13 to let people know what's happening out here. I
14 think that's what the main purpose of the PR
15 committee -- you know, the politics needs to be
16 left to the board, you know. But they're separate
17 from them.

18 So, I personally feel that -- that the
19 latter, that the PR committee should be a

20 committee that we have one member to the board
21 that goes to, but they are not an extension of the
22 board. You know, we don't control, you know, that
23 committee. We appreciate the devil out of them,
24 taking their valuable time to do it.

25 CHAIRMAN BARRERA: Uh-huh. So, have it as a

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1 more unofficial role.

2 MR. GEORGE: Uh-huh. And because of the
3 sunshine laws, you can't have multiple people that
4 are there.

5 CHAIRMAN BARRERA: Right. Right.

6 MR. BRUNSON: And -- and really, I -- I think
7 the committee should do everything, not like me
8 have a committee on the civic group and you have a
9 committee on --

10 CHAIRMAN BARRERA: Not piecemeal it.

11 MR. BRUNSON: And because they -- they could
12 overlap and not be functional.

13 MR. GEORGE: Yeah. And Staff can help that
14 committee somewhat. Like one of the things we
15 tried -- Donna or Cindy, I don't know if you
16 recall, we tried to put together an e-mail list of
17 all of the flying clubs on the eastern seaboard so
18 that we could, right before some big event that
19 was happening in Florida, we could invite them to

20 stop by St. Augustine on the way down or on the

21 way back.

22 I talked to the Chamber of Commerce, and they

23 were going to put together a packet, and Galaxy

24 was going to supply the manpower to send those

25 packets out. But the airport would do so -- some

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1 of those things.

2 But if you try to get a person from the staff
3 dedicated to it, excuse me, for 50 percent of
4 their time, I don't think they can afford to do
5 that.

6 CHAIRMAN BARRERA: No.

7 MR. BRUNSON: And -- and -- and the thing
8 about -- most of the board members are so busy.

9 CHAIRMAN BARRERA: Uh-huh.

10 MR. BRUNSON: And this -- what we're asking
11 this committee to do is a big job. And we need to
12 delegate, delegate, delegate and let them come up
13 with all these suggestions instead of -- we can --
14 we can recommend and -- but I think they -- the PR
15 committee should really decide how to get good PR.

16 CHAIRMAN BARRERA: Should we ask that the PR
17 committee run anything that's going to be put,
18 like printed in gloss or have any type of official
19 presence to be run by the --

20 MR. GEORGE: I think --

21 CHAIRMAN BARRERA: -- by the -- by the board

22 or the executive director?

23 MR. GEORGE: I think the executive director

24 and the staff would put together whatever glossy

25 it is. If we've got all this talent that's out

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1 there that's willing to put the time in, I would
2 want to send it by them as a cursory review to get
3 their, you know, opinion on it, because the more
4 people that look at it, the better it's going to
5 turn out.

6 CHAIRMAN BARRERA: Agreed.

7 MR. WUELLNER: Well, I think we make a
8 distinction between what we might arguably call a
9 press release versus a marketing piece. You know,
10 press releases are what I would consider normal
11 and minor in nature and they're not -- they're
12 more a tickler of interest for the -- for the
13 media outlets, versus an actual marketing --

14 MR. GEORGE: Yeah.

15 MR. WUELLNER: -- piece where you're trying
16 to attract a segment of business or about a
17 service or something.

18 MR. GEORGE: I would think that -- that the
19 staff has a requirement for press releases when

20 information comes up. So, I would think that we
21 would keep that, but give a complimentary copy to
22 the PR committee --

23 MR. WUELLNER: Yeah.

24 MR. GEORGE: -- at least 48 hours before the
25 thing goes out so that they can get geared up for

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1 it. They might want to write an article that tags
2 along. Because press releases have historically
3 been, here are the facts, bap, bap, bap. And it
4 could generate some other stuff.

5 But let's let the PR committee get in, you
6 know, on it before it hits the press. But I think
7 that press releases should come out of here,
8 because it -- press release has, to me, an
9 official connotation for the company or for the
10 organization.

11 MR. BRUNSON: The board.

12 MR. GEORGE: Yeah.

13 MR. BRUNSON: But if Ed could find the
14 time -- and I would feel comfortable with the
15 committee at least letting him review what they're
16 doing.

17 MR. WUELLNER: Well, we'd -- we'd also make,
18 within the context of the approved budget, would
19 make whatever -- you know, whatever resources

20 available to them, you know, depending on what it

21 is.

22 MR. BRUNSON: That -- that popped in my mind,

23 too. This PR committee -- what's the thoughts

24 of -- are we going to give them a budget? Are we

25 going to try to get them to get all this stuff

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1 done free?

2 MR. WUELLNER: Well, I don't -- I think you
3 deal with it project by project. You budget an
4 annualized amount of money. And I think if they
5 want to expend -- I don't -- I can't see
6 complicating it any more than it needs to be.

7 MR. GEORGE: I think that the way that would
8 work, or in my opinion should work, we put
9 together a budget, and Ed has in that budget some
10 monies for public relations and everything. And
11 if the PR committee comes up with something that
12 fits in with that, then Ed makes that decision
13 unilaterally to go ahead and help them out with
14 the funding of it within the confines of the
15 budget.

16 If a big project comes up that's going to
17 require more, like the air show, fine; then that
18 has to come back to the board for approval.

19 MR. WUELLNER: Or at least be involved in the

20 budgeting -- you know, included in the budget

21 process on the front end. So --

22 MR. GEORGE: Yeah.

23 MR. WUELLNER: -- same thing.

24 MR. GEORGE: Right.

25 MR. BRUNSON: And this is not the time to

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1 talk about this, but if this new taxing thing goes
2 forward, it's going to put a strain on us, as well
3 as the county, in monies that come in from taxes.

4 MR. WUELLNER: Potentially.

5 MR. GEORGE: Well, we better hurry up and get
6 off the tax rolls.

7 CHAIRMAN BARRERA: One other point I'd -- I'd
8 like to ask is, with the -- going with the idea of
9 having a separate PR committee, that maybe a
10 board -- or different board members are guests,
11 invited guests of, depending on the situation,
12 would we then, before something is publicly
13 released to -- out, ask that it be submitted to
14 the board members so they would know about it
15 ahead of time as a group? Be aware of?

16 MR. GEORGE: My -- my feeling is that we need
17 to have one member from the board that is the
18 liaison. Don't rotate it around, because you
19 spend so much time spinning your wheels that, "I

20 wasn't at the last meeting and don't know what

21 went on."

22 CHAIRMAN BARRERA: Okay.

23 MR. GEORGE: And that whatever is going to be

24 published should come to that board member, and

25 then that board member should make the decision

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1 whether, hey, can you hold it for three or four
2 days? I want the other board members to see this.
3 I don't want to tie everybody's hands with, you
4 know, this and then this and this approval.

5 CHAIRMAN BARRERA: Layers.

6 MR. GEORGE: But that's just my -- how do you
7 feel?

8 MR. BRUNSON: I -- I feel that way, too. And
9 I have -- popped in my mind, but that would work
10 fine. But I was thinking if once this committee
11 got going, then they'd just be like the S.A.P.A.
12 liaison and -- and different -- and they would
13 come and give us their --

14 MR. GEORGE: That's a good point, yeah.

15 MR. BRUNSON: -- little presentation to the
16 whole board.

17 MR. GEORGE: Right.

18 MR. BRUNSON: And we could comment on it
19 then. We could have public comment on it. And it

20 might make -- make a better committee. This --
21 this committee chairperson, or whoever the
22 spokesperson is for the committee, comes and talks
23 to the board.

24 But I think you're right; whoever it is going
25 to go to these PR meetings, that should be the

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1 person that goes.

