held in The Conference Center, Meeting Room B

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\text { St. Augustine, Florida } \\
\text { on Tuesday, December } 13,2022 \\
\text { from 4:00 p.m. to } 6: 58 \mathrm{p} . \mathrm{m}
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BOARD MEMBERS PRESENT:
    ROBERT OLSON
BOARD MEMBERS ABSENT:
    REBA LUDLOW
    JUSTIN MIRGEAUX
    SUZANNE GREEN
NEWLY ELECTED BOARD MEMBERS:
    JENNIFER LIOTTA
    DENNIS CLARKE
ALSO PRESENT:
    EDWARD WUELLNER, A.A.E., Executive Director.
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JANET M. BEASON, RPR, RMR, CRR
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P R O C E E D I N G S
MR. LUCETTE: Good evening. Good afternoon. Thank you for coming. Welcome to -- to you, Bob current members, and board members elect.

My name is Remy Lucette. I'm with Ricondo \& Associates, and tonight I'll be assisted by Ryan Lenda also with Ricondo \& Associates and Michael Audino who is helping us facilitate those workshops.

This is a second workshop that we're doing for the board, and this is to help prepare the strategic airport business plan for the Authority. We have a three-hour agenda. We'll provide a break about midpoint through the -- through the session. We'll use that break a little bit to, you know, take a break, do what we have to do, and also start thinking how we're going to transition from strategic issues that we'll be discussing into strategic. So that give you a little bit of time to refocus and -- and see where those strategic initiatives could go.

After -- after we kick off the meeting, Ryan will go over just a few slides that summarize the key feedback that we received from the stakeholders when we met, both the different groups of
stakeholders as well as the online survey respondents. And after that, we'll pass it over to Michael who will facilitate the discussion on the SWOT analysis, the definition of strategic issues, and the identification of some strategic initiatives.

At the end of the workshop, if we have time, which we may have since it's a smaller time, we would like to discuss development scenarios. And we'll explain what these are for, but essentially the development scenarios, we -- we were tasked when we scoped the project to have room to evaluate certain scenarios.

So if the board decides to implement certain initiatives, what could be the impact and the results of those initiatives? And if we decide not to do certain things, what would be the impact of not implementing certain actions? If we don't have time to talk about that tonight, we'll pick it up at the next board meeting.

So, two primary objectives tonight. The first one is to talk about the SWOT analysis. We want to hear your feedback in terms of where you see the SWOT for this airport. And we'll share some of the feedback that we've received from the survey
respondents as well.
The second primary objective will be to identify strategic initiatives. This is not the final strategic initiatives, this is your initial input for us to consider.

And then we'll come back at the third workshop, which will be first week of February, and we'll try to solidify the different strategic issues, strategic initiatives, and more importantly, we will define goals and actions that go under those initiatives so that the Airport Authority can provide the -- the appropriate guidance for them and for the airport management to implement those initiatives. As I mentioned, the secondary objective will be to talk about development scenarios.

Any questions? No? We have drinks and a little bit of food snacks, and as I said, we'll take a break in about just over an hour. With that, I'll pass it over to Ryan.

MR. LENDA: Thank you and good afternoon.
As Remy mentioned, we did submit a briefing packet to the board and the board members elect a few days ago that highlights all the details regarding the feedback that we received and some of

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& \text { the financial metrics from some of the financial } \\
& \text { reports. } \\
& \text { So in the interest of moving forward in } \\
& \text { today's discussion regarding strengths, weaknesses, } \\
& \text { opportunities, and threats as well as initial -- } \\
& \text { initiatives, we wanted to give a really high-level } \\
& \text { overview of the feedback that we received. So I'm } \\
& \text { just going to briefly go -- go through this and } \\
& \text { that way, you guys can kind of keep it in the back } \\
& \text { of your mind here as we move forward to the SWot } \\
& \text { analysis. } \\
& \text { But advantages, the key advantages that we } \\
& \text { received of basing your business here at the } \\
& \text { airport, obviously location -- and before I get } \\
& \text { into this too much, the key here is that this } \\
& \text { summarization includes not only the online survey, } \\
& \text { but also the stakeholder feedback received as well. } \\
& \text { So it's an aggregate of all of that information. } \\
& \text { convenient location. obviously the 8,ooo-foot } \\
& \text { runway is a key factor as well as compared to other } \\
& \text { general aviation airports in the region. And then } \\
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environment here. The history, the beaches, those were seen as the very top or three key advantages. The disadvantages of basing your business at NFRA, it's somewhat of an expensive area in Northeast Florida. Obviously there aren't enough hangars, there is a hangar deficit. And then the third disadvantage really related to business policies, that they were restrictive and unfair.

So we asked in the survey, the online survey, what was the wish list. What were the top -- the top three or four things that you would like to see implemented here at the airport? And we categorized this by development, public, and the tenants themselves.

So development, install infrastructure on the airport's vacant land, really take advantage of the available land that is -- that is out there -MR. OLSON: Oh, development means what? How -- is it -- is that the community group or what is it?

MR. LENDA: It's aggregated, really. I mean, it's -- it's the community group. It's all of them. It could be the community group. It could be the -- the external -- the external folks. They all gave that feedback --

MR. OLSON: So it's not -- airport users are not in the development group?

MR. LUCETTE: This is --
MR. OLSON: I'm just curious which -- I
understand that ten -- and I understand tenants are people on the airport and public is general public. So I'm just interested in knowing a little bit more about what -- say the makeup of the group -- of the feedback under the title "Development," who were these or what types of respondents were they?

MR. LENDA: We -- we do have that information. It's not -- it's not communicated here in this presentation because we took all of the respondent information from that group and -- and brought it together in aggregate form. So this is -- this is across the board. But we can provide a breakout of -- of who responded --

MR. OLSON: No, that's okay. I'm just -- I'm just sort of curious.

MR. LUCETTE: No, but I think also, Bob, these are not the three groups that we met with, right? They are -- this is an aggregate of the wishes that were the most discussed with us by the different groups. And we sorted those in -- so that we didn't have a laundry list of items, we sorted
those wishes into three categories. The first categories was anything that had to do with the development of the airport.

MR. OLSON: Oh, okay. So -- I see. They're topic areas --

MR. LENDA: Correct.
MR. OLSON: -- topics important to tenants.
MR. LUCETTE: Correct. Correct.
MR. OLSON: Okay.
MR. LUCETTE: Correct.
MR. OLSON: So I still have a question about development, but let's not -- let's not take up any time talking about it.

MR. LENDA: So, install infrastructure, there was feedback regarding new office space, that that doesn't compete with some of the hangar spaces, as well as developing long-term leases, a long-term lease program.

Regarding public spaces and public feedback, airport seems too industrial; it's got a too-industrial feel to it. Perhaps developing the airport in a way to make it more friendly, more approachable to the public was the comment there. As well as increase in passenger airline service and additional destinations and locations.

And then finally tenants. Obviously again the major theme there regarding more hangars, hangar growth. We received some feedback regarding helipads, alternative fuels, unleaded gasoline, area for GA to work on aircraft such as maintenance areas, additional increase in GA business, and then better emergency preparedness and specialized equipment. And I think that really -- that really related to a 24 -- 24 -hour service ARFF, airport rescue and fire department.

So what would make the airport more accessible and open to the region? And you can see here this wordsmash of different comments that we received. Communication, trust in competition, aesthetics -again, that relates to the friendly look of the airport -- leveraging presence of other tenants on -- on site such as Northrop Grumman.

Also, community engagement such as air shows, airplane viewing areas, the restaurant. Again, hitting on the key themes of history and beaches. And then also consistent commercial service. That's scheduled air service.

MR. OLSON: Plus the competition, can you give a little bit more explanation as to what that is? MR. LENDA: I think that the background on
that was just trusting in the free market. MR. OLSON: Oh, okay. Okay. Got it. MR. LENDA: So concerns -- from the other flip side of this, concerns regarding the future of the airport. Obviously with the -- with the growth of the community and additional residential business -- residents out here, residential areas, there's traffic. There were comments about sustaining workforce housing in the community. Obviously as the airport grows, there will be concerns about noise. And growth as a leisure destination, and that relates also to the tax rolls.

And then another concern is that, you know, we asked the question about what is -- what do the residents think about the airport. Some of the feedback that we received on that was, we're not really sure if the residents are aware of the airport, what the airport provides to the community.

And last but not least, feedback on what the priority should be for the Authority. And we organized this into three different tiers. So you can see here the first different tier again is that hangar development. Staying off the tax rolls.

Providing pad-ready sites, site-ready development parcels. And then that scheduled air service.

Tier two, community communication, advertising and marketing, getting the word out to the community about the airport. Industrial and economic development. And then again that community engagement.

And then tier three, educating people about the airport. That can kind of go hand-in-hand with community engagement communication. But better public access, access roads into and out of the airport.

Received some comments about the Authority organization. Maintaining the existing assets regarding hangars that are existing here today and maintaining those assets. And then reevaluating the rate structure, the rates and fees charged.

MR. OLSON: Reevaluating the Authority organization, I -- I read that, I think that probably is there because of discussion about the Airport Authority being a freestanding, independent governmental entity versus models that are elsewhere about authority being under a general purpose government.
I -- or I've also heard -- so I've heard
suggest- -- I've heard out there just over the years, should the Authority be under the county? Would it be -- operate -- would it have -- I don't know. Would it be easier or better to operate the airport under the -- under the county? Or even I've heard should the airport become part of Jacksonville Airport Authority that has three airports already? I mean, those are kinds of -- I think that's probably what -- what is meant by that, but $I$ don't know. I just see that on your chart, so...

MR. LENDA: That's correct. The combination of all those thoughts again in aggregate. MR. OLSON: Yeah, okay. MR. LENDA: So again, here the goal was to provide again this 50,000-foot-level overview of the feedback received. And again, more detail regarding this feedback and some of the financial metrics are in the briefing packets that we sent out a few days ago. But to kind of keep these thoughts in mind as we look forward to the SWOT analysis and then also strategic initiatives and issues. So are there any other questions about this?

MR. LUCETTE: And maybe I'll ask. Do you have
any questions about the materials that we sent? Everything that was in the materials package came from our meeting with three -- three -- three and a half groups. We met with external stakeholders, which included economic development groups, visitor bureau, Flagler university. Those were the external stakeholders, as well as St. Johns County representatives.

We met with the aero businesses on airport, which included the tenants that responded plus Northrop Grumman, that we had to meet one-on-one with. And then we met with the recreational flier -- flying community as well. So all the flying community here in -- at St. Augustine Airport.

MR. LENDA: So without further adieu, I will turn it over to Mr. Audino who will take over with the SWOT analysis.

MR. AUDINO: Thank you, Ryan. Make sure I
know how to drive this thing. Here we go.
Thanks, guys, for being here. Jennifer and Dennis, appreciate the opportunity to visit with you on the phone. And, Robert, good to see you again. And distinguished guests in the audience, we appreciate y'all being here tonight.
Robert, you've already seen this, but for
Dennis and Jennifer, your perspective, I just want
to quickly go over the -- my role and then quite
candidly your role.
Pretty straightforward for me. It's a
combination of managing the process, making sure we
get through everything that's on the agenda, keep
us on task and keep us on time. Do my best to keep
interactions positive. Recognizing when there's
agreement, recognizing when there's disagreement,
and offer perspectives and insights. So
particularly, I guess I'd defer to my colleagues,
Remy and Ryan, more so on that -- than myself.
Okay.
You know, we're all adults in the room and so we
need to treat each other like adults in the room.
We need to acknowledge and respect one another.
that, I mean share your thoughts, ask your
questions. I mean, candidly, if you're -- if
you're not participating, then we're not deriving
value from the -- from the conversation. So we
need you to be actively engaged.
this last time, too. By that, I mean focus on what the person who is speaking is saying, not so much what you want to say next if only that person would shut up, right? So do your best to stay -- stay in tune.

And then as $I$ always say, life's a little too short, so let's have some fun with what we're doing today. Fair deal? Is there anything on that list of the role of the participants that you can't agree to? Okay. Very good.

So, I've told several people already today, I was -- I am -- I was excited and I am excited about this time together because $I$ think for you guys, for the Authority board, this is really a cool opportunity to create the future that you want.

You know, we spent some time the last time we were all together -- I mean, not -- not you, Jennifer or Dennis, you know, but talking about the vision and the mission, right? Well, now we're taking it the next steps.

We're going to have you identify what you
think are the strengths, the weaknesses, the opportunities, or the threats, and then as Remy said, translate those -- have you translate those into some strategic issues that need to be
addressed, and from those issues come strategic
initiatives, you know, actionable items, frankly,
that you can -- you can begin to work on.
I have to -- I have to ask, but I believe
everybody is going to raise their hand, but you-all
have participated in some sort of a SWOT analysis
in some way, shape, or form in some organization;
is that a fair statement? Kind of, short of,
maybe?
MR. CLARKE: Yeah.
MS. LIOTTA: Yeah.
MR. AUDINO: Okay. Okay. Pretty
straightforward. The strengths, the weaknesses,
the opportunities, and the threats. I'll frame it
this way.
The strengths and the weaknesses are like
looking in the mirror, you know, like we all do
every morning and we see, oh, that's pretty cool,
or you look in the mirror and you say, I don't know
about that, man, that could be weakness, right? So
those are the internal to the organization, the
strengths and the weaknesses.
The opportunities and the threats are more
like looking through a window, right? It's what's
out there that you're concerned about. What --
what opportunities exist in the universe, if you will, that you-all could leverage to further your mission and achieve your vision?

Same with the threats. What -- what external threats are there that one would need to be aware of such that your -- your issues and your initiatives would help mitigate those, right?

So, again, as it says there on the slide, you know, these are factors that will drive the formulation of what you're going to do, right?

And as I'll say numerous times this evening, all of this is in -- is part of your desire to achieve your mission and to fulfill that vision, whatever those ultimately become. So that's -that's a little bit on the analysis.

This just adds a little bit of umph to that, not -- not a whole lot. I mentioned the internal, external, and how the differentiate those. Again, the strengths, as -- as we move along in our time together this evening and we ask you to formulate the strategic issues and initiatives, you know, the strengths are things that you can leverage to further advance or to make progress towards your mission. And again, the weaknesses, things that you need to -- to help mitigate.

And I'd ask you to think about the following. So you have this, what I characterize as the circle of influence in this really small circle of -- of control. Much of what we're going to talk about, much of what you think about is you have some -you may have some influence on that, but you may not be able to control that, okay? Think about those issues or those items where you have some direct control over throughout the course of the evening. I'm just asking, just kind of plant that seed in your head, right?

So what we're going to do is take each of these quadrants one by one. For time sake, we're going to allocate ten minutes for each quadrant. And it's a free-flowing session, all right?

I know, Robert, you said you had a laundry list of things written out, particularly on the weaknesses side. Jennifer and Dennis, I don't know if you had opportunity to complete any portion of the workshop -- or, excuse me, the worksheet that Ryan had shared with you. If not, just whatever comes to mind.

But traditionalist that $I$ am, I'm going to start with the lady in the room and -- I know, Jennifer, I know. If you don't want me to, just
say, "Michael, I don't want to be first." But we're going to start with the strengths. And Remy's going to be kind enough to -MS. LIOTTA: I'm going to defer to Bob, who has two years -MR. AUDINO: Okay. MS. LIOTTA: -- under his belt as a -MR. AUDINO: That's cool. MS. LIOTTA: -- Airport Authority board member.

MR. AUDINO: Okay. That's cool.
So, Bob, we're going to ask you to start with
what you think are the strengths of this organization.

MR. OLSON: Okay. Some of these might be external, but -- I spent some time this afternoon with it, but here's my list.

Serves a high-growth, highly-livable region, is -- because $I$ think we can take a lot of advantage of that.

MR. AUDINO: So highly-livable region is a strength.

MR. OLSON: High-growth --
MR. AUDINO: Okay.
MR. OLSON: -- highly-livable.

MR. AUDINO: Okay.
MR. OLSON: Debt-free.

MR. AUDINO: All right. And if any of the board members have any questions about any other items, just -- just ask.

