

1 ST. AUGUSTINE - ST. JOHNS COUNTY AIRPORT AUTHORITY

2 Regular Meeting

3 held at 4796 U.S. 1 North

4 St. Augustine, Florida

5 on Monday, April 26, 2010

6 from 4:01 p.m. to 8:03 p.m.

7 * * * * *

8 BOARD MEMBERS PRESENT:

- 9 WAYNE GEORGE
- 10 KELLY BARRERA, Chairman
- 11 CARL YOUMAN
- 12 JAMES WERTER, Secretary-Treasurer

11 BOARD MEMBER ABSENT:

12 JOHN "JACK" GORMAN

13 * * * * *

14 ALSO PRESENT:

15 DOUGLAS N. BURNETT, Esquire, St. Johns Law Group, 509
16 Anastasia Boulevard, St. Augustine, FL, 32080, Attorney
17 for Airport Authority.

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

19 BRYAN COOPER, Assistant Airport Director.

20 * * * * *

21 JANET M. BEASON, RPR, RMR, CRR, FPR
 22 St. Augustine Court Reporters
 23 1510 N. Ponce de Leon Boulevard
 24 St. Augustine, FL 32084
 (904) 825-0570

1	I N D E X	
2		PAGE
3	PLEDGE OF ALLEGIANCE	3
4	APPROVAL OF MINUTES	3
5	FINANCIAL REPORT	3
6	AGENDA APPROVAL	4
7	COMMITTEE REPORTS	4
8	REPORTS	11
9	PROJECT UPDATES	22
10	CONSENT AGENDA	64
11	ACTION ITEMS	
12	A. Airport Renaming Effort	68
	B. Cordova Palms Briefing	133
13	C. Meeting Policy Review	158
	D. FIND Grant - Resolution 10-01	184
14	HOUSEKEEPING	201
15	PUBLIC COMMENT - GENERAL	203
16	AUTHORITY MEMBER REPORTS	203
17	NEXT BOARD MEETING	208
18	ADJOURNMENT	208
19		
20		
21		
22		
23		
24		

1 PROCEEDINGS

2 CHAIRMAN BARRERA: Good afternoon. I'd like
3 to call the meeting of the St. Augustine-St. Johns
4 County Airport Authority meeting into session. If
5 we could all stand for the Pledge of Allegiance.

6 (Pledge Of Allegiance.)

7 CHAIRMAN BARRERA: I'd like to remind the
8 public that if we have anybody in the public that
9 would like to make comments on any of our agenda
10 items, I'd like to have you see Cindy and get a
11 comment card so that that can be filled out and we
12 can invite you to make comments.

13 (Mr. George enters the room.)

14 APPROVAL OF MINUTES

15 CHAIRMAN BARRERA: Has everybody had a chance
16 to look over the minutes from our last meeting?
17 Do we have any additions, deletions, or
18 substitutions for the minutes?

19 (None.)

20 CHAIRMAN BARRERA: Hearing none, the minutes
21 will stand.

22 FINANCIAL REPORT

23 CHAIRMAN BARRERA: The financial report
24 acceptance. Jim, did you have a chance to review

25 that?

4

1 MR. WERTER: Yes. I did. I didn't find any
2 abnormalities for the past two months, and so
3 there's nothing to report.

4 CHAIRMAN BARRERA: Then the minutes -- the
5 financial report will stand as accepted.

6 AGENDA APPROVAL

7 CHAIRMAN BARRERA: And meeting agenda
8 approval, do we have any additions, deletions, or
9 corrections to the meeting agenda?

10 (None.)

11 CHAIRMAN BARRERA: Then we'll leave the
12 agenda as stands.

13 COMMITTEE REPORTS

14 CHAIRMAN BARRERA: We'll move on to committee
15 reports. TPO? Did -- with Jack not being here
16 today, I don't think we have anybody to report
17 on --

18 MR. YOUMAN: That's correct.

19 CHAIRMAN BARRERA: -- the TPO.

20 MR. YOUMAN: Right. Because I was out of
21 town on business.

22 CHAIRMAN BARRERA: Denise or -- nobody from
23 the TPO? EDC. Jim?

24 MR. WERTER: Okay. Two months ago, since

25 we've been away for a while, the topic of

5

1 discussion, there was a company called Enterprise
2 Florida, which works with Florida on international
3 commerce -- you know, getting commerce, business
4 for the St. Augustine area.

5 Unless we're getting into international
6 flights or cargo or something like that or doing
7 more business where foreign companies are
8 establishing businesses here, that's the only
9 relationship. But they're a company that helps
10 coordinate and, you know, makes contacts and
11 things of that nature. It's an advisory
12 professional marketing company, so to speak, for
13 international business. Let's see. They do have
14 a web site. You just plug in Enterprise Florida,
15 Florida government, and --

16 CHAIRMAN BARRERA: Speak in --

17 MR. WERTER: -- and you should pull that up
18 on your web site.

19 This month, at the EDC lunch, Tony Boselli
20 came in to talk about his organization, Team Teal,
21 and how important not just for spectators but for
22 business in general the Jaguars actually are. And
23 he gave other examples about team -- cities who
24 lost teams and the financial impact.

25 So, there's a way of looking how to blend

6

1 that into -- tying it into Jacksonville, business
2 at this airport, much like I -- I brought up in
3 the past about the TPC, which is this coming
4 month, having a better relationship with the
5 people up there to establish business flow.

6 Team Teal, if they lose we -- if they leave,
7 we lose a lot of business to the Jacksonville
8 area, which of course is going to reach far down
9 here, too. So it's something to keep in mind,
10 just as the general public, to support the
11 Jaguars, you know, and find ways to keep the
12 spectatorship going there, because as we know,
13 spectatorship, when they're not doing well, it's
14 down. When it's doing well, they're okay.

15 I've seen that since I first came here up
16 from Daytona in '98. Bogeys was always crowded
17 for the football days, but in recent years, since
18 they're not doing so well, you know, it's just
19 another Sunday at Bogeys. Not that I'm there
20 every Sunday, let me make that clear. And that
21 was this past meeting.

22 CHAIRMAN BARRERA: Okay. Thank you.
23 Intergovernmental? Buzz, were you able to attend?

24 MR. GEORGE: No, I was not. I was out of

1 CHAIRMAN BARRERA: So that would have been
2 Jack, also. So we'll have to wait --

3 MR. GEORGE: Yeah.

4 CHAIRMAN BARRERA: -- till next month for a
5 report on that.

6 MR. GEORGE: Yeah.

7 CHAIRMAN BARRERA: And the Aerospace Academy.

8 MR. YOUMAN: Well, I -- I didn't go to any
9 meetings, but I talked to Cindy Hollingsworth, and
10 got an update on the May the 15th Aerospace
11 Academy fun day for the families and parents. And
12 I have to say that Cindy Hollingsworth, Joan
13 Salzberg, and Reba Ludlow are working diligently
14 to put together a fantastic program and -- and
15 what they're telling me is going to happen is
16 going to be really great. And that means all I
17 have to do is walk out and smile like a politician
18 and shake hands with everybody. So that's my
19 report for the Aerospace Academy at this point in
20 time.

21 CHAIRMAN BARRERA: Okay. And, Ed, did you
22 have anything to add to that?

23 MR. YOUMAN: Can I make one more comment?

24 CHAIRMAN BARRERA: Certainly.

25 MR. YOUMAN: Jim, are you saying that

8

1 everybody should go out and buy season tickets?

2 Is that what you're saying?

3 MR. WERTER: If you can afford them.

4 MR. YOUMAN: They're a good price right now
5 if you look.

6 MR. WERTER: Fire sale?

7 MR. YOUMAN: Uh-huh. I bought two.

8 MR. GEORGE: When is this fun day again?

9 MR. WUELLNER: May 15th. Saturday morning.

10 The only thing I would add is that Ron Radford,
11 who is also chairman of that committee, put forth
12 the suggestion which was wholeheartedly adopted by
13 that advisory group to, over the summer, meet to
14 assess whether the curriculum that's being offered
15 at the academy is in line with the workforce
16 demands in particular within St. Johns County and
17 make sure that adjustments, appropriate
18 adjustments are suggested back to the school
19 system as necessary in that curriculum to be sure
20 that we're able to put a workforce that can
21 integrate into any of the jobs that are available
22 in St. Johns County related to arguably aerospace
23 or aviation.

24 So it -- I think it's time after about three

25 or four years now of that to look at the

9

1 curriculum that's offered through both FCC -- it
2 used to be FCC -- FSCJ now, JU, and Embry-Riddle
3 as input into the curriculum and see if it's going
4 to meet the demands in the future for engineering
5 talent, for aircraft maintenance talent, for any
6 other aviation-related career that might -- might
7 be found on this airport.

8 (Mr. Burnett enters the room.)

9 MR. WUELLNER: So I think it's an important
10 milestone, because it kind of reflects -- there
11 was somewhat of a concern that the group was
12 becoming more of the social event planner for the
13 school instead of providing substantive input into
14 the curriculum, which was the original purpose
15 behind the advisory committee. So, kind of look
16 forward to that when the dates are set.

17 Of course I'm sure the academy as well as the
18 members themselves will get notifications of when
19 that is. It's probably -- I'm told it's going to
20 be over the summer. I'm sure it won't happen
21 until after school is out. Other event, the
22 business partner awards are the -- I want to say
23 it's the 4th.

24 CHAIRMAN BARRERA: May 6th.

1 Ford. They will again host that event. There's a
2 reception ahead of that, but basically it's a
3 chance for the school system to recognize the
4 business partners associated with all of the
5 academies within the county. It's a quick little
6 event. It's usually well-received. And this is
7 just a chance to communicate with other advisory
8 committee members as well as business partners out
9 there.

10 CHAIRMAN BARRERA: One question I would ask
11 is, was the interns were -- interns from the
12 Aerospace Academy all placed?

13 MR. WUELLNER: We are in process. They will
14 not be available to us till second week of June, I
15 believe. Looks like there'll be six, maybe seven
16 that will find homes on the airport in various
17 capacities.

18 And kind of while we're on that topic, I'd
19 like to introduce Andrew Kurz. Andrew's a St.
20 Johns County resident, but is also probably more
21 importantly a senior at Jacksonville University in
22 their aviation management program, and he is going
23 to be interning with us over the summer. So --

24 CHAIRMAN BARRERA: Welcome, Andrew.

25 MR. WUELLNER: -- we're -- we're literally

11

1 baptizing him by fire as he hit the door this
2 morning, and I don't think he's quite got his
3 sense about him yet with all he's been hit with
4 today. But welcome him aboard. And if you get a
5 chance to talk to him, I think you're going to be
6 very impressed with the caliber of student coming
7 out of JU at this point.

8 CHAIRMAN BARRERA: Great. We'll move on to
9 IDC. Mr. Zimmerman, did you have anything that
10 you wanted to report to us on IDC?

11 MR. ZIMMERMAN: No, no comment. Thank you.

12 CHAIRMAN BARRERA: Down into reports. Mike
13 Slingluff, Galaxy?

14 REPORTS

15 MR. SLINGLUFF: Nothing to report. Thank
16 you.

17 CHAIRMAN BARRERA: Thank you, Michael.
18 Mr. Nehring?

19 MR. NEHRING: No.

20 CHAIRMAN BARRERA: No? Mr. Martinelli, with
21 SAAPA?

22 MR. MARTINELLI: St. Augustine Airport Pilots
23 Association had their quarterly cookout at the old
24 Skybus terminal Saturday, and it was a nice

25 success and the accommodations were great. And so

12

1 thank you all for providing that to us.

2 We have a new member of our board of
3 directors. That member is Ed Wuellner as
4 honorary. He's going to be attending all of our
5 board meetings, and we're thankful for that also
6 because Ed I'm sure can give us a lot of insight
7 into things that are happening and things that are
8 on the agenda for SAAPA. Outside of that, I think
9 we just have -- enjoy and continue to enjoy the
10 hospitality of the airport.

11 CHAIRMAN BARRERA: Thank you, Mr. Martinelli.
12 Mr. Werter, would you let us know about the
13 conference?

14 MR. WERTER: Okay. Yes. Back in March,
15 early March, first week of March, I attended the
16 AEEE (sic) and ACI spring conference up in
17 Washington, D.C. And the main point of this
18 conference is to get in touch with the legislature
19 up there, how it's affecting aviation and making
20 contacts, talking to congressmen, round-tabling
21 conversations. And it was interesting.

22 It's a real eye-opener how complexed our
23 government is in just this -- I wouldn't say this
24 little part, but just in this one iota of

25 government dealing with aviation. And the thing

13

1 is, the FAA has been operating for about three
2 years now without a new budget. And the budget,
3 the new budget bill has been stalled primarily
4 because of the big debate on health care was
5 taking up the platform.

6 Now that that's out of the way, it's going
7 back and forth -- Ed brought me up to speed today
8 because I've been kind of out of the loop for a
9 couple of weeks now with other things, going back
10 and forth between the houses, the cutting, the,
11 you know, reconciling, things of that nature. And
12 hopefully eventually it will get to -- you know,
13 get to the floor for a vote.

14 Some of the things we talked about at -- at
15 round table was of course the chilling effect of
16 the economy and, you know, the deficiency in
17 government funding since we've been operating on
18 an old budget. Airlines, ha ha, you know, you
19 wouldn't know it from the -- from the news, but
20 airlines looking for ways to cut back on charges
21 on passengers, but when you look at things like
22 Spirit, you kind of want to laugh, you know.

23 The future -- they're saying that the future
24 financing may be in the way of bond marketing,

25 which we've touched on in the past here. Thank

14

1 God we're not in that position where we have to do
2 that. Even though as far as bond marketing goes,
3 we do have a good product in the airport. I put
4 that in caps here, thinking about it, you know,
5 this airport is a good product for that kind of
6 thing.

7 They also talked about readjusting caps or
8 establishing caps on a per-passenger finance
9 charge for commercial airlines when we do get an
10 airline here. Not a good idea for relying on it
11 for funding projects, because if we put a high
12 price on caps, we chase away business.

13 But it's kind of like -- it's kind of like
14 banks loaning money based on -- on the interest
15 rates, the federal interest rates. You know,
16 you're allowed a certain number of points above,
17 you know, what they would assign or, you know,
18 what their maximum would be, but again, they just
19 said it's not a good way for financing. And I
20 agree it would put away.

21 Now, airport program -- improvement program,
22 should be -- when the new budget comes through,
23 there should be an increase in funding towards --
24 there's a refocus -- and we know this because of

25 what we're trying to do here, a refocusing on

15

1 secondary airports for transportation to cut down
2 on overhead, to cut down on traffic going into the
3 majors like Chicago, New York. Jacksonville even.
4 So there is a focus towards that and there will be
5 greater funding for -- for smaller airports to
6 improve their facilities. And we are already
7 benefiting that from under the old budget.

8 There should be more money also from the
9 impetus plan in effect, which hopefully, you
10 know -- I mean, that's for shovel-ready things,
11 but hopefully it will still be there when we have
12 other projects moving on. So, you know, things
13 are looking good once they get the budget moving
14 along. Like I said, they've been operating for a
15 few years.

16 Let me see my notes here. These notes,
17 you'll have to excuse me, are now six weeks old,
18 so I don't even know some of my own acronyms.
19 Hang on one second. Stimulus money, covered that.
20 \$500 million for airport community is on the table
21 and in front of Congress. \$500 million for small
22 community airports, which we would fall under, I
23 imagine.

24 Airport improvement plans are not

25 supplemented -- supplementary operations -- are

16

1 not for supplementary operations, therefore
2 improving the basic needs of the airport, runway
3 improvement, things of that nature. One of the
4 things I was thinking about -- let's see if I
5 missed it here in my notes.

6 One thing is, and I talked to Ed about this,
7 is this airport fire and rescue requirements in
8 the bill is a real, pardon the impression, downer.
9 Being 56, I don't know if it's a word I should
10 use, you know.

11 But at any rate, it has some really high
12 requirements in personnel and equipment and
13 building structure that from what I understand
14 from FAC, and I hooked my tail up to FAC when I
15 got up there, that don't really apply because the
16 people who developed the plan was the
17 international firemen's organization. I think I'm
18 paraphrasing the name.