2 MR. GEORGE: Right.

3 MR. BRUNSON: Of course, if you can't go,
4 then --

5 MR. GEORGE: Somebody else can go.

6 MR. BRUNSON: -- I might can go and so forth.
7 But I think the main thing, it's pretty simple
8 deal to me. Just decide how many people you want
9 on the committee, see who will accept it, and let
10 them decide who the chairman is and let them get
11 going.

12 MR. GEORGE: Let's get some public input on
13 it.

14 MR. WUELLNER: I was wondering, too, do you
15 really even need to set a number on the committee?
16 Does it really matter to you? You know, I think
17 whoever's leading that committee, that board
18 member -- you know, I don't know why you couldn't
19 give them the latitude that, you know, it could be

20 three or ten, you know, whatever --

21 MR. BRUNSON: It doesn't matter. That's what

22 I'm saying but...

23 MR. WUELLNER: Whoever's interested at the

24 time.

25 MR. GEORGE: I think there are certain groups

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1 here, the FBO, the Pilots Association, our tenants
2 that need to be on it. And so if you want to call
3 them as --

4 MR. BRUNSON: Yeah, but then --

5 MR. GEORGE: -- charter members or something,
6 then let them bring other -- whoever they want to.

7 MR. BRUNSON: But, see, you've talked about
8 the airport. I want --

9 MR. WUELLNER: Different perspectives.

10 MR. BRUNSON: Yeah. I want -- I want some
11 intelligent person --

12 MR. GEORGE: Are you implying that the ones I
13 mentioned are not intelligent?

14 MR. BRUNSON: Yes, that's what I'm saying.
15 And -- but I -- strike that, please.

16 MR. WUELLNER: Yes, that's not what I said.

17 MR. GEORGE: But, no, other people, other
18 civic-minded people to be on the board -- or on
19 the committee, excuse me.

20 CHAIRMAN BARRERA: That don't necessarily
21 have a vested interest in the internal operations
22 of the airport. Instead, they have more -- their
23 vested interest is the community as a whole.

24 MR. BRUNSON: Yeah. And -- and I've got some
25 people in mind that --

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1 MR. GEORGE: Tom Manuel?

2 MR. BRUNSON: And --

3 MR. GEORGE: He has a vested interest.

4 MR. BRUNSON: And -- and I think that we all
5 should know some people and we should give them to
6 whoever's going to be the liaison for the
7 committee, and say Randy Brunson has said that
8 these might be some people that would be
9 interested in being on the board -- a committee,
10 excuse me.

11 MR. GEORGE: But the committee would decide
12 whether to invite them or not.

13 MR. WUELLNER: Yeah, that's fine.

14 CHAIRMAN BARRERA: And you might also have
15 situations where you have somebody come in and
16 just, you know, who -- who is a part of a
17 committee on a temporary basis, where they help
18 you get set up, maybe with the web site, and then
19 they back away from it.

20 MR. BRUNSON: Exactly. But, you know, who's
21 going to be the most enthusiastic about this
22 are -- are the people that Buzz just mentioned.
23 They -- they're going --

24 CHAIRMAN BARRERA: Right.

25 MR. BRUNSON: Because they're up to speed.

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1 But in the long run, what we're trying to
2 accomplish is getting the people that don't
3 understand.

4 Here's a quick little -- waste your time just
5 a minute. I was talking to Toby Thorpe. He was
6 talking to his brother and his -- his brother's
7 wife, who works kind of with the School Board.
8 And so they're always back and forth about School
9 Board and Airport Authority and so on. And she
10 told Toby, "Toby, here's my tax bill for the
11 airport. I think since you're a pilot you should
12 pay this."

13 And he took it. Got to thinking, he says --
14 went home that night, and then he got the bill for
15 the School Board.

16 MR. GEORGE: Hold the fort. He said, "I
17 don't have any kids at school."

18 MR. BRUNSON: He said, "I'll pay this if you
19 pay this." And so that's what we -- we have to

20 let people know what all we do here. And

21 that's -- that's what we're doing. Sixty percent

22 of the people don't know what we're doing.

23 MR. WHITEMAN: If I can interject just a

24 second. I'm not sure I heard this right. But you

25 were indicating --

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1 MR. GEORGE: Did they -- did you get John's
2 name and address?

3 COURT REPORTER: Yes.

4 MR. GEORGE: I'm sorry.

5 MR. WHITEMAN: I'm not sure I heard this
6 correctly, but this committee is your committee,
7 so the members of the committee should be
8 appointed by the Authority.

9 And what you might do is solicit from these
10 different groups you were talking about and then
11 from -- or you were talking about -- and from the
12 public at large the names for people that -- who
13 want to be on the committee would serve on the
14 committee, and then you as a board appoint those
15 committee members, and that -- that -- and then
16 that's the way the committee is established.

17 MR. GEORGE: That is diametrically opposed to
18 what I want. I mean, the way I see it --

19 MR. WHITEMAN: It is -- it is the board's

20 committee, though, and so I don't know that the
21 board can then say to someone else, "Okay, you
22 appoint the members of our committee."

23 It just doesn't -- that to me doesn't make --

24 MR. BRUNSON: Can they recommend to us?

25 MR. WHITEMAN: Oh, sure. That's what I'm

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1 saying, is that -- is that they recommend from
2 these different communities that you were talking
3 about, from the community at whole, these are
4 the -- these are the people that would like to
5 serve on this committee. Then you in a meeting
6 appoint and establish the committee, appoint the
7 committee.

8 Then if -- if someone leaves the committee
9 or -- or you want to add a person to the
10 committee, they just come back to you and say
11 "We'd like to add this person to the committee."

12 But it's your committee. And I -- and I
13 don't think that you could leave the appointing
14 and the -- the designation of the members to
15 someone other than yourself.

16 MR. BRUNSON: Well, maybe they -- they can
17 still do it, but they could, like you said, that's
18 what they're recommending, but they'll come to us
19 and ask us -- ask is if we'll appoint them.

20 CHAIRMAN BARRERA: Could the committee not be
21 two-part, where you have an official committee,
22 and then you could have a -- maybe an informal
23 airport larger committee that -- that is --
24 doesn't necessarily report to the board?

25 MR. BRUNSON: I think I would like to know

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1 what's going on in this PR committee that does
2 report to the board.

3 MR. WHITEMAN: I mean, any group -- any group
4 of people could constitute themselves as a -- as a
5 Friend of the Airport and do the types of things I
6 think that you're talking about unofficially and
7 make recommendations to the more official PR
8 committee.

9 But if it's -- you know, if they're -- if
10 they are using the assets of the Airport
11 Authority, the staff, they're -- they're using the
12 funds that are budgeted for them through the
13 airport committee, I don't -- then I think it
14 needs to be the more formal committee that's doing
15 that.

16 CHAIRMAN BARRERA: Okay. That answers that
17 question.

18 MR. GEORGE: I -- I want to make sure, John,
19 that you understand. I didn't -- I didn't

20 recommend that, what you have just said. I was
21 recommending that it not be a -- an extension of
22 this board, that it merely be a group of
23 interested people about the airport that we have
24 decided to put a liaison, like we do the
25 Intergovernmental committee, like we do the

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1 environmental -- environmental -- Economic

2 Development, like we do with the MPO.

3 The Limelight Theatre is sitting there. They

4 have a board. They run things. And there are two

5 or three splinter groups that bring funds in to

6 them and use their -- but those splinter groups

7 are stand-alone organizations.