MR. OLSON: Strong desire for -- strongly desired for GA aircraft basing here. So strong demand for hangars, et cetera, all under that. MR. AUDINO: Okay. MR. OLSON: Basically, the GA crowd wants to be here, as a -- as demonstrated by the demand for hangars space.

MR. AUDINO: Okay.
MR. OLSON: Florida coastal location. That was driven home to me by the FDOT air -- airport division people when $I$ was just chatting with them at a conference and they went on about that.

MR. AUDINO: Okay.
MR. OLSON: Northrop Grumman presence. And the last one that I have listed is something that I think is fundamental, and it probably will generate some maybe disagreement within this group, is governance structure. I believe our governance structure is uniquely able to -- to do things in an entrepreneurial way.

We're nontiered. This Airport Authority can make decisions efficiently from a board -- at a board level and act on them without having to go to a parent government to -- for another tier of approval requirements. It can be single-focused. It's doing -- it's overseeing the operations and development of an airport, unlike if we were embedded, again, under the county or another government. And it has a full array of powers. It is uniquely -- it's -- it's unique in that way compared to most other airports in Florida having even eminent domain powers, taxing powers, all of that. So I believe that our government structure allows us to be nimble and act entrepreneurly when we want to and have the resources to do it. MR. AUDINO: Okay. Very good. And did you say that was the last item on your list of strengths? MR. OLSON: Yeah, that's -- yes. MR. AUDINO: Okay. Very cool. Dennis, do you have items on your list of strengths that either duplicate or are in addition to?

MR. CLARKE: Yeah, I -- I agree with three of Bob's: The highly-livable region,

Northrop Grumman, government structure. I'm somewhat disagreeing on the debt-free structure.

MR. AUDINO: Now let me clarify. This -these are not points that we're going to debate or discuss. These are just your -- I need your thoughts on what you think are the strengths.

MR. CLARKE: Right.
MR. AUDINO: And no sort of --
MR. OLSON: Well, Dennis may have found some debt that I --

MR. AUDINO: Well, no, I mean --
MR. CLARKE: I agree with that --
MR. AUDINO: Okay.
MR. CLARKE: -- but I disagree that -- I think one of our weaknesses is that we're debt-free.

MR. OLSON: Oh, yeah. Okay.
MR. AUDINO: So hold that thought. When we get to weaknesses, you can tee that up. I appreciate that.

MR. CLARKE: The other -- the other couple of strengths that we have, we have -- we own somewhere north of -- well, about a thousand acres of property on the west side of U.S. 1 that represents -- you know, if it's developed to the full potential, either whether we own it or whether
we sell it, represents a revenue stream to the airport.

MR. AUDINO: Okay.

MR. CLARKE: And in fact that it's been -it's part of the county overall plan -- you know, it's designated as airport whatever their terminology is, it's compatible. As long as we keep, you know, compatible businesses in -- in that area, then, you know, that is a great opportunity, I think.

MR. AUDINO: Right.

MR. CLARKE: And, you know, again, it
represents a positive income stream.

I think we have -- even though we're limited, one of the weaknesses $I$ would say, I don't want to jump into that, is a limited footprint. But there is enough space on the existing footprint to -- you know, to add to some of these, to meet some of these demands --

MR. AUDINO: So the strength is adequate space to accommodate facilities?

MR. CLARKE: For the time being.

MR. AUDINO: For the time being, okay.

MR. CLARKE: Right.

MR. AUDINO: Okay.

MR. CLARKE: Because in the long run -MR. AUDINO: Okay.

MR. CLARKE: -- there's -- it's inevitable that we are going to run out of physical space, I mean, unless we expand into the ocean or buy the -you know, the -- the housing development south of the airport or north, whatever.

MR. AUDINO: Okay.

MR. LUCETTE: I think, Dennis, when you talk about limited footprint, specifically you're referring to what's south of U.S. 1, southeast of U.S. 1, versus what's available west.

MR. CLARKE: Yeah, the -- the airport property
proper -- the airport property boundaries.

MR. AUDINO: Okay.
MR. CLARKE: Within the airport boundaries.

MR. AUDINO: Okay. Got it. Any other
strengths that you want to identify, Dennis?
MR. CLARKE: Well, $I$ think we just have a good opportunity because of where we are located. We're -- you know, we're in Florida. We don't have to -- I think we had a meeting earlier with Ed and he mentioned, you know, airports in Missouri are not exactly destinations. And so, people want to be in Florida --

MR. AUDINO: Right.
MR. CLARKE: -- you know, without us asking them. In fact, they're overwhelming us in some cases.

MR. AUDINO: I hear you.
MR. CLARKE: So that -- that can be -- we can use that to our advantage.

MR. AUDINO: Absolutely. Like I told the group last time, I come from Iowa and I understand, you know, what it's like to live in a state where there's not a great demand for people flying in a and out of there. Out of there maybe, but not into there.

MR. CLARKE: People ask me where I -- you know, I'm from Pennsylvania originally -- ask me where I go on vacation and I say I don't go anywhere --

MR. AUDINO: You live there.
MR. CLARKE: -- on vacation; $I$ live there and I enjoy your vacation while you're visiting with me.

MR. AUDINO: There you go. Very cool. Thank you for that. Jennifer, strengths?

MS. LIOTTA: I think Dennis already said this, but specifically land available adjacent to the --
to the -- to the field. It's in an amount that's I think unusual for a lot of $G A$ airports that are already kind of up against their limits, already developed.

So the fact that -- like there was the board meeting yesterday that talked about those two -those two properties and potential expansion right on the field. That's, I think -- you know, I don't -- I'm not an expert in Florida airports, but I don't think that that's typical.

MR. AUDINO: Okay.

MS. LIOTTA: Then $I$ would probably also say,
because it's a Florida airport, Florida I think is the busiest state in the country for aviation, so it's -- there's a good market here. And specifically GA activity's gone up something like in the realm of over 20 percent in the last year, year and a half. So there's -MR. AUDINO: Here at this facility? MS. LIOTTA: Across the country. MR. AUDINO: Oh, I see. Okay. Okay. MS. LIOTTA: But in general, G -- GA activity is up -MR. AUDINO: Got it. MS. LIOTTA: -- so there's more positive
potential market share. And maybe that's --
MR. AUDINO: That's more of an opportunity
to --
MS. LIOTTA: That's more of an opportunity for
everybody --

MR. AUDINO: Yeah.
MS. LIOTTA: -- but because we've got the long runway, I think we may be in a better position to tap into some of that.

MR. LUCETTE: Under maybe infrastructure.
MS. LIOTTA: Yeah, I guess -- yeah. Yeah, everybody talks about the 8,000-foot runway.

MR. AUDINO: Right.
MS. LIOTTA: It's a big deal.
MR. AUDINO: It is a big deal.
MS. LIOTTA: We can do things here that Craig could never do.

MR. AUDINO: You may not appreciate the humor, but I'll tell you a quick story.

Back to my Iowa Department of Transportation days where $I$ spearheaded the public transit and aviation programs, four times a year, we would go out with the DOT commission. These were gubernatorial appointed individuals who oversaw the DOT, and we toured certain portions of the state.

And early on in my tenure, every time we'd drive by a GA airport, one of the commissioners would say, "How long is that runway?" And it's like, $I$ don't know how long that runway is. I don't it have them all memorized, because there were 112 airports in Iowa. And after about a year or so on the job, I realized, because I was dealing with a lot of communities and everybody wanted to extend their runway, so $I$ quickly learned.

So after a couple of years, when the commissioners would say, "How long is that runway?" I'd say, "A thousand feet too short." Because that's what everybody wanted. They just wanted longer runways to be able to accommodate corporate jets and that would support economic development. And I can tell from looks on the faces that it wasn't as cute to you guys as it was to me.

All right. Enough of that. Yes, sir?
MR. LUCETTE: If you want, we can share
some -- some of the feedback that we received.
MR. AUDINO: Yes.
MR. LUCETTE: We did ask that same question to survey respondents and we summarized here the key feedback that we received.

MS. LIOTTA: Yeah, I think maybe your
discussion was a little bit influenced by having seen some of the slides. Like in my mind, I was trying to find things that weren't already on the slides because I agreed with a lot of them.

MR. AUDINO: Yeah.
MR. LUCETTE: Again, we're providing these because we just want you to have the information that was shared with us. I think it's a combination of your perspective and feedback we're receiving.

MR. AUDINO: Exactly. And when we get to the point of asking you to formulate the strategic -or identify strategic issues and then formulate strategic initiatives, you know, our perspective is it should be based on the inputs that you're creating now for the SWOT as well as what your external customers or stakeholders are -- have offered up already. You know, blending those two formulates your thinking, frankly. Remy, thank you for doing that. I completely forgot about that next slide.

Okay. So those are the strengths. No, can't do that.

MR. LUCETTE: Not yet.
MR. AUDINO: Now that $I$ know the routine here,
the protocol, let's talk about the weaknesses.
Bob, you want to go again or get us started again?

MR. OLSON: Okay.
MR. AUDINO: Let's keep going in this order, left to right.

MR. OLSON: Yeah, this is not necessarily in order of importance, but this is what I --

MR. AUDINO: No need -- no need to prioritize; they're all important.

MR. OLSON: Okay. So, first thing I have listed is insufficient staffing.

Our limited staff limits ability to take on initiatives. And one example that $I$ had to -- I struggled with in the past year is we had a federal agency that we seldom get any support from -- I mean, we're grant-dependent, which is another thing -- and the Economic Development Administration, a grant to do a complete plan of action for us to grow a aerospace -- a cluster of aerospace industry here.

And they keep -- they have call -- we had to put a hold on our work with that agency because I simply wasn't convinced that we had the staff capacity to handle that initiative. And the last
call I've had with them is -- this is an agency $I$ used to be with, by the way, so I know them well. And I just knew we didn't have the capacity to do it.

There are lesser things that $I$ don't think we have the staff capacity to follow up on. So it is our limited staffing limits what we can do. It certainly limits any new initiatives that we can take.

It relegates us into doing operational
oversight and management, which of course is fundamental and very important and I -- you know, I'm glad that we're doing that, but we -- anything new or initiative we want to do, it's really very difficult with the staff size we have. And when you benchmark us with other airports that have the same activity, you see across the board a more -stronger, more populated staff and -MR. AUDINO: And, Bob, do me a favor. So within that discussion, you mentioned this Economic Development Administration opportunity. If you have not listed that on your list of opportunities, would you be sure to do that when you -MR. OLSON: I will -MR. AUDINO: Okay.

MR. OLSON: -- but again, $I$ don't think it's an opportunity right now. I mean, well --

MR. AUDINO: Well, it's an opportunity. We're not putting --

MR. OLSON: Yeah.
MR. AUDINO: -- any time constraints on any of these things.

MR. OLSON: Okay.
MR. AUDINO: They are opportunities, so they will be --

MR. OLSON: The other thing just on that topic, on that item, is that we don't have -- we now don't have a -- we had, but we don't have a communications external affairs person to deal with -- with all of that.

And I noted that some of the comments along the way are we don't have a strong connection with the community as far as sharing with the community the importance of the airport and connecting with the community on airport matters.

MR. AUDINO: Okay.
MR. OLSON: So, I mean, I think it all boils down to insufficient staffing.

Oh. And, you know, lack of succession plans, for -- succession arrangements for staff. Any
staff that retires, we don't have a junior staff in place to help us through those.

MR. AUDINO: Okay.
MR. OLSON: Meager capital reserve. We have a -- again, compared to other airports that I've compared us to, our capital reserve is miniscule and it limits what we can do and think about doing.

MR. AUDINO: Okay.
MR. OLSON: And we have a small net revenue stream to accrue a capital reserve right now.

We're grant-dependent to almost -- to do almost anything. I know how important grants are, those FAA and FDOT grants specifically, but it sets the timing of what we do.

In many cases, they're categorical, so it sets the projects that we do. And we -- we just don't have ways to get in front of doing things that aren't done because we're waiting for the grant or there is not a grant available to do this, therefore we're not doing it or we can't do it.

We're -- we have a -- while we have the assets of land that were discussed, and I agree with those as being assets, but we have environmentally difficult property, and it is very costly and time-consuming to develop and limit the develop
environmentally difficult property.
We have wetlands. We have all of those issues with our land and requires, again, more time and money to develop and -- and limitation as to what we can develop.

We're vulnerable to storm surge and sea level rise. We know that our runway, our airport was unoperational this past storm season twice for several days because of storm surge and debris on the runway. And we -- we have fixed barriers to our site, to our primary site, U.S. 1, of FEC railroad and Intracoastal. So those are weaknesses that I listed.

MR. AUDINO: Great. Thank you. I'll give you another moment, Remy, to follow up before I ask Dennis to do his thing.

MR. LUCETTE: Thank you.
MR. AUDINO: Okay. Good. Dennis, what do you have?

MR. CLARKE: Well, again, $I$ have to agree with
Bob. The -- I don't believe the staff is sufficient.

You know, I had a meeting with the young lady who keeps the books this afternoon and, you know -or earlier today, and I mentioned some initiatives
that I would like to see done, you know, with the accounting system, and she said, well, that would require more staff, and $I$ said $I$ know that.

But you know what? Gathering information, you know, $I$ live by the old adage that if you don't measure it, you can't manage it. So if you're not collecting the information, you don't know what you don't know.

MR. AUDINO: Right.
MR. CLARKE: Okay. And so, I have to agree with that.

The fact that we are grant-dependent is also a major concern me because, you know, we have to wait until the government drops funds in our lap before we proceed with a -- you know, with an initiative.

I think there's been a -- either a lack or a reluctance -- again, $I$ go back to, you know, the proper management of debt -- in the case particularly with $T$-hangars. I mean, the Authority may incur the debt, but ultimately the tenants are going to pay the debt. So that -- that's something that we have to get past.

MR. AUDINO: So how are you defining the weakness there? It is the unwillingness to --

MR. CLARKE: That we have not in the past --

MR. AUDINO: We have not, okay --
MR. CLARKE: -- availed ourselves to that tool.

MR. AUDINO: Got it. Got it. Back to the debt-free strength -MR. CLARKE: Yeah. MR. AUDINO: -- versus the debt-free -MR. CLARKE: And, I mean, being debt-free, every one of us wants to be debt-free, but in the case of -- I mean, I look at us, "us" being the Authority, I equate it to we're a quasi-utility.

You know, we are -- we were created. We are -- a utility is characterized by a high amount of fixed assets that operates a complex technical system, you know, whether it's a wastewater treatment plant, an electric plant, an airport, a railroad, whatever it is.

So we're obligated to provide service to that constituency. Even though our constituency is very small, we're still obligated to provide service. If we have to incur debt to do that, then that is one of the options that we must avail ourself to. And, you know, I mean, we're -- to say we're -- you know, and we're limited in space. I did some calculations. We're -- we occupy, what,
about 680 acres of St. Johns County, and St. Johns County occupies about 525,000 acres of space. So we're -- we're equivalent to a bathroom on a football field, you know, a 7 x 7 foot bathroom on a football field. That's one way to look at it.

And when we're -- when we maximize that space out, presumably the population's going to continue grow, there's going to be people that require space at the airport, and so what happens when we bump up against those barriers that Bob mentioned? We -you know, the U.S. 1, the Tolomato River and the residential, we're going to have to find additional land somewhere, you know, to expand if we're going to continue our mission, so...

MR. AUDINO: Are there any new weaknesses on your list, things that Bob didn't mention?

MR. CLARKE: No. I think, you know, the limited space is -- is really a concern. So over the next five years, we really need to maximize that, I think --

MR. AUDINO: Okay.
MR. CLARKE: -- before we have to do something more drastic like --

MR. AUDINO: Well, hopefully we'll get to --
this evening we'll get to the point where we can start identifying some of the potential things that need to be done.

Jennifer, weaknesses as you see them?
MS. LIOTTA: Well, I don't think I have
anything to add. That was a pretty thorough list.

MR. AUDINO: Okay. Okay. Very cool. Now can

I do that?