19 But everybody's kind of furious about that
20 because it puts unusual requirements in -- you
21 know, like structure evacuation. Well, we don't
22 deal -- when we talk about the airport fire and
23 rescue, we're talking about aircraft, not
24 structures. Basic fire science should address

25 that issue, but now they have additional

17

1 requirements, which is -- just maybe duplicative
2 and expensive, and it may be expensive on a
3 cost-of-operation procedure. We're in the midst
4 of getting ready to build our facility. Will our
5 meet their require -- their new requirements if
6 they pass this unusual burden?

7 So, AAAE and FAC are dead set -- dead set
8 against this additional requirement part of the
9 bill, the FAA bill. So that's an issue that's
10 directly relevant to us right now because we're on
11 the verge of building our facility. We don't want
12 to build an out-of-date facility right off the
13 bat. So there's a problem there, and we have to
14 rectify that.

15 Hopefully, we'll hear something, you know,
16 from Congress, you know, as far as in their
17 reconciliations when it comes up to the house for
18 a vote, we may have an answer to that. But
19 everybody in the two organizations are dead set
20 against those requirements.

21 Let me see. The major disappointment that I
22 found in going up there is I was expecting to meet
23 some congressmen or senators, and I meet 22-,
24 23-year-old aides out of college which, you

25 know -- let's see. We know we have friends in --

18

1 in congress and -- with Congressman Mica and --
2 and Senator Nelson and even with Senator LeMieux.

3 But I've met Senator Nelson, and his aide is
4 of course a little bit more senior; she's a senior
5 attorney on his staff. That was nice. The other
6 youngsters we met were note takers and, you know,
7 "We'll get back to you kind of things." And that
8 part, I know they're busy -- they were right in
9 the middle of the health care bill, so maybe I
10 ought to cut them some slack. But that's one of
11 the downsides of the meeting. Let me see about
12 some of these other things that we met and talked
13 about.

14 CHAIRMAN BARRERA: You might want to start
15 wrapping it up.

16 MR. WERTER: You asked me about this
17 meeting --

18 CHAIRMAN BARRERA: I know. I want to hear
19 about it.

20 MR. WERTER: -- you guys spent money on this
21 meeting.

22 CHAIRMAN BARRERA: I know.

23 MR. WERTER: Pretty much that's it. It was
24 nice to see how government works up there. I

25 haven't been up there in years and it was

19

1 overwhelming. But once this new bill is passed,
2 with certain modifications, you're going to see an
3 influx in funding towards smaller airports like
4 ourselves.

5 There will be a fight between airport
6 development and technology development for air
7 traffic control. I think air traffic control with
8 the updating their systems is going to get a
9 bigger bite of the funds. But all in all, it was
10 a very enlightening trip.

11 CHAIRMAN BARRERA: It sounds like you
12 gathered a lot of relevant information. Buzz?

13 MR. GEORGE: Do you think it's worth us going
14 again?

15 MR. WERTER: I'm still trying to figure that
16 one out. You know, I think FAC -- if you go as
17 part of FAC or something like that, yes, it's
18 always good to stay in touch. As an individual,
19 you're not making a real statement like in the
20 name of St. Augustine.

21 MR. GEORGE: Right. Yeah.

22 CHAIRMAN BARRERA: But if you go as part of
23 FAC or AAAE or -- I always mess it up, but that's
24 where the impact is, as an organization of

1 would be part of that group to go with.

2 MR. GEORGE: Maybe I didn't ask --

3 MR. WERTER: That's who I hooked my tail with
4 them, too, you know.

5 MR. GEORGE: Maybe I could ask Ed. Of the
6 facts and figures that -- you know, that Jim came
7 back with, how much of that were you already aware
8 of, or was any of it of significant information to
9 you that affected our day-to-day operations?

10 MR. WUELLNER: I would say it's probably not
11 necessarily the most current information only in
12 that, you know, as a professional in that --

13 MR. GEORGE: Yeah.

14 MR. WUELLNER: -- you're continually updated
15 on the status of bills and things like that. But
16 as a higher level briefing item for board members,
17 those who aren't touching it daily, I -- I'm sure
18 it was a good overall exposure to it.

19 There are -- the agenda is very similar to
20 the annual AAAE and ACI meetings, in terms of the
21 scope of what's covered and the like. I think in
22 terms of legislative, I'll use the word lobbying,
23 but communications is probably a better way, it's
24 probably just as effectively done local.

25 MR. WERTER: I agree with that.

21

1 MR. GEORGE: Thank you.

2 MR. WERTER: I do agree with that. Yeah.

3 You make a bigger impact when you're part of a
4 larger organization.

5 MR. WUELLNER: Uh-huh.

6 CHAIRMAN BARRERA: Thank you, Jim. Doug?

7 MR. BURNETT: Nothing to report.

8 CHAIRMAN BARRERA: Okay. Mark Napier.

9 MR. NAPIER: Get a little bit of a laugh
10 here. The air traffic, as you can see with the
11 charts there, sometimes a little bit convoluted --

12 CHAIRMAN BARRERA: Mark, can I get you to the
13 microphone?

14 MR. NAPIER: I'm usually loud enough that I
15 don't need a microphone.

16 MR. WUELLNER: It's for the recording.

17 MR. NAPIER: As you can see, the
18 St. Augustine traffic count, the way we have it
19 depicted right here, our March traffic count is
20 actually up. February was up only slightly, but
21 March we saw a significant improvement in what
22 we've been doing in our daily operations count.

23 For March, we actually had more operations,
24 say over 500 daily operations, than we had in all

25 of 2009. So we're definitely seeing an influx of

22

1 the student traffic, which is definitely a -- one
2 of contributors to that is the new flight school.

3 But we are definitely seeing an improvement
4 in our traffic count and more so than a lot of the
5 local flying. Craig is not showing the type of
6 spikes that we've shown. So we're showing some
7 good consistency here. But we just hope to keep
8 that up.

9 CHAIRMAN BARRERA: Great. Thanks, Mark.

10 PROJECT UPDATES

11 CHAIRMAN BARRERA: Project updates, Ed?

12 MR. WUELLNER: Yes, ma'am. Project updates.

13 First is the multiuse building. I can tell you
14 we're at the final throes of getting that
15 finished. The building is arguably 90-plus
16 percent complete at this point. And the intent is
17 to be in a position for a certificate of
18 occupation the end of this week or very early next
19 week. So I -- I would expect that we're -- we're
20 able to keep that.

21 The parking lot as well as access road and
22 all that were paved last week. Interior finishes
23 are basically what's going on now in the building,
24 putting down flooring, carpet, that kind of thing,

25 trim, and -- and installing fixtures, that kind of

23

1 stuff. So it -- it's coming down to the wire now.

2 We're still at this point planning to be in there

3 within the first couple of days of May at the

4 latest or be able to provide occupancy the first

5 few days of May.

6 The first planned event, we have kind of not

7 given occupancy dates to the tenants and the like,

8 and we're still waiting to be absolutely sure

9 before we commit them to moving and find out we're

10 still going to be another few days. But it looks

11 like by mid May, everybody that wants to be in

12 should be able to be in. And we have the -- we're

13 planning the first event for the main -- the

14 upstairs meeting room will be that family fun day

15 with the Aerospace Academy, shooting for that.

16 That way, we can do the activities and all that --

17 MR. GEORGE: Okay. Good.

18 MR. WUELLNER: -- immediately adjacent to the

19 ramp instead of over in the hangar 11 area.

20 We are already getting many, many, many

21 requests for the meeting room space up there from

22 various groups and agencies. We are working

23 through the policy-related issues of that to bring

24 something back to you at the -- at your May 24th

25 meeting for consideration for that, to include

24

1 rental rates, things like that for nongovernmental
2 nonaviation kind of uses. So for, you know, I
3 would call it civilian uses, for lack of better
4 terms, but nongovernmental kind of uses. May have
5 some kind of fee or cleanup fee or something
6 associated with it in order to make it available.
7 But it -- it's coming along very well. I'm very
8 pleased with the progress and really can't wait to
9 begin to show it off to everybody.

10 CHAIRMAN BARRERA: Okay.

11 MR. WUELLNER: If you haven't been over
12 there, we'll be happy to walk you around and can
13 do that.

14 CHAIRMAN BARRERA: Go ahead, Buzz.

15 MR. GEORGE: Ed, I think we have an
16 opportunity here to have a naming --

17 MR. WUELLNER: Uh-huh.

18 MR. GEORGE: -- you know, of this building.
19 It is unique enough. And so I don't know how we
20 kick that off in a discussion, but, you know,
21 we've -- you know, Moser's name keeps coming up,
22 you know, so. What -- what are your thoughts on
23 naming?

24 MR. WUELLNER: It's -- I'll -- just two

25 comments. I have -- we have certainly no

25

1 objection to beginning that type of an effort, if
2 it wants to be done. Historically, we've avoided
3 naming actual buildings. Not -- not for any real
4 sound reason, just we haven't done it.

5 We -- the closest we came was looking at the
6 original terminal area. If you recall, that was
7 sort of dedicated as the Moser terminal complex --

8 MR. GEORGE: Okay.

9 MR. WUELLNER: -- and in fact, there is a
10 monument up there to that effect. However, you
11 know, that -- that's really a board prerogative.
12 We're -- we're happy to do whatever you want to do
13 relative to naming the facility.

14 It would be nice to have something, you know,
15 to be able to point to as a name for the --
16 multiuse only goes so far. We are working and
17 will present stuff in May also with some
18 suggestions related to naming the park. You may
19 want to --

20 MR. GEORGE: That's a good time to do it.

21 MR. WUELLNER: -- tie that kind of stuff
22 together into some unified concept over there.

23 So...

24 MR. GEORGE: Sounds good. Thank you.

25 CHAIRMAN BARRERA: Carl?

26

1 MR. YOUMAN: I took a tour of the airport
2 today with Andrew and Ed and Kevin, and that
3 multiuse building's just outstanding when it's
4 going to be finished. It's going to be something
5 the airport's going to be really proud of.

6 And I saw the -- the aircraft maintenance
7 facility's coming along. And then we took a walk
8 around the park on a new trail that the high
9 school kids put together. And just walking around
10 there, thinking about -- I wasn't out here, I was
11 out of town, but just thinking about the kids
12 being out there on that project is just
13 phenomenal. And then I also saw the Ed Wuellner
14 bridge, which is a neat little bridge out there.
15 You love that, don't you, Ed?

16 MR. WUELLNER: Yeah.

17 MR. YOUMAN: No, but there's a walking bridge
18 out there they put up over the little pond area.
19 And in the dedication, in consideration of the
20 dedication ceremonies when all of these projects
21 are finished, are we going to think about tying
22 them all together into one big grand dedication or
23 separate individual things?

24 CHAIRMAN BARRERA: I know that Ed had spoken

25 to me about having Cindy and asking Sacha to work

27

1 together on a grand opening once everything was
2 complete in the month of June, in that time line.
3 His concern was to kind of get through any of
4 the -- any of the issues in May that we may have
5 first, any of the punch list items that are
6 incomplete. And we were talking about that type
7 of time frame.

8 MR. YOUMAN: Good. For -- as dedication for
9 the whole?

10 CHAIRMAN BARRERA: The park and the multiuse
11 building -- the first phase of the park and the
12 multiuse building, should I say.

13 MR. YOUMAN: Good. Great. Thank you.

14 MR. WUELLNER: Maintenance facility, part of
15 the structure is built -- delivered today. The
16 ramp was poured last week, so it's on schedule to
17 be done in mid June at this point. So we'll
18 start -- we'll bring you lease-related items to
19 this part of it next month at the May meeting
20 ahead of the occupancy. Hopefully by then we'll
21 have a real firm date on occupancy, too. But it's
22 on schedule right now for mid June.

23 ARFF facility, as you're aware, there's not
24 really much change going on right now. We're

25 waiting on the release of Airport Improvement

28

1 Program funds. The Part B money that looks like
2 it will be available in June or July on the
3 current track, that will -- that is where the
4 funding for that ARFF station is attached in the
5 FAA priorities.

6 I can tell you that in between the time here,
7 we are taking advantage of some quality control
8 meetings related to the building itself, the
9 design of the building, and working with the
10 contractor specifically and getting as many of the
11 front end items ironed out at this point as
12 possible, finish schedules, things of that nature,
13 so that we're not waiting or wasting time in the
14 middle of the job on those -- those kinds of
15 discussions. So anywhere we can tweak the design
16 or find better value and method of construction or
17 anything else is being explored now while we have
18 a bit of a dead time in the schedule.

19 CHAIRMAN BARRERA: Ed, I know that you
20 mentioned to me about our insurance rates going
21 down. Is -- will this facility help us at all
22 with that -- insurance quotes?

23 MR. WUELLNER: Not directly because it's not
24 a 24-hour facility, manned facility, nor is it a

25 structural unit. It's strictly

29

1 airfield-related -- strictly related to
2 aircraft-related accidents. The county still
3 provides the fire protection for structural
4 purposes.

5 CHAIRMAN BARRERA: Okay.

6 MR. WUELLNER: We actually have pretty
7 favorable rates from a fire protection, primarily
8 because the amount of development the Airport
9 Authority's done has for the most part always
10 included provision of fire hydrants and things of
11 that nature, being more commercial in nature.

12 So that's one of the key criteria that goes
13 into the rating index that the insurance companies
14 use. Plus the fact there's a station nearly
15 across the street is -- is hugely important in
16 keeping that index low for insurance purposes.

17 CHAIRMAN BARRERA: Carl?

18 MR. YOUMAN: If there is a structural fire,
19 they would respond immediately anyway, wouldn't
20 they? Even though the St. Johns Fire Department's
21 coming, they wouldn't sit there and wait.

22 MR. WUELLNER: If they were in the facility,
23 certainly they would respond toward it.

24 MR. YOUMAN: That's what -- yeah.

25 MR. WUELLNER: But their equipment on the

30

1 airfield is almost exclusively geared toward
2 aircraft-related incidents and accidents. It's
3 not structural firefighting equipment. So the
4 best they could do is assist with maybe making
5 sure people got out of the building, that kind of
6 thing. But it's not -- they're not really in a
7 position to do. It's chemical-related
8 applications --

9 MR. YOUMAN: Okay.

10 MR. WUELLNER: -- foam, dry chemical, those
11 kind of things that airfield accidents are
12 typically -- that's the agency involved, versus
13 water.

14 CHAIRMAN BARRERA: Jim?

15 MR. WERTER: Ed, I know we haven't really
16 talked about it, but as far as these new proposed
17 standards that are in the current bill being
18 reconciled --

19 MR. WUELLNER: Uh-huh.

20 MR. WERTER: -- have you looked
21 specifically -- you said that there's additional
22 personnel requirement and some structural
23 requirements or things of that nature?

24 MR. WUELLNER: I -- I'm not aware of the

25 structural requirements, but there may very well

31

1 be as it relates to terminal facilities. The --
2 it's really an attempt at this point to -- by the
3 International Association of Firefighters, which
4 is a union entity --

5 MR. WERTER: Uh-huh.

6 MR. WUELLNER: -- to try and find a way to
7 appease their membership by increasing the
8 requirements at airports that require additional
9 firefighter staff be hired and additional
10 equipment to be available on the airports.

11 From what I understand, we're not directly
12 involved in that particularly, but from what we
13 understand from the industry groups surrounding
14 that, is that the requirements are excessive.
15 There's absolutely been no science behind or even
16 looked at for that matter as to whether these
17 provide any value or any meaningful benefit.

18 Of course airports of all size are concerned
19 about the cost structure of what they need to
20 recover from airlines and other users going up as
21 a result of having to absorb all of these
22 additional operating costs into their budgets.

23 MR. WERTER: You're saying that it wouldn't
24 affect us, the new plans, or --

25 MR. WUELLNER: Only at the moment because we

32

1 have no specific requirement to have firefighting
2 because of the lack of scheduled service at the
3 moment.

4 MR. WERTER: Oh, I understand that.

5 MR. WUELLNER: But if scheduled service comes
6 back, that requirement could very well be thrust
7 on us --

8 MR. WERTER: Changed. Yeah, because in
9 talking to Ted Soliday over in Naples when I was
10 up in D.C., that's -- they're scared to death this
11 thing's going to get passed because that would put
12 them right out of the commuter traffic service
13 because they just don't have the funding to build
14 a whole new --

15 MR. WUELLNER: It's expensive.

16 MR. WERTER: -- ARFF. Yeah.

17 MR. WUELLNER: It's expensive. The
18 equipment, as I mentioned earlier, is highly
19 specialized and extremely expensive. Minimum --
20 minimum piece of equipment kind of numbers are a
21 half million and up, so...