8 MR. WHITEMAN: Do they -- do they receive

9 funding from the Limelight Theatre, though? Does

10 the funding --

11 MR. GEORGE: No.

12 MR. WHITEMAN: -- go the other way?

13 MR. GEORGE: No. They make donations to the

14 Limelight because that's where the -- the

15 Limelight has its just life blood, if you will.

16 But they'll get, you know, can you give me a

17 list of all of the people in Marsh Creek that, you

18 know, have come to the theatre in the last year or

19 so? That's the type of thing. The -- the --

20 Marsh Creek does not come in and say, "Oh, you're
21 putting on a fund-raising for us? Let's go in
22 and -- and help you pay for it."

23 MR. WHITEMAN: I guess where I'm getting
24 wrapped up is that when you start using the word
25 "committee," committee is usually a subset of a

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1 board. It's -- it's something that is connected
2 to a board. And -- and what you're talking about
3 is something that is almost a stand-alone entity
4 that is a Friend of the Airport Authority.

5 MR. GEORGE: Right. That was my thought.

6 MR. WHITEMAN: And then from time to time
7 comes to you and says, "This is a project we would
8 like to do; can -- are there any funds available
9 in your budget that would help us or that could be
10 contributed to us to do this?"

11 MR. BRUNSON: The problem is, that is not
12 happening, and the -- and the board is having to
13 get this going.

14 MR. WHITEMAN: Uh-huh.

15 MR. BRUNSON: And so -- but I guess one
16 member of the board, if they wanted to, say, you
17 know, "In my personal opinion, that I'm going to
18 try to get a Friend of the Airport going."

19 MR. WHITEMAN: Yeah. And I think that -- I

20 don't -- I don't see anything wrong with that. It
21 was just where I was tangled was using the word
22 "committee." And -- because, to me, that means --
23 MR. GEORGE: What is a more --
24 MR. WHITEMAN: -- an extension of the board.
25 MR. GEORGE: -- acceptable term to use, then?

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1 MR. WHITEMAN: Friends of the Airport.

2 CHAIRMAN BARRERA: So, if we had a Friends of
3 the Airport, for clarification, they -- they could
4 not receive any funds from the airport or use
5 staff --

6 MR. WHITEMAN: No, I'm not --

7 CHAIRMAN BARRERA: -- resources.

8 MR. WHITEMAN: I'm not saying that. I mean,
9 I think they would -- they would have to ask the
10 board --

11 CHAIRMAN BARRERA: The board? Okay.

12 MR. WHITEMAN: -- you know, for the funds,
13 you know, or permission to use the staff, and the
14 board could then grant that.

15 MR. BRUNSON: I kind of like that approach to
16 it. I kind of like that they could be a Friend of
17 the Airport, get it going that way.

18 MR. GEORGE: Let's hear what the public --

19 CHAIRMAN BARRERA: Agreed. Do we have any

20 public comments?

21 MR. GEORGE: You do.

22 MR. BRUNSON: Warren, go ahead.

23 4. - PUBLIC COMMENT

24 MR. RAUHOFER: Let me -- Reba, why don't you

25 start?

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1 CHAIRMAN BARRERA: Reba?

2 MS. LUDLOW: Do I have to? I didn't fill out
3 a form. Do I have to fill out a form?

4 MR. GEORGE: Somebody let the -- somebody let
5 the mic down.

6 MR. RAUHOFER: Just tilt the thing.

7 MS. LUDLOW: That's right. Well, there's
8 only a few of us.

9 MR. WUELLNER: It's for the recording. It's
10 not for the hearing.

11 MS. LUDLOW: I'm Reba Ludlow, 46 Village Walk
12 Drive, Ponte Vedra Beach, Florida. And I'd like
13 to agree with John here.

14 Anybody can have a committee. You know, any
15 of us could have been out there on our airport.

16 And in fact, that's why it came up to the board
17 right now, is because we were out there doing it
18 and because we felt that we were getting bad
19 publicity or -- from some of our representatives

20 or elected representatives and we needed to do --

21 step up and get some positive representative.

22 I think that it would be good to have a

23 liaison with the board. That way, at least we can

24 have direction. And the board has so much more

25 information than what an outside committee

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1 could -- would have access to.

2 I don't think it should be a subcommittee of
3 the board. I don't think it -- I think the board
4 should only be a liaison to the committee. I
5 don't think it should be governed by the board or
6 anything. It can only be there for suggestions
7 and -- and direction and things like that.

8 And the other thing I think is, I'm not sure
9 only one board member should be assigned to the
10 committee. I'm not sure it's a bad idea to have
11 another, whichever board member can be there --

12 MR. WHITEMAN: Sunshine.

13 MS. LUDLOW: -- you know, because otherwise
14 you're going to get stuck in one mind-set from the
15 board, and it should be a free committee or free
16 group or free whatever. And -- and we don't want
17 the board clamping down on any committee or any
18 free range of thoughts.

19 And I would volunteer to be on that

20 committee, by the way. That's all.

21 CHAIRMAN BARRERA: Thank you, Reba.

22 MR. WUELLNER: You may have an issue in that

23 regard with -- with sunshine law, so you -- you --

24 you're going to have to watch --

25 MR. WHITEMAN: Is --

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1 MR. WUELLNER: -- more than one member --

2 MR. WHITEMAN: Right.

3 MR. WUELLNER: -- ever involved --

4 MR. WHITEMAN: Right.

5 MR. WUELLNER: -- with -- outside of the
6 entity.

7 MR. BRUNSON: Something might come up that we
8 have to vote on.

9 MR. WUELLNER: Exactly. Even if it's just
10 funding, it could be an issue.

11 MR. WHITEMAN: Well, even if you're just
12 discussing issues at this -- at this meeting and
13 there's two people there, you've got a problem.
14 So, basically the best thing to do --

15 MR. BRUNSON: That's a shame.

16 MR. WHITEMAN: -- is one -- one board member
17 at any meeting. Now, that doesn't have to be the
18 same board member every time.

19 CHAIRMAN BARRERA: Okay. Warren?

20 MR. RAUHOFER: First of all -- is this thing

21 on? First of -- is that it?

22 MR. BRUNSON: Yeah.

23 MR. RAUHOFER: First of all, nobody's really

24 addressed the problem we have here in this

25 county -- and I've been living in a lot of

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1 different counties.

2 We have a problem in this county with most
3 people -- most people are not educated to what
4 happens here at the airport. And it has been my
5 battle for the last four or five years, since I've
6 been in with S.A.P.A., to try and educate as best
7 I could.

8 I wrote a four-part article, and none -- by
9 the way, anything that has to do with the
10 committee, if we're going to be just a bunch of
11 people, as Friends of the -- of the Airport, we
12 still have to have, I think, some -- some okay or
13 control.

14 I think it's -- it's -- it's upon us, it's
15 incumbent upon us to, at least, anything that we
16 do, that we -- we should shoot this up the line to
17 get an opinion. Otherwise, if you want to do
18 that -- if you want to be totally independent, be
19 totally independent.

20 But if we're going to go under the auspices
21 of -- of Friends of the -- the Airport and be in a
22 committee, then we really have to -- because I
23 can't say what this guy sitting next to me on that
24 committee is going to say, and I have no control
25 over that. And what we don't want to do is the

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1 opposite; we don't want to get some wild-hair guy
2 in that's going to say something to embarrass
3 anything and to tear down. And it happens very
4 easily, and everybody knows that.

5 So, education is -- is what I think we really
6 need in this community. Now, how do we go about
7 that? A good friend of mine, who's apparently
8 growing -- is this for a part in a movie --
9 growing his beard for a part in a movie, I guess,
10 called Airplane 3.

11 MR. WUELLNER: "As the -- As the Beacon
12 Turns."

13 MR. RAUHOFER: So, yeah, "As the Gyro Turns."
14 He and I and a fellow by the name of Bill
15 Wilkinson, and Cindy Hollingsworth sat down, and
16 he had a good idea of how do we get the word out,
17 not only to the community, but to EDC, TDC,
18 everybody that's planning on moving into the --
19 the area through real estates, and how do we do

20 that?