So, similar to Remy said last time, here are our weaknesses as identified by your external stakeholders, your customers, if you will. Give you a moment or two to look at that. I won't stand here and read it to you.
(Pause in the proceedings.)
MR. AUDINO: And when we come back, I'll ask
you to come back to all these.

MR. OLSON: We can -- I mean, is it -- we're talking about big wig, this is -- then we see a restaurant insufficient.

MS. LIOTTA: Yeah.

MR. OLSON: We can -- I mean, that's probably
one of the easier things to fix or easier things to
live with if it's not fixed. I don't know. I'm just -- I may be just depreciating that statement of restaurant, but --

MR. AUDINO: That's what you --
MR. OLSON: -- big picture, little picture stuff, I guess.

MR. AUDINO: Well, when you reach out to a wide variety of folks, Bob, as you know in your previous work, right, you get big picture ideas that are --

MR. LENDA: Provides a full spectrum.

MR. AUDINO: Exactly.

MR. OLSON: Does anybody have insight into the radar coverage? I don't, but -- you know, the aviation, the fliers here, what does that mean?

MR. LENDA: Do you remember? That was a GA comment and I think they mentioned that there was -- on one of the airways or one of the approaches, there was something to do with some radar coverage. I can dig into the comments specifically, but --

MR. LUCETTE: This was really -- I think it's mostly outside of what the Authority can manage, but it's something that can be discussed with FAA.

MR. OLSON: Okay. Then I guess -- I don't
know. I don't want to take up a lot of time with picking on these, but just to understand what others are saying, lack of nonaeronautical
businesses on the airport property, we've just been discussing how precious and limited airport property is.

Are we wanting non -- I mean, is that a
weakness, to have -- are the -- is that a reference to businesses that would be an asset to aeronautical businesses -- business services companies on the airport? I don't know what that means.

MR. LUCETTE: So --
MR. OLSON: Maybe -- yeah, go on.
MR. LUCETTE: I -- you know, people did not necessarily provide a lot of backup information to this, but one comment that was made several times was: How can you attract people from the community to the airport?

And that's why I think several of those bullet points actually fall under the same umbrella, which is: How do you create more of a destination for the community at the airport?

So the restaurant, the community engagement, some nonaeronautical businesses that people could consider as a, you know, part of the airport integrating itself into public life, that was the umbrella which under some of those comments fell.

MR. OLSON: Okay.
MR. AUDINO: Jennifer, did you have a comment on that or followup?

MS. LIOTTA: Yeah. My understanding is that we as an airport are obligated to try to use the airport for aviation purposes. It's actually, you know, a -- one of the assurances, is my understanding. So diverting airport property for nonaviation purposes is not --

MR. AUDINO: It's taboo?
MS. LIOTTA: It's taboo, yeah. If we can find a -- I mean, if you can find an aviation use, that's preferred.

MR. AUDINO: I'll make two editorial comments. One, as we go forward this evening, don't focus on any one item --

MR. OLSON: Yeah, okay.
MR. AUDINO: -- tend to look at things thematically, if you will, and I'll say that again in a few moments.

But the point you just raised, Jennifer, I mean, that kind of goes back to the education of the community, right, as far as what they know and what they don't know. And that's -- if you don't know, you don't know, and that's okay, right? The
responsibility then becomes, well, you know, a good idea but we can't.

MS. LIOTTA: Right. I mean, I agree that it's great that the restaurant's there; people can come and look at -- and have a nice meal and see what's going on on the ramp. That's -- that's a cool thing.

MR. AUDINO: Yeah, that's a cool thing.
MR. LENDA: And $I$ was just going to add, you know, I think the other spectrum besides the spectrum on nonaeronautical businesses is it provides additional revenue stream for the airport that's not necessarily aviation-related.

You know, one of the comments up there was grant-dependent, right? So if you take the grant, you're required to use the funds of that structure for aviation-related uses, right? But with a nonaeronautical business, that type of revenue stream, you can kind of use that revenue for other uses that are not necessarily aviation --

MR. OLSON: Yeah, and maybe they meant things like car rentals, which works at an airport, things like that.

MR. AUDINO: Right. Exactly.
MR. HARVEY: Hotel.

MR. OLSON: So hotel, car rental, restaurant, yeah.

MR. LUCETTE: I think to Jennifer's point, as part of your grant assurances, you're required to maximize and do whatever you can to protect the land to serve your aeronautical needs.

If there is land that you can identify and justify to the FAA that you would not need it in the -- in the foreseeable future, usually they say 20 years, for aeronautical purposes, they will allow you to create a nonaeronautical lease on that. So a hotel, any type of nonaeronautical businesses, you could -- you could put there. And some tenants actually brought up on their own the need for the airport to balance some aeronautical uses which do not always create a lot of cash flow for the airport with some nonaeronautical uses that could help build up the cash flow of the airport to provide to capture better opportunities for the development of the users. Essentially that was the balance people, I think, mentioned.

MR. AUDINO: And thank you for that clarification. I obviously misspoke, so you set the record straight. I appreciate that. Thank
you. That's what you're here for, right?

MR. LUCETTE: Team.

MR. AUDINO: It's a team effort, right?

MR. LUCETTE: I'm here to serve you.

MR. AUDINO: Okay. So strengths and
weaknesses, again, that's looking in the mirror.
Now let's ask you to think as you're looking through the window and talk about the opportunities. And, Bob, I'm going to start with you again.

MR. OLSON: My list is not as long, but maybe it's...

The one -- the things I listed are, I guess, under the economic development banner, grow an aerospace cluster and, slash, not just a narrow aerospace take, but aero business -- grow a cluster of business activity on airport property related to airport that encompasses broadly aerospace, aero business, MRO activity, suppliers to Northrop Grumman, and others.

Northrop Grumman supplier network is -pipeline is off site, out of the state, much of it, and to -- to really push that. And that's what our EDA grant that we've not really been able to act on was going to do a complete plan of action for that.

MR. LUCETTE: Which -- which grant was that, Bob?

MR. OLSON: Economic Development Administration, EDA.

MR. AUDINO: The one he was chatting about earlier.

MR. OLSON: It's the -- it's an arm of the U.S. Department of Commerce that supports economic development in communities.

And the only reason we're -- St. Johns County is absolutely unqualified for EDA grants because we -- it focuses on areas of economic distress. But we happen to have the fortunate inci- -- mixed incident -- and I won't say fortunate mix -- of having had a natural disaster declaration under the Stafford Act that has suddenly and briefly made us eligible for EDA grant support.

And so, given my career connection with that agency, $I$ was really pushing it when $I$ came on this board and thought it was a no-brainer for us to do it. They had the grant lined up. We get -- we keep getting calls from, are you going to shoot -we had applied and then there was -- the first tier -- it's competitive.

The first tier of applications were funded,
but then they now have additional funding because that's going been a priority recently of Congress and we've just not been able to act on it because we haven't -- I'd tell you we don't have the capacity to actually act on it here once we get it. MR. AUDINO: But that's still an opportunity, yes?

MR. OLSON: It's an opportunity that may go away soon. They can't say how long our eligibility is going to be there, but $I$ think the broader thing is, regardless of an EDA grant to support, I think the opportunity is the aerospace, growing allied aero businesses including aerospace and taking advantage of our wonderful asset of Northrop Grumman being on site.

And -- and the advantage of aerospace, florida is growing rapidly in this and it's well-established in the state, and the corner we have with Northrop Grumman is defense national -is defense aerospace, which is the most rapidly growing attractive part of that.

MR. AUDINO: Okay.

MR. OLSON: And then my second one is an opportunity to be -- be and serve air innovation. And that includes aircraft, air transport,

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transport of people and goods, air taxi service,
even prototype -- develop R&D and prototype
development of air technology, air transport
technology. I really think we have an opportunity
for that here, and we can talk in detail -- I
can -- you know, we can talk in detail if people
want to talk about that as a -- why we're -- why
it's an opportunity for us.
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MR. AUDINO: Okay. Anything else in your
opportunity list?
MR. OLSON: No, those are the two that just
came to me when I was --
MR. AUDINO: Okay.
MR. OLSON: -- working on it.
MR. AUDINO: Thank you.
Dennis, what do you have as opportunities --
MR. CLARKE: Well, I think --
MR. AUDINO: -- for the Authority?
MR. CLARKE: -- that the -- one of the
opportunities that's staring us right in the face
is -- is our waiting list. Because if we -- if we
were able to magically provide hangar space for
another 150 or 200 aircraft immediately, our -- the
economic development would follow.
I use the analogy, when -- when my wife and I
moved to the -- our location in northwest St. Johns County, nothing was around and she used to -- she used to say I wish there were stores around here. And I said wait till the homes are built and the stores will follow. Now we can't get out of our street because there's a traffic jam. MR. AUDINO: Right.

MR. CLARKE: And, I mean, we're talking about nonaeronautical businesses on the airport. Well, if we had more aircraft here, number one, we would have more fuel sales. We -- we may attract aeronautical-related businesses. We don't have an avionics shop on the -- on site. We don't have an upholstery shop. We don't have a paint shop aeronautical related or GA related.

And so, those are all the important businesses that are high paying -- you know, provide high-paying jobs. They have suppliers. They have, you know, high-paid employees.

And, you know, so the -- if we just -- if we took care of the demand that's out there, the economic development will follow. We don't have to go promote it here; it will come -- more or less come. So, in other words, we build it, it will -MR. AUDINO: Build it and they will come.

MR. CLARKE: They will come, yeah. So that's Iowa, right?

MR. AUDINO: That's what I say, Iowa.

MR. CLARKE: Another Iowa.

MR. AUDINO: So, two things I'm hearing -- I'm sorry, Remy. One is the existing demand is an opportunity.

MR. CLARKE: Absolutely.

MR. AUDINO: And then $I$ also heard another opportunity which you spoke -- elaborate on, which is if that -- if that demand were to be satisfied, then there would be additional businesses that would -- could locate here on the property, right?

MR. CLARKE: Yeah. How many -- how many -- I wonder how many Northrop Grumman suppliers would put a -- either an office or a facility or a distribution center, you know, on the other side of U.S. 1 if it's not a hundred percent dependent on, you know, access to the runways, you know, but yet it's a support type of business.

You know, as Bob said, the aeronautical or the defense business, the aerospace is growing. I mean, here we are. We have a -- we live in the sunshine state. We're available -- almost, you know, 365 days a year you can fly in, fly out,
train and, you know, we need to -- there's a niche available to us and we should be exploiting that, I think.

MR. AUDINO: Remy, did you have a comment?
MR. LUCETTE: No. So, actually I think the wait list, the strong wait list and the demand, $I$ added this to the strong GA demand as a strength because it's really something that's here today at the airport that you could act on.

MR. CLARKE: Uh-huh.

MR. LUCETTE: More so than an opportunity where you could suddenly attract people because there's something new at the airport.

MR. AUDINO: Good catch. Yeah, thanks. That's good. Any other opportunities, Dennis?

MR. CLARKE: I think we -- well, another issue that goes back to the financing, I have -- I've been reading through different reports and different airports and, you know, looking up FAA operational reports, and I came across the Charlotte County Aviation Authority, which is much like us.

And it goes back to Bob mentioned earlier about the strength of our governments. And I -- I agree that that is very -- we're very fortunate
because we don't have another layer of government. We -- we, the three of us and our two colleagues, report right to the -- to the voters. And so, we have an opportunity to -- to act, you know, without interference, you know, with other governmental units.

But they -- that Charlotte County Aviation Authority, they run the Punta Gorda Airport and they have a program that's with the Florida State infrastructure bank. And it looks like it -- that might be something that we could apply here.

In other words, they have -- they have a revolving line of credit that they -- that they coincide with their grant revenue stream, and so they're not a -- they don't have this start-stop, start-stop, you know, with respect to development. They're able to proceed with -- with a project.

They may have to borrow $\$ 10$ million from the fund, but when the grant comes in, they can use that in part or all of the proceeds from the grant to pay off the loan. But they have continuity and -- and as a result, you know, they're continuing to enhance their -- their revenue stream, you know, with that kind of organic growth.

I mean, here we have -- we're sitting on
probably -- you know, I don't know, I'd have to do the math -- maybe let's say between a million and a million and a half dollars a year of potential revenue if we can satisfy the demand just for the T-hangars, irrespective of the corporate hangars that are -- corporate clients that are knocking on the door.

MR. OLSON: You mean -- Dennis, you mean net revenue coming out of the ownership and op -- or the operating of $T$-hangars?

MR. CLARKE: Yeah, the lease revenue.
MR. OLSON: Okay. You mean net revenue from T-hangars.

MR. CLARKE: Well, I mean --
MR. OLSON: It's the net-net of --
MR. CLARKE: The gross --
MR. OLSON: -- excluding debt service --
MR. CLARKE: The gross revenue -- the gross revenue would have to exceed the marginal income of the -- or the debt service.

MR. OLSON: Yeah, right.
MR. CLARKE: And you'd have to have a margin left over for O\&M.

MR. OLSON: Yeah.
MR. CLARKE: But as long as you have that --

MR. OLSON: Yeah.
MR. CLARKE: -- and the rents are -- are within the market --

MR. OLSON: Yeah --
MR. CLARKE: -- and we have the capacity to do it, we should be doing it.

MR. OLSON: Yeah --
MR. CLARKE: -- and managing it closely.
MR. AUDINO: And -- and the infrastructure bank is an opportunity that one could take advantage of --

MR. CLARKE: Yeah.
MR. AUDINO: -- to facilitate what you're talking about.

MR. CLARKE: Absolutely.
MR. AUDINO: Okay. Cool.
MR. CLARKE: And, you know, Florida is well known for being, you know, very much an infrastructure-heavy state, you know. They're very good at it. The state is very good at it.

MR. AUDINO: What else do you have on your list for opportunities, Dennis, anything?

MR. CLARKE: Well, I thought we -- it's been said before. We need to communicate more effectively with the public. You know, invite the
public -- invite the public in and --
MR. AUDINO: So the opportunity, dare I say, might be the public's desire for more information?

MR. CLARKE: Yeah, I --
MR. AUDINO: That's the opportunity?
MR. CLARKE: I think if the public were able to come in, you know, onto the airport property or -- one of the things $I$ thought of just kind of off the top of my head, let's suppose we -- we wouldn't necessarily convert the commercial terminal over there, but let's just say we open it up to meetings.

If you wanted to have a big meeting, as long as an airline's not coming in, you know, put some chairs and tables out and let's have a big meeting. It's not part -- it's not beyond the -- the TSA -we wouldn't have to have people go through security, yet they could come onto the airport property, have a big meeting in one day and go away and we could make a thousand dollars off of it and --

MR. OLSON: Well, it's got parking associated with it.

MR. CLARKE: Yeah, there's parking. I mean, there's visibility. You look out the window,
there's some ops going on.
MR. AUDINO: I want to caution us not to dive too deep on any of these right now. I mean, at this stage, it's about identifying what --

MR. CLARKE: Yeah.
MR. AUDINO: -- exists or what opportunities are out there. How you -- how you respond to those will be, you know, later this evening and even beyond that. But the public's desire to engage with the airport $I$ see as the opportunity there.

MR. CLARKE: And I mentioned to the president the other day of SAAPA, you know, the Airport Pilots Association, I said why -- we should just these meetings and open them to the public. You know, there would may be people that would like -we don't -- there's nothing proprietary about what we talk about at those meetings, so if you want to hear a bunch of pilots talk -- talk shop, you know, have at it.

MR. AUDINO: Here's your opportunity.
MR. CLARKE: Here's your opportunity.
MR. AUDINO: Come one, come all.
MR. CLARKE: Or have -- you know, have -- once in a while, have an open house ground school. Anybody interested in, you know, learning the
basics of aviation, have a week or two weeks and just throw the basics out there and if the kids want to pick up on that --

MR. AUDINO: So be it.
MR. CLARKE: -- so be it, yeah.
MR. AUDINO: My -- my timer in the background, Ryan, has done a great job telling me I'm at my ten-minute mark and I haven't got to Jennifer yet. Anything else on your list real quickly, Dennis? I mean --

MR. CLARKE: No, that's pretty much it.
MR. AUDINO: Okay. Jennifer, opportunities?
And I would be remiss if I didn't -- I should have said this early on with opportunities. When $I$ say looking through the window, I mean, that's big picture stuff, too. I mean, are there things happening in the political world? Are there things happening in the economic world? Somebody talked earlier about some of the things happening -MS. LIOTTA: Yeah, I guess. MR. AUDINO: -- environmental issues, right? So the environmental world. I mean -MS. LIOTTA: I guess the comments I made earlier about the increase, overall increase in GA activities is just extra.