22 MR. WERTER: So it appears that --

23 MR. WUELLNER: Let alone the operating cost
24 of staff.

25 MR. WERTER: It appears to be a union effort

33

1 to increase employment --

2 MR. WUELLNER: Yeah.

3 MR. WERTER: -- basically.

4 MR. BURNETT: I mean, the -- I don't want to

5 interrupt, but as I recall, the airport's piece of

6 equipment was \$700 -- \$750,000.

7 MR. WUELLNER: No, it wasn't -- it was about

8 five something. I don't remember the number.

9 MR. BURNETT: Okay. Anyways.

10 CHAIRMAN BARRERA: So we would -- we would

11 fit that requirement, then.

12 MR. WUELLNER: The Grumman piece of equipment

13 easily exceeds \$800-, \$900,000, maybe as much as a

14 million dollars.

15 MR. BURNETT: Yeah, maybe that's what I was

16 thinking of. Okay.

17 CHAIRMAN BARRERA: Thank you.

18 MR. WUELLNER: EA update, not -- not much

19 changed. It's sitting at -- sitting at FAA at

20 this time, hoping for a May-June determination

21 from FAA.

22 I can tell you as a side or a parallel

23 course, the permitting efforts have been begun

24 with those agencies, with the agencies having

1 Engineers, Marine Fisheries, those -- those types
2 of entities. That conversation has begun and is
3 running parallel to the -- to the EAA -- or the EA
4 piece of this. And we're trying to get to the
5 point when a permitting and an EA come together
6 ahead of the funding and FAA will bring together
7 late summer.

8 It -- once we have permitting-related
9 conditions or items that need -- need board
10 approval and we need to get to the point of making
11 decisions, it will be back before this board. But
12 what we're doing now is simply getting the
13 groundwork done.

14 I can tell you in support of this, there is
15 currently ongoing evaluation on two other possible
16 mitigation alternatives that are out there, and
17 that evaluation's going on now. So, depending on
18 what comes out of that, there's one north of the
19 airport and one south of the airport that are
20 being evaluated now and -- for the possibility of
21 either offsetting the mitigation completely or
22 reducing the amount of mitigation that needs to be
23 done entirely with -- on airport property. But
24 I -- it's too preliminary right now to really give

25 you any meaningful detail on that. But it is

35

1 being done.

2 Sustainability project, I don't know if

3 Mariben wants to --

4 CHAIRMAN BARRERA: Mariben?

5 MR. WUELLNER: -- pop up and say anything or

6 not, but she provided us this information. Did

7 you want to speak at all on sustainability, or are

8 you good?

9 CHAIRMAN BARRERA: Mariben, will you come up

10 and brief us on the sustainability project?

11 MR. WUELLNER: Normally I give her a

12 heads-up.

13 MR. GEORGE: You just did.

14 MR. WUELLNER: I didn't do that.

15 MR. YOUMAN: It was a quick heads-up.

16 MS. ANDERSEN: Afternoon, everybody. He just

17 wanted to wake me up. I'm your project manager

18 for the sustainability project and this is

19 actually the reason I am here.

20 We just completed the baseline data, which is

21 the inventory portion, and looked at everything

22 that you are doing at the airport. So now what

23 we're doing is we're actually collating --

24 collecting tenant data to marry that with what the

25 airport is doing.

36

1 In addition to that, our goal this month and
2 next month is to develop your St. Augustine
3 Airport or sustainability initiatives brochure.
4 So we will be taking photographs of folks and the
5 things that you do at the airport and doing a
6 narrative. And hopefully on or before the next
7 meeting, you will have a draft in front of you for
8 you all to review. Of course it goes to staff
9 first. Our current task for April is that. And
10 we're also going to do your greenhouse gas
11 emissions or your carbon footprint.

12 Upcoming task in May is to do the public
13 visioning session and the Airport Authority
14 workshop. We're going to flip that. We're going
15 to make the Airport Authority visioning workshop
16 in May and the public visioning workshop in June
17 instead. And of course I will discuss that with
18 Mr. Wuellner tomorrow on how we would work all of
19 that into the session next -- for next month. Do
20 you have any questions?

21 MR. WUELLNER: Will that need a stand-alone
22 workshop? If so, they may want to discuss the --

23 CHAIRMAN BARRERA: The dates.

24 MR. WUELLNER: And the amount of time

25 required.

37

1 CHAIRMAN BARRERA: Uh-huh.

2 MS. ANDERSEN: Probably you're going to need
3 a minimum of two to three hours -- two hours. It
4 depends on how much questions they have. Because
5 what we're going to go through is -- go through
6 what your vision is of the airport.

7 You know, if we were going to go through what
8 we have right now and the direction that you're
9 moving -- as you know, the three different legs of
10 sustainability is environmental, public, and
11 economic support. So we need to know what is most
12 important to you so we can prioritize those
13 accordingly and make the measures to reach those
14 goals and develop them to reach those goals. So
15 we need to prioritize those. So it's really a
16 working session.

17 CHAIRMAN BARRERA: Okay. Let's as a board
18 discuss when -- when would be a good time to do
19 that, if we can look at our calendars.

20 MR. WUELLNER: Regular meeting is the 24th.
21 If you don't want another day, you can do it ahead
22 of that.

23 CHAIRMAN BARRERA: Prior to the board
24 meeting? I have no preference on that. Does

25 anybody, looking at your calendars? Carl?

38

1 MR. YOUMAN: Prior to the meetings being
2 scheduled last year, we scheduled a vacation and
3 it turns out that we're going to San Francisco on
4 the week of the 24th, that same week.

5 CHAIRMAN BARRERA: Okay. So either before
6 that then would be --

7 MR. YOUMAN: Prior to that would be good for
8 me, if it's good for everybody else.

9 CHAIRMAN BARRERA: Buzz?

10 MR. GEORGE: The Friday before that?

11 CHAIRMAN BARRERA: The 21st? Jim?

12 MR. GEORGE: Yeah, that's fine with me.

13 MR. WUELLNER: Is this for just --

14 MR. WERTER: It should be okay with me.

15 CHAIRMAN BARRERA: For the workshop.

16 MR. WERTER: I have a trial that week, but I
17 don't know what day during the week it is.

18 MS. ANDERSEN: We can make it like the first
19 week of June. It doesn't have to be in May. We
20 did the calendar so it would coincide with the
21 Authority meetings. So it really is dependent on
22 your availability. I'm just giving you --

23 CHAIRMAN BARRERA: Does the 21st -- do you
24 think that would work all right for you or would

25 you rather --

39

1 MR. WERTER: I think it will be okay.

2 MR. GEORGE: That's fine with me.

3 CHAIRMAN BARRERA: Okay.

4 MR. WUELLNER: Has anyone provided
5 notification to AAAE conference? Anybody planning
6 to go to that, the AAAE?

7 MR. GEORGE: Is anybody what?

8 MR. WUELLNER: Planning to go to AAAE.

9 CHAIRMAN BARRERA: It's that week. It's
10 the --

11 MR. GEORGE: That's the one in Dallas?

12 MR. WUELLNER: Dallas, yeah.

13 MR. GEORGE: I think the one in Florida is
14 more applicable.

15 MR. WUELLNER: Okay. With that, I don't
16 think anybody's going. I don't know if you want
17 to consider maybe putting the meeting on the --
18 what is it, the 17th? Is that the previous
19 Monday?

20 CHAIRMAN BARRERA: It is.

21 MR. WUELLNER: I think it's the previous
22 Monday.

23 CHAIRMAN BARRERA: It is.

24 MR. WUELLNER: You want to try and do --

25 MR. GEORGE: I don't have a problem with

40

1 that, either.

2 CHAIRMAN BARRERA: The meeting and the
3 workshop together?

4 MR. WUELLNER: You want to try and do both
5 meetings on the 17th?

6 MR. YOUMAN: That'd be great.

7 MR. WUELLNER: And just stay off the 24th
8 date completely?

9 CHAIRMAN BARRERA: We could do that. I can
10 do that. What about you, Jim?

11 MR. WERTER: What time are we thinking?

12 MR. WUELLNER: I would maybe tentatively put
13 it down for 2 o'clock. I'll get with her very
14 quickly and we'll kind of get it ironed out. I'm
15 not inclined to do a three-hour workshop, so...

16 MR. WERTER: That would be -- I guess that --

17 MS. ANDERSEN: That's perfectly fine by me.

18 MR. WERTER: See, that's a trial week for me.
19 I have a felony trial. So -- I mean, I can put it
20 down tentatively. I'm hoping that trial will go
21 away, you know. I'll put --

22 MR. WUELLNER: So does the person you're
23 representing.

24 MR. WERTER: Say what?

25 MR. WUELLNER: I'm sure that so does the

41

1 person you're representing.

2 MR. WERTER: I don't get that many innocent
3 people, so this one I want to stick with, you
4 know?

5 MR. GEORGE: I thought all of them were
6 innocent.

7 MR. WUELLNER: This one.

8 CHAIRMAN BARRERA: Okay. So we'll look at
9 moving our meeting date to May 17th and doing the
10 workshop at 2 o'clock.

11 MR. GEORGE: Oh, okay. So we're going to
12 move the regular date, then.

13 CHAIRMAN BARRERA: Right.

14 MR. GEORGE: Okay.

15 CHAIRMAN BARRERA: If that still works for
16 you.

17 MR. WERTER: Oh, wait. You mean have both
18 the workshop and the meeting that day?

19 CHAIRMAN BARRERA: That's what we were
20 talking about, is kind of do it all at once.

21 MR. WERTER: We'll give it a shot. What the
22 heck. We'll put it in there.

23 MS. ANDERSEN: It's a good sustainability
24 move. You're here already. You only travel once.

25 MR. WERTER: Just to clarify the record,

42

1 though, there's a difference between not guilty
2 and innocent.

3 MR. GEORGE: Right.

4 MR. MARTINELLI: I would just like to suggest
5 that Mariben coordinate her field trip with the
6 tenants through SAAPA -- through the St. Augustine
7 Airport Pilots Association. It's a great place
8 for you to start and then you can pick whomever
9 you would like to interview or see or pick
10 pictures of and we would be happy to help you,
11 okay?

12 MS. ANDERSEN: Yes, sir.

13 CHAIRMAN BARRERA: He's on record for that,
14 Mariben.

15 MS. ANDERSEN: Yes, sir --

16 CHAIRMAN BARRERA: Take him up on it.

17 MS. ANDERSEN: Yes, ma'am.

18 CHAIRMAN BARRERA: Okay. The public park and
19 development schedule?

20 MR. WUELLNER: Okay. I'm happy to report
21 we're well into trail construction at this point
22 with the high school student volunteers providing
23 the vast majority of the workforce on this. They
24 have to date constructed a trail around the

25 entrance pond. It's in excellent shape.

43

1 We were out there today. The first of the
2 bridges, I'm hoping that we'll be able to move
3 into the next piece of the trail clearing and
4 construction over the -- probably within the next
5 couple of weeks. I think this weekend, we're
6 putting in a number of plants and azaleas around
7 the pond to provide some -- some seasonal color in
8 that area.

9 And it's really been -- been quite
10 remarkable. The turnout we've gotten from
11 students and the enthusiasm they bring, which is
12 always refreshing. So anywhere they're getting
13 volunteer hours right now, they're excited about
14 it, so...

15 And we've also extended the idea, I don't
16 know how it will work out over the summer, but if
17 students would like to, rather than strictly limit
18 this to a Saturday where we're -- is that if they
19 would like to come out during workdays or work
20 hours during the week during summer months when
21 they're off, that with a little notice, we can
22 probably pair them with somebody or get them
23 started and allow them to work in that area. So,
24 we're willing to explore that for students who

25 want to build some volunteer hours over the

44

1 summer, too.

2 CHAIRMAN BARRERA: While we're on this item,

3 I want to mention that I've been contacted

4 about -- from some people about having some

5 playground equipment area for this park as part of

6 the second or third phase. It's not anything we

7 need to get into any details about now, but it's

8 just a seed to plant with the board as something

9 to think about as we go forward.

10 MR. GEORGE: Down at Francis Field, I think

11 that one has gone over very well, that playground

12 down there.

13 MS. ANDERSEN: I have a question, sir.

14 CHAIRMAN BARRERA: Mariben?

15 MS. ANDERSEN: Part of your sustainability is

16 educational and public involvement and

17 conservation, and that is a great example of it.

18 Would it be possible to take photographs of the

19 students and get a couple of coats of it? Because

20 that would be a great showcase for the initiatives

21 brochure that we are developing for your

22 sustainability initiatives.

23 MR. WUELLNER: I believe we have a few photos

24 already we can share with you.

25 MS. ANDERSEN: Thank you.

45

1 MR. GEORGE: One other question. How is the
2 grant activity, you know, for the park?

3 MR. WUELLNER: Currently, we are not -- we
4 are not in consideration for a FIND grant at this
5 point --

6 MR. GEORGE: Okay.

7 MR. WUELLNER: -- for the park related. As
8 we understand it, after meeting with Commissioner
9 Carl Blow, who's on the FIND district board, who's
10 our area representative, we were told that parks
11 are pretty low priority in terms of funding and
12 that the funding was taken for the year, as I
13 reported I think last meeting or meeting before.

14 However, they contacted us shortly after
15 saying there was no money and said, hey, if you're
16 wanting to pursue the seaplane basin activity, the
17 dredging related to that, that they were in a
18 position to match -- which is a later agenda item
19 today, they're -- they're in a position to match a
20 grant with us to get the permitting and design
21 accomplished with an eye toward more money next
22 year and the year after to actually --

23 MR. GEORGE: That would be good.

24 MR. WUELLNER: -- do the dredging. And

25 they're very very much interested in the airport

46

1 considering the ability to be able to, I'll use
2 the term moor or allow the loading and unloading
3 of a -- perhaps a single com -- commercial barge
4 in the St. Johns County from time to time as a
5 multimodal-type use.

6 According to the FIND district, one of their
7 priorities is the commercial use of the
8 Intracoastal Waterway, and this fits very well as
9 there are no commercial barge loading and
10 unloading opportunities within St. Johns County,
11 according to Commissioner Blow.

12 So, it seems to be somewhat of a natural fit
13 for us, but we'll -- there will be a lot of
14 discussions with the environmental agencies as to
15 whether that's even a feasible use in that area.
16 But in terms of being able to take those first
17 steps, they've provided a little bit of money to
18 begin that process.

19 MR. GEORGE: Good.

20 MR. WUELLNER: We'll keep plugging at the
21 park with them, but it -- he just wanted to make
22 the point it's the lowest priority thing they do.
23 However, the commercial piece of it is the highest
24 priority thing they do --

25 MR. GEORGE: Yeah.

47

1 MR. WUELLNER: -- so...

2 The issues reporting. Ten events between the
3 period of February 19th and April 12th, when the
4 data was prepared. The exhibit shows those
5 locations. A couple were duplicates, meaning more
6 than one. I think it's just one that was more
7 than one complaint from -- two of them were from
8 the same address. That's why there are fewer
9 things depicted on the drawing than the total
10 number.

11 Two were related to jet noise. Eight of them
12 were related to single-engine aircraft. They were
13 all daytime-related activities or events. One
14 involved a normal traffic pattern. One related to
15 ILS training. Seven were related to aerobatic
16 training, which is, as you well know, the peak
17 type time for that training on the airport. We're
18 near the end of that -- that time. And one was
19 nonairport in origin and appeared to be a
20 military -- military training route kind of
21 infraction.

22 I know we had one since then and it was a
23 noise-related low flight kind of complaint, but it
24 was out on the St. Johns River and appeared to

25 involve military aircraft, had nothing to us, but

48

1 they -- it made its way to us as a -- as an
2 inquiry.

3 CHAIRMAN BARRERA: Jim?

4 MR. WERTER: Ed, can you give me an idea,
5 handling those complaints, manhours it took up to
6 handle them, just out of curiosity?

7 MR. WUELLNER: Honestly, I don't have a --
8 I -- maybe -- maybe it's a better phrase. How
9 many of the reports were made via phone versus via
10 the web site?

11 MS. HOLLINGSWORTH: All of them were made by
12 phone.

13 MR. WUELLNER: Okay. So the web site's --
14 apparently the web site wasn't used in these.
15 However it is used to the extent once the phone
16 call is made, Cindy enters that information on the
17 web -- on the web interface so that the data's
18 collected as part of the database.