21 Well, we came up with an idea of an
22 informational brochure. It just so happens that I
23 belong to the air museum out in Pensacola, naval
24 air museum, by the way. And this is kind of a
25 nice setup that we decided on (indicating).

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1 It's easy to put into a -- slip into a
2 newspaper. It's easy to send to people who are
3 prospectively moving into the area. It's easy to
4 send to people who are thinking about relocating
5 their businesses here. And, plus the fact,
6 somehow or another, I'd like to see us send --
7 send this thing to different parts of the
8 community so they can take a look down and see --
9 they can see what a great and wonderful resource
10 we have here at this airport. It's a fantastic
11 resource. And not that many people know about it.

12 I worked three months in a row getting
13 everything from RingPower to the largest to the
14 smallest business on the community -- on the base,
15 all the -- Patty Wagstaff and Stewart Snodgrass
16 and everybody else who uses this airport as -- as
17 their business headquarters for launching their
18 businesses. I -- I had a statement -- Ed's got a
19 file about that thick on all the stuff that I'm

20 putting together.

21 I wasn't getting much help from

22 Mr. Wilkinson. So what I did, rather than to see

23 the airport -- because I did this pro bono. And

24 rather than see -- Bill was not going to. He was

25 going to charge the airport. I didn't want to see

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1 that, him shoot my file over and say, "This is
2 what we've been doing."

3 And so I gave a copy of everything I had done
4 to Ed. Bill didn't like it very much and backed
5 out of the whole thing. And the thing kind of
6 died a natural death.

7 But I'd like to re-- one of the suggestions I
8 have for this committee -- and I've talked to
9 Peter about it. Peter's a brand new friend and
10 S.A.P.A. club member, and he's in this kind of
11 business. I'd like to see this, whatever happens
12 in the committee, to -- to reenergize this,
13 because I -- I'll tell you, education, anytime we
14 talk about anything, we're talking about
15 education, education of the people. So, this is
16 one of the things I'd like to see the committee
17 do.

18 I got a phone call. We got a pretty nice
19 article. I've written quite a few articles for

20 all the papers around. I have not gotten very
21 much luck out of The Record, but I -- but I have
22 out of the Florida Times-Union, Recorder, Beaches
23 Leader and everything else like that. But I'm
24 hoping that that can improve.
25 And I think once we educate maybe The Record

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1 and get them on board, I think it will be clear
2 sailing.

3 And as far as what Randy said about, I would
4 be glad to pay that person, I know what we
5 contribute to a huge, huge resource, I mean, can
6 you imagine this -- this airport not being here?
7 The taxes we would pay? So, this is a huge tax
8 base.

9 And I -- and what we -- I think what we pay
10 in taxes is -- is miniscule compared to what we
11 get from the tax base. And that -- that -- these
12 are the things that have to be said out loud, and
13 these are the things that have to be addressed on
14 a one-to-one basis or go around and -- education
15 as far as schools.

16 Peter has been talking to some schools. I've
17 done career day in the high schools on -- on --
18 very well-received. The articles that I wrote,
19 many phone calls and many -- it was very well

20 received. But we have to keep that up. I think
21 we have to keep that up and -- excuse me -- just
22 keep educating until -- until people -- until the
23 word gets out.

24 And I -- I'll just close by saying, we have
25 competition in this area, and that competition is

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1 Duval County, ladies and gentlemen. And if you
2 don't think so, they've got an empty air base up
3 there that they would love to fill up with
4 everything we've got down here.

5 Any questions from the board? And obviously
6 I'm on board. I'm on the team in anything that
7 you want me to do.

8 MR. BRUNSON: Thank you, Warren.

9 CHAIRMAN BARRERA: Thank you. Joseph?

10 MR. JONES: Joe Jones. Hey, it seems like,
11 you know, most of your problems come from the
12 board itself with mixed -- mixed messages all the
13 time.

14 You know, I hate to use this as an example,
15 but just the last -- you went to that rezoning
16 meeting, and it was like made a statement
17 something like five hangars for the 3,000 square
18 foot hangar category and stuff like that. This is
19 the most we'll have on the south side. And less

20 than a week later, or a week and a half later, you

21 get to the board, it goes from five to eleven.

22 And then at the end of that board meeting, we

23 said we're going to send -- we're going to set

24 some time out for the next board meeting to set up

25 more land out to the side for bigger hangars.

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1 It's messages like that that get to the
2 public that gives you a bad name, because it's --
3 you could almost interpret that as a lie, you
4 know? I told you five, but it's really eleven.
5 But it might be 20.

6 You need to just be all on the same page when
7 you say something. Because I don't think
8 everybody's there and knowing what each other's
9 saying. And that's where y'all get in your most
10 trouble.

11 I don't know what Ed's doing on these
12 meetings he's going to with these -- you know,
13 when you're going speaking now. But, you know, if
14 you say something and you're telling these people,
15 and you believe it with all your heart that's what
16 it is, and next thing you know the board changes
17 what you say, it just makes you look bad, and then
18 it makes the whole airport again look like it's
19 just a big front.

20 So, before you really start this whole
21 committee thing, you really just need to get
22 yourself together and get all on the same page
23 when you -- before you say anything. And I think
24 most of your problems will go away.
25 MR. WUELLNER: Very good point.

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1 CHAIRMAN BARRERA: Thank you, Joseph.

2 Michael?

3 MR. SLINGLUFF: I think, Warren, you were --

4 you're right on. And Joe Jones, I think what you

5 were saying is -- is -- is accurate, also, and

6 that's exactly why we need to have a PR committee.

7 The airport is made up of a board, which is a

8 committee that steers it. It's always going to

9 have differing opinions and differing directions.

10 It's going to be a function of the PR group to

11 help somehow funnel that down into the right

12 answers that are going out to the public --

13 MR. WUELLNER: Yeah.

14 MR. SLINGLUFF: -- help formulating those,

15 those correct positions. And things do change.

16 I think it's real important, though, if we're

17 going to set up a committee like this, that we

18 look at some fundamentals, that -- that it's --

19 it's not just a committee for this year; we need

20 to have an ongoing -- if we're going to educate,
21 it needs to be a continuing education program,
22 benefit to the airport, to the community, and vice
23 versa. And it needs to -- to really run almost on
24 a seasonal basis.

25 If you're in the PR business, you know,

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1 timing -- timing is everything. Before the tax
2 bills come out, we ought to get some PR out there
3 about the economic benefits of the airport so we
4 don't have to take those bullets every November.
5 It's just -- it's simple planning like that.

6 I think that the first -- to me, the first
7 task of -- of a committee would be to outline sort
8 of what the ongoing mission should be, and then
9 find some certain strategies that will work, bring
10 it back to the board and present them and get
11 blessings to run off in that direction.

12 And I -- I would volunteer to be on that
13 committee. Thank you.

14 CHAIRMAN BARRERA: Good. Thank you, Michael.
15 Any other public comments?

16 MR. GEORGE: This gentleman back here.

17 CHAIRMAN BARRERA: Peter?

18 MR. VOGHEL: Hello. My name is Peter Voghel,
19 409 20th Street, St. Augustine.

20 I've been here for a year now, moving from
21 Venice, Florida. Who's flown into Venice? You
22 know the area pretty well? Very similar issues,
23 except they had an Airport Authority. Do you know
24 the difference? There's a big difference.
25 There's a city council there and all that goes

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1 along with it. And I was involved with the Pilots
2 Association. I had a hangar there. I was a
3 developer there. I was a pilot there. I helped
4 found a middle school there that had a Civil Air
5 Patrol.

6 And we had issues where the average age in
7 that community was 72 years old. So, we had noise
8 issues, and we had people that want to relocate
9 the airport. We went through the whole FAA study.
10 We determined very quickly, and I think we all are
11 very well aware of what the impact is of moving
12 the airport.