MR. AUDINO: The trend in general aviation
across the globe or --
MS. LIOTTA: Across the country.
MR. AUDINO: Yeah, across the country.
MS. LIOTTA: Double digits --
MR. AUDINO: Yeah.
MS. LIOTTA: -- 20-plus percent in a year every year for the last at least year. At least pre-pandemic for sure.

MR. AUDINO: Are you talking operations when you're using growth or is it --

MS. LIOTTA: Private aviation.
MR. AUDINO: Yeah, but I mean takeoffs, landings, aircraft sales? I mean, what's the --

MS. LIOTTA: I'm not so sure about aircraft sales because there's only so many made a year.

MR. AUDINO: Yeah.
MS. LIOTTA: It's actually -- the demand is up incredibly --

MR. AUDINO: Yeah.
MS. LIOTTA: -- for aircraft, but the use -the demand for private aviation is up incredibly. So people want to do more -- more private flying, more -- yeah, so the GA, the corporate flying, the, you know, nonscheduled service --

MR. AUDINO: Right.
MS. LIOTTA: -- is going up while scheduled service is going down.

So we're primarily a GA airport. I know there's potentially opportunities for scheduled service. So that would of course be a benefit to the community to get sustainable scheduled service in here. So, you know, that -- you know, I think there's opportunities on -- in both of those categories.

MR. AUDINO: Okay.
MR. LUCETTE: Both being private and commercial when you say "categories"? Sorry.

MS. LIOTTA: I mean, I think it'd be pretty long term. Could we have scheduled service here? Yes. Have we be been able to keep scheduled service here? No. So it's -- but we know for sure that there's people knocking on our door right now for GA.

MR. AUDINO: All right. And the trend being the national -- the national growth, the growth here in Florida. That's the opportunity --

MS. LIOTTA: Yeah, there's scheduled -getting scheduled service is -- for regional flying is just hard in general right now. So that's --
that's -- that's just the state of the world. But four or five years out, it may be different. I don't know.

MR. AUDINO: Okay. Good. Other opportunities that you want to add to the list?

MR. LUCETTE: While you take a minute to think about it --

MS. LIOTTA: I don't think so.
MR. LUCETTE: -- I will report that from the different groups we met with, the groups that operate at the airport, tenants and aero businesses, their -- by far, their strongest ask was for more hangars. So everything you said, Dennis, about funding, financing, all of this supports I think the overwhelming request for more hangars.

When we met with the external development -the external stakeholders, including economic development and everything, Flagler university, by far the strongest point was, what can we do to get commercial service because it serves the people we represent and interact with? So I think these -those two things that $I$ just heard $I$ think relate to this.

MS. LIOTTA: Yeah, the community wants
scheduled service. They always -- you know, that's a consistent desire, from what $I$ understand, going back years, and it's understandable why that is there.

Is it -- it's been difficult to keep -- to keep it here for reasons $I$ don't fully understand because $I$ haven't been -- you know, I'm just a brand new board member. But, you know, right now most airlines are actually cutting service. So just --

MR. LUCETTE: Regional service.

MS. LIOTTA: -- it's going to be -- it's going
to be a challenge to get it back.
MR. AUDINO: Exactly.

Okay. So let's -- okay. So there are -- I
finally figured it out here. So there are some inputs from your external stakeholders again relative to the opportunities that they see here for the Authority. And again, just peruse those. I won't read them to you.

MR. CLARKE: Get another restaurant.

MR. AUDINO: What'd you say, Dennis?

MR. CLARKE: Get another restaurant. Bob's looking for more restaurants.

MS. LIOTTA: Yeah, I've heard about the
restaurant, too, I guess. The restaurant that's here now is very nice, but it's not as available for like more casual dining.

MR. AUDINO: Okay.
MS. LIOTTA: So like lunches and, you know, just like get a quick sandwich, it's not really that.

MR. AUDINO: Not available for that?
MS. LIOTTA: It's just more of a -- a finer dining evening experience. So if people want to come and have a quick lunch during the week, it may be less amenable to that.

MR. AUDINO: Okay.
MR. CLARKE: Plus it's on the second floor.
MR. AUDINO: Plus it's on the second floor?
MR. OLSON: And it's only open for lunch
during the weekdays on Friday.
MS. LIOTTA: Yeah, it's mostly a dinner place.
MR. OLSON: Yeah.

MR. AUDINO: Okay. So fourth category of the SWOT analysis are the threat analysis. Again, it's external, what are -- what do you see as the issues, the items that may be threatening this authority? And, Bob, I will start with you again.

MR. OLSON: Okay. Again, not necessarily in
order of importance --
MR. AUDINO: Right.
MR. OLSON: -- I have climate change. We're
very sensitive to things related to climate change.
And I think some of it is addressable, but it's a
threat.
MR. AUDINO: Okay.
MR. OLSON: Retirements of key staff. No
junior backups, no succession arrangements in
place.
MR. AUDINO: I would frame that more as a
weakness because it's internal.
MR. OLSON: Well, it's a threat.
MR. AUDINO: I -- well, but not as we're
defining it for this purpose.
MR. OLSON: Okay.
MR. AUDINO: Threat as being external, what's
out there.
MR. OLSON: Oh, it's what's out there.
MR. AUDINO: Yeah, it's what's out there.
You're looking through the window; you're not
looking in the mirror sort of thing.
MR. OLSON: Well, I -- well, maybe all of mine
are -- okay. Well, I have one that's other
external.

Encroachments from nonairport development into the general area. We have to -- you know, the Airport Authority has to watch all the time for things that are being proposed for development around airport land.

I don't think we can completely trust the county to manage that. Fortunately there's a -the county's land development code has -- requires comments being made from the Airport Authority on development.

MS. LIOTTA: It's more than that.
MR. OLSON: Comments.
MS. LIOTTA: It's more than a comment. My
understanding is it requires a recommendation from the Authority --

MR. OLSON: Okay. Yeah, I --
MS. LIOTTA: -- if it's in the area.
MR. OLSON: -- stand corrected.
MS. LIOTTA: So we don't have to give a recommendation.

MR. OLSON: But I think, you know, as development pressure continues and we've got a slew of residential development headed toward the airport on the west side of U.S. 1, putting much more housing in the area could create more problems

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\begin{aligned}
& \text { that -- of encroachment and noise and conflicting } \\
& \text { uses and all that and could limit what the airport } \\
& \text { can actually do because -- well, I can go into it, } \\
& \text { but there was a rezoning I thought didn't -- didn't } \\
& \text { connect well. } \\
& \text { Let's see. I'm not sure if this is. } \\
& \text { Difficulties in building revenue streams to support } \\
& \text { pursuit of priority needs. I guess that you're } \\
& \text { going to say that's an internal one. } \\
& \text { MR. AUDINO: I am. } \\
& \text { MR. OLSON: Decline of -- well, okay. This is } \\
& \text { a threat that's external. The decline of grant } \\
& \text { programs. } \\
& \text { MR. AUDINO: Okay. } \\
& \text { MR. OLSON: I really -- you know, the } \\
& \text { MR. AUSON: Yeah. } \\
& \text { writing's on the wall. we're -- right now, our } \\
& \text { state and federal governments are fairly liberal, } \\
& \text { very liberal with -- or they're available with } \\
& \text { grants, but if the grants go away and we're so } \\
& \text { grant-dependent or if they're reduced or we become } \\
& \text { less competitive for grants, we are harmed by } \\
& \text { having all this dependency. } \\
& \text { MR. AUDINO: okay. Is that it? } \\
& \text { Mr. }
\end{aligned}
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Dennis, what do you see as the threats?
MR. CLARKE: I -- I have to -- mostly they're the proximity of housing. You know, inevitably we can tell people you're moving next to an airport, there's going to be a sonic boom every -- you know, every month, but they'll -- and they say that's okay, but then as soon as it happens, they're going to complain.

MR. AUDINO: Right.

MR. CLARKE: Also, you know, the potential rising sea levels. Our air -- runways are what, about nine feet? You know, we'd probably have to raise them about three feet to stay above that threshold. There's absolutely nothing we can do about that whether it's man-made, climate change, or -- you know, it's been happening for 5 billion years, so it's not going to stop.

I -- I don't think that -- $I$ worry a little bit that we may encounter some threats like the people in Santa Monica. I mean, they would just dearly love to close their airport in California and just do away with it, which is very shortsighted in my view because, you know, air transport, if the -- all the companies that are working on EV tolls, have -- have some success,
they're going to be all over the place.
And here we are, you know, we control -- if you live in St. Johns County and you want access to the National Airspace System, unless you have a long driveway, you're going to come to us. And so, that is -- we're in good shape.

But there are -- there is a small contingent of people that may -- I haven't seen any evidence of it around here, but we have to be aware of that, that they may come and try to shut us down or cause us problems.

MR. AUDINO: Other threats?
MR. CLARKE: Just maybe the political
backdrop, you know. It depends on, you know, who's in charge as to whether we're in favor or not, I guess.

MR. AUDINO: Are you talking at the presidential level, are you talking at the state level, are you talking --

MR. CLARKE: Yeah, it's --
MR. AUDINO: -- about the mayoral level?
MR. CLARKE: Pretty much --
MR. AUDINO: What are you talking about?
MR. CLARKE: -- I think -- I think more at the federal and the state level. You know, locally,
we -- you know, $I$ think we're in pretty good shape.
But, you know, the -- the latest -- the latest threat is to do away with, you know, leaded fuel, you know, for piston type of engines. And there is a -- a substitute for that that's available now. It's not widely available, but, you know, we're going to have to begin to sell that, so...

MS. LIOTTA: SAF?
MR. CLARKE: Yeah, $I$ think that's what it's called, right?

MS. LIOTTA: Yeah. Well, that's all going to the airlines right now. You can't get it in general aviation.

MR. CLARKE: Yep, yep, because there's -they're not refining it, so... MR. AUDINO: So you mentioned the political scene and one of the specific examples you offered up was, was this an EPA rule or something that -MR. CLARKE: Well -- well, yeah, I mean, the EPA -- I mean, the presence of lead in any kind of fuel is -- is viewed as, you know, a threat to humanity itself, $I$ guess, life itself. MR. AUDINO: Got it. Jennifer, can you bring us -- bring some closure to our threats list?

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    MS. LIOTTA: I mean, I don't see any
    indication of this happening, but if
    Northrop Grumman leaves, that would probably not be
    great for us.
    MR. AUDINO: Probably not, right.
    MR. OLSON: Unless it's an opportunity,
    because we suddenly --
    MS. LIOTTA: All that land?
    MR. OLSON: -- have some more real estate.
    MR. AUDINO: That's a good point, right?
    MR. CLARKE: It is. I hadn't thought of that.
    MS. LIOTTA: No indication that's happening,
    but, you know --
    MR. AUDINO: Well, that's all part of the
    planning process. You need to think about --
        MR. OLSON: That would be a huge economic
    impact on the region.
    MR. AUDINO: Right.
    MR. OLSON: Huge.
    MR. CLARKE: What do they employ, 1,500?
    MR. OLSON: At least 1,200. Something like
    that. High wage, a lot of it.
    MS. LIOTTA: Uh-huh.
    MR. AUDINO: Okay. Anything else, Jennifer?
    MS. LIOTTA: Not that I can think of.
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MR. AUDINO: Okay. So those are the threats identified again by your external stakeholders. What are you laughing at?

MS. LIOTTA: Airport goes on tax rolls. So we're being a threat, too.

MR. AUDINO: Exactly.
MR. CLARKE: Not unless we want to be assassinated.

MR. LUCETTE: Well, the airport goes on the tax roll in terms of threat was what you were mentioning on the previous page, Santa Monica, the community backlash potentially on the airport.

MS. LIOTTA: Yeah, the community sees that as a potential threat, but that's not -- that's not an external thing.

MR. AUDINO: Right.
Okay. So, we hoped to get to the strategic issues before the 5:15 working break, but obviously we didn't. And I intentionally -- Ryan asked me the other day about a break and I said, well, yeah, let's call it a working break. I mean, there's always working lunches, right? Working break.

Well, here's where I'm coming from. So when we talk about the strategic issues, what I'm going to ask you to do next is think about what's up here
on the -- up here on the flip chart paper.
I would encourage you to get close to it and review it, right? Think about it. Think about -I guess we could put one -- we can't put both of the -- the two external slides up, can we? I mean, we could do one or the other with respect to the strengths, weaknesses, opportunities, and threats.

MR. LUCETTE: Yeah, that's going to be challenging.

MR. AUDINO: Okay. Okay. But in the next 15 minutes, I'd like you to grab a cookie or a drink, visit the ladies' or the men's room and again, think about -- review what you've already said, think about what you're reading, and then do your best to see big picture themes, all right? I'm not asking for solutions. I'm asking you to think about thematically. What are you capturing? And you notice it says there on the screen. Policy choices, right? And we will then go through a process where we're going to ask you to identify those. And as it says here, maybe in the form of a question, right?

And the example, and this is from an airport who went through a similar process: How can our airport ensure consistent growth relative to
competing airports? Now, I'm not saying that's relevant to you guys, but that was relevant to that particular airport.

And then at the bottom of that screen, you see an example of a -- of a strategic issue. And again, keep in mind, this strategic issue does not relate to that question; it's just another example for you from a different airport. I think this was Minneapolis. I think this may have been from Boca or vice versa. I don't know. One of the two.

It doesn't make any difference from where it came, but here on the screen you have an example of a question that you might want to -- they thought of it, and then here's a strategic issue. So is what I'm saying making sense to you? It's a little -- it's a little more nebulous than this, but it's -- the strategic issues that you decide to focus on should be based upon the SWOT analysis results both from your perspective as well as from the perspective of your external stakeholders, and again, should help drive you towards fulfillment of the mission and achievement of that vision.

MR. OLSON: Are -- are these priorities that we want to build our strategic plan around?

MR. AUDINO: So I wouldn't characterize the strategic issues as priorities. You jump in and correct me if guys are seeing it differently, Remy.

Once the strategic issues have been identified by you guys, then under each one, we're going to ask you for some strategic initiatives. So what -if the issue is, let's just use this as an example, airport's role in and contribution to local and regional economies could be overlooked or eclipsed by other external factors, if that's your issue, then what are the activities or what are the strategic initiatives you could undertake that would help address that issue or that -- yeah, that issue. Am I making sense?

MR. LUCETTE: You could have a number of initiatives. I think the priorities for the airport would be closer to the initiatives -MR. AUDINO: Right, right.

MR. LUCETTE: -- than they would be to the issues. The issues are going to be those large themes that are the root cause almost of certain problems. The initiatives will try to answer to these -- be the answer to those issues.

MR. OLSON: So would a strategic issue be responding to GA -- unmet GA needs?

MR. LUCETTE: That would be a -- yeah, responding to -- maybe even as a strategic issue would be to the general aviation demand at the airport or -- yeah, something like that.

MR. OLSON: Okay. So that would be a -- an
issue. And then --
MR. LUCETTE: Yes.
MR. AUDINO: And how would you -- frame that
in the form of a question. Think about it that
way, too, Bob. You know, how -- how will we respond or how might we respond --

MR. OLSON: Okay, okay.
MR. AUDINO: -- to the general aviation? And
then underneath that, could come some specific initiatives that then would be --

MR. OLSON: Yeah, yeah.
MR. AUDINO: -- once all those were
identified, then all those get prioritized.
MR. OLSON: Okay.
MR. LUCETTE: Right.
MR. AUDINO: Is that making sense?
MR. CLARKE: Kind of.
MR. AUDINO: Okay. Well, let's clarify then, because I don't want you to kind of. You know, if I'm not communicating it clearly, then $I$ need to do
a better job with that.
So again, we're asking you to look at all
these inputs, right? And you look at all of those and say, what are some -- what are the key takeaways? What are some themes I'm hearing here? So, Bob teed up the GA as an example, right? I mean, I want to be somewhat careful. I don't want to --

MR. LUCETTE: No, no.
MR. AUDINO: -- direct you in any way, shape, or form.