19 MR. WERTER: Well, I was just thinking on the
20 investigative side after the complaint. And
21 pardon the expression manhour --

22 MR. WUELLNER: I know what --

23 MR. WERTER: -- I know it's 2010.

24 MR. WUELLNER: I know what you mean.

25 MR. WERTER: But investigating the -- you

49

1 know, the source of each complaint, like finding
2 out that it was an ILS or a military, how many
3 hours it took to accumulate answers.

4 MR. WUELLNER: Well, it's probably a, really
5 into a separate work hour, if you will,
6 explanation that's going to be more something I
7 would ask Bryan, because it's one person makes
8 sure it's in the system and then the process
9 begins. The other takes it through the
10 evaluation. I'm sure some are very quick and easy
11 to get to and others involve more time. Do you
12 want to try and --

13 MR. COOPER: You want me to come to the mic?

14 MR. WUELLNER: -- briefly speak to that?

15 MR. COOPER: What does that mean?

16 MR. WUELLNER: I'll help you with it.

17 MR. GEORGE: Time's up.

18 MR. COOPER: Some of -- some of those
19 complaints can be handled with an immediate phone
20 call and we spend just no time on them because we
21 can look out the window and see what's going on.
22 That's true of most of the aerobatic complaints.

23 When we get complaints that's away from the
24 airport, particularly if they don't involve

25 aircraft coming and going from the airport, it can

50

1 be 45 minutes to an hour or more time spent.

2 Those are the small percentage of them. These ten

3 here, I would say that we didn't spend more than

4 two hours in the entire time for those ten. And

5 that would be typical for a month or two months.

6 MR. WERTER: That's not bad for a two-month
7 period.

8 MR. WUELLNER: Yeah. Considering the vast
9 majority of the reports were related to aerobatic
10 activity, which is an extremely seasonal real
11 impact here.

12 CHAIRMAN BARRERA: Buzz?

13 MR. GEORGE: Ed, refresh my memory. We had a
14 discussion about keeping statistics on issues --

15 MR. WUELLNER: Uh-huh.

16 MR. GEORGE: -- incidents and complaints.

17 MR. WUELLNER: Uh-huh.

18 MR. GEORGE: And what was the terminology we
19 used? Which we're -- now we're calling it issues.

20 MR. WUELLNER: Issues reporting, yeah.

21 MR. GEORGE: Okay. Is an issue a noise thing
22 that three people might have complained about?

23 MR. WUELLNER: No. We -- we track each and
24 every --

25 MR. GEORGE: I know we track each and every

51

1 complaint, but in the --

2 MR. WUELLNER: Oh, I know what you're asking.

3 We tie those back to a single event.

4 CHAIRMAN BARRERA: Event.

5 MR. GEORGE: Event, that was the term.

6 MR. WUELLNER: Yes.

7 MR. GEORGE: Okay. If -- I think it would be

8 beneficial to me, and I don't know if the rest of

9 the board would like to have it, but if we approve

10 that terminology going in, I'd like to see this --

11 MR. WUELLNER: Expanded.

12 MR. GEORGE: -- you know, we had ten issues.

13 You know, there were five events.

14 MR. WUELLNER: Okay. That's easy. It's just

15 different information we pull off the table.

16 MR. GEORGE: Thank you.

17 MR. YOUMAN: Because events are what count.

18 MR. WUELLNER: Uh-huh.

19 MR. WERTER: I just hope for the sake of

20 hours that aerobatics continues to do their part

21 in distracting from other events. Just for the

22 sake of manhours.

23 MR. WUELLNER: Yeah. Bryan's going to head

24 up there again to do the presentation of the PR

25 committee dealing with jobs. That will be up for

52

1 two seconds. The -- to our knowledge, we have not
2 been made aware of any new meeting date related to
3 the Citizens Airport Group at this point. As
4 such, we have nothing to report relative to that
5 committee. And with that, we'll let --

6 MR. COOPER: Well, this is a little different
7 than -- and I put it together, so I'll have to
8 catch up on it. Somebody changed this.

9 At St. Augustine Airport, we were asked to do
10 a series of presentations. The PR committee's put
11 those together. We're going to do one of those
12 today. They're very short, eight to ten minutes
13 long, hopefully, unless I get carried away.

14 MR. WUELLNER: Which you won't.

15 MR. COOPER: First of all, we're going to
16 lead all of our presentations with the same
17 opening. We like to think of St. Augustine
18 Airport as the economic gateway to St. Johns
19 County.

20 This presentation is going to be on jobs on
21 the airport and how they affect the economy in the
22 area. No matter what kind of job we're talking
23 about, and there's various jobs on this airport
24 and we'll talk about that in just a second, and a

25 lot of -- I lost my picture. There's a lot of

53

1 different types of jobs out here that might
2 surprise a lot of people, and it moves a lot of
3 money through the area, and we'll talk -- just
4 touch on that just briefly.

5 Key points that I'd like you to take away --
6 there's three key points that I'd like you to take
7 away, if you don't remember anything else I'm
8 going to tell you today.

9 The economic -- economic impact of this
10 airport's over \$500 million per year. Can you get
11 it -- I'll be better over here? We're the second
12 largest employer in St. Johns County. When I --
13 it's not just the airport, but all of the jobs
14 that are on this airport. And the airport
15 salaries are paid by the airport users.

16 So the economy -- the economic puzzle, and
17 these are the presentations -- whether we're
18 talking about economic impact that's a part of the
19 puzzle, whether we're talking about taxes or how
20 it affects your taxes or jobs, or we're talking
21 about airport businesses, or my favorite one
22 aviation services for people that don't fly or
23 that don't use this airport and what we do for
24 them, we realize that all of those things are

25 connected, interconnected, and each one affects

54

1 the others. But today, we're only going to talk
2 about the jobs. That's what we're -- what we're
3 focusing on today. So now we know what the focus
4 is. Go ahead, Cindy.

5 I want to talk about -- first of all, let's
6 drill down a little bit. Aviation jobs in
7 Florida. There's over a million people in the
8 State of Florida that work on airports, directly
9 on airports in the aviation field.

10 In Northeast Florida, it's a little over
11 25,000. Actually, I'm getting numbers of over
12 27,000, but this is the one that I could verify,
13 25,5-. But at St. Augustine Airport, currently
14 we're talking a little over 1500 people that are
15 employed because of this airport here on the
16 airport. So this is the one that we're just going
17 to talk about. So let me look at some of these
18 basic numbers.

19 These jobs that we're talking about on the
20 airport, they're -- they're produced from 31
21 different business entities on the airport. That
22 was a surprising thing to me, because I looked
23 into this about ten years ago and it was -- there
24 was four.

25 These jobs represents 5 percent of the total

55

1 employment in St. Johns County. And I think that
2 that's a really surprising statistic. Represents
3 more than 2,5- or 2,500 households in St. Johns
4 County. Supports more than 7,000 people in St.
5 Johns County.

6 Aviation -- now, this is an interesting one.
7 We tried to find out exactly what it was and I
8 got -- all the numbers are a little bit higher
9 than that, but I went with the smallest one. The
10 related salaries of aviation jobs are averaging 10
11 percent above other industries. Not all of them.
12 I thought was another one in there.

13 When you talk about jobs, growth and
14 stability is something that you've got to include.
15 So I want to talk about the number of businesses
16 that -- it's a 63 percent increase over the
17 five-year period that I showed here. And I'm
18 going to show you a picture of what those are.
19 That makes a lot of people happy because every
20 place, you're not even seeing increases in the
21 number of jobs or the number of businesses.

22 But looking at the picture, in 2005, we had
23 19 different businesses on this airport, and it
24 climbed every single year to 2009 where it was 31.

25 2005 to 36 (sic), it was one business increase.

56

1 They look real close there. However, when we look
2 at the number of jobs, that actually decreased.
3 It was just under 1,600 in 2005 and it's been a
4 steady decrease to just under a thousand now. But
5 that was known that that was coming.

6 Those are the -- the effect of the Northrop
7 Grumman jobs, because we count those. They knew
8 beforehand. We knew back before 2005 that that
9 was coming. We also know that very shortly it's
10 going to start back up to a number that's probably
11 much much bigger than that. But let's just take a
12 look at just the airport jobs, if I take away
13 Northrop Grumman.

14 In 2005, we had about 83 people employed on
15 the airport that had nothing to do with Northrop
16 Grumman. That increased slightly until 2009, it's
17 just under 200. And we had the one spike there in
18 2008. That spike was during Skybus or during the
19 airline operations. And almost all of the
20 businesses on the airport, not all, but most of
21 them had to hire more people.

22 The airport had to hire more people. The FBO
23 had to have more people. Almost everything had
24 that -- had to do more. That's where that spike

25 came from. From what I read in the paper today,

57

1 that might happen again. Who knows?

2 So the types of jobs, let's talk about them.

3 Everybody thinks about pilots. You know, if you

4 go out and you go to a high school and you talk

5 about jobs, they're going to say, well, pilots,

6 I'm not a pilot, so there's no job for me.

7 However, there are.

8 There's flight crews. There's aircraft

9 maintenance. You've got to keep the things in the

10 air, keep them looking pretty on the ground.

11 There's manufacturing. That's your Northrop

12 Grumman. Airfield maintenance. It takes a big

13 effort to keep the airport operating safely to

14 meet all of the standards that the aircraft and

15 the pilots need to come here.

16 Administration, all of the business in one

17 form or another on the airport needs somebody to

18 administer it. Most of the businesses will have a

19 sales component to it. So you've got salespeople.

20 Line service. We have a lot of lines out here, so

21 we've got to service them. You don't think that's

22 funny. Line service means when the planes come in

23 and they land, that's the people that taxi them

24 in, tell them where to park, help them park, help

25 tie them down, put fuel in them, do all of those

58

1 things that people would expect when they come in
2 here.

3 The security, a big issue. Prior to 2001,
4 was not an issue. It became a requirement, and so
5 we had security people here. Air traffic control,
6 to make things more safe and more efficient, we
7 have that today. We didn't have that prior to
8 2004. Food service, restaurant, putting catering
9 on aircraft, rental car business, that grew quite
10 rapidly. I can remember when we had one part-time
11 rental car company here. Now we've got three full
12 time.

13 And construction. Now, when I put
14 construction down here, a lot of people said why
15 are you doing that? That's not jobs on the
16 airport. But it is. It's a big -- it's a big
17 thing. So I want to talk about that just a
18 minute. But let's look at the pictures of this.

19 This is Northrop Grumman. And you can see
20 why that has such a big effect. If they drop a
21 little bit, if they have a 10 percent drop, it has
22 a big number on a graph. This is the rest of it.
23 That's us. Not in the numbers, but in that. But
24 let's talk about the construction jobs.

25 We know they're temporary, which you would

59

1 say, well, why are you even counting them? But
2 they do last many long months, anywhere from three
3 to four months up to over a year. In fact we had
4 one job that I want to think went three or four
5 years.

6 They're both local and imported workers. If
7 the low bid contractor is from Tampa, say for
8 example, when we comes here, he'll hire local
9 people in addition to bringing some from Tampa.

10 And they'll be here -- those jobs typically will
11 be here longer. They're underway most of the
12 time.

13 I can't remember -- I've been here more than
14 ten years, and I can't remember when there wasn't
15 a construction job underway on the airport. If
16 you compare it back, and we looked at some of the
17 aerial photos of ten years ago and today, it's
18 just a different place. And when they're
19 finished, most, not all, will create permanent
20 jobs. So those are jobs creating jobs.

21 And most of them create new revenue to the
22 airport. As we build new hangars and bigger
23 hangars and more hangars and we build other
24 things, we make -- we have more revenue coming in

25 from the airport. That's what's enabled us to

60

1 reach that point where you're going to see this
2 year when we go off the tax rolls because we're
3 creating more ourselves.

4 So construction job numbers. In 2005, we had
5 two projects going that accounted for about 70
6 jobs. 2006, same number of projects, slightly
7 smaller projects, so there was only 50 people
8 working out here. 2007 -- 7, we had five jobs
9 going, almost 150 people working on those. 2008,
10 down to three, less than a hundred people working.
11 2009, four projects going now, a little more
12 efficient. They're doing it with less than 75
13 people. And 2010, wow, I didn't know that was
14 going to be there. This number I suspect's going
15 to be bigger than that. So the job picture is
16 looking pretty good there.

17 So the effect on your taxes, employment on
18 the airport represents the second largest group of
19 employees in St. Johns County. They pay a lot of
20 property taxes. Most of them live here in the
21 county. Most of them pay ad valorem taxes and
22 other and spend a lot of money.

23 The largest group in the county is the
24 county, which pays their salaries from your taxes,

25 or we pay from the airport from -- all the jobs

61

1 here are paid from money created on the airport.

2 I think that is the most important thing I'd like

3 you to take away. Go ahead, Cindy.

4 The economic impact of the airport in St.

5 Johns County is over \$500 million per year, and

6 that's another good number to remember. Okay.

7 That's the picture as we see it on jobs on the

8 airport. Thank you.

9 CHAIRMAN BARRERA: Thank you, Bryan. And --

10 and Buzz --

11 MR. COOPER: Incidentally, the one thing

12 here, it takes 57 people working to keep that

13 airplane in the air.

14 MR. YOUMAN: Can that airplane land here?

15 MR. COOPER: Yes.

16 CHAIRMAN BARRERA: Thank you, Bryan and thank

17 you, Buzz, and the rest of the PR committee for

18 bringing that presentation to us. And for the

19 people in the public, that presentation is

20 available to take out to other groups. So, keep

21 that in mind if you have any other groups that you

22 would like that presentation made to.

23 I would be remiss if I -- if I didn't

24 clarify, because Nick -- Nick would not appreciate

25 it. But when we're talking about the airport and

62

1 the jobs created, and being the largest employer,
2 we want to say largest for-profit employer,
3 because we -- we do have the Flagler Hospital and
4 we wouldn't want to separate ourselves in that
5 category. Bryan, that was an excellent
6 presentation. Thank you. Thanks to everybody
7 else who worked on that.

8 MR. WUELLNER: All right. In terms of
9 benchmarking, occupancy on T-hangars is at 100
10 percent. Corporate's at 85. Basically we have
11 two 2500 square foot and one 3,000 square foot
12 hangar currently vacant and we are working a
13 waiting list of seven on that. 73 on T-hangars.

14 Corporate hangars larger, which is corporate
15 hangar 9, which is about 7200 square foot, is --
16 there's a little bit of repair going on there, and
17 then we look forward to finding an occupant out of
18 that from the witnessing list of four.

19 Fuel sales for March, jet fuel is -- remains
20 off in -- in a difficult period of time.
21 Self-fuel, however, we saw an uptick slightly for
22 the same period as last year, along the same
23 period last year for the month of March. Which is
24 somewhat reflected in the addition of the -- or

25 the uptick in operations, also, with the majority

63

1 of that, as Mark mentioned earlier, being
2 attributable to flight school related activities.

3 CHAIRMAN BARRERA: Carl?

4 MR. YOUMAN: You say there's seven people
5 waiting for the corporate?

6 MR. WUELLNER: We have a waiting list of
7 seven. I know we have --

8 MR. YOUMAN: 85 --

9 MR. WUELLNER: -- been through that list.

10 MR. YOUMAN: 85 percent of the space is --

11 MR. WUELLNER: Currently occupied.

12 MR. YOUMAN: There's 15 percent available?

13 MR. WUELLNER: Yes. Made up of those three
14 hangars.

15 MR. YOUMAN: Well, what is holding up getting
16 one of the seven, to --

17 MR. WUELLNER: I know they've been contacted.
18 I think issues of location, matching the aircraft
19 type is the biggest deal.

20 MR. YOUMAN: Okay.

21 MR. WUELLNER: But, you know, not much I can
22 do about that --

23 MR. YOUMAN: No, I'm just curious.

24 MR. WUELLNER: -- making it physically fit

25 the -- the facility.

64

1 MR. YOUMAN: The same thing with the
2 corporate, I gather?

3 MR. WUELLNER: Well, corporate's got a little
4 bit of repair to go on before it can be leased.
5 But if --

6 MR. YOUMAN: Okay.

7 MR. WUELLNER: I -- I can see less issues
8 with that.

9 MR. YOUMAN: Thank you.

10 MR. WUELLNER: That concludes the project
11 updates, per se.

12 CONSENT AGENDA

13 MR. WUELLNER: Next item you have is the
14 consent agenda.

15 I would -- it's been a while since the
16 Airport Authority has used a consent agenda. This
17 is arguably more detail than you would normally
18 see on a consent agenda, but ideally the idea is
19 to consolidate more perfunctory kinds of agenda
20 items into a single -- the ability to do it in a
21 single motion and -- and move beyond that.