13 We didn't have the -- any economic impact.
14 What we did have is we had developers that
15 could -- could make a good case to develop the
16 land and the tax impact. We I think very
17 successfully communicated to the city council, to
18 the community that that impact would be so, so
19 detrimental in terms of traffic and all that goes

20 along with it.

21 But here was the key -- and first let me say

22 my vested interest in this -- in this project here

23 has a lot more to do with than -- I do no business

24 in this town. I'm really not in the PR business,

25 by the way. I have a capital advisory company,

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1 and I work with some companies that I'm partners
2 in. I have a son that's in middle school.

3 But my interest is, first and foremost, is I
4 love aviation. That's first. Number two, I'm a
5 pilot. And number three, I'm on final. And I
6 like to see the airplanes go over. So, I think an
7 airport is a vibrant part of the community. And I
8 think that all of us at one time in our lives have
9 been exposed to aviation. Obviously that's why
10 we're here, because this is -- no one's paid for
11 this.

12 So, having said that, I think the key is to
13 communicate that excitement and that interest that
14 we all have back to the seeds of the community,
15 and that comes down to the kids.

16 Again, I'm new here, but I have had an
17 opportunity to speak with middle school principal,
18 the high school principal. I've attended one of
19 the SJC aerospace meetings; I don't know if anyone

20 was there. But it was real exciting to see those
21 kids excited, the young engineers, to talk about
22 the rockets that they're going to build.

23 But here's what I found in the past, and it's
24 probably still true in the present here, if we
25 don't successfully communicate to the communicate

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1 (sic) -- to the seeds of the community, and that's
2 the kids, that they have an asset -- they have an
3 asset here. And they themselves, if you've ever
4 had your kids play sports before, want to go to a
5 friend's house; they communicate to their parents
6 that they want the newest game.

7 If they communicate the asset that we have at
8 the airport, you know, the economics of -- of
9 Northrop Grumman or Galaxy or anyone else out
10 here, that's a dollars and cents thing that a lot
11 of people just don't understand the impact. But
12 people do understand when children get exposed to
13 something. And I think it's a valuable resource.
14 And I think that if a community -- a committee is
15 going to come together, maybe the focus should be,
16 is on bringing the kids closer, you know, from the
17 young age.

18 Warren here, I sat at breakfast with him, and
19 I couldn't ask him enough questions about his

20 career, okay? And -- and that's exciting for me

21 to hear.

22 Ed, this gentleman, he could go out to the

23 schools and speak about administration. We have

24 people that are, for instance, in the management

25 side, in the flight side. So, maybe if we

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1 leverage the assets that are here right now and
2 package it properly, that regardless what's said
3 on the outside, whether it be political or people
4 have their own interest, it'd be really difficult,
5 I think, if there's a groundswell for people to
6 take a hard look and to use the assets we've got
7 to expose the children, what's the net effect?

8 The net effect -- that St. Augustine has a
9 former military base here, that, yes, there's
10 tremendous amounts of income that are derived from
11 that. And, yeah, everyone gets together around a
12 table and talks about what their interests are.

13 But the net effect is, is that 10, 20, 30 years
14 down the road from now, those same kids could be
15 back in this community, sitting at this table, and
16 been exposed to something and taken a career
17 because of these decisions that are made here.

18 And that probably makes more sense than most
19 anything. And that's what I found to hold true.

20 So, thank you for your time.

21 MR. BRUNSON: Thank you.

22 CHAIRMAN BARRERA: Thank you. Any further

23 public comment?

24 MR. GEORGE: Millie?

25 5. - AUTHORITY MEMBERS

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1 MR. BRUNSON: A couple of things popped in my
2 mind. I will make a comment.

3 If possible, I think we -- the government --
4 government channel is underutilized, and that
5 could be a real thing to -- to DVD, to -- about
6 the airport and flying and so forth. And I don't
7 think there'd be any problem in putting that on
8 channel 3.

9 And I've had several conversations with --
10 how do you say his last name, Peter... At The
11 Record?

12 MR. WUELLNER: Guinta.

13 MR. GEORGE: Who?

14 MR. BRUNSON: Guinta.

15 MR. GEORGE: Guinta?

16 MR. BRUNSON: Yeah. And like he came to the
17 last board meeting, and he made the statement that
18 every time he comes to the board meeting, he gets
19 a story and he usually puts it in the paper.

20 And -- and he put an article about the seaplane

21 ramp shortly after that.

22 And so I personally am going to invite him to

23 come to the board meetings, and I think that would

24 be a good thing.

25 But when you get through, I'm ready... Does

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1 this need a motion to -- about this committee?

2 MR. GEORGE: We cannot make any decisions at
3 a workshop.

4 MR. BRUNSON: Okay.

5 CHAIRMAN BARRERA: No motions.

6 MR. WUELLNER: Yeah. And procedurally,
7 you're going to have to decide whether it's -- you
8 know, as John's pointed out, whether it's, you
9 know, internal of the organization as a committee
10 or you're looking to just be helpful to an
11 organization that's yet to form, the Friends of
12 the Airport, whatever -- whatever you want to call
13 it, and -- and create just a liaison relationship
14 with that, or a support relationship, or whatever
15 you want to call it.

16 And they do have their own -- I mean,
17 they're -- it would not be difficult to create
18 a -- you know, a pros and a cons kind of list on
19 each -- each approach. And I'm not sure either

20 one has a monopoly on -- on benefit for -- for the
21 airport as a whole. And I'm not too sure you
22 don't want to really maybe look seriously toward
23 both -- both kinds of organizations to do
24 distinctly different things.
25 You know, the -- we've had some really good

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1 comments about what -- what we're trying to do,
2 and, you know, we're -- I'm afraid we're going to
3 mix marketing and -- and public relations in --
4 you know, in a very broad sense into something
5 that wasn't what you guys were trying to solve.
6 And I'm afraid we're not maybe develop -- defining
7 the problem well enough right now to pick the best
8 vehicle to solve it.

9 And maybe it would be helpful to just spend a
10 couple of minutes and define where -- where do we
11 see the real problems and the real deficits in --
12 in public relations, for lack of better terms.

13 And, you know, some are really obvious and, you
14 know, it would be worth mentioning for the record,
15 but I think we can all agree that -- and I -- and
16 I've been the first to admit over the years that
17 internally, from a -- from the staff side alone,
18 you know, we've done a fairly lousy job of -- of,
19 you know, putting the information out and

20 letting -- you know, leading where the stories and
21 the information may go ultimately.
22 We do an okay job of responding to inquiries
23 but, you know, putting that information out and
24 creating the positive message on a continuing
25 basis or just communicating information relative

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1 to the airport, what we're doing, board matters,
2 things of that nature, I mean, we -- we don't do.
3 We haven't done. That's certainly a weak link
4 and, you know, something that I -- I fully agree
5 we need to dedicate -- regardless of what
6 mechanism you choose, we need to dedicate some --
7 some collective time to be doing a much better job
8 of that, perhaps contrasted with marketing-type
9 things, which -- you know, we've really -- you
10 know, at least in the eleven years I've been here,
11 we've not -- we've talked about having to do some
12 marketing.

13 But from a -- from a real sense, we have not
14 had to in that the airport has largely generated
15 its own success and has generated more interest
16 than we could always deal with. And that's still
17 true today, we -- you know, as -- as kind of
18 evidenced by waiting lists for facilities and --
19 and the like.

20 So, from a -- from a self -- from an
21 encouragement of development or utilization of the
22 airport, that's largely not been the issue here.
23 What has been the issue is getting the message out
24 about what the airport is and it -- and its
25 importance to the community and its -- its impacts

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1 in the -- in deference to news, which while
2 there -- they can cross at times, to me, they're
3 distinctly different things.