MR. LUCETTE: But I think where we're going is you could -- an issue could be covering several of those different panels.

MR. AUDINO: Right.
MR. LUCETTE: An issue could be covering -- if you're talking about the GA demand, you have here on the right as part of the weaknesses, you know, you're grant-dependent. On the strength, you know, a high waiting list.

So when you talk about the issue of GA demand at the airport and how could we meet that unmet demand, several of those factors are going to come into play and they will come up as -- in the form of initiatives and in the form of certain actions.

But we like these -- we call it a strategic issue because it goes over multiple, multiple categories. It's not -- it's not such a specific problem that a simple one action is going to solve it.

A strategic issue is something that will take multiple actions, multiple factors to solve and to resolve --

MR. OLSON: Okay.

MR. LUCETTE: -- from a different perspective.
MR. AUDINO: I'm -- I'm trying to reface it here.

MR. OLSON: I was going to say, I think I'm thinking more one-dimensional than the way -- but, sure --

MR. LUCETTE: Well, I think the theme you mentioned, to me based on the experience working on it, could rise to a strategic issue is how do we -how can we meet the demand at this airport? Because we have so many underlying reasons why we're not doing it right now.

MR. CLARKE: I'll tell you what $I$ think is our -- is a strategic issue that we have not complete control over but a lot of control over is maximizing the footprint of our existing property.

MS. LIOTTA: Where do you get the money for it?

MR. CLARKE: Well, that -- that's the other issue, is making -- you know, getting -- is structuring -- is structuring our finances so that we can make that happen.

MR. AUDINO: So let me back you up then just a quick second. So maximize the existing footprint?

MR. CLARKE: We have 680 acres.
MR. AUDINO: Okay.
MR. CLARKE: Are we -- you know, there's a picture of it right up there. Are we utilizing every square inch of that 680 acres, you know, effectively?

MR. AUDINO: Or perhaps how do we effectively
utilize our existing land footprint --
MR. CLARKE: Right.
MR. AUDINO: -- I'm not sure if that's the
right term --
MR. CLARKE: Right.
MR. AUDINO: -- to achieve our mission or something along those lines.

MR. CLARKE: Right.
MR. AUDINO: I mean, is that --
MR. CLARKE: Yeah. And, I mean, that would
address a lot of -- you know, I mean, we'd be able to meet the demand. We have control over that property because, you know, even though some of it's under different permits right now for -- for development, but it's -- we don't have to go out to another agency to ask them, you know, can we -- can we build something here? We already own this property, you know, so...

MR. AUDINO: All right.
MR. CLARKE: But, you know, is it -- I mean, if we had a -- if we had a blank piece of paper -if we had -- when I go to the barber and she says, "The same thing as last time?" I say, "I'm going to canvas, you're the artist," you know.

So that's a canvas. Imagine if we had that canvas there and we designed an airport from scratch. What would it look like? To -- to accommodate everybody that wants access.

MR. AUDINO: I think that's a great question.
MR. CLARKE: Think about that.
MR. AUDINO: Yeah.
MR. CLARKE: Some of it may need to be reconfigured, you know?

MR. AUDINO: Right.
MR. CLARKE: But in the long run, I mean, we
have to think 50 years ahead because that's how -you know, that's how long these assets last.

MR. AUDINO: Well, maybe I'm getting way ahead of Remy and Ryan here, but when I think about development scenarios, it's sort of like one of them could be, you know, here we've got a blank slate, so let's build an airport, right?

MR. CLARKE: Yeah, yeah.
MR. OLSON: If it were a blank slate, we wouldn't get past the environmental.

MR. AUDINO: Well, that might be true.
MR. CLARKE: We'll pretend they don't exist.
MS. LIOTTA: There's not a lot of new airports going in anywhere.

MR. AUDINO: Well, like I said -- go ahead.
MR. LUCETTE: So we can take a few minutes, but generally speaking, this is the level of strategic issues we're talking about, is --

MR. AUDINO: Exactly.
MR. LUCETTE: -- large, encompassing, multifaceted issues.

MR. AUDINO: Right. Building on strengths, addressing weaknesses, capitalizing on opportunities, mitigating threats, is kind of the thought process.

Like I said, there's tea, there's lemonade, there's water. I think there's cookies. Why don't you just get up and move around a little bit. Seriously, take a few moments and read what's up here, think about what's up there, and then to the extent you can create some themes in your mind that might, as Dennis did there with the utilizing the footprint --

MR. CLARKE: That and finances. MR. AUDINO: Well... MR. CLARKE: That's another one. MS. LIOTTA: Yeah, how do you fund it? MR. CLARKE: Yeah.
(Recess had.)
MR. AUDINO: I feel like a proctor at an exam. Pencils down.

All right. Let's reverse the order for this little activity. Jennifer, I'm going to ask you to go first, if you would, please. What are the three themes that you identified?

MS. LIOTTA: So, high demand --
MR. AUDINO: Okay.
MS. LIOTTA: -- lack of funding and -- slash reserves, and lack of staffing and infrastructure.

MR. AUDINO: The second one was lack of
funding/reserves, was the second one?
MS. LIOTTA: Uh-huh.
MR. AUDINO: All right. Thank you. Did we capture those?

MS. LIOTTA: Staffing/facilities. Yeah.
MR. AUDINO: Thank you. Dennis, your three themes?

MR. CLARKE: Similar. I think we need --
MR. AUDINO: Just read from your sheet.
MR. CLARKE: -- smart planning. And that encompasses a lot of things all the way from dealing with the community to maximizing the footprint of the airport, to dealing with rising sea. And then $I$ said solid financial management, which is -- underpins everything.

MR. AUDINO: Okay.
MR. CLARKE: And bolstering our staff and management tools is another item.

MR. AUDINO: That's your third one, bolstering your staffing?

MR. CLARKE: Yeah, yeah.
MR. AUDINO: Okay.
MR. CLARKE: Getting them -- the people they need to do -- what we want them to do and the tools if they -- if needed.

MR. AUDINO: All right. Did you get that one?
Bolstering staffing and --

MR. LUCETTE: Bolstering staffing?

MR. CLARKE: And management tools.

MR. AUDINO: And management tools.

MR. CLARKE: Yeah, just in general.

MR. AUDINO: Okay. Robert?
MR. OLSON: I have build capital
strength/revenue. And the second one is
accommodate GA demand. And the third one --

MR. AUDINO: Hold just one second, Bob --
MR. OLSON: Okay.

MR. AUDINO: -- until Remy gets the next one written. Thanks.

MR. LUCETTE: Accommodate GA demand, is that
your second one?

MR. AUDINO: That's your second one -MR. OLSON: Yeah.

MR. AUDINO: -- right? Okay. And the third one, Bob?

MR. OLSON: Increase admin capacity. MR. AUDINO: Okay. Okay. Let me see. Put those three up next to each other, so there's -let me put that right down there.

MR. LUCETTE: We can move that down.

MR. AUDINO: Yeah, okay. I want to be able -I want to look at all nine of those because $I$ think there's probably a couple that are -- that could be combined, frankly, based on what I heard, anyway. Can you see that okay?

MR. CLARKE: Uh-huh.

MR. AUDINO: Oh, we only had two, okay. I'm sorry. Okay. Anybody see any that could be combined?

MR. CLARKE: Staffing, admin, capacity, they're -- all three.

MR. AUDINO: So you're saying this one here, the lack of staffing?

MR. CLARKE: Yeah, that one, bolstering staff and then increase admin capacity, they all seem to have the same meaning.

MR. OLSON: You could probably combine --
MR. AUDINO: First of all, do y'all agree with
what Dennis is suggesting, that the lack of staffing facilities?

MR. OLSON: Yeah, yeah, yeah.
MS. LIOTTA: I mean, yeah, I guess the lack of facilities, part of the staffing/facilities can be combined in with potentially meeting demand, because the demand is to -- mostly for facilities,
right?
MR. AUDINO: So if I put facilities up here, Jennifer, is that --

MS. LIOTTA: The GA demand and -- yeah. So it gets pulled into other things.

MR. AUDINO: Okay. I'm confused now. I'm sorry. So these three that I've noted, what I thought $I$ heard you say is the lack of staffing fits with these two, but the facilities component of that does not?

MS. LIOTTA: Yeah, but that one does fit in with like GA demand --

MR. AUDINO: Okay.
MS. LIOTTA: -- probably.
MR. AUDINO: Okay. So can $I$ cross out facilities here and --

MS. LIOTTA: I think so.
MR. LUCETTE: Very lightly.

MS. LIOTTA: Oh --

MR. OLSON: Very easily.
MS. LIOTTA: -- don't mark up the walls.

MR. OLSON: Yeah.

MR. AUDINO: That's over here to the GA
demand? Is that where I'm putting facilities?
MS. LIOTTA: Yeah, I think that fits.

MR. AUDINO: Okay. I just want to make sure we're capturing it all here. And Remy's printing is so much better than mine.

So then with those minor changes, then these three all basically are focused on the same theme; is that correct? Thematically, they are integrated?

MR. OLSON: Yeah.
MR. AUDINO: They are? Okay. What else do you see, if anything, that could be?

MR. OLSON: Solid financial management tied in with capital -- build capital strength and revenues. It may not. It may not, actually but, you know -- I don't know, how do you see that, Dennis?

MR. CLARKE: Well, yeah, I mean, financial management is a whole lot of things, you know, from properly keeping transaction records to, you know, making sure gaps are filled when -- you know, with availability of funding if revenues are low, but being able to project out -- Ed mentioned to us this afternoon when they do the budget, he -- when he budgets 95 percent of the revenue and hopes a hundred percent comes in. Well, that's smart, you know --

MR. AUDINO: Right, right.
MR. CLARKE: -- because you're -- that's --
that's building that -- that capital strength. And that's -- that goes with the whole theme of proper financial management. I mean, you know, there's -there's a lot to that.

MR. AUDINO: Well, I'm going to look at Remy and Ryan, wherever Ryan went. Over there.

MS. LIOTTA: Well, maybe --
MR. AUDINO: Are we getting too granular at
this stage or --
MS. LIOTTA: Well --
MR. LUCETTE: No, I think you have --
MS. LIOTTA: -- maybe --
MR. LUCETTE: -- three items now.

MS. LIOTTA: Maybe like a higher level way to incorporate that might be improve financial health. Because there's a part of that that's management, there's a part of that that's revenue. So those things both fit under maybe a higher description.

MR. LUCETTE: So, I think --
MS. LIOTTA: And also lack of funding,
obviously is your problem with the health.
MR. CLARKE: It's the whole financial picture.
MR. LUCETTE: Well, we can do maybe --

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Michael, if you'll allow me, is we see how we have
two -- two higher themes now. There might be a
third one, I don't know. But once we've identified
those themes, we can dig in a little bit --
    MR. AUDINO: Right.
    MR. LUCETTE: -- into reformulating them into
a common issue, if you want.
    MR. AUDINO: Okay.
    MR. LUCETTE: So I don't know if there's a
    third one or --
    MS. LIOTTA: Yeah, I think there is.
    MR. AUDINO: Well, so what's -- what hasn't
    been blended with another one yet is the high
    demand, the smart planning, the accommodate GA
    demand facilities, those three.
        MR. LUCETTE: Correct.
        MR. AUDINO: And then where's the issue that
    Dennis put up before we went on break? I'm trying
    to --
    MR. LUCETTE: It's right here.
    MR. AUDINO: Okay.
    MR. LUCETTE: But I think that issue might
fall under kind of smart planning.
    MR. AUDINO: Right. How do we effectively
    utilize our footprint?
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MR. LUCETTE: We can bring it back in.
MR. AUDINO: Okay. So I guess does anybody see opportunity for further blending, consolidation? And don't force it. If it -that's not what I'm asking. I'm just asking as you look at it. I'm sensing no. I'm sensing that we've got three that are kind of stand-alone. MS. LIOTTA: I actually kind of see them connected because when I said -- when I was thinking high demand, $I$ was thinking there is all this high demand. How do you meet it knowing you've got these other constraints? So, you know, that -- that's kind of -- in my mind, smart planning is a way of sort of -- or accommodating demand. I mean, when you only have so many resources land-wise, money-wise -MR. AUDINO: Right. MS. LIOTTA: -- how do you -- if the goal is to try to meet this high and raise -- rising demand, how do you go about doing that knowing you've got these, you know, other constraints? MR. AUDINO: Okay. MR. LUCETTE: So it's high demand and what it entails, everything?

MS. LIOTTA: Yeah. How do you -- how do you
meet it?
MR. LUCETTE: You want to group those three as well? I don't know if Bob --

MR. AUDINO: What do you think, Bob?
MR. OLSON: I'm -- I'm not as connected with what we're talking about right now, so I'm sorry. MR. LENDA: How can we help connect you? MR. OLSON: I'm not sure where this exercise is going. I'm -- I'm curious, what's the end of this particular exercise? What are we trying to get to?

MR. AUDINO: We're trying to get -- and then you jump in. I'll give you my initial impression. We're trying to get to the point where we have identified three, four, five what we're characterizing as strategic issues big picture, longer term, policy directions from which then issues -- excuse me, initiatives will be identified. What are you going to do to address the staffing issue or whatever? However we frame it. What are you going to do --

MR. OLSON: We're --
MR. AUDINO: -- to address the demand?
MR. OLSON: I guess we're leaving things on the cutting floor right now because of things that

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aren't on here. Because, you know, I don't see --
there are some things that aren't on here that
we've talked about earlier in the evening.
    MR. AUDINO: Can you give us one example?
    MR. OLSON: One is the whole economic
development track about aerospace and busi- -- air
business activity. I don't know where that goes.
    MR. LUCETTE: So we've only -- I think we --
Michael created this exercise to -- to get us
talking. Once we've started to define some
strategic issues, we can add some more to them. So
it's not -- it doesn't mean that it's limited to
this. This was to identify what you saw as --
    MR. AUDINO: Right.
    MR. LUCETTE: -- some of what were the first
    themes coming out --
    MR. OLSON: Okay. So we're not leaving --
    MR. LUCETTE: We're not limited to this.
    MR. OLSON: -- things.
    MR. AUDINO: Right, right.
    MR. OLSON: Okay. Okay.
    MR. LUCETTE: I mean, case in point, I think
something about the land that Dennis brought up
earlier --
    MR. OLSON: So we're trying to distill this
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down to three broad things. That's what we're
trying to do.
    MR. LUCETTE: Just -- just to get going.
    MR. AUDINO: Right. Just to get us going,
    right? I sensed that we were all struggling trying
    to figure out what do we do with all these inputs
    here, right?
    And so that's why I encouraged you to look at
    the sheets during the working break, which maybe
    you did, maybe you didn't, I don't know -- I think
    I do know, and then I asked you just to identify
    three themes, again, just to --
    MR. OLSON: Well --
    MR. AUDINO: -- facilitate to encourage
dialogue.
    MR. OLSON: Okay. High demand and accommodate
GA demand, I mean, that's all -- that can be
combined, I guess, in high demand, meaning --
meaning -- I don't know.
    MS. LIOTTA: Yeah, the high demand could also
speak to scheduled service, though, and the
communities wants that.
    MR. OLSON: Yeah, yeah, yeah. And we don't
have that listed.
    MS. LIOTTA: Well, when I said -- when I was
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thinking high demand, it was very very high level
for services --
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MR. OLSON: Yeah.
MR. AUDINO: Right.
MS. LIOTTA: -- we afford in general.
MR. OLSON: Yeah.

MR. AUDINO: Yeah, the commercial air service and the hangars being two of the --

MS. LIOTTA: Even -- even a Wendy's, whatever, you know. You have people that want --

MR. AUDINO: Wednesday lunch at the restaurant something.