22 The details are related to Runway 13/31's
23 rehab to include the FAA grant project at just
24 under \$6.5 million, final RPR and final

25 engineering to Passero at \$843,950, construction

65

1 contract to P&S Paving at just under \$6 million.

2 Again, that project funds at 95 percent FAA
3 dollars. We will be attempting to get the
4 other -- another 2 1/2 percent out of the state
5 related to this. So with any luck, this will be
6 at 97 1/2 percent paid for out of aviation fuel
7 taxes as facilitated by the FDOT and FAA grant
8 programs.

9 Property insurance, low quote's at \$129-.
10 That's actually down about 11 percent from last
11 year, even though we've act -- added more property
12 to insure. And it's -- we also have the ability
13 again, we will commit to a two-year policy premium
14 there so we can lock it in.

15 Multipurpose building, a lease agreement
16 first floor for Florida Flyers at just about
17 \$55,000 a year. Lease agreement with Passero,
18 which is really a transfer of a lease from the
19 second floor of the office build -- of the B
20 building in the terminal area over to the first
21 floor of the new building. On the second floor,
22 there are four units there, each with an annual
23 rent total of about \$12,350. That brings up about
24 \$75,000, round numbers, per year on the

25 Authority's share of the project. So it's at an

66

1 RPR of a little over 7 percent when you do the --
2 do the math out on it. It would be our
3 recommendation that you adopt all of the items on
4 the consent agenda.

5 CHAIRMAN BARRERA: Okay. With the -- a
6 consent agenda -- Buzz, I'm not sure if you've
7 done this on your time on the board -- do we open
8 it up for public comment on the consent agenda
9 items?

10 MR. WUELLNER: I guess you could. It's
11 really up to you.

12 CHAIRMAN BARRERA: Do we have any public
13 comment on the consent agenda items that have been
14 proposed?

15 (No public comment.)

16 CHAIRMAN BARRERA: Seeing none, we'll open it
17 up for a motion and for board comment. Buzz?

18 MR. GEORGE: Andrew, when -- I know that
19 sometimes in these contracts for, you know, design
20 of new things, that your -- you have the business
21 plan of going out and hiring contractors to come
22 in to help with that particular project.

23 Is there any effort done or -- for local
24 architects and people to get involved in it? You

25 know, we -- we have a lot of people here in St.

67

1 Johns County that maybe can help you with that. I

2 just want to know if you guys ever look at that.

3 CHAIRMAN BARRERA: Andrew, if you would come
4 up.

5 MR. HOLESKO: The answer is yes, we do. When
6 there is a specialty that can be offered locally,
7 we do work with local firms. One firm that's been
8 on a lot of our teams, even though you don't
9 necessarily see them as a subcontractor in our
10 agreements, is Matthews Design Group right down
11 the road, which is in downtown St. Augustine.

12 MR. GEORGE: Oh, okay.

13 MR. HOLESKO: They've been instrumental in --
14 all of the building-related projects that we've
15 done, they've been a part of the permitting
16 process and even some of the inspections, utility
17 designs and things like that. When it comes to
18 the runway and things like that, there really
19 isn't anything else locally to assist with those
20 types of projects --

21 MR. GEORGE: Right.

22 MR. HOLESKO: -- but, yes. And again,
23 they've been with us on numerous projects. We
24 actually like them and prefer to have them

25 involved in anything associated with buildings,

68

1 utilities, county permitting, and all that.

2 MR. GEORGE: Okay. Thanks.

3 CHAIRMAN BARRERA: Do we have any more board
4 discussion, comments, questions?

5 MR. YOUMAN: I have no -- I have no comments.

6 CHAIRMAN BARRERA: Do we have a motion to
7 accept the consent agenda?

8 MR. YOUMAN: I make a motion we accept the
9 consent agenda as it stands.

10 CHAIRMAN BARRERA: Do we have a second?

11 MR. WERTER: Second.

12 CHAIRMAN BARRERA: All in favor?

13 MR. GEORGE: Aye.

14 CHAIRMAN BARRERA: Aye.

15 MR. YOUMAN: Aye.

16 MR. WERTER: Aye.

17 CHAIRMAN BARRERA: None opposed? The consent
18 agenda passes.

19 AIRPORT RENAMING EFFORT

20 CHAIRMAN BARRERA: The next agenda item is
21 the airport renaming. Ed, if you could start the
22 presentation.

23 MR. WUELLNER: I'll sort of set the stage.

24 First, kind of a little bit of discussion on what

25 it is and how we got here and perhaps just as

69

1 important is what it is not.

2 What -- what we are trying to do is put
3 together, particularly outside of the local area,
4 a branding strategy that allows the balance of the
5 country the opportunity to identify us quickly.

6 It's become an issue in our discussions with
7 several air carriers.

8 When you can sit down with them on a
9 one-to-one level and talk about providing air
10 service into the community, the single issue is,
11 "That's great, but where are you?" We literally
12 spend 10 minutes in a 20-minute type of meeting
13 orienting them into Northeast Florida, where it
14 is -- where the airport is. How does that play
15 within the business and tourism community? Where
16 are -- where are we geographically and of what
17 significance? They eventually believe -- they
18 understand the message. The problem is, the
19 question then gets followed up with, "Well, how do
20 I sell tickets? How do I communicate that to
21 customers?"

22 By looking up St. Augustine, no one picks
23 that as the destination initially. What we've
24 also done as you -- over the last ten-plus years

25 the airport has grown in significance and

70

1 improvements its capabilities, its regional
2 significance. It's time perhaps to consider that
3 in how we identify ourselves. And one of the --
4 the comments we've made recently is if we think of
5 ourselves as just another small airport, how do we
6 expect anybody outside of our region to perceive
7 it any other way?

8 This does not include things like changing
9 three-letter identifiers for the airport. It will
10 still be known as St. Augustine Airport. It's
11 more of a branding strategy in getting it out in
12 front of our business, tourism, and -- and airline
13 potential users of the facility and our community
14 in general.

15 To move the idea forward, we as staff --
16 Kelly met with us. We brought in the expertise in
17 the local business and tourism development of the
18 communities. And that, I'd just point out Nick
19 Sacia. Just jumped out -- Richard Goldman with
20 TDC. I always get these --

21 CHAIRMAN BARRERA: VCB.

22 MR. WUELLNER: -- TDC/VCB all mixed up. But
23 of course Nick's with the EDC. I don't know if
24 Glenn made it in or not.

25 CHAIRMAN BARRERA: Over here.

71

1 MR. WUELLNER: He's over here hiding behind
2 the chair. Glenn Hastings with TDC. And Michael
3 Slingluff with Galaxy.

4 We -- we spent a great deal of time trying to
5 strategize how we could position the airport to be
6 as successful as possible, particularly in
7 identifying new potentials -- potential revenues
8 for the airport and the like as we come off the ad
9 valorem tax rolls at the end of this calendar
10 year, this fiscal year.

11 Obviously the airport's intent is to stay off
12 the ad valorem tax rolls. To do that, we need to
13 be proactive in marketing the airport and getting
14 it in a prominent position in the Northeast
15 Florida region.

16 The name that we've sort of developed will
17 reflect that. It creates value on our community,
18 better describes the nature of the facility, when
19 we -- when we look at the name change in a minute,
20 and positions our airport to be successful long
21 term. With that, I'd like to introduce Richard
22 Goldman. Richard's -- I think I've already messed
23 up what they do or what they are --

24 CHAIRMAN BARRERA: VCB. Visitor's --

25 MR. WUELLNER: VCB.

72

1 CHAIRMAN BARRERA: Uh-huh.

2 MR. WUELLNER: I'm always determined to make
3 you TDC this week.

4 MR. GOLDMAN: They already have somebody.

5 MR. WUELLNER: Right.

6 MR. GOLDMAN: Thanks, very much, Ed. As Ed
7 told you, we came together at his request, each of
8 us bringing something by way of some knowledge or
9 expertise to that conversation.

10 Our purpose was to consider the future of the
11 airport and to help come up with a branding
12 identity that would help launch us into the
13 future.

14 What Ed said should not be forgotten. The
15 name of the airport for purposes of identification
16 by pilots does not change. For purpose of
17 communication to prospective marketplace, carriers
18 and businesses, we're positioning it a name that
19 allows them to better understand who we are and
20 what we do. And that's really what we wanted to
21 accomplish there. I hope we don't cut off much
22 more of that. But that's -- that was our
23 position, was to position our airport for growth
24 and commercial service and economic development.

1 because there is something different. The
2 carriers want one thing. Travelers want another
3 thing. And sometimes there's an intersection
4 between them.

5 So the travelers, they like easy parking.
6 They want short walks. They want a friendly visit
7 experience, a friendly experience, folks that are
8 kind and knowledgeable and thoughtful. They'd
9 like it to be uncrowded, a sense of unspoiled
10 nature of it. Hassle free, which is not what
11 aviation these days is like. Authentic is
12 helpful, and we've got that in spades here in
13 St. Augustine. They like the fact that there's a
14 historic gateway that's meaningful to them because
15 they like to come here.

16 The benefit attributes for an airport -- for
17 carrier airport users is something different.
18 That's -- they're looking for good service. They
19 want to be near transportation arteries. Low
20 fees, very important. A population base from
21 which to draw business.

22 They're looking for a tourist destination, if
23 that's the business that they're in. They want
24 good infrastructure, which we have. And they'd

25 like business and governmental support. And

74

1 bringing us together and the way we've been
2 working together on this project really for just
3 about a month, I think demonstrates that. There
4 is intersection between the expectations and
5 desires of those two groups.

6 We are convenient. This airport currently
7 delivers that. It's easy. Easy in, easy out.
8 It's fast. It's affordable from a fee standpoint
9 and from the perception of what a traveler would
10 get. It's very efficient. Friendly, because the
11 people here are so friendly. And it's a terrific
12 gateway to Florida and the Caribbean and other
13 places, points beyond. We're also exceedingly
14 accessible, both physically and emotionally. This
15 is a -- an accessible airport.

16 Okay. So we -- we talked a lot about
17 different names. This name, while somewhat
18 cumbersome, kind of like the St. Augustine Ponte
19 Vedra Visitors & Convention Bureau, which is a
20 mouthful, but what's important is that it focuses
21 on things that people want. It accurately locates
22 our service area and the facility and communities
23 the perceived benefits of a regional airport.

24 Those are: It's convenient. It has lower

25 price alternatives. The parking's probably easy

75

1 because it's not in an urban market. It's less
2 congested. And there are fewer hassles. Those
3 things go along with that term "regional"
4 associated with an airport.

5 Along with a name change, we feel it's very
6 important to come up with a positioning line, a
7 piece of information, a couple of words if at best
8 that communicates what those benefits are. It
9 marries if you will the attributes, the real
10 attributes of the facility with the benefits and
11 the desires of the -- of users.

12 It also -- when it's good, it speaks to the
13 head and the heart. It appeals to me because it
14 makes sense. It also appeals to me because I have
15 an emotional connection to it. It should be
16 simple and it should be easy to remember.

17 It should be easily understood. How many
18 times have you thought about something someone
19 tried to position and you needed an explanation?
20 And it needs relevance. It should apply to what
21 it is that we're asking them to do, to think
22 about. In this case, flying.

23 The line that we've come up with and we like
24 very much as a group is "Fly Smart." It is

25 available for this use and it marries what's very

76

1 important these days.

2 We talk about those benefits of frugality.

3 And there is something out there that the social
4 economists and marketers have discovered, and that
5 is really in the last two years, that while frugal
6 used to be cheap in 2007, now and they say they
7 believe into the future for the next ten years,
8 frugal is going to be -- is considered smart.

9 Well, frugality -- the new frugality is smart.

10 And that's why we think this is a very significant
11 positioning line.

12 Along with that and along with the new name,
13 we had to build a -- a logo. The logo attributes
14 for an airport are somewhat different than those
15 for a typical product or service. An airport has
16 to convey security and comfort. It has to be the
17 kind of thing you can trust. Those aspects we
18 think are important in a logo.

19 It needs to be immediately identifiable as an
20 airport. Under normal conditions if your name was
21 nice and small, maybe that wouldn't matter so
22 much. But the truth is with a name that's more
23 than two or three words, it's going to be
24 truncated. It's going to be truncated by the

25 public. It's going to truncated by businesses.

77

1 And so a logo that indicates that you're an
2 airport becomes important.

3 It works large. It works small. It works in
4 color. It works in black and white. Some basic
5 issues. And when it's really good, it conveys
6 part of the aspects that are benefits to you. And
7 if it conveys location, that also makes it
8 distinctive and unique.

9 After lots of work, we came up with something
10 that basically communicates in a way that's not
11 going to change with fashion. It conveys that
12 it's an airport. The -- it conveys that it's
13 large enough, complete enough, it's a secure
14 facility, and it emphasizes that word regional.
15 In this case, that's very important.

16 In the evolution, and many of us expect to be
17 here through that evolution when we're an
18 international airport, that evolution can be made
19 very easily. Right now, the regional aspect is
20 the most important aspect of this line.

21 We continue to locate it as you see in
22 St. Augustine. It works with different color
23 combinations and it works in black and white.
24 We've also reduced this to put it on smaller

25 products, and it also works.

78

1 So that's basically the thinking that went
2 into establishing the name, in establishing a
3 positioning that we think can take us into the
4 future, and a logo that conveys both. Any
5 questions?

6 CHAIRMAN BARRERA: What we're going to do,
7 Richard, is open it up for public comment and then
8 the board may have some questions for
9 clarification. We're going to open it up for
10 public comment.

11 I have Mr. Sesona. Mr. Sesona, did you have
12 public comment on this? I had you down.

13 MR. SESONA: Yes. Al Sesona, 394 North
14 Boulevard. Did you get all that? Extra, extra,
15 extra. Read all about it in the Sunday paper,
16 headline: Name changes. You know, but I think
17 you're still up to the same 20-year-old game.

18 It's just -- and, Bryan, that was an
19 excellent presentation. Very impressive. But
20 I -- you know, I'm just an old guy trying to be
21 quiet and be a good neighbor. Like I asked Ed
22 some time ago at one of our high level meetings,
23 and he -- and he and Buzz says, "Well, what do you
24 want, Al?" And I said, "Well," I said, "number

25 one I'd like you to get out of my neighborhood."

79

1 And I said, "Number two," I said, "can you tell me
2 that you'll never take my property by eminent
3 domain?" And Ed said, "No, I can't do that." So
4 therein lies my problem.

5 I -- I think that, you know, when you turn
6 your attention to the continuation of this
7 article, there's this little box here that cites
8 takeoffs and landings from the years 2003 to 2009.
9 It really doesn't tell you anything. What are
10 these flights? 29,000 of what? SK Logistics?
11 Ring Power? Touch and goes? What? It says
12 absolutely nothing.

13 I think you'd be way ahead of the game as far
14 as I'm concerned if all of that was taken, broken
15 down and put into the record so that when somebody
16 walks in the door here, they can see exactly what
17 those flights are, whether it's revenue-producing,
18 what the return is on an investment, and it gives
19 you a better idea of what you're shooting for.

20 I just -- I just can't believe that there's
21 anybody in this room that could run their
22 household budget like this organization runs its
23 existence. There's just no way. You're a
24 subsidized entity and you always have been, and

25 with the way, you know, things look, chances are

80

1 you always will be.

2 And I'll tell you one thing, no one, no one
3 loves this airport more than I do. I'm ex Air
4 Force, World War II, flight engineer. Love to fly
5 and I love planes. I've never once -- never once
6 in all these years ever called and complained
7 about noise. I love the noise. It tells me it's
8 a viable entity here. I hate to think when it's
9 going to be quiet, because that's not going to be
10 a nice day for any or all of us.

11 I think you're looking at some very tough
12 times in the aviation industry and air
13 transportation industry. Just the Jacksonville
14 Business Journal last week said that, you know,
15 state's looking at what, 3.4 billion shortfall and
16 they're ready to raid -- raid the transportation
17 fund of \$455 million. That's not good news for
18 you folks as far as getting grant money. The
19 transportation area of this state is looking to ax
20 85,000 jobs. Don't have the funds.