4 And I -- I really -- you know, what -- what
5 is it we're trying to accomplish? I mean, I think
6 we could easily accomplish the getting
7 information -- you know, the -- the public -- or
8 the press release mentality, you know, handled to
9 some degree internally and -- and, you know,
10 certainly step that up and make something happen
11 that -- that hasn't happened there.

12 But posturing the airport for a positive
13 community reception, you know, may not -- may be
14 something that really could be better done outside
15 of the organization, through something like the
16 Friends of the Airport or its -- at least the
17 appearance of being not the Airport Authority.

18 That way, the message appears to be much more
19 neutral in its presentation than -- than the

20 vested interest the Authority itself would have.

21 So, just food for thought there. I don't --

22 I don't think there's any one right way.

23 CHAIRMAN BARRERA: Wayne?

24 MR. GEORGE: First of all, Ed, I think you

25 personally have a responsibility as an executive

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1 director of the airport to put the best foot
2 forward to the community for the airport.

3 MR. WUELLNER: I agree.

4 MR. GEORGE: All of the board members here as
5 public elected officials also have a
6 responsibility to keep them informed. I'm not
7 looking -- it's not -- it's my opinion that we're
8 not trying to take that responsibility and push it
9 off to a committee. I think we're trying to take
10 a committee to augment what we're doing.

11 MR. WUELLNER: Yeah.

12 MR. GEORGE: And by doing that, it would be
13 in our best interest if we kept them informed of
14 what we're doing prior to the fact.

15 MR. WUELLNER: I agree.

16 MR. GEORGE: But I do not see it as, okay,
17 all of our public relations and marketing activity
18 is now diverted over to this committee. I
19 wouldn't see it that way. I would see it that we

20 still have the responsibility, and here are some
21 friends, John, that, you know, have the
22 techniques, the talent, and the desire to help get
23 information out.

24 MR. WUELLNER: I -- I would agree with you a
25 hundred percent. I think they're -- that they're

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1 very different messages, very different things.
2 And, you know, one is clearly corporate
3 communication, and the other is the -- the
4 positive message of the airport and the community,
5 which is -- is a much broader message and comes
6 outside.

7 MR. GEORGE: Yeah. We've also come up --
8 Randy, you came up with a lot of good things that
9 we ought to try. You know, I really think that
10 that's what this committee needs to -- we need to
11 give them a list of the things we talked about,
12 and at their first meeting, whoever we elect to be
13 our representative to it -- and that would be at
14 our next board meeting -- at the first meeting,
15 they need to develop, you know, a chairman or a
16 leader that's going to go through all of these
17 and -- and solicit the right people and come up
18 with a game plan.

19 But if we start telling them, "I want you to

20 do this, I want you do this," they're -- they are

21 a committee, you know?

22 CHAIRMAN BARRERA: I would agree with what

23 you said, Wayne.

24 One of the things that I think we have to do

25 is define what is a staff -- like updating the web

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1 site, that is strictly corporate communications.

2 That's from an airport direction. But e-mailing

3 updates about the airport doesn't necessarily --

4 that can be -- that could be done by a different

5 group.

6 MR. GEORGE: Uh-huh. Right.

7 CHAIRMAN BARRERA: That doesn't have to be

8 initiated through the airport. And -- and we

9 could clearly go through and just kind of divide.

10 Like utilizing the government TV, that was one of

11 the things I thought about, also. And that would

12 be something that would -- we'd want to kind of go

13 more towards, that corporate communication

14 standpoint --

15 MR. GEORGE: Agreed.

16 CHAIRMAN BARRERA: -- because they're very

17 strict on what they'll allow to be put on

18 government TV.

19 But working on a campaign to educate the

20 community, that could be something that the

21 Friends of the Airport could undertake.

22 MR. GEORGE: Yeah.

23 CHAIRMAN BARRERA: And -- and go and

24 communicate out to the community in their various

25 resources that they already have.

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1 MR. GEORGE: Maybe that would be a good
2 summation of this meeting, to put together in a
3 page and a half that says, you know -- that says
4 everything that we basically, I think the three of
5 us are agreeing to, that -- that at this workshop,
6 we basically came to our conclusion that it should
7 be a separate Friends of it, you know, we still
8 have responsibility, they have responsibility, of
9 the things that were mentioned, here's what we
10 feel is ours, theirs.

11 And the liaison would be one person from this
12 board, which you have indicated an interest, I've
13 indicated an interest if you don't want the
14 interest, but lay all of those things that we
15 discussed down. And then let the full board say,
16 "Yeah, that's a good idea. Let's follow it."

17 MR. BRUNSON: And -- and we have that
18 documented here --

19 MR. GEORGE: Right.

20 MR. BRUNSON: -- already. But it's pretty
21 simple to me. I think at the next board meeting,
22 it will be a quick agenda item. And we're going
23 to make mistakes, but we can correct them.

24 MR. GEORGE: Yeah. I would like to make one
25 comment in reference to Joe's comment. At the

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1 time, when we said there was going to be 55
2 hangars, that had been approved by this board.

3 MR. JONES: I didn't say --

4 MR. GEORGE: So, that was not a false
5 statement.

6 MR. JONES: I didn't say 55. I said he said
7 it was going to be around 5 --

8 MR. GEORGE: I'm sorry.

9 MR. JONES: -- corporate hangars.

10 MR. GEORGE: Let me back up. Whatever you
11 said the first time, that was what we had
12 approved.

13 MR. JONES: I was just using that as an
14 example, was just the mixed messages are coming
15 from the board itself, is where you get the bad
16 publicity. Y'all need to settle some of this
17 stuff up at the board, and you wouldn't even have
18 to hardly ask -- don't have to ask for help.

19 Most of the bad publicity comes from the

20 board itself, because a lot of times you're
21 speaking before you all have decided what you're
22 exactly going to do. And you've already kind of
23 got the public thinking you're going to go this
24 way, then all of a sudden you go a different way.
25 And so people misconstrue that sometimes. That's

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1 all -- that was just a suggestion.

2 MR. GEORGE: Okay.

3 MR. JONES: That's all I'm saying. I

4 wasn't --

5 MR. GEORGE: I think that it is --

6 MR. JONES: -- saying anybody's doing

7 anything --

8 MR. GEORGE: It has been beaten into the head

9 of the five members of this board that when they

10 open their mouth, they are one person of a

11 five-man board.

12 Sometimes the board gets together once a

13 month and we make decisions. And that is the

14 decision of the board. The five was the decision.

15 Because Ed came back with a way that we could get

16 more money, satisfy more of the waiting list,

17 that's when he brought it up, hey, you guys might

18 want to consider it. And it was done, so...

19 MR. JONES: Right. But at the end of that

20 meeting, you even said, next meeting, let's set
21 some time to decide, discuss where we could put
22 some more corporate hangars --
23 MR. GEORGE: Okay. No --
24 MR. JONES: -- on the south end.
25 MR. GEORGE: -- that's not true.

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1 MR. WUELLNER: Sort of true.

2 MR. GEORGE: That's not true. What we said,
3 if you want to read the minutes --

4 MR. JONES: That is what he said.

5 MR. GEORGE: Well, if you want to read the
6 minutes, Joe, what we said was, okay, we have
7 taken care of the decision of how many T-hangars
8 and how many 1,000 --

9 MR. JONES: I was just giving an example.
10 I'm not holding you about numbers. I was just
11 giving an example about some things.

12 The only reason I was saying like when Ed
13 goes to these other civic meetings, and they
14 discuss this stuff and then it's not policy yet,
15 it makes him look like he was speaking -- you
16 know, that he was misleading people.