MS. LIOTTA: People want their lunch.
MR. AUDINO: But to your point, Bob, I mean, it's -- we're not cutting things at this stage of the game. Frankly, we're -- we're building. And the building is the -- will be the issues, strategic issues, and they're built on the inputs in the SWOT analysis --

MR. OLSON: Okay.
MR. AUDINO: -- to look at it slightly different.

MR. LUCETTE: Moving from the factors and everything we've presented to you into defining and building and shaping issues takes a little bit of
time I think just for you to process -MR. AUDINO: Right.

MR. LUCETTE: -- how everything kind of -- a lot of them are interconnected. So I think if we can start -- and, you know, staffing is one that was brought up and that's the first one, Michael, you consolidated.

MR. AUDINO: Right.
MR. LUCETTE: How would we define a strategic issue as it relates to staffing at high level, high -- you know, high encompassing strategic issue as it relates to staffing?

MR. CLARKE: I can give you an analogy.
MR. AUDINO: All right.
MR. CLARKE: When I worked for a utility
company many years ago, they -- we had a --
basically a 30-year planning horizon and we had engineers who that -- that's all they did, they
planned, you know, how -- they looked at the population growth. I'll just give you the real -the high level.

What is the population growth? And we knew that demand for electric at that point when we were all in fossil fuels and nuclear was correlated with population growth.

So they looked at all their individual generating units and they said, how many are we going to need over a 30-year period? And after they were satisfied, they went through different scenarios, they passed it off to me. This -- these are the engineers and $I$ was in the finance unit.

So I took their input. So we have publicly available, the environment -- what is the environment? Let's synthesize the data. Okay. Let's digest that data and -- and what $I$ was -output were basically pro forma financial statements to upper management and they looked at it and said, oh, so we have to raise a hundred million dollars over the next hundred years. How are we going to do that?

Well, there's three ways to do it. You either raise equity or you raise debt or you retain net income to do that. And so, we developed different scenarios on how to meet that demand. But we started with the environment: What is the environment we're looking at right here?

MR. AUDINO: Right. And these I could argue would be your data inputs --

MR. CLARKE: Right.
MR. AUDINO: -- at this stage of the game?

MR. CLARKE: Exactly. So now -- now, is our existing staff of four or five people, six people, can they do all that? Well, no, they can't do it. MR. AUDINO: Right. MR. CLARKE: I mean, they're -- they're -they're busy keeping up with day-to-day operations and putting out fires. And so, if we're going to do this, we're going to have to acquire resources to either outsource it or in-house to synthesize all this to meet the demand. That seems to be, you know, the overriding theme, you know. And -- and every -- a lot of other benefits will derive -like the economic development.

I mean, in my case, $I$ believe that once we've satisfied that demand, we're -- we have another hundred pilots on the field buying fuel and needing new upholstery and needing new avionics. Wendy's is going to want to put a branch here to sell those guys hamburgers at lunchtime.

MR. AUDINO: Right. Right.
MR. CLARKE: So --
MR. AUDINO: So as I'm listening to you and I'm -- and I appreciate the analogy, by the way, because I think there's a lot of --

MR. CLARKE: Yeah, yeah. It's a long-term --

MR. AUDINO: I think it fits pretty well. MR. CLARKE: It's a long-term process, very long-term.

MR. AUDINO: Yeah. And what I'm hearing is, you know, how do you ensure -- or the issue is ensuring that your -- your human resource policies or practices are more than adequate or that they're top shelf, whatever term you want to use, to address both current and future needs for the Authority.

And that could mean more people. It could mean different policies. It could mean, as you said, outsourcing. I mean, it could mean a variety of things, right? Not just filling a specific position. That's not nearly strategic enough. I don't know, I'm just thinking out loud here, guys.

MR. LUCETTE: I think it -- what you just said goes in line with what Dennis was discussing, and it's -- there is a strategic issues from -- issue from what I saw and heard you discuss that revolves about -- around what you just said.

MR. AUDINO: Right. So, there's the whole human resource issue.

MR. CLARKE: Correct.
MR. AUDINO: And succession planning was
mentioned.
MR. CLARKE: Yeah.
MR. LUCETTE: However we want to phrase it, but there is something to phrase here for sure. I think you were pretty close to it, I think, I suspect, what they meant.

MR. AUDINO: What'd I say?
MR. LUCETTE: Can we ensure that our human resource is --

MR. AUDINO: Right.
MR. LUCETTE: -- is adequate to serve the current and future needs of the airport?

MR. AUDINO: How's that feel? How's that sound? I mean, pardon the grammar, I guess --

MR. CLARKE: I think -- yeah, overall, I think it's -- you know, it addresses, you know, what the -- we have a gap, right, in our -- in our resources. How do we fill the gap? You know, how do we build that bridge from here?

MS. LIOTTA: And what is the gap? You know, have we defined like what -- I mean, it sounds like there's the gap of, hey, do we have enough resources for, you know, long-term success planning with planned retirements and getting people in now who can learn those jobs.

MR. AUDINO: Uh-huh.
MS. LIOTTA: Or just if somebody has -- you know, on vacation, for a period of time, any of that kind of normal HR activity, is that -- is it understaffed right now meeting those minimums? And then plus extra planned work like, you know, going after grants or --

MR. CLARKE: Yeah.
MS. LIOTTA: -- doing other analyses? And is that something that's going to be planned for in-house or is that something where the funding needs to be figured out for outsourcing it because that's not a long-term everyday activity, so maybe that doesn't make sense to make sense as an FTE role?

MR. CLARKE: Yeah. Just interfacing with all the regulatory agencies and the -- you know, the -MR. AUDINO: Right.

MR. CLARKE: -- you know, the FDOTs and FAAs and environmental and all that. So it's --

MR. AUDINO: Well, I'm thinking also about some of the external stakeholder comments about the connectivity with the community and educating the community and reaching out to the community and involving -- involving tenants. I mean, those are
all --
MR. CLARKE: Uh-huh.

MR. AUDINO: Those are all desired activities that people are expressing to you.

MS. LIOTTA: Uh-huh.
MR. AUDINO: Part of the strategic issue there is how does one accommodate? You asked the question about the gaps. Those are some of the gaps that I'm hearing as I'm listening --

MS. LIOTTA: Right, but we also have to prioritize which gaps we fill first.

MR. AUDINO: Exactly. But that gets to the speak initiatives that you would undertake, right? I mean, the issue here is a human resource issue, right? It's pure and simple, right? The right butts in the right seat to do the right things. So there's one, right?

MR. LUCETTE: I think there's one.
MR. AUDINO: Okay.
MR. LUCETTE: And we'll -- we'll continue. I think you -- you mentioned a lot of things. We can discuss it further under the initiatives.

MR. AUDINO: Okay. So again, I'm respecting your -- your concern, Bob, that things are on the -- nothing is on the cutting floor --

MR. OLSON: Okay.
MR. AUDINO: -- okay? But $I$ want to get back to these -- these themes.

So we -- we combined the three that deal with staffing and blended those together to create that strategic issue. The lack of funding and solid financial management and build capital strength, how might that be phrased as a strategic issue for this authority?

MS. LIOTTA: How do we improve our financial health? That's vague enough to include all of those.

MR. AUDINO: It's a delicate dance, though, Jennifer. You know, you want to be vague, but by the same token, it's got to be clearly understood by you-all, right, at the end of the day.

MR. OLSON: Health or capacity -- you know, capacity meaning the ability to do things. The ability to act on things, capacity.

But I don't know, based on -- maybe health is -- needs to be in there, also, based on what Dennis has said. That we need to improve our management so that there's a need to fix or improve the way --

MR. CLARKE: Just give us more options. You
know, because right now we're waiting for the FAA to drop a grant in our lap before we start a project. We -- we just need to give ourself more flexibility.

MR. AUDINO: So you want to -- you want to maximize flexibility, and I'm thinking out loud again, and maybe you want to maximize revenue or minimize -- but maximize financial flexibility such that you can achieve other -- the strategic initiatives that you identify going forward or something along those lines, right?

MR. CLARKE: Yeah. And that we have -- we have people waiting to give us money.

MR. AUDINO: That's a good position to be in, I'm thinking.

MR. CLARKE: Absolutely.
MR. AUDINO: It sounds like it, right?
MR. CLARKE: Yeah, it's a happy problem. And that's -- and that's a problem with a lot of businesses, is, well, we have to cut costs, cut costs. Well, you know, there's -- there are dumb ways to save money, you know, by cutting R\&D. MR. AUDINO: Right, right.

MR. CLARKE: You might save money, but you're cutting yourself off --

MR. OLSON: Dennis, are you saying -- people waiting to give us money, are you saying those are the people that want to rent hangar space?

MR. CLARKE: Yeah.
MR. OLSON: Okay. I just wanted to understand.

MR. CLARKE: Yeah. I mean, if -- if there are 200 on the waiting list, if half of them, you know, we caught that and we say we're ready to go in six months, do you have a plane ready, they'll say, yeah. They'll hand you the deposit and they'll be paying us $\$ 450$ a month. I mean, that's --

MR. OLSON: Yeah, but $\$ 450$ a month won't do it.

MR. CLARKE: Times a hundred times 12.

MR. OLSON: I know, but we can't build hangars for $\$ 450$ a month.

MR. CLARKE: Well, yeah, but you -- you're -that's why you have to do a pro forma analysis --

MR. OLSON: Yeah.
MR. CLARKE: -- to find out what the --
MR. OLSON: Yeah.
MR. CLARKE: -- you know, what that number is.
MR. AUDINO: So -- so Remy writes down on the sheet there, how do we improve our financial
health?
MR. LUCETTE: Yeah, I did. I think as a strategic issue, when we can still -- when we talk about the initiative at capacity or how do we build up the capacity of the airport and all that, but as a strategic issue, it revolves around the financial health, which I understand as being all-encompassing from a revenue standpoint, reserves, management, just -- you know.

MR. AUDINO: Okay.
MR. OLSON: Well, the opposite of health is sick. So, I mean, I think it's more than that. I mean -- well, okay. I won't -- I won't go there.

MR. LUCETTE: The issue --
MR. OLSON: Leave it up there.
MR. LUCETTE: Yeah, the issue is just a theme the initiatives can lead into it.

MR. OLSON: Okay.
MR. AUDINO: And so from the themes end, that leaves, if I'm looking at things accurately, the smart planning, right?

MR. LUCETTE: Well, there is -- I think there is the demand, accommodating the demand. There is the land, highest and best use of the land or maximizing the land utilization that Dennis brought
up earlier. And we can -- I think all of these can and probably should become issues.

MR. OLSON: Would that be asset management?
Exploiting assets, asset management?
MR. CLARKE: You figure if we have one undeveloped land that we're not using, that is a nonexploited asset.

MR. OLSON: Yeah.
MR. CLARKE: I mean, assets produce income.
MR. OLSON: Yeah.
MR. CLARKE: That's pretty fundamental. How do you finance assets? Well, equity, debt, grants, or net income.

MR. AUDINO: But as I'm listening, some of those examples you guys are chatting about right now fall under the how -- ways to improve the financial health, correct?

MR. LUCETTE: I think there's some, but there's also some, from what was discussed earlier, is how do you -- effectively or smart planning, how do you optimize the use of that asset as well? Not just from a financial standpoint, but also from a functional standpoint. So the two are going to have some dependencies but can also I think operate as separate issues.

MR. AUDINO: So is optimizing -- optimizing the use of assets --

MR. LUCETTE: I think it --

MR. AUDINO: -- an issue unto itself with those assets being financial, those assets being land, those assets being -- or am I --

MR. LUCETTE: You're right.
MR. AUDINO: -- am I stretching things too much?

MR. LUCETTE: No, no. Optimizing the asset is -- maximizing the utilization, optimizing the asset, these are I think comparable issues.

MR. CLARKE: We need to focus on
income-generating assets. We talked at a meeting with Ed this afternoon about a new perimeter fence. Well, that produces zero income, but evidently it's going to be funded with a grant, so it's free. So do we care what the return on the asset is? It's zero. We don't care because uncle and, you know, Ron [phonetic], they're giving it to us, the money, so we put up a new fence.

But if -- if we're going to maximize revenue, we need to maximize our income-producing assets that are hangars, restaurants, office space. MR. AUDINO: Right.

MR. CLARKE: You know, rent land on the other side of the -- that -- that land on the other side of U.S. 1 could potentially generate $\$ 5$ million a year in, you know, land rents.

MS. LIOTTA: Well, that's -- I agree with that with I guess maybe a small caveat of we also need to keep our -- our infrastructure that supports our revenue-generating activities --

MR. CLARKE: Oh, without a doubt.
MS. LIOTTA: -- up to -- up to par. So if the fence is literally falling over, that's going to be a problem for all of the other operations.

MR. CLARKE: Yeah.
MS. LIOTTA: You know, and upgrading the tower seems like a great idea.

MR. CLARKE: Yeah, yeah, yeah. Exactly.
MR. AUDINO: So you all --
MR. CLARKE: That will -- that will -- having those facilities in place will mean that we -- we have -- we're more attractive to people who are willing to pay rent to park their aircraft on our field.

MR. AUDINO: Right. So you can create the environment that might be conducive to revenue-generating entities locating here, right?

MR. CLARKE: Yeah.
MR. AUDINO: So, as Remy noted, I kind of took us on a little sidebar there when I asked you to write down the three themes, which got us to this point. And then I'm sensitive again, Bob, to your comment that you are feeling like maybe there are big picture issues that are on the cutting floor or that we haven't incorporated in an issue yet. MR. OLSON: No. I mean, actually I was
concerned that there were not necessarily big picture issues, but issues that have come up -that we've talked about here tonight that have come up that are not -- don't fit in those three, but may -- but I'm not sure whether all of them can fit in.

MR. LUCETTE: We don't -- we're not tied to three issues --

MR. AUDINO: Right. Right. MR. LUCETTE: It could be five -MR. AUDINO: Right. MR. LUCETTE: -- it could be seven. MR. AUDINO: Right. MR. LUCETTE: Whichever list you feel gets you to a point where you've covered -- you've covered the ground what you feel the 20 -year plan should
address.
MR. OLSON: Okay.
MR. AUDINO: And so, to pick up on Remy's point, Bob, so I just heard you say that we talked -- you guys discussed some items or we've discussed some items tonight that don't fall into any of those three issues.

MS. LIOTTA: Yeah, not neatly.
MR. AUDINO: Right. So can you help us all understand what those items are and what an issue might be that would capture all of them or some of them? I mean, hopefully we've captured them on the threats, weaknesses, opportunities, and strengths.

MR. OLSON: Oh, yeah. I mean, they -- we've got them on charts here.

MR. AUDINO: Yeah, right.
MR. OLSON: Yeah. So, yeah, we've captured them that way.

MR. AUDINO: But, we're trying to
transition --
MR. OLSON: Uh-huh.
MR. AUDINO: -- from the data inputs to use Dennis' analogy, use the data to craft strategic issues, okay? And we have three up there, and I'm hearing you say loud and clear that those three
don't cover others that are listed here. So I'm kind of putting the burden back on your shoulders.

What -- not yours personally, but collectively you three, what -- what is a big picture policy-focused issue that would capture the items that you have so that nothing's left on the cutting floor?

MR. OLSON: Well, yeah. I don't know. Maybe they do fit, but one of the things that several of -- that $I$ think we all have mentioned, is -- is climate change, environmental, the whole threat issue of our airport needing to deal with resiliency on climate change. But maybe that fits under asset.

MR. AUDINO: Well, let's not -- let's keep it at the policy level right now.

MR. OLSON: Maybe it's a fence that needs to be replacing, but $I$ don't know. I mean, it seems like a -- that's something that's hanging out there.

MR. AUDINO: So you're suggesting, and I don't mean to put words in your mouth, but you're suggesting an emphasis on -- or a policy that addresses environmental stewardship or environmental sustainability or resilience --

MR. OLSON: Yeah.
MR. AUDINO: -- is important to you and it's something that the Authority should be focused on going forward.

MR. OLSON: But $I$ think it definitely needs to be in our strategic plan because, again, we -- our airport was shut down twice in the last several months because of storm surge. But we also have all this business of we're growing.