21 Now, you know, I hate to sound like the
22 prophet of doom and gloom, but these are the
23 natural facts. And I think that -- I think that
24 y'all ought to find something in the petty crash

25 drawer to take that damn Skybus sign down off your

81

1 marquis out front, if nothing else. Indicates

2 false advertisement. Thank you.

3 CHAIRMAN BARRERA: Thank you, Mr. Sesona.

4 Roger?

5 MR. REIFENSNYDER: Reifensnyder?

6 CHAIRMAN BARRERA: That's it. Thank you.

7 MR. REIFENSNYDER: Hi. Roger Reifensnyder.

8 3041 South Ponte Vedra Boulevard.

9 I'm a local resident and a pilot, and I also

10 have a plane here in the new south 40 hangar,

11 so -- which I love those hangars over there. Good

12 job, I might say. So, my interest in this is only

13 as a taxpayer and a -- and an airport user, to try

14 to do anything I can for the sustainability of the

15 airport.

16 And what I'd like to do is just tell you a

17 little story as related to our business that might

18 drive home the -- the necessity and viability of

19 branding or marketing. And without going into too

20 many secret company details, I will tell you that

21 about 23 years ago in northern New York, I started

22 a little company, a little private swimwear

23 marketing and manufacturing company.

24 So this is like 1986. And my very first

25 client, my very first private labeled client was a

82

1 little company in Jacksonville Beach operating out
2 of a building that was half the size of this
3 building. And to make a long story short, we
4 linked our companies together --

5 CHAIRMAN BARRERA: Come up closer to the mic.

6 MR. REIFENSNYDER: I'm sure you can hear me.

7 23 years later, we be -- we were essentially Venus
8 Swimwear, if anybody ever -- has ever heard of
9 that company.

10 So for 23 years I was, you know, involved in
11 branding and marketing, to make ourselves into
12 what essentially turned out to be the largest
13 privately owned swimwear company in the U.S.

14 We sold out our majority interest about two
15 and a half years ago when we anticipated the
16 writing on the wall of the economy, which I think
17 we worked that out perfectly. But I wanted to
18 convey a little story, something that happened to
19 us branding-wise about four and a half years ago.

20 Essentially, in the development of our
21 company over the years, we started to add --
22 augment our line with things other than swimwear,
23 primarily women's clothing, because women's
24 clothing is a much larger segment than swimwear to

25 what women buy.

83

1 So, we hired lots of consultants. We did all
2 of our own tests, a lot of things in-house. And
3 eventually we determined that the best way going
4 forward would be to change our brand from Venus
5 Swimwear to Venus, so that when someone would be
6 looking for clothing -- because we had been in
7 business so many years, we thought people would
8 just better associate the name Venus with
9 clothing. Well, to make a long story short,
10 someone owned the .com, Venus.com -- by the way, I
11 just looked. Flysmart.com is not available.

12 MR. GOLDMAN: In this category, it's
13 available.

14 MR. REIFENSNYDER: Is it?

15 MR. GOLDMAN: The helicopter support, is that
16 what -- is that you found?

17 MR. REIFENSNYDER: I just found that the .com
18 was used.

19 MR. GOLDMAN: Oh, that's correct.

20 MR. REIFENSNYDER: Yeah. Okay. But to make
21 a long story short, we had to then go out and buy
22 Venus.com from somebody who had bought it in the
23 very beginning back when the internet first
24 developed, when people went in and bought all of

25 these names for virtually nothing.

84

1 We -- we paid a million dollars for Venus.com
2 just so that we could rebrand ourselves. We spent
3 thousands of manhours mirroring our websites,
4 reattaching them to Venus swimwear. But anyway,
5 to make a long story short, we were number one
6 natural search on Google for swimwear in the
7 country, anywhere in the country. You just type
8 in "bikini bathing suit," whatever, and Venus
9 Swimwear would come up.

10 We went live on Monday morning as Venus.com.
11 We were number 14,000. I mean, the -- the -- the
12 extent of what your name -- what your brand means
13 is incredible. I mean, the -- the millions of
14 dollars that that cost us was incredible.

15 And I truly believe that's what's happening
16 here, is someone has to decide what is the brand.

17 And I would argue that you are sitting on, by
18 having the term St. Augustine, ultimately the
19 oldest and most recognizable brand in America.

20 And I think you would be remiss if you did
21 not take serious consideration of keeping that
22 name of St. Augustine in the absolute forefront of
23 your name. Not that you should. I'm just
24 pointing it out that you might want to, that the

25 decision that you make here will have a

85

1 significant effect to what -- what ultimately

2 would happen.

3 And I think what really the question you guys

4 have is, I was trying to write it down, is that

5 from when there's talk about no one really knows

6 where St. Augustine is, you know, within the

7 industry, you have to decide, is it because you're

8 not served by an airline that people don't know

9 where you are? Or, are you not -- you know, or is

10 it the reverse of that? Do people not know where

11 you are because you're not served, or are you not

12 served because people don't know where you are?

13 And I think once St. Augustine, if you have

14 the ability to get a real carrier here, overnight

15 people will know where you are. It will start to

16 show up. It will start to show up on Google. It

17 will start on show up on the various Travelocities

18 and things like that. So I just want to caution

19 you that you may be sitting on something very

20 valuable here, the brand name of St. Augustine.

21 And the one thing that I -- I thought of, not

22 because I -- this is not to pick on your ideas. I

23 had no idea what they were to begin with. Is I

24 thought what some kind of good with something like

25 St. Augustine NEF, like St. Augustine Northeast

86

1 Florida. Or St. Augustine NFA, St. Augustine
2 North Florida Airport. I really believe that you
3 should consider keeping St. Augustine at the
4 forefront of your branding effort. That's all I
5 have.

6 CHAIRMAN BARRERA: Thank you, Roger.
7 Mr. Martinelli?

8 MR. MARTINELLI: I think that you folks have
9 done your homework in many respects, and I think
10 it would be very -- very wrong of me to try to
11 presume that I know more than what's happened
12 here.

13 So I think what you have is a result of a lot
14 of work and a lot of research. And while Roger
15 has I think good idea as far as St. Augustine's
16 concerned, the market isn't St. Augustine. The
17 market is the region. And that's the thing that's
18 important. But I would like to back up for a
19 moment and start out by saying you can't have it
20 both ways.

21 For several years now, the Airport Authority
22 has diligently been working on getting off the tax
23 rolls. And in order to get off the tax rolls, you
24 have to be a business. And I think you have all

25 risen to that occasion. You've become

87

1 businessmen.

2 And right now, the detractors who are saying,
3 well, you can't be -- you can't have commercial
4 service in here, you can't have a lot of jet
5 noise, you can't have this, you can't have that,
6 those are the same people who are saying we don't
7 want to be taxed to support the airport. So you
8 can't have it both ways.

9 You've done your job very well. You're
10 getting off the tax rolls. And now you're
11 proceeding as businessmen at making this airport a
12 true economic engine for St. Johns County and for
13 the City of St. Augustine. And I think that's
14 extremely important.

15 The jobs presentation that you just saw is
16 just the beginning of what this airport can and
17 will do for St. Augustine and for St. Johns
18 County. It's literally the goose that's laying
19 golden eggs. And I think that anybody who looks
20 at this airport and sees it as a nuisance is
21 really missing the picture. I really do. Thank
22 you.

23 CHAIRMAN BARRERA: Thank you, Mr. Martinelli.
24 Sacha?

1 Circle.

2 I am very impressed with the -- I am very
3 impressed with the group that came together for
4 brainstorming on this, and also the whole idea of
5 trying to brand the airport so that it's very
6 meaningful for both users and -- both types of
7 users. And I really like Mr. Goldman's
8 presentation very much.

9 I have a question. Is there a benefit to
10 being called a regional airport from the FAA
11 standpoint? Do you get more benefits from the FAA
12 or --

13 CHAIRMAN BARRERA: Ed?

14 MS. MARTIN: -- if it's called a regional
15 airport? And if you become a regional airport, do
16 you need to have the name "regional" in there?

17 And the reason I ask that is to me, Northeast
18 Florida is a region, so it's like saying regional
19 airport twice. You've got Northeast Florida and
20 then Regional, which we all obviously would say
21 Northeast Florida is a region.

22 And I guess my other question is, the airport
23 as you know has flights, or at least did have
24 flights going to the Caribbean, and of course they

25 have flights coming and going on a regular basis.

89

1 I remember tracking one plane one time, and I
2 couldn't figure out what the call sign was, and
3 Mr. Slingluff said, "Oh, that was from Denmark."

4 And did you consider using the word
5 "International" rather than "Regional"? I would
6 think that "International" is a -- more of a clout
7 than "Regional." And you can still be a regional
8 airport.

9 This is what -- I don't -- so those are my
10 questions, why you have to say "Regional" if
11 you're saying Northeast Florida and if you're
12 going to say it, why wouldn't you say
13 "International Airport," because we do serve
14 international aircraft and that kind of thing. So
15 that's the question I have.

16 CHAIRMAN BARRERA: Okay.

17 MS. MARTIN: Can somebody answer that?

18 CHAIRMAN BARRERA: We'll answer it when we
19 get back to the board portion.

20 MS. MARTIN: Okay. And the other thing I
21 have is, I do a lot of proposals and that kind of
22 thing, and it's a kind of a picky thing. I love
23 the -- the font used for Fly Smart, it almost
24 flies right off the page. But the "Northeast

1 I think should be all the same size if it's going
2 to be that way, it has -- it's using serifs on
3 the -- on the font. And the more -- the more
4 modern way of writing things is without fonts
5 (sic) because they're easier to see from a
6 distance and they're easier to -- for the brain to
7 kind of, you know, consider them. So I guess
8 that's what I have to say.

9 CHAIRMAN BARRERA: Okay. Thank you, Sacha.
10 Warren?

11 MR. RAUHOFER: Warren RauHofer, 159 South
12 Roscoe, Ponte Vedra.

13 One of the things that -- and I usually agree
14 with Ed -- when he said this -- this was not a
15 destination. This is a destination area. And I
16 know Ponte Vedra is way up there and we're a
17 little island up there, but Ponte Vedra is also
18 home to the TPC, folks, and there's quite -- quite
19 a lot of people that come into the TPC.

20 I'm arguing for your point, okay? I just --
21 I'm not sure about the name and everything, and I
22 really don't care, but I will tell you what
23 happens because I spent 35 years with American
24 Airlines, nine of which were in management in the

25 office. I sat a table much like this with our

91

1 ticketing, our bean counters, pilots, maintenance,
2 and everything else, and we formulated how to
3 expand our routes into -- into areas just like
4 this.

5 Now, we're not a startup, so -- and you're
6 going to get -- a startup airline, the difference
7 between a startup airline and an established
8 airline like American and Delta and Continental
9 that would entertain the idea of coming to
10 St. Augustine, or Regional Airport, whatever you
11 want to call it, here is you're going to be able
12 to get nonstops from -- from a startup airline and
13 you're going to get a tag. And I see my good
14 friend Harry over here. He knows all about those
15 tag airports.

16 A tag airport is, you're start in Dallas --
17 for instance, like with American, you start in
18 Dallas. You fly to Jacksonville. And then you
19 fly through a short trip into St. Augustine
20 Regional or Northeast Florida Regional, I'm
21 screwing this up, but anyhow, you get the picture.
22 We either lay over here as a -- the crew either
23 lays over here or they turn around and they fly
24 back the same way. You fill up passengers.

25 Now what -- what makes this so ideal? I've

92

1 lived here 30 years and I've watched people -- the
2 Jacksonville area expand. It's expanded south,
3 folks, down into St. Johns County. And
4 furthermore, it's expanded into Palm Coast and
5 Ormond Beach and all these.

6 Where is our market? Our market, let's say,
7 for American Airlines, if you were going to come
8 to me and talk to me about expanding, you know,
9 tagging into Jacksonville or into St. Augustine,
10 where is our market? Well, it's not only here in
11 St. Johns County, it's -- it's in the huge
12 surrounding community called Palm Coast, which
13 has -- in 30 years has blossomed up.

14 And where are these guys? Do you think they
15 want to drive all the way to Jacksonville to go --
16 to go to Dallas? No. They'd love to drive right
17 up here and go to Dallas through -- it may go --
18 you go through Jacksonville, but who cares?
19 You're in the seat.

20 Now, the way it works is the airport will --
21 Ed, and I understand Mike's a part of this,
22 they're going to go make a presentation to the
23 airlines. You've got -- you've got to know about
24 tagging and you have to present this thing with

25 answers to their questions and say, "Hey, listen,

93

1 from the EDC and the TDC, we -- we've got all this
2 information. It shows in 1990, there were this
3 many people that lived here. And in 19 -- 2000 --
4 the year 2000, so many people living in Palm Coast
5 and St. Johns County. And they're not going to
6 go -- if we put a -- a flight in here, they're
7 going to take this flight in here." As a matter
8 of fact, I live in Ponte Vedra. I'm going to
9 drive down here. I'm not going to go over the
10 Dames Point Bridge and all that baloney. Hey.

11 So that's how we should look at this. And my
12 good friend who kicked my butt at a -- the
13 election a long time ago, but he also sent me into
14 the office, which -- which was nice, but Vic was
15 right on target when he said this is a resource
16 we -- Ed and everybody always knows that we have a
17 little cadre of people that have always known that
18 this is -- this airport is a resource.

19 It's a -- it is the future of our -- of
20 our -- our county, because if we operate this
21 thing right and we get these air -- airplanes in
22 and air -- airlines into the -- to here, this will
23 be -- this will grow, and we control the growth of
24 this, then will really be something. All right.

25 Thank you much.

94

1 CHAIRMAN BARRERA: Thank you, Warren. That's
2 the end of public comment. Before we open it up
3 for a motion and discussion, do we have any
4 questions from the board members that we would
5 like to ask any of the community members here for
6 clarification? Ed, if you could --

7 (Mr. Werter leaves the room.)

8 CHAIRMAN BARRERA: -- clarify, and I know
9 that -- that the decision to talk about a regional
10 airport versus the inter -- the international
11 airport, because as you know was pointed out, we
12 do have Customs here and we have the international
13 capability, and I know that this was something
14 that was discussed amongst the group.

15 MR. WUELLNER: This -- this was actually a --
16 a logical decision that resulted from
17 conversations that we had within the group. And
18 while it may seem shortsighted or not even prudent
19 to consider international, there are arguably
20 stereotypes that go with terminology that's used
21 in various airport names.

22 And when you -- when airports typically use
23 the word "Regional," it defines more often than
24 not a high performance type airport that is not

25 excessive in its cost structure. When you look at

95

1 international as a tag line or as a part of the
2 branding, it conjures up a much larger entity, a
3 much higher cost structure and the like.

4 We do -- we do not negate the ability to go
5 to international as a -- as an airport moniker
6 later. The fact is that most airports that use
7 the word "International" are not international by
8 definition. And the definition that's -- you
9 know, and in fact kind of aggravates U.S. Customs
10 when -- when the word "International's" pinned to
11 an airport because it -- they're not really not
12 international.

13 MR. BURNETT: Hastings International Airport.

14 MR. WUELLNER: Whether indeed that's the real
15 name. Example I've seen in the last six hours was
16 Ocala International. Well, that's -- that's all
17 well and good, but Ocala's naming and the use of
18 "International" was designed to be a marketing
19 effort --

20 (Mr. Werter returns to the room.)

21 MR. WUELLNER: -- for their foreign trade
22 zone designation in that area. It was not a
23 characteristic of the type of flights that went in
24 and out of there. It was an attempt more as an

25 EDC-type strategy to attract businesses into that

96

1 part of Florida that required a foreign trade zone
2 designation in order to be able to perform the
3 work.

4 We have held onto the ability to go to
5 international. In fact, Doug has made sure that
6 that name is reserved for us so that we -- we hold
7 it as the ability -- we hold license to it, for
8 lack of better term. I don't know what the
9 technical term is. But -- but we have protected
10 that name along with Northeast Florida Regional,
11 so that those things are in a sense branded or
12 affiliated directly with the Airport Authority.

13 MR. BURNETT: And specifically what Ed's
14 speaking about is we went ahead and filed for the
15 service marks to protect this name contemporaneous
16 with bringing it to you in case for whatever
17 reason someone decided that, hey, that's a great
18 name for whatever business.