17 You know, I was saying that, you know, a lot
18 of times when you go to give these civic meetings,
19 you just want to make sure it's pretty much policy

20 before you say it, because if it changes, it makes

21 it look like, you know, he was just --

22 MR. GEORGE: It's going to change.

23 MR. JONES: Right. It's just misleading

24 sometime.

25 MR. GEORGE: Okay.

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1 MR. JONES: People, you know, take it
2 different ways, is all I'm saying. I'm not saying
3 nothing against nobody. I mean, I know things
4 change all the time. Everything's just a plan. A
5 plan is made to get better and change. I know
6 that.

7 MR. GEORGE: Okay.

8 MR. JONES: And I wasn't trying to accuse
9 somebody. I was just giving -- that's what I said
10 from the start, it was just an example.

11 MR. GEORGE: Okay.

12 CHAIRMAN BARRERA: So, I think what you were
13 saying is to have a list of talking points so that
14 everybody's on the same page.

15 MR. JONES: Right.

16 CHAIRMAN BARRERA: Something that -- that's
17 out there for everybody to be on the same page.

18 MR. JONES: Right. I just don't want to --
19 because it makes it look like Ed's the bad person,

20 when he wasn't trying to be bad at nobody; he was

21 just -- thought he was doing -- he was up and up.

22 MR. BRUNSON: We understand what you said.

23 MR. GEORGE: That's a good summary.

24 CHAIRMAN BARRERA: I -- does anybody else

25 have any other comments or suggestions?

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1 MR. BRUNSON: Not me.

2 MR. JONES: Well, you're talking about -- you
3 know, you're talking about the kids and
4 everything.

5 When he was talking about the kids and stuff,
6 why don't you see if you can get -- there's a lot
7 of little editors in the school papers and stuff
8 like that. Why don't you see if you can get them
9 to do some interviews on you or the people at the
10 airport and Galaxy and everything else and start
11 with school newspapers and stuff like that.

12 It don't cost nothing for them to put nothing
13 in there. It gets home to the parents. You know,
14 just see if you can get some of the school
15 reporter to do little interviews and stuff like
16 that. And maybe even come up with like an essay
17 contest amongst the school where they get
18 something out of it. You never know. It all goes
19 home. Like you say, you want to see the parents.

20 CHAIRMAN BARRERA: That's a great idea.

21 MR. BRUNSON: Great idea.

22 MR. WUELLNER: We did have a great response

23 off of that curriculum that we -- we sponsored

24 through the school system -- I believe it was at

25 the elementary school level -- on the hundredth

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1 anniversary of powered flight. This goes back a
2 couple of years ago now. But it -- it -- it was
3 well received. We got a lot of good PR on that.
4 And it did put a message out for a period of time,
5 anyway.

6 MR. GEORGE: There is a program in a small
7 school in Alabama, that the -- when I lived in
8 Atlanta, the pilots supported it. And I took Bill
9 Mignon up to try to get the local schools involved
10 in it.

11 Len Tucker and I took him up. And basically
12 it was pilots bringing their airplanes in and
13 letting the -- the kids from school, probably from
14 fifth grade through freshman, come by and look at
15 the airplanes. They had a grandstand for them.
16 They had lunch for them. And then we all went out
17 and not did formation flying, but we all did low
18 passes, you know, kind of -- so they could see the
19 different airplanes and get excited.

20 What that school did, is they had a
21 dedication to aviation, and the elective types of
22 reading material that they gave the kids to read
23 all had aviation-oriented things in it. So, the
24 kids were learning from the, you know, early
25 stage, the books that were given to them to read,

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1 you know, learned about aviation.

2 MR. RAUHOFER: I think it's amazing at the --
3 at the age level that they understand what's going
4 on. Everybody -- you know, even people that are
5 older don't quite understand what makes an
6 airplane fly, what makes a wing fly.

7 Yet you can go -- I did a thing at the
8 Landrum school. You can go into the Landrum
9 with -- with really young kids, and they
10 understand what you're talking about when you're
11 talking about pressure that is less on the top of
12 the wing versus -- and they understand all of
13 that. And it's not shocking to them.

14 And -- and you can just see them like dry
15 sponges. They just --

16 MR. GEORGE: Yeah.

17 MR. RAUHOFER: They just start soaking this
18 stuff up. Yeah.

19 MR. JONES: Well, you probably got a grassed

20 area big enough to invite a field trip over for

21 lunch. Just have them come and do a picnic.

22 MR. GEORGE: Yeah, all of these are great

23 ideas and that's the ideas that this committee

24 need to be -- as when you -- as you go through

25 some ideas, there are going to be some things you

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1 think need to be done by corporate. That's what
2 the liaison would bring back.

3 But in addition to having a piece of paper
4 that says here's what we talked about, here's -- I
5 think we ought to have some people that we talked
6 about to be on the board. And with that, if it's
7 okay, we'll start throwing some names together.

8 CHAIRMAN BARRERA: Certainly. The only other
9 thing I would want to throw out, and to back up
10 with the education process, is that we have shown
11 some interest that -- of being able to produce.

12 All the high schools have video teams, and one of
13 the high schools has offered that if we would like
14 to have somebody to help produce a video on the
15 airport, that they have that.

16 I agree with Warren, and I think that it
17 would be wonderful to have as many people as
18 possible go out and do career days. If we could
19 get the School Board on board with kind of setting

20 maybe aside a certain time of the year, that would
21 be most beneficial to -- to do that in the
22 elementary, the middle schools. And I think also
23 it would be beneficial in the high schools.

24 From what I understand -- I spoke with Millie
25 regarding some of the air show performers, and

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1 sometimes they have videos they'll do. When they
2 make a presentation, I think the high schools
3 would love to see that. I think that you could
4 generate a lot of interest in -- in the -- in the
5 airport itself, not only just the aviation
6 industry, with that.

7 MR. RAUHOFER: Q and A lasted -- when I did
8 mine, Q and A -- I did a 20-minute presentation,
9 and Q and A lasted an hour -- over an hour, just
10 from -- from questions that the kids had. And
11 they wanted to develop the questions. Some of
12 them were a little tough for me to handle.

13 CHAIRMAN BARRERA: And -- and I think that --
14 that those type of things might be -- as Peter
15 talked about, those might be more of an
16 unofficial, a separate Friends of the Airport
17 project. But I think they would be hugely
18 beneficial to the community.

19 And one of the things that Joseph Jones had

20 mentioned at the last board meeting was about
21 doing an open house. And that would be great if
22 we could tie that into some of the big events
23 going on at the airport for the community.

24 MR. RAUHOFER: But, you know, we -- we don't
25 have to be single tasked about this. We can -- we

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1 can develop something like this informational
2 brochure that could not only educate and -- and
3 see -- and lots of pictures and, you know,
4 something like this.

5 Can you imagine opening up -- having one of
6 these in your -- in the kitchen of every
7 household, and -- and open up this -- this thing
8 and see all of the people that are at the airport
9 and read about all of the things that are being
10 done at the airport and who's who? And I know
11 that lady? She works -- I didn't know she worked
12 over at the airport. And -- and all of this.

13 And we could -- and we could use it as a
14 spearhead for the EDC and the TDC and all of
15 the -- all of the other people that are trying to
16 get business into the community. We can -- and
17 that -- they need to be educated, just like --
18 just like our folks.

19 CHAIRMAN BARRERA: Definitely. Okay. With

20 that, Wayne?

21 MR. GEORGE: I would like to recommend that
22 we put Warren on the list, put Reba on the list,
23 put Mike Slingluff on the list, put somebody from
24 Grumman's PR department. And we'd have to make a
25 phone call to see if they would like to

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1 participate in it. But SK Logistics, Southeast

2 Aero.

3 And I think we ought to put Len Tucker on the
4 list, because Len's got the photography, you know,
5 resources, and he's been more than happy to -- you
6 know, to expand those out with everybody else.