Part of the site development is bumping into wetlands and gymnastics to create -- get -- get permits to build in environmentally sensitive areas of our site. It's also really expensive storm drainage solutions to a lot of it, including the land across -- from the west side -- on the west side of the -- of U.S. 1.

You know, it'd be great if we can get to a point where we're getting -- we're clearing \$5 million a year out of the land on the west side, but I'll just say the storm drainage work to -depending on what would go on it, if it's a lot of impervious surface, would be extremely expensive. It actually might make many things unfeasible to do.

MR. CLARKE: Well, in the -- in the plan
somewhere, the county identified $I$ think 780 acres of -- or maybe it was the engineers identified five or six parcels collectively was about 780 acres for some kind of use.

MR. OLSON: Yeah. And, you know, that use -MR. CLARKE: I don't know if that -MR. OLSON: -- the master plan use, one of the mentioned uses in the current master plan is a logistics park, essentially a warehouse distribution, which is huge amounts of impervious land.

MR. CLARKE: Oh, yeah.
MR. OLSON: A lot of paving for big trucks to move around, one-story buildings with big roofs taking up all that land area, and few job creation, and probably minimal connection with the airport other than we hear Northrop Grumman needs some warehouse space.

MR. AUDINO: So based on what you know and what you think you know, does -- and I'm not going to you specifically, Bob --

MR. OLSON: Okay.
MR. AUDINO: I'm looking in the mirror.
MR. OLSON: There's another way that's been phrased.

MR. AUDINO: No, looking forward. Looking forward. So, are there -- I mean, we talked about more hangars. You talk about commercial air service. You talk about other businesses on this property, right?

Are there real and present dangers from an -from an environmental perspective? So if I'm an airline CEO and I going to say, what, there's no way in hell I'm parking aircraft here because you're at risk of flooding?

MR. OLSON: No.
MR. AUDINO: I mean, seriously I don't know. I'm asking the question. Is it -- how immediate -immediate is that?

MR. OLSON: The answer from a doing business standpoint is probably not immediate.

MR. AUDINO: Okay.
MR. OLSON: But if it's not on our -- but yet, the solution -- I mean, depends on how long range we're thinking. The solution needs to be worked with other things now. And again, I mean, I guess you could say maybe it is immediate.

When we -- when the southeast -- southwest Florida was hit by the hurricane, with all of the devastation there, they were I'm sure very

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dependent on their airports working to help with
the immediate recovery activity and the long-term
recovery activity.
    If our airport can't stay open when we have a
    disaster, that's pretty bad. And I think it's also
    an opportunity to get grant money while it's
    available because I'll tell you there -- that's a
    big theme now of resiliency for disasters.
    MR. AUDINO: Right.
    MR. OLSON: And we're getting multimillion
    dollars to rebuild our beach every two years in the
    county. Probably would better go to raising our
    runways and things like that. But, you know, we're
    not -- we're not even at the -- we're not even in
    line for major federal assistance for airport
    disaster resiliency right now.
    MR. AUDINO: What is the planning horizon?
    MR. LUCETTE: }20\mathrm{ years.
    MR. AUDINO: }20\mathrm{ years --
    MR. LUCETTE: Yeah.
    MR. AUDINO: -- on this project?
    MR. LUCETTE: Yeah, that's the --
    MR. AUDINO: Okay. Okay.
    MR. LUCETTE: So I think there is -- there is
an issue around environmental challenges,
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resiliency --
    MR. LENDA: Sustainability.
    MR. LUCETTE: -- sustainability. So how do we
incorporate -- how do we incorporate our
environmental challenges in our planning, to
improve our resiliency or something like that?
    MR. AUDINO: Yeah. Let's write that down.
    MR. CLARKE: Need to buy about 1,500 acres of
land that's on --
    MR. AUDINO: That would be -- that would be
strategic initiative. That would fall underneath
the strategic issue --
    MR. CLARKE: And then develop it --
    MR. AUDINO: We're not there.
    MR. CLARKE: -- 25 feet --
    MR. AUDINO: We're not there.
    MR. OLSON: I mean, again, it could go into --
    broadly under management of a physical asset or
    asset management. I mean, broadly it would fit
    under that, but...
    MR. LUCETTE: Remember that the issues can
    have inter -- you know, interconnected --
    MR. OLSON: Yeah.
    MR. LUCETTE: -- influences.
    MR. AUDINO: So, so far as Remy's finishing
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up, we have -- we have a strategic issue dealing
with human resources, we have a couple of strategic
issues that are dealing with -- one with respect to
financial health, related one optimizing
income-producing assets. Now you've identified a
strategic issue dealing with environmental
challenges.
    I'm going to keep driving you back to this
list of data, these inputs, right? And as you have
thought about it and continue to think about it,
are there other big picture policy or thematic
directions that you're reading into all of that?
    MR. OLSON: Is embracing advances in air
technol- -- air flight technology and servicing air
transport, is that -- does that fit in any of
those?
    MR. LUCETTE: I think it can be -- this is one
that could be -- that doesn't overlap enough to be
necessarily part of these. It could be a separate
item.
MS. LIOTTA: Yeah --
MR. OLSON: Because that's probably the one thing that \(I\) 've seen that probably may not be covered in some of that right now. Looks like other stuff is, actually.
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MS. LIOTTA: Well, yeah, the ones that are up there, I think are all really important, but they in some way seem kind of inward-looking. What's -- what do our revenues look like?

What does our accounting practices look like? What is -- do we have enough people to provide these services? And those are all really important. But I don't see anything that's more -- a little more outwardly looking.

Like what do we need to do to interact with others to get what -- to help with those things? Like, you know, if we're going to do the aerospace cluster, what do those businesses want? What do we need to do to attract the kind of development we're looking to accomplish? And that's going to require interaction with other -- other businesses --

MR. AUDINO: So, as I'm --
MS. LIOTTA: -- and community members.
MR. AUDINO: No, I really appreciate the perspective there, too. Instead of looking inward, we need to look outward and, you know, what do we need to do to -- or how do we need to interact with other organizations or entities or community partners or whatever the phraseology might be such that we're able to accommodate some of the things
that are on this list? Am I hearing correctly where you're going with that, Jennifer?

MS. LIOTTA: Yeah. I think so, yeah.
MR. LUCETTE: I think there is something there hasn't been.

MR. AUDINO: Sure.

MR. LUCETTE: What can we do to --
MR. AUDINO: Well, again, $I$ go back to some of the inputs from the external stakeholders who -- I mean, there were several comments again about, you know, being more aggressive or proactive with respect to economic development and being a greater part of the political scene -- and I'm not sure the Chamber of Commerce was mentioned, I don't know for sure, but I mean, as I read that -- and again, it's you guys, not us guys -- but as I read that, there was clearly a thrust for and a desire for the Airport Authority to be more engaged in the broader -- in the broader community. And some people talked about educational pieces and -MR. LUCETTE: Marketing. MR. AUDINO: -- market -- yeah, all of that, right? Which I think, from what I'm hearing you say, Jennifer, fits into this, what can we do to -you know, more --

MR. LUCETTE: To attract the businesses we want at this airport or something?

MR. AUDINO: I think it was more broad than that, though, Remy. I think -- don't -- this is me speaking. I thought you were speaking more about a broader engagement with the -- with the greater community or that that's a -MS. LIOTTA: I think that's part of it. It's like, yes, I mean, understanding and being a part of the broader conversation in the community that -- you know, what can we do to accomplish that interaction and understanding?

But also if we're looking to increase our revenues by bringing certain aerospace technologies into the area, we're going to need to engage with them and understand what they're looking for and make this an attractive place for them to come. MR. AUDINO: Right, right. MS. LIOTTA: You know, ultimately that's going to help the -- you know, our -- the airport's bottom line and in revenues for, you know, leases, but also the whole surrounding community economic development, bringing good jobs here, win-win. But we have to know what the win is on the other side for it to be a win-win, right? It's not just our
win.
MR. LENDA: Interacting with outside organizations for the benefit of both parties.

MS. LIOTTA: Yes. Whether that's, you know, parks or scheduled service or other, you know, leases, you know, it's like --

MR. LUCETTE: So it's to become more attractive for businesses and community and out of that you can get -- initiative, you could get two initiates out of this one sense. There could be one that's more focused on the commercial aspect and one that's more focused on the community or the engagement.

MR. AUDINO: What was it you just said, Ryan, a moment ago that Jennifer --

MR. LENDA: Interact with outside organizations for the benefit of both parties.

MR. AUDINO: And the look on your face, Jennifer, was one of, oh, yeah, that's --

MS. LIOTTA: Yeah, that works.
MR. AUDINO: And I know -- we -- it's a challenge not to become guilty of, oh, we're getting close to the end of the time so I'll agree to anything, right? I mean, I don't want it to become that. But, I did, I saw your face sort of
light up a little bit when Ryan said that. I think that's closer to what you were thinking.

MR. CLARKE: Think of how much we have in common with a lot of different outside entities that aren't even near. I mean, there are probably, I don't know, I'm just guessing 50 companies, maybe a hundred companies that are trying to develop flying cars and electronic -- you know, electric vertical takeoff and landing vehicles.

So, there are people that are -- if you drive from here to New York City on I-95, you're wishing half the way that you were in an airplane, right? Because it's just -- the highway system is -- is so crowded. So --

MS. LIOTTA: Yeah. In 15 years, this airport conversation could be away from scheduled service and towards E -- E -- what is it, EV tolls? MR. CLARKE: EV tolls. MS. LIOTTA: Service over to Jacksonville or Orlando or Daytona to catch a direct flight somewhere. MR. AUDINO: And that ties into, as $I$ look at it, your smart planning line here, right? It's not just physical planning, it's business planning, right?

MR. CLARKE: The whole idea of air transport replacing -- I think it was Franklin Roosevelt said, you know, at some point in the -- in either the Depression or whatever, he said a mile of highway goes nowhere, but a mile of air -- runway, airport runway goes everywhere, right? You guys have heard that before.

MR. AUDINO: Yeah.

MR. CLARKE: And it just, whenever society and the government and whenever we come to the realization that, you know, we better support these small airports and we better stop closing them in California because otherwise we're all going to be experiencing gridlock and -- you know, when we try to travel less than 500 miles.

So it's -- you know, we have a -- the port of entry into that National Airspace System and we better, you know, make sure we maximize it.

MR. AUDINO: Right. Well, as I listen to you and $I$ think about this issue here that, it's not just businesses, it's metropolitan planning organizations --

MR. CLARKE: Yeah.

MR. AUDINO: -- and it's the state DOT and it's the transit and it's -- it's rail. I mean,
it's the whole multimodal transportation piece is what could fit into that, right?

MR. OLSON: And the kinds of things you're talking about are immediate opportunities if we want to think about companies doing R\&D and prototyping and testing, because they're at other GA airports.

MR. AUDINO: Right.
MR. OLSON: Some of the companies that are, you know, talked about in the Wall Street Journal, the young ones that have partners maybe with big -bit aircraft companies, they're based at GA airports, many of them, because they need the kind of facilities --

MR. CLARKE: Yeah.
MR. OLSON: -- we've got here.
MR. AUDINO: So I think we are at a point where we have identified -- what do we have, five strategic issues that we've identified? Does this adequately capture your direction, Jennifer, looking outside not inward?

MS. LIOTTA: (Nods head.)
MR. AUDINO: Okay. Okay. You know, we -another -- the next task is to take each of these strategic issues and identify strategic
initiatives. What could we do? What could you do specifically to address each and every one of those?

And so, we can just pick those up one by one. And I'd ask you to take a moment and just think about each one of those again and maybe jot down a few thoughts.

So, what specifically could -- and, Remy, jump in and tell me if I'm giving inappropriate guidance here. But what could you specifically do to ensure that the human resources can serve your current and future needs, right? What can you specifically do to improve the financial health? What can you specifically do to optimize income-producing assets, et cetera? And the same for the last two, right?

And you may have already had -- you may have already teed up a number of those ideas in the conversations this evening. That level of specificity is what you're hunting for -- what we're hunting for?

MR. LUCETTE: You're correct. Now it's not -the level of specificity is not, again, something that a single action could answer. So it's not down to the level of, well, we need a new financial
software. That -- that's going to be some of the actions -- or we need to hire a CFO. That's going to be an action.

MR. AUDINO: Right.
MR. LUCETTE: So it's just still one that -it's give us what you feel some of the initiatives should be. We can research those and bring back a series of actions for your consideration, and at the next workshop, we can revisit those, augment those, add some, anything like that.

But now what we'd like to do from you is more think of actions from the Airport Authority standpoint from a policy standpoint what we can do.

We can -- the first one, which is about staffing, you know, we -- we must establish staffing -- staffing resources for the airport that can support the mission, our mission.

This is an initiative. It's not completely new. It's you're now transitioning from we have a problem to this is our line of -- line of policies to solve that problem if you want.

MS. LIOTTA: I mean, to me, I don't think
there's enough infor- -- like there's -- I don't think there's any actionable information. I mean, there's just like a generally understood, you know,

> need for more HR support, you know, but nothing specific. Like do we know in what areas? Like which specific roles? Should there be, you know, categorizations for succession planning? I mean, that requires granular information that I certainly don't have.

MR. OLSON: One way to --
MR. LUCETTE: Absolutely.
MR. OLSON: One way that I've worked to try to understand that as a board member is looking at the staffing at other airports that have much the same activity and needs for $H R$ as we have and benchmarking, looking at their organization and actually -- actually, I went -- to get better acquainted with our business here, I went and visited them. And that's been -- but they're -looking at -- just looking at their org. charts give a good idea of where our gaps are in staffing our functions.

MS. LIOTTA: Well, it seems like the benchmarking concept touches on a lot of these things.

MR. OLSON: Yeah. Oh, yes.
MS. LIOTTA: Like what -- what should be
reserves? What are -- is there, you know, an

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industry standard for GA airports? I don't know if
    that's a good fit of a term, but --
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    MR. OLSON: I don't know.
    MS. LIOTTA: But what should it be and --
    MR. OLSON: Yes. In fact --
    MS. LIOTTA: -- what are others doing?
    MR. OLSON: In fact, that's what our here, our
    consultant team, our Ricondo team, is doing right
    now, is -- is it five airports we're looking at
    that we can -- are looking at every factor or a
    bunch of factors what we've been talking about now
    is one of them? But capital reserves is another
    one. Where -- where they're getting their revenue,
    where their revenue increases are coming from, all
    of that is part of what -- is that the next
    workshop?
    MR. LUCETTE: It is.
    And I think, Jennifer, in response to your
    question, we don't want to get granular. What we
would like is to -- and we could work with these --
if we can't get to initiatives, we can work with
these.

But we needed that level of direction to understand where you wanted us to spend time and put together materials in terms of, we need more
information on staffing.
And when you'll talk about the different actions for staffing, you know, one action could be to identify on a yearly basis the potential staffing deficiencies that may exist when one staff becomes overworked, overloaded in terms of responsibilities.

So those are all going to be actions that will come after we've identified we must establish staffing policies that enable us to -- to address the -- you know, the different factors that have been brought up through this -- through the planning process, through our budgeting process. So it's a -- it's a commitment from the board that there is a policy that needs to be discussed around staffing.

So we're not getting into actions just yet, but you're giving us an area that we can start digging through the benchmark, through what exists today, through, you know, what happens when the airport grows if you add a hundred -- if you add a hundred less -- leases for new T-hangars, how do you manage that? You know, it's now twice -50 percent more than what you have. How do you deal with that?

MS. LIOTTA: And by staffing, could that also meaning looking into potentially ways to enhance with outsourced --

MR. LUCETTE: I think that's part of it.
MS. LIOTTA: -- groundskeeping or whatever --
MR. LUCETTE: That's part of it.
MS. LIOTTA: -- you know? Okay.
MR. LUCETTE: And really the reason we bring up initiatives is, those issues might be formulated to a point where you feel that each issue essentially creates its own initiative. But sometimes an issue can create two initiatives or three initiatives.

For instance, the one you mentioned about how do we interact with external organizations, there might be a very particular policy guidance towards commercial organization and one that's more towards engagement with local community organizations, and two different -- almost two different staff to do this job because one needs to be understanding leases and marketing and one needs to understand public relations, for instance.