19 We went ahead and secured it and the
20 application's already -- was filed last week when
21 this first came -- or I guess when Ed first
22 released it to where folks would start knowing
23 what was going on, we went ahead and filed it.
24 And just if I could make one legal clarification.

25 The airport under its charter is the

97

1 St. Augustine-St. Johns -- excuse me, the
2 St. Augustine-St. Johns County Airport Authority
3 District. And of course the Authority will always
4 be known as that. We're really talking about an
5 operating name, a doing business as type name for
6 the airport.

7 MR. YOUMAN: What --

8 MR. WUELLNER: I don't if anybody -- before
9 you get too far, I don't know if anybody wanted to
10 add to that discussion or explanation we had
11 relative to international/regional. Any other
12 input, you wanted to throw in there?

13 CHAIRMAN BARRERA: Glenn, if you could come
14 up and speak to that, because I know that you had
15 some expertise on that in the discussions. And
16 then, Carl, I'll go to you.

17 MR. HASTINGS: Glenn Hastings with the
18 Tourist Development Council. Sacha, we saw
19 Northeast Florida as a geographic identifier, and
20 that's important because when you start looking at
21 the new -- new airport over in Panama City Beach,
22 which is the North Florida Beaches Airport or
23 something like that, you start looking at some of
24 the other airports around, Northeast Florida was

25 the identifier to use. And it was very important

98

1 that we -- that we tag into that.

2 Regional was the type of airport. It
3 suggests that it's a regional airport serving a
4 region. It's not just a little community type of
5 airport.

6 Same thing with the -- with the typefaces.
7 At the top with the sans serif face, you've got
8 something really bold that stands out. It's cold.
9 It's institutional. It says it's solid. And it's
10 pretty massive in -- in the attempt.

11 The things that Richard was saying about
12 the -- the touch points for visitors, the touch
13 point for users are kind of the warm and
14 friendly -- and fuzzies, rather, and that's where
15 your -- your serif typefaces come in. They have
16 always been interpreted as being a little more
17 trustworthy, a little more friendly. You know,
18 that type of thing.

19 Now, what stands -- what's maybe a little bit
20 out of place is the third typeface that you're
21 using for the Fly Smart. But eventually that Fly
22 Smart can be used on its own. So I think it's got
23 its own ability and its own interpretation, not
24 just in the words, but in the way that it is -- in

25 the typeface that is chosen.

99

1 So I think, you know, understanding your
2 point in terms of mixing the typefaces and
3 everything, I think that -- that blends the
4 institutional. The NFRA, which is bold, but a
5 little bit colder. It doesn't have the touch
6 points that you need when you're dealing with
7 consumers and trying to build some emotional
8 attachment. I think the serif typefaces are a lot
9 better for that, and I think that's what they
10 tried to accomplish. Did that answer that and a
11 lot more than you wanted?

12 CHAIRMAN BARRERA: Carl, did you have a
13 question of Glenn?

14 MR. YOUMAN: No.

15 CHAIRMAN BARRERA: In particular, Glenn,
16 before you go, I have a question specifically for
17 you. With the historical, the 450th and the --
18 this branding or renaming effort, can you walk us
19 through how we'll be able to utilize this branding
20 effort with that?

21 MR. HASTINGS: Well, I'm in tourism
22 development, so yes, I would like to see
23 commercial service come back, you know, to this
24 region to St. Augustine.

25 The -- one of the things we have, we have

100

1 a -- an area that has limited carrying capacities.

2 It's a sensitive area in many ways. And so, from

3 a tourism perspective, it's never been about

4 getting more people in town; it's more about the

5 quality of the people that come in. So, if we

6 want to go up a couple of notches on the quality

7 of as a tourism destination, the people who would

8 fly in here would certainly help considerably.

9 As we start going into -- we're talking about

10 people coming in from around the world, from Spain

11 and everything, and we're -- again, there's only a

12 certain number of people that we can fit into

13 St. Augustine or into Ponte Vedra before it gets

14 very uncomfortable and that starts taking away

15 from the visitor experience.

16 So what we want to do is have a quality

17 visitor experience, but not necessarily jam

18 everything up and -- and kind of build it in

19 there. But if you're looking at it from a

20 business perspective, you're looking as a visitor

21 yield and the expenditures that they're making in

22 the community, so the -- the commercial service

23 fits right in with helping us bring that up a

24 little bit. Yes?

25 MR. YOUMAN: In reference to that gentleman's

101

1 comments about Google, I understand what he's
2 saying because -- I understand probably what
3 happened with his company when he went in --

4 MR. BURNETT: Could you speak in -- could you
5 speak in the mic?

6 MR. YOUMAN: Sorry.

7 MR. WUELLNER: Sorry.

8 MR. YOUMAN: When he went to Venus.com, that
9 he dropped. But the variances that happen in
10 Google, Northeast Florida Regional Airport, how
11 long would it take for that name to move up in the
12 rankings in Google?

13 Because I don't want -- in my experience,
14 it's weird, because I made -- in motion pictures,
15 I was a consultant about ten years ago in the
16 motion picture industry for railroads and I only
17 did three consultings, and all of a sudden, my
18 name is number one in Google. You type my name in
19 and I -- I'm number one. Everything I do that
20 goes in public print is -- there's about 13 pages
21 now. It's my life history.

22 MR. REIFENSNYDER: Can I add one thing? This
23 is related to the Google on that because I know --

24 CHAIRMAN BARRERA: You need to come up to the

25 mic. Roger, you need to come up to the mic.

102

1 MR. REIFENSNYDER: First of all, everything
2 that happens on Google is a secret. Nobody really
3 knows how or why it happens.

4 MR. YOUMAN: I know.

5 MR. REIFENSNYDER: But historically you
6 can -- you can gain some knowledge by watching
7 something occur.

8 The one thing I -- I will caution you on on
9 that question is that until you -- until and
10 unless you have commercial service here, you won't
11 raise yourself in a Google standing as related to
12 that issue.

13 MR. YOUMAN: Right. I --

14 MR. REIFENSNYDER: So --

15 MR. HASTINGS: I can only -- I can only
16 imagine. Now, I -- I'm familiar with Venus
17 Swimwear and everything. You probably spent more
18 in a year marketing and advertising and promoting
19 Venus Swimwear that we spent in the last decade.

20 MR. REIFENSNYDER: Right.

21 MR. HASTINGS: That had to have something to
22 do with it.

23 MR. REIFENSNYDER: What I was going to say is
24 that the one thing -- that actually taught us a

25 lesson, which is why I came here, is that the

103

1 lesson that we learned is test, test, test.

2 And unfortunately it's hard to do that in
3 this environment, because I suppose one of the
4 preeminent tests would be go to the actual
5 airlines and see what they say because they are
6 going to be the ultimate decision maker. So that
7 may the test. Not the anecdotal evidence, but
8 what did airlines tell you that you should do?

9 But I will say that every week, even now,
10 because I still sit on the marketing committee, we
11 do about 20,000 tests on different names. It's --
12 you know. And so it's hard for us to just decide.
13 It's hard for you to decide. You know what will
14 happen after you decide, you just won't know what
15 would have happened had you decided differently.

16 MR. HASTINGS: Yeah, I would -- I would tend
17 to agree with that. I think Ed has been -- you
18 know, it might be observational-type research,
19 because we haven't sent out surveys per se, but I
20 think he's been talking to the airlines, getting
21 some of the feedback.

22 We certainly -- now I know at one point in
23 St. Johns County, we had about 8 or 9 percent of
24 our visitors on an annual basis were Germans,

25 coming over from Germany. We had talked to Delta

104

1 Airlines about the possibility of having some
2 flights coming in here.

3 We had talked to a lot of the inter --
4 international airlines, and their -- and their
5 charter, you know, arms of the airlines and
6 everything about the possibility of coming in. A
7 lot of the things we found were -- really applied
8 to this situation here.

9 They didn't want to go into Jacksonville.
10 They wanted to come a little bit further south.
11 They -- they didn't care that it might not have
12 all the amenities that the larger airport would
13 have and everything. But they needed to know that
14 it was big enough or substantial enough to handle
15 their service.

16 And so that's really kind of the concept of
17 what we're saying here. We want to let them know
18 and communicate that we have the ability to handle
19 that -- that service. And the 24-minute
20 turnaround for Skybus, you know, from when it
21 touched down to when it departed again and
22 unloading the passengers, loading them back up and
23 everything, you can't get that in most airports.
24 And that's part of the Fly Smart concept I think

25 that Richard was talking about. Not only is it

105

1 frugal, but our time is -- has a value to it as
2 well. So that was also part of the consideration.

3 So you're right, we didn't do as thorough a
4 job on research as probably we would have liked
5 to, but we do have some of the -- the feedback
6 from different groups, particularly the airlines
7 in what they're looking for. And it was, you
8 know, communicated to us that that was an
9 important part of what they're -- you know, that
10 would give them a certain comfort -- comfort
11 level.

12 MR. REIFENSNYDER: The last thing I would say
13 on this is, think of it this way. If it works
14 out, if you -- if you're successful in garnering
15 an airline in here, you don't -- and that happens,
16 you don't want to have wasted the beauty of the
17 St. Augustine name in the meantime by changing it
18 to something else. Because as soon as that
19 airline is here, if it comes here, you'll want
20 that name St. Augustine.

21 You -- right now, you're thinking maybe you
22 want a different name to draw the airline here.
23 But once you get that airline here, I think that
24 St. Augustine name is going to be very valuable to

25 you.

106

1 MR. HASTINGS: Yeah, I think -- and that's
2 why it was important to us ultimately to include
3 "at St. Augustine." You're right. Right now --
4 and we talked about it the nation's oldest city
5 and all that.

6 Keep in mind that the vast majority of
7 Americans who went through our education system,
8 no matter where it was, still think that
9 Christopher Columbus founded the United States and
10 he dropped the pilgrims off in Massachusetts.
11 That was the beginning of our -- they have no idea
12 about St. Augustine, frankly. And that's a --
13 we've never had the resources or whatever, the
14 mega millions of dollars that would change -- it
15 would really cost to change some of those
16 perceptions.

17 So I think this is an opportunity for us to
18 kind of bring people in. Once they're here, we
19 know they're sold on the place and they'll come
20 back. And that's -- that's an important aspect of
21 having this airport be successful.

22 MR. YOUMAN: I'm talking about --

23 CHAIRMAN BARRERA: Well, Carl needs to finish
24 his question and we'll go to you, Buzz.

1 travel around the country on the railroad and I've
2 been gone for a month and a half and I've been
3 doing this for a number of years. And when I say
4 I come from St. Augustine, I have yet to find one
5 person who knew where St. Augustine was
6 specifically. They have no idea. I have to sit
7 there and say, "It's between Jacksonville and
8 Daytona." And they say, "On the east coast?"
9 "Yeah."

10 MR. HASTINGS: I will tell you research that
11 we did probably ten years ago, we would have a --
12 the outline of the State of Florida. And a lot of
13 people had heard -- and these were like focus
14 groups in Atlanta. So there was probably a little
15 bit better name recognition of St. Augustine, but
16 where is St. Augustine? They had no idea. We
17 ended up over near Gainesville or somewhere near
18 Ogala -- Ocala. They had no idea we were on the
19 ocean, which is the number one reason why people
20 were coming to Florida.

21 The other part that they remembered is that
22 St. Augustine must have been closed down, because
23 I think that was a time when the -- when Congress
24 didn't pass a budget and all the national parks

25 and everything were closed, and they thought we

108

1 were just one big national park. Well, a

2 not-so-big national park.

3 You know, it's -- you know, it pains me to

4 say that, but that's the reality. We've never had

5 the -- the financial resources to really go out

6 and tell that. The 450th gives us an opportunity.

7 MR. YOUMAN: And last question. I gather you

8 have extensive experience in branding and

9 marketing, or who does? That's what I'm curious

10 about.

11 MR. HASTINGS: I just -- I -- you know, for

12 enjoyment, I'm reading the Journal of Travel

13 Research. And I didn't even fall asleep in it. I

14 don't know. Did you --

15 CHAIRMAN BARRERA: Richard has extensive

16 background.

17 MR. YOUMAN: Does he?

18 CHAIRMAN BARRERA: Yes, sir.

19 MR. RAUHOFER: Could I speak one last

20 comment? And everything that you guys have just

21 said should be a part of the package that you give

22 to Ed and Mike, the people who are going to go to

23 the -- because more times than none, sitting there

24 with -- with you gentlemen walking in and making a

25 presentation in front of American Airlines or

109

1 something, and we all sit there, we're going to --

2 you better have the an -- questions.

3 And don't hesitate firing the answer in -- if

4 you see a quizzical question on my face, don't --

5 don't hesitate, saying, "Yeah, but we've got --

6 we've got -- this is a -- this is a destination.

7 We've got the World Golf Village. We've got the

8 TPC. We've got a beautiful beach that you can

9 drive on sometimes. And we're surrounded by water

10 in St. Johns County." And develop the whole

11 doggone thing, and who wants -- "We want you to

12 bring your airline in here because it's going to

13 be -- we can fill that -- those seats."

14 CHAIRMAN BARRERA: Buzz?

15 MR. GOLDMAN: If I can, Richard Goldman back

16 again. We went -- we short-cuttred this

17 presentation, and I know that those who are

18 involved know that there's chapter and verse in

19 this, and so we apologize.

20 The level of interest on the part of

21 community is encouraging and rewarding and I'm

22 delighted for it. Because we didn't know that it

23 would be that way. What we did know was that we

24 had a really tough assignment of locating us.

25 Because the industry was saying we don't know

110

1 where you are.

2 In recent research that we've been conducting
3 for a rebranding of the tourism marketing, we
4 learned that most of America, as Glenn points out,
5 doesn't know where St. Augustine is. So, that was
6 really a core problem to overcome, and that's kind
7 of what drove the mission here.

8 We certainly hope that that's going to change
9 soon and that St. Augustine becomes an even more
10 important part of our name. But right now the
11 challenge was to locate it and create significance
12 for it. And so this was our best -- our best shot
13 at it.

14 CHAIRMAN BARRERA: Buzz?

15 MR. GEORGE: Glenn, I need to ask you one
16 more question.

17 MR. HASTINGS: Yes, sir.

18 MR. GEORGE: I have a lot of my friends that
19 flew on Skybus, and they're kind of excited. I've
20 got other people that didn't fly and they say, you
21 know, "What it does it mean to me," and this, that
22 and the other. I would really appreciate if I
23 could get an off-the-cuff quotable quote from you
24 about what did Skybus mean to St. Augustine.

25 MR. HASTINGS: I -- you know, I don't want to

111

1 trust my actual --

2 MR. GEORGE: Well, make the numbers up.

3 MR. HASTINGS: -- brain for remembering the

4 statistics, but we -- we did, we had people out

5 here doing surveys as they were getting off the --

6 the airline and kind of watching it as it

7 developed, and then as they started -- you know,

8 originally they came from Columbus. Then they

9 were I think -- I can't remember what -- what city

10 they added next. But we kind of were watching

11 those things and we were watching other markets

12 that were on the board for the expansion to see

13 what people were thinking.

14 There was -- initially, it started out and it

15 was -- it was local traffic. It was -- and by

16 local traffic, I mean there were people coming

17 down from Columbus but not necessarily to go to

18 St. Augustine and not for a vacation, but -- but

19 they're meeting friends and relatives or something

20 else.

21 One of the things that Skybus did that we

22 also learned from, which is why we do want to make

23 sure that St. Augustine is in there, is that they

24 referred to the -- to the airport as Jacksonville

25 Daytona. You know, that's another way of saying

112

1 regional. Not that -- not what I -- you know, you
2 want to do. So people got off the airplane, went
3 to the rental car company, and found out that the
4 rental car was actually up at the Jacksonville
5 airport. Big problem.

6 So, but we started seeing it as a -- as it
7 kind of developed and everything to where people
8 were coming down. Columbus is a big golf town,
9 and so we did see golf groups starting to come in
10 quite a bit. We started seeing people in who
11 because of the -- it was relatively inexpensive,
12 that just maybe had never been to the area that
13 started coming in and saying, I want to get away
14 for the weekend or a couple of days and this is
15 great.

16 So I think had it -- had it had the chance to
17 evolve and -- you know, the information I always
18 had from Skybus is that this was probably their
19 most profitable route. I don't know if that's
20 true or not, but -- but I think in terms of the
21 quality, the load factors, and everything that
22 were coming through, we certainly saw it going in
23 the right direction that we -- that we wanted.