7 And then this gentleman -- I'm sorry, I didn't get
8 your name.

9 MR. RAUHOFER: Peter.

10 MR. GEORGE: Peter?

11 MR. VOGHEL: Peter Voghel.

12 MR. GEORGE: Yeah. I think that you're --
13 you're right on target with you've got to start
14 young, you know. And it also happens to dovetail
15 in with the park that we're trying to put. And
16 that's primarily for the group we're trying to do
17 it to.

18 MR. VOGHEL: We started Civil Air Patrol,
19 too, by the way. We had so much exposure, started

20 Civil Air Patrol in the charter school that I was

21 part of right next to the airport --

22 MR. GEORGE: Yeah.

23 MR. VOGHEL: -- which it -- it took off,

24 because we had EAA, and they had a Young Eagles

25 program and they were giving rides and everything.

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1 It was great.

2 MR. GEORGE: Those were my suggestions as a
3 nucleus to start from.

4 CHAIRMAN BARRERA: I -- I would suggest that
5 we also have Joe Jones on the PR committee.

6 MR. JONES: I don't really care to be on the
7 committee. I would just like to stay up with
8 everything so when people do ask me, I don't
9 misconstrue.

10 MR. GEORGE: Yeah. Well, I would hope that
11 the committee would -- would use this facility
12 here. And there are eight -- eight main chairs
13 around it, and also open it up to other people
14 that are interested to come and sit and
15 participate.

16 CHAIRMAN BARRERA: You had mentioned --

17 MR. BRUNSON: I'll -- I'll give you a list of
18 people. And since -- and there's a couple of
19 people in S.A.P.A. I think would do -- be -- need

20 to be on there that would be excellent people.

21 But I'm also going to focus on some people in the

22 EDC and in the Chamber and in the business

23 community that --

24 MR. GEORGE: Yeah.

25 MR. BRUNSON: And we'll get a list. And at

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1 the next board meeting, I think we can decide what
2 we're going to do.

3 CHAIRMAN BARRERA: And that list is going to
4 be for the Friends of the Airport list or -- or
5 for the corporate?

6 MR. GEORGE: Friends of the Airport.

7 CHAIRMAN BARRERA: Friends of the Airport.

8 MR. GEORGE: That's my opinion.

9 MR. BRUNSON: Yeah. I'd have to think about
10 that one.

11 CHAIRMAN BARRERA: That's what we're
12 thinking?

13 MR. RAUHOFER: I would like to come up with
14 another name for it --

15 MR. GEORGE: Right.

16 MR. RAUHOFER: A little more professional.
17 That -- that sounds like ASPCA. You know, we
18 found a lost dog --

19 MR. GEORGE: FOA, Friends of the Airport.

20 MR. RAUHOFER: -- contact this number

21 for Friends of the Airport.

22 MR. BRUNSON: He wanted The RauHofer

23 Foundation.

24 MR. RAUHOFER: No, that spells money.

25 MR. GEORGE: That might be one of the first

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1 things that this group, that this interest group
2 gets together to decide what they're going to --
3 you know, there was a group in St. Augustine that
4 really did a jam-up effort in saving the old
5 Bridge of Lions, and they referred to themselves
6 as the SOBs, Save Our Bridge. So, I'm sure you
7 could come up with something.

8 MR. RAUHOFER: Is there another word?

9 MR. WUELLNER: Equally colorful.

10 MR. BRUNSON: I'd make a motion we adjourn.

11 MR. WUELLNER: Just one -- one comment,
12 because I'm -- I have this short-term concern that
13 I'm sure you'll all work out between now and your
14 official action next week or week after, is that
15 you're -- you're really walking a fine line here
16 between dictating the makeup of a committee you
17 want to keep at arm's length officially and not
18 exposed -- so you're going to really -- the
19 suggestion of names I think is great, but you're

20 going to have to walk a fine line here between
21 creating this organization, even if it's de facto,
22 and that then falling under sunshine and all of
23 the other things that go with it being
24 governmental in some form.
25 So, we really need to look outside this

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1 organization for an entity or --

2 CHAIRMAN BARRERA: To come up with --

3 MR. WUELLNER: -- its own entity to create

4 itself, rather than this board direct it, unless

5 that's what you want to do.

6 If you want to keep it as that, quote,

7 unquote, committee, then -- then have all the

8 strings that go with it. That -- that's perfectly

9 fine, too. Just -- just watch the -- the line

10 there between dictating the development of

11 something you are saying you want at arm's length.

12 So, just a word of caution. And just think about

13 how you want to --

14 MR. GEORGE: I think the term is we were

15 going to ask for help.

16 MR. WUELLNER: Yeah.

17 MR. GEORGE: And here are the people you

18 ought to ask from --

19 MR. WUELLNER: It can be said -- right. I

20 just -- I just don't want us --

21 CHAIRMAN BARRERA: You don't want to give the

22 false impression.

23 MR. WHITEMAN: It's sort of like, we would

24 like to have a committee, we would like to have a

25 group formed that provides these services for us,

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1 and we're trying to stimulate your interest in
2 forming that group.

3 MR. JONES: We would like to start a new
4 club.

5 MR. WUELLNER: Whatever you want to call it,
6 yeah. It's just --

7 MR. GEORGE: Don't want to give false
8 impressions.

9 MR. WUELLNER: We've just got to find that
10 line; otherwise, you're going to end up
11 unintentionally making them a subject of things
12 that you probably didn't intend.

13 CHAIRMAN BARRERA: So, in that vein, should
14 the Airport Authority even vote --

15 MR. WUELLNER: I don't think there's a
16 problem --

17 CHAIRMAN BARRERA: -- to create that?

18 MR. WUELLNER: -- suggesting people who go on
19 it in and of itself. I think you've just got --

20 we've just got to -- I'm hearing, just the way
21 things that are said, that you could -- you could
22 read into this very quickly that you're trying to
23 force these people -- you know, this entity into
24 existence as the Authority, and as such, you'd be
25 walking that line.

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1 MR. WHITEMAN: You're just identifying people
2 who you think have an interest --

3 MR. WUELLNER: And that's cool.

4 MR. WHITEMAN: -- in assisting the Airport
5 Authority.

6 MR. WUELLNER: And that's totally cool.
7 There's nothing to that.

8 MR. WHITEMAN: Right. And then they'll --
9 they'll have to come up with their own formation
10 as to what they are in their own --

11 MR. GEORGE: If they want to.

12 MR. WHITEMAN: If they want to. I mean, if
13 they're going to have bylaws and how many members
14 they're going to have and that type of thing, is
15 really up to them.

16 MR. WUELLNER: You've just got to stop short
17 of that control thing if you're going to keep that
18 arm's length. Cool.

19 MR. BRUNSON: Anything else?

20 MR. GEORGE: I second Randy's nomination.

21 MR. RAUHOFER: Whatever -- whatever it

22 settles down to, I think we should have the

23 respect and courtesy, with those two words, of

24 anything that we -- anything that we do, anything

25 that we want to release to the news media,

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1 anything we want to release to the TV station,
2 that it's -- it's incumbent upon us to have
3 respect to -- to bring it -- bring it to Ed,
4 and -- and that you folks see it before -- before
5 this happens, whatever happens. And I won't be
6 part of an organization -- because if we get too
7 many loose cannons running around, then all of a
8 sudden, we're doing more harm than we are good.

9 CHAIRMAN BARRERA: All right. We'll adjourn
10 this meeting.

11 (Meeting adjourned at 4:15 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,

7 certify that I was authorized to and did

8 stenographically report the foregoing proceedings

9 and that the transcript is a true record of my

10 stenographic notes.

11

12 Dated this 15th day of March, 2007.

13

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

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