MR. AUDINO: And I think about the example that we have here with the strategic initiative. We're talking about integrating the airport with
the region's political scene. And as I -- as I'm listening to that, theoretically it could be an initiative under -- under this particular issue.

And then back to the human resources, do you have the people on -- do you have people on staff who have the skill sets and the wherewithal to -to ensure that you've integrated with the airport's political scene? I don't know. I'm just --

MS. LIOTTA: I'm not sure if the airport does -- I'm not even sure what that means. Lobbying?

MR. LUCETTE: Well --
MR. AUDINO: Again, I mean, it's not from -we didn't make this up. It's from some other airport that --

MS. LIOTTA: Yeah, and I'm not sure -- I don't know what that would mean for us.

MR. LUCETTE: But it could be briefing to city, briefing to multiple cities, briefing to the county, briefing to --

MR. AUDINO: Regular meeting with --
MR. LUCETTE: -- the state --
MR. AUDINO: -- your political constituents --
MR. OLSON: Okay.
MR. AUDINO: -- or your delegation, excuse me.

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    MR. OLSON: So -- but it's -- I just want to
    clarify. That example is not one that was derived
    from any of the --
    MR. LUCETTE: That's correct.
    MS. LIOTTA: Yeah, that's --
    MR. AUDINO: That's not yours.
    MR. OLSON: Okay.
    MR. AUDINO: It has nothing to do with you
    guys.
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    MS. LIOTTA: Yeah, okay.
    MR. LUCETTE: And one last thing. These are
    not your final initiatives. We'll bring those --
    MR. AUDINO: Right.
    MR. LUCETTE: -- back to you in January. We
    just want to hear from you, can you start seeing
    some initiatives here? This is not what goes final
    in the plan; we're just getting input on this for
    now.
    MR. OLSON: Okay.
    MR. CLARKE: I think you're both -- Jennifer
    and Bob mentioned benchmarking and, you know,
    that -- that's something that I've done throughout
    my career, and I called it a peer group analysis in
    the banking business and in the utility.
    You know, if we have -- if we have certain
    metrics, we could boil these down to certain metrics, we have -- okay, we know we have 120,000 operations per year. We have six -- how many employees do we have? How many ops per employee? If we -- if we have a peer group or, you know, a benchmarking group of five or ten airports around the country that are similar to us, let's analyze them. Let's say, well, where do we stand in terms of our number of personnel per operation, per, you know, aircraft housed on our facility, et cetera? So, you know, those -- those kinds of things are important and we can -- we can draw conclusions from them.

MR. AUDINO: Right, right.
MR. LUCETTE: And we'll -- we'll bring that to you at the next workshop.

MR. CLARKE: Okay.
MR. LUCETTE: So exactly that. Employees per hundred thousand operations, employees per million annual revenues, things like that, we'll have that.

MR. CLARKE: Yeah. Yeah, that's real key.
MS. LIOTTA: Is that -- does that also get
into revenue things like price per square on different types of hangars or, I mean, that kind of --

MR. LUCETTE: I think we're asking the rates from those benchmark airports; however, all those rates, that's much more local.

There are a couple of survey that are done annually that can provide some benchmark on -- on local rates, which is more of an appraiser study that's done locally. Some of the benchmark airports are not in the state of Florida, so we're looking at --

MS. LIOTTA: Okay. Yeah.
MR. LUCETTE: -- the east region but a little further away.

MR. OLSON: There are rent studies available also, though. There's -- that are for Florida specific, like hangars and all that, so -MR. LUCETTE: Correct. MR. OLSON: -- that that's available. Current stuff, there's a firm in Miami that does it. For some reason, they must make money doing it, but they provide it liberally to -MR. LUCETTE: It's marketing. MR. OLSON: -- to everyone. MR. AUDINO: Well, I'm not quite sure where to take this conversation right now, Remy.

MR. LUCETTE: Well, are there -- from these
issues, I mean, we see $H R$ one, the financial one. I think we know what type of materials we can assemble and analyze for you for the next workshop to have better visibility.

Optimize income-producing asset, there might be a couple of initiative there. One might be more, you know, how do we prioritize the development of our facilities? One could be more -- one is prioritizing, one is functionally. You know, one could be more from a financial standpoint. One could be more from a functional standpoint.

As a policy, if you have two competing development for the same parcels, how do we -- how do you approach that, for instance? So what's -you know, how do you want us to approach this and to look into this, for instance? Same for the number five. This is an issue that's very broad. MS. LIOTTA: Oh, yeah.

MR. LUCETTE: Can we narrow this down maybe
into a couple of different initiatives?
Which again, those initiatives are you as the board, how do you project yourself to create a policy to help -- to help you get through your mission and towards your vision? It -- it's almost

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an action that you want to take to guide your
policies.
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MR. AUDINO: So what do you guys think about all of that? Are we providing enough clarity for you to add any value at this moment in time or --

MR. OLSON: I guess I've got this urge to start thinking more, you know, the next steps, you know, the practical path forward for each of these things that we need to do but, you know, I guess that's the next session, right?

MR. LUCETTE: Will be. Jennifer, I'll ask you, since you're -- you led the formulation of Number 5.

Can you think of a couple of areas that we should further evaluate or analyze for the next workshop to help you -- to help you build the content that comes under that initiative? The data, the -- what are we talking about more specifically? If you could...

MS. LIOTTA: There's -- that's really, really
broad to narrow that down into two or three different things probably.

I think a lot of it just -- I just -- I don't know what you want to work on first without the benchmarks in my mind. It's like, well, how do
you -- you know, if you know you're already doing something that's kind of market, maybe that's good enough and you shouldn't be working on it anymore; you should be moving to something else that's, you know, off kilter and might be a barrier that you didn't realize. So, I -- but I -- I don't -- I'm a detail person, so I just don't know. MR. CLARKE: I have a question. I missed -- I didn't make the first planning meeting I guess with the external -- you know, these groups. MR. LUCETTE: Stakeholder. MR. AUDINO: Uh-huh. MR. CLARKE: Did they provide any insight into that, you know, what -- how they want to interact with us? Did they -MR. LUCETTE: They did not specifically go to how they want to interact with you. They did make suggestions on groups where the airport could send people to attend meetings and to participate and monitor opportunities or coordinate opportunities. Well, we can share that in the notes. We have -MR. CLARKE: Okay. MR. LUCETTE: -- meeting notes for all three of those.

MR. CLARKE: Was it -- were they the, what is
it, the Transportation Planning Organization --
MR. LUCETTE: We had FDOT, so the Federal
Department of Transportation --
MR. CLARKE: Okay.
MR. LUCETTE: -- the St. Johns County Economic
Development Group, Chamber of Commerce Visitor --
Visitors \& Convention Bureau.
MR. OLSON: Civic Round Table people.
Flagler College. Are you talking about -- you're
talking about the external one?
MR. LUCETTE: External.
MR. CLARKE: Yeah.
MR. OLSON: Yeah, it was a -- the group was
enough to sit around this table fully. I mean, it
was -- this table was fully occupied and they were
very -- the -- they were mentioning things, but
they -- the things most commonly mentioned, of
course as you would expect, is scheduled air
service --
MR. CLARKE: Commercial, yeah.
MR. OLSON: -- stay off the tax rolls, were
the two big things.
MR. CLARKE: Yeah.
MR. OLSON: And then broadly, more airport
engagement or -- in economic development. And --
but they realized also how important the airport is for economic development. It's not that --it's that the community is very interested in the airport acting in a way that takes advantage of the airport asset for economic development.

MR. CLARKE: Uh-huh.

MR. OLSON: But they connected, several of them as I recall, the availability of scheduled air service itself with economic development.

MR. CLARKE: Uh-huh.

MR. LUCETTE: Yeah. And the St. Johns County
staff was also very interested in how you can optimize/maximize the development of that land west of U.S. 1 .

MR. CLARKE: Oh, they were?
MR. LUCETTE: Understanding what -- is that
actually something the airport needs? I think
there was maybe an under -- a question about do you
actually need all this land for the airport, and if
so, what are you going to do on it?

MR. CLARKE: Highest and best use.
MR. LUCETTE: We discussed it.

MR. CLARKE: You did?

MR. OLSON: You know, some of the --

MR. CLARKE: It's for rent.

MR. OLSON: Some of the thinking in our community when you think about real estate is very immediate. I mean, it's like what can we do to monetize this chunk of forest?

And so, you know, whenever $I$ run into people that talk about it, $I$ say there's really development opportunities but, you know, it's -land is scarce. It's very scarce in this county, and the airport's going to be here a long time, so -- and there's -- while it's not generating revenue for us, it's -- the holding costs are minimal --

MR. CLARKE: Yeah, that's true.
MR. OLSON: -- you know.
MR. LUCETTE: And that's -- go ahead.
MR. OLSON: I don't know if y'all have had a chance to look at prior master plans for the airport, but the master plan done in 1996, '95 or '96, was done by -- involved -- most of the attention was on relocating U.S. 1 and FEC tracks further west, looping it further west to actually bring that -- a good portion of that land into --

MR. CLARKE: In our footprint?
MR. OLSON: -- into the main footprint of the airport. And, you know, cost was $\$ 195$ million at

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    the time to do it. It's not cheap, but that was
    one of the costs.
    But again, this master plan, our current one,
    involves a new road connection and an interchange
    with I-95, which is probably -- you know, you could
    question whether that's in any time frame you can
    think about and plan for and build a strategy
    around.
    MR. CLARKE: Does anyone know whether that
    will connect with the new toll road that's -- the
    outer beltway coming through Green Cove Springs?
    Is that part of -- is that the same interchange?
    MR. WUELLNER: No.
    MR. OLSON: NO, that's further north.
    MR. CLARKE: Okay.
    MR. OLSON: Yeah. The First Coast Expressway?
    MR. CLARKE: Yeah. Okay.
    MR. LUCETTE: So we have ten minutes left and
I think we -- we received a lot of valuable input
    here between the SWOT and what we heard.
    On the issues, can you think of anything that
    you would like us to dig a little more into prior
    to the next workshop that may not be in this list
    currently?
    Bob, you mentioned are we dropping anything
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off right now. Is there anything that comes to
mind, and if it's not a formulated issue, just in a
couple of words, something of interest to you that
you would like us to research for the next
workshop?
    MR. OLSON: I guess one of the things -- and
I'm not sure this was research, but I think
spending time as a -- in a board workshop looking
at some of the charts that -- even in some of the
charts that Ryan generated, I think looking at
these charts, we don't -- one thing -- and I guess
Dennis would see this as something that we do need
to do.
    When we get financial reports and financial
information, it's not charted, it's in a
spreadsheet. But if you look at information in
chart -- piecharts, bar charts, trends over time,
it's very insightful.
    And some of these, I mean, I just struck
    thought looking at this, the pie chart, that shows
    where our ex- -- our revenues and expenses. I
    mean, our both personnel and admin take up the
    lion's share of our expenses.
    MR. CLARKE: If I'm elected treasurer, I will
promise to do that for you.
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MR. OLSON: Are you campaigning?
MR. CLARKE: No, I'm not. Charts are very valuable because there are two different kind of people in the world, people who like to look at numbers and people like to look at charts.

MR. OLSON: It just is a different -- it's
just so much more insightful --
MR. CLARKE: Yeah, it is. You're right.
MR. OLSON: -- looking at a chart. But I
think looking at -- when we start looking at in de- -- in more detail at revenue streams, that's going to be important.

But $I$ guess another thing that would probably be good for us, and maybe you-all know a feel for it, is I think as a -- in a work session, we should be looking at public finance strategies for -for -- that can be utilized for $T$-hangar development to understand what our capital strength is for borrowing, financing things against -because, you know, we can stay off the tax roll, we don't have to do ad valorem taxation, necessarily to -- to have public finance strategies that allows us to do things without grants and -MR. CLARKE: That's fundamental -MR. OLSON: Exactly.

MR. CLARKE: -- to what $I$ would like to do. MR. OLSON: Exactly. And as you said, Dennis, I think you said -- you said being debt-free is not necessarily a -- a --

MR. CLARKE: It's a -- it's a tool.
MR. OLSON: It's a tool.
MR. CLARKE: I mean, we all want to be debt-free personally, but if it -- to meet our mission, if we have to go into debt, if you'll look at JEA's balance sheet, 40 percent of their assets are debt, and that's common in doing business. MR. OLSON: Yeah. Oh, yeah, it's common in the hold business --

MR. CLARKE: A bank is -- can be 95 percent debt and 5 percent equity and it -- and it's considered financially healthy. So depending on the type of organization, it just -- but it has to be managed closely. You can't just say, oh, we're --

MR. OLSON: Because if we're not going to be just -- I'm interrupting. I'm sorry. MR. CLARKE: That's all right. MR. OLSON: If we're not going to be just simply waiting for the next grant to drop -MR. CLARKE: Oh, yeah.

MR. OLSON: -- you know, we -- we have to look at finance strategies that allow us to capitalize on revenue streams and -- and do things more quickly without just waiting for that next grant.

MR. CLARKE: We -- we have to -- we have a story to tell and how we present it to the -- the potential grantors or lenders, is -- is very important. So we have to make sure that our organization is -- is a first-class, world-class operation.

MR. OLSON: Absolutely.
MR. CLARKE: And that -- you know, that goes without saying because it's in the -- if you give a -- you know, a 500-page master plan, what I've read through two or three times, to an executive, they're barely going to read the executive summary, let alone the whole thing.

And so, you know, it's how pretty do we want to make ourselves look? Well, we want to pretty it up. So we have to look good. We have strong fundamentals, we have to make it -- we have to tell a story. That's how we get the support.

MR. LUCETTE: All right. We have five minutes left. One more important thing. We would like to -- so we'll probably be here at the January
board meeting. I think that's early in the month, right?

MR. LENDA: 9th, January 9th.
MR. LUCETTE: So we'll -- we'll fill up with the full board.

The next workshop, we'll dig into a lot of those issues and prepare some -- some more information for you to digest. Currently, aiming at the week of February 6. That's the first full week of February.

Is that something you could consider, let us know at the next board meeting if that's feasible, if there are preferences on days, so that we can hopefully get a full board?

That third workshop is intended to be the last workshop. After that, we'll still have board meetings, but that's really our last opportunity as a full group to discuss those -- those issues.

MR. OLSON: That's going to be important if that -- one, if that's the last one.

MR. LUCETTE: We'll be available at board meetings --

MR. OLSON: Yeah.
MR. LUCETTE: -- and we can have discussion, but board meetings also serve other purposes, so we
want to be mindful of that.
MR. CLARKE: I'll clear my calendar.
MR. LUCETTE: The whole week?
MR. AUDINO: It's a big workshop.
MR. LUCETTE: All right.
MR. CLARKE: Is it a resort that's attached to a golf course?

MR. AUDINO: Sure.
MR. LUCETTE: So do you have any questions for us before -- before we --

MR. CLARKE: Good job, I think.
MR. AUDINO: Thank you.
MR. OLSON: Yeah, it went well.
MR. AUDINO: Thank you.
MR. LUCETTE: Something -- something that we said, we discussed with Michael and Ryan during the break, a lot of the, what you've identified as factors in the SWOT actually reflects what we've heard from the different stakeholder groups, so I think we see that as a positive where --

MR. AUDINO: Very much so.
MR. LUCETTE: -- you are understanding and aligning with what we're hearing. So it was -- it was valuable time.

MR. CLARKE: Yes.

MR. AUDINO: Thank you all for your time. MR. CLARKE: Thank you, guys. MR. AUDINO: Appreciate all your work. MR. LUCETTE: Thank you.

MR. AUDINO: Thank you.
(Hearing concluded at 6:58 p.m.)

## REPORTER'S CERTIFICATE

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STATE OF FLORIDA )
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COUNTY OF ST. JOHNS )

I, JANET M. BEASON, RPR-CP, RMR, CRR, certify that I was authorized to and did stenographically report the foregoing proceedings and that the transcript is a true record of my stenographic notes.

Dated this 15th day of January, 2023.

MR. AUDINO: [335]
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