24 Now, it -- we never had the opportunity for

25 it to mature, but I think with -- with the right

113

1 airlines, the right information and everything,

2 we've got a pretty good product to offer.

3 MR. GEORGE: Well, I -- the reason for the
4 question was I had heard some people say that
5 Skybus travel increase -- had a positive impact on
6 our lodging industry of an increase of 5 to 7
7 percent that they could attribute to that airline.

8 MR. HASTINGS: And that's about the -- the
9 range that I recall. Now, we -- we were getting
10 into -- we started doing some co-op advertising
11 with Skybus. We started working with the hotel,
12 so we were doing packaging and everything.

13 A lot of those things, when Skybus first
14 started flying, they didn't have those in place.
15 Their web site was not very sophisticated at all.
16 There was no -- no ability, for instance, if we
17 were having a conference or something, to go, you
18 know, take a meeting planner to the airline and
19 sit down and say, okay, we want to book big blocks
20 of your seats at a time. So some of those things
21 that traditionally you have in the tour industry
22 weren't available --

23 MR. GEORGE: So we -- we could use the 5 to 7
24 percent as a quotable quote from you?

25 MR. HASTINGS: Well, yeah, with the

114

1 reservation that I'd like to go back and check my
2 notes. But that's --

3 MR. GEORGE: Thank you.

4 MR. HASTINGS: As I recall, that's in the --
5 in the range.

6 CHAIRMAN BARRERA: Do we have any more board
7 questions for --

8 MR. GEORGE: No.

9 CHAIRMAN BARRERA: -- before we get into
10 board? Yeah, you can go ahead before we get into
11 board discussion amongst ourselves.

12 MR. YOUMAN: The .com name, is that
13 registered with Go Daddy or somebody like that,
14 properly registered?

15 MR. BURNETT: I didn't handle the domain name
16 part of it. It --

17 MR. YOUMAN: Who is it registered with?

18 MR. WUELLNER: We have it through Go Daddy.
19 We actually own about 90 different variations that
20 can be all pointed to the one.

21 MR. YOUMAN: Great. I -- that's -- I wanted
22 to reflect what he was saying. Because he checked
23 Fly Smart. And I noticed in an e-mail that you
24 had mentioned that the .com name was registered,

25 but I just wanted to verify that for the board.

115

1 MR. BURNETT: And I think the way Ed did it
2 was the .net, .us, and the other variations.

3 MR. YOUMAN: Every -- every one of the domain
4 names, extensions.

5 MR. WUELLNER: Yeah. And currently the
6 thinking is the web site linked to this will be
7 flynf.com.

8 MR. REIFENSNYDER: Can you get .gov for
9 flying? I wonder --

10 MR. WUELLNER: In some cases, yes.

11 MR. REIFENSNYDER: -- are you permitted?

12 MR. WUELLNER: Some cases, yes. It's kind
13 of -- it's one of those odd sort of --

14 MR. REIFENSNYDER: Sure.

15 MR. WUELLNER: -- nomenclatures.

16 CHAIRMAN BARRERA: If I could ask Michael to
17 come up to the podium, I'd like to ask him a few
18 questions. Mr. Slingluff? Now -- and we've been
19 talking about commercial service. How will this
20 impact -- impact your corporate service, having
21 this name?

22 MR. SLINGLUFF: Well, I don't think it really
23 changes the database. The FAA databases won't
24 change. They're still going to fly to

1 increase awareness of our airport.

2 There is a lot of corporate flying that goes
3 into Jax International just because the boss calls
4 a charter department and says, "I've got to get to
5 Jacksonville." Pilot looks in the database.
6 Says, "Okay. We've got to go to Jax
7 International." You know, Northeast Florida
8 Regional at St. Augustine may offer an
9 alternative. And that really is the importance.

10 We -- we need to focus on the branding is a
11 positioning statement. It allows the airlines to
12 use the name more than we here locally will use
13 the name. It -- it allows them to put it into
14 their database or in the -- the KAYAKs that -- the
15 Travelocity and, you know, all of those other web
16 surfing. Not necessarily Google.

17 You don't really Google a city when you want
18 to buy an airline ticket. You're either into one
19 of those ticket hosting companies or you're into
20 the airline itself.

21 If you tell United you want to fly to
22 Chicago, three or four airports come up, including
23 all the way out to Palwaukee. That way, you know,
24 when people do a search and they put in, you know,

25 I'm going to Jacksonville, it will say

117

1 Jacksonville International, or Northeast Florida
2 Regional St. Augustine. So that's -- that's the
3 exposure of it.

4 How it affects the corporate pilot? Not --
5 not that much. Those -- those databases are
6 really generated by the GPSs, the airport facility
7 directories, things like that. It takes a long
8 time, long long time for that to change really.

9 MR. WUELLNER: Or even get an error
10 corrected.

11 MR. SLINGLUFF: Yes. Yes. And in fact, the
12 airlines use a completely separate system. And we
13 didn't find that out until Skybus came in here.
14 They use the ICAO designator for this airport,
15 which is UST. And SGJ is really a -- it's a Samoa
16 island -- an airport on an island in Samoa.
17 And -- and of course the airlines, you know, they
18 couldn't -- couldn't use that, so --

19 UNIDENTIFIED SPEAKER: You've got to put a K
20 up against it.

21 MR. SLINGLUFF: Yeah, you've got to put a K
22 on it to locate it here. But internationally the
23 airport is UST.

24 MR. REIFENSNYDER: Can I?

25 CHAIRMAN BARRERA: I don't know. We're

118

1 really going off protocol here. We're going to be
2 discussing protocol later. You're going to get me
3 in lots of trouble.

4 MR. SLINGLUFF: Am I dismissed?

5 MR. WERTER: He just put that one down.

6 CHAIRMAN BARRERA: I know, but I saw where --
7 where it was for. Okay. Now let's see -- bring
8 it back for board for motion and discussion,
9 unless we have any further questions of the
10 different consultants and people that we worked
11 with.

12 MR. WERTER: Who first?

13 MR. GEORGE: You'd like me to talk first
14 anyway, wouldn't you?

15 This whole thing of a name change is going to
16 have a big impact on the community, and I would
17 have loved to have had more time to think about
18 this and to talk to some of the people in the
19 county.

20 I do recognize, though, that the -- the
21 people that have been in on the discussions
22 have -- they have the pedigree for knowing what
23 they're doing, okay, for this very type of thing,
24 and I respect their -- their opinions and

1 My -- my overlying concern, and it has been
2 for a long time, is the finances of running this
3 airport. Having a big impact on the community and
4 having an impact on us when Skybus was here was
5 monumental, as far as I'm concerned. The last
6 couple of months -- I don't know how many of you
7 know this, but the last couple of months, our
8 checks from rental cars were in the \$20- to
9 \$30,000 a month range, you know, just from Skybus
10 coming in. So it had a big impact.

11 Now, here's -- I went back and looked at some
12 of the stuff that Donna and I had done and with Ed
13 before, and in the year 2009, we had what I'm
14 going to call a net profit without depreciation
15 from the operating revenue and expenses of
16 \$389,000. Now, this year, we have a budget, and
17 that budget shows \$241,000. Now, it also has in
18 the budget a \$5,000 (sic) reserve fund.

19 MR. WUELLNER: Million.

20 MR. GEORGE: But 200 -- hmm?

21 MR. WUELLNER: 5 million.

22 MR. GEORGE: 5 million. I'm sorry. Correct.
23 \$241,000, if you look at the \$6.9 million of
24 capital that we were going to spend this year, and

25 you look at our piece of that, is \$1.7 million.

120

1 So if we only got \$241,000 from profit, that said
2 where did the -- where is the other one and a half
3 million going to come from? It's going to come
4 from that reserve fund.

5 One and a half million into 5,000, you've got
6 just over three years and then you're going to be
7 in bad straits. So, I can support this name
8 change just from the impact that it has on us
9 getting -- making us continue to stay off the tax
10 roll.

11 Now, everyone should understand that we have
12 about \$64 million of unencumbered assets, you
13 know, and revenue streams from those assets. And
14 other than the -- the guy from Venus letting us
15 raise the rent on his hangar, which I think we
16 would want to do, those assets will be used as
17 a -- as collateral, if you will, for us to borrow
18 money to get over some of these humps that are
19 going to be there. But that's the overriding
20 consideration of mine, is the financial well-being
21 of this airport.

22 CHAIRMAN BARRERA: Are you making a motion?

23 MR. GEORGE: I'm through talking now. I
24 would like to hear what my fellow board members

25 have to say.

121

1 CHAIRMAN BARRERA: Jim?

2 MR. WERTER: Unless you're going in clockwise
3 fashion. So many things that were brought up to
4 the podium from the experts and the general
5 public's interest, I mean, I can go from
6 demographics to the name attract -- attractiveness
7 to the airlines, which I did have conversations
8 with Ed about, so I'll let Ed address that.

9 Let's start with demographics. Just so you
10 know -- I forgot the gentleman from American
11 Airlines name.

12 CHAIRMAN BARRERA: Warren.

13 MR. WERTER: Warren. We went to the ACI
14 JumpStart last summer in Montreal, and that was
15 one of our talking points, was the shifting
16 demographics to the south of Jacksonville and how
17 even I, when deciding to open up my -- my office
18 when I came back north from Daytona, I live in
19 Ponte Vedra as well, did I want to drive into the
20 city or stay down here in St. Augustine? I'm
21 driving down here.

22 So, I think with the expertise behind to give
23 more precise numbers as to the shifting
24 demographics, I'm sure Ed and our representatives

25 will be hammering that home at the next ACI

122

1 JumpStart meeting, JumpStart being the speed

2 dating of airports meeting the airlines.

3 So, yeah, I hope that we would have a more

4 focused and more accurate presentation on that,

5 because that's what they're looking at. But also

6 the name attractiveness, didn't that stem out of

7 talks about the airlines?

8 MR. WUELLNER: Yes.

9 MR. WERTER: Yeah. So, I forgot now who was

10 talking about -- oh. The gentleman from Venus. I

11 forgot your name.

12 CHAIRMAN BARRERA: Roger.

13 MR. WERTER: Roger. Hi, Rog.

14 MR. REIFENSNYDER: Hi.

15 MR. WERTER: I forgot the name of your --

16 your partner's name.

17 MR. REIFENSNYDER: Darrell Scott.

18 MR. WERTER: Darrell, yeah, yeah. I met him

19 a long time ago. That all has to do with the

20 internet mechanics. Spider searching that Google

21 sends out, yeah, I think it helps to be a sponsor,

22 whatever.

23 MR. REIFENSNYDER: What I was going to say,

24 though, if you're not talking pure Google, if

25 you're talking about KAYAK or --

123

1 CHAIRMAN BARRERA: Roger, you have to come to
2 the -- to the mic because we record the voice --
3 you have to -- you have to be at the mic.

4 MR. REIFENSNYDER: You're correct on Google.
5 But on KAYAK or Travelocity, it's proximity to the
6 location entered, and it wouldn't matter what you
7 called it.

8 MR. WERTER: Well, yeah.

9 MR. REIFENSNYDER: You could call it
10 anything.

11 MR. WERTER: Oh, yeah. The mechanics -- the
12 mechanics of that are different than just someone
13 who's plugging in, I think I'll go to
14 St. Augustine to take a look around. That doesn't
15 happen. You know, they're going to want to get --
16 they have that in mind. They have a relative
17 here, or maybe one of their children learned about
18 St. Augustine. That runs into a -- a collateral
19 problem with St. Augustine itself marketing
20 St. Augustine. Williamsburg, you know, I have
21 inlaws in Williamsburg. I never really knew much
22 about Williamsburg. After seeing Williamsburg, I
23 can see the nationwide attractiveness.

24 MR. REIFENSNYDER: What I would say --

25 MR. WERTER: We have to do the same here, but

124

1 that goes outside the airport.

2 MR. REIFENSNYDER: Well, the one thing we
3 have learned from Google is that the more
4 interconnects there are in a search, the better
5 chance you have of eliciting what you're looking
6 for, not someone coming to your site. So someone
7 looking for St. Augustine would naturally come to
8 this airline if St. Augustine was in the name and
9 as --

10 MR. WERTER: Yeah.

11 MR. REIFENSNYDER: -- but would they if they
12 were just looking for Northeast Florida or
13 Orlando -- or Ocala? It's a -- it's certainly a
14 complex issue. I think that they're all good --
15 but I would agree that I don't know that
16 "Regional" is necessarily a necessary term within
17 that name, because it does get rather redundant.
18 And it does speak to regional turboprops.

19 MR. WERTER: I mean, I like the idea that we
20 do keep "at St. Augustine" and we're not actually
21 surrendering our -- our charter name. But that's
22 mechanics. And making this place more attractive
23 is going to be a -- has to be a joint effort with
24 St. Augustine itself. Not just the airport. I

25 always thought we could do -- we could do better

125

1 down there. That's so much for the internet.

2 Demographics, and tourism. Again, that also

3 plays into Bryan's presentation of what this

4 community has to offer. TPC gave a speech at one

5 of their -- our EDC meetings, the Economic

6 Development committee of Chamber of Commerce, St.

7 Johns County.

8 They want to expand how they interrelate with

9 the surrounding -- TPC wants to expand how they

10 interrelate with the surrounding community, being

11 Jacksonville Beach down to St. Augustine, and

12 that's another avenue to make this -- put us on

13 the internet map for that region. So it goes a

14 little bit beyond this airport. But it is a joint

15 effort with this airport, I agree.

16 CHAIRMAN BARRERA: We -- do we have a motion?

17 MR. YOUMAN: No. I want my turn.

18 MR. WERTER: Go ahead.

19 MR. YOUMAN: I just want to say that one

20 thing that excited me about this whole process is

21 that it was a coordinated effort. It wasn't just

22 the airport independently attempting to make this

23 process work, but it's been the -- all the

24 important agencies throughout St. Johns County and

25 the -- and tourist bureau, et cetera. And I think

126

1 that's a key to the success of this whole venture.

2 And there's been a lot of work put into this,

3 and I agree with Mr. George that the financial

4 aspects of this for the airport are the most

5 important rather than bottom line, that -- and the

6 way to do it is to get an airline service in here,

7 because I -- I remember reading, you know, when I

8 was last year reading of some of the past reports

9 as to the economic impact Skybus had on this place

10 and it was unreal.

11 And if we get somebody bigger that

12 packages -- some of these airlines, whether they

13 package the travel, the whole thing when they

14 package St. Augustine into it and everything else,

15 it's just going to be phenomenal for everybody.

16 And I would like to make a motion that we accept

17 the name change and the process of positioning and

18 logo -- the logo.

19 CHAIRMAN BARRERA: I will second it. Do we

20 have any further board discussion on this before

21 we call it to a vote? Doug?

22 MR. BURNETT: I just want to offer one

23 comment, which is could we -- could the motion

24 reflect that it's accepting the branding effort to

25 brand the airport this new name?

127

1 MR. YOUMAN: The motion is to -- the motion
2 is to brand the airport with a new name.

3 MR. BURNETT: Yes. Not rename the airport.

4 MR. YOUMAN: Okay. I understand what you're
5 saying. For branding purposes.

6 MR. BURNETT: Yes, sir.

7 CHAIRMAN BARRERA: And I will --

8 MR. YOUMAN: Is that acceptable now?

9 MR. BURNETT: Yes, sir.

10 MR. YOUMAN: Thank you.

11 CHAIRMAN BARRERA: And I will second that.

12 And the last thing that I -- as we open it up
13 for board discussion, I would like to reiterate is
14 that this -- this group of professionals that was
15 brought together to discuss this rebranding effort
16 locally, it was also discussed with an airline
17 marketing company that markets -- helps airports
18 to market with different airlines, and it was also
19 something that was vetted through them.

20 So it's not -- it is something that we came
21 up with locally, but it was also something that we
22 got outside marketing and consulting input on.

23 MR. YOUMAN: Good.

24 CHAIRMAN BARRERA: Do we have any other board

25 discussion?

128

1 MR. WERTER: Just as far as the branding
2 goes, the only thing that bothers me, it is
3 slightly cumbersome, Northeast Florida Regional
4 Airport. We can't say NFA, and NRA might get us
5 into political trouble. Is there --

6 MR. GEORGE: You want to call it ARP
7 (phonetic) something?

8 CHAIRMAN BARRERA: Richard, if you could
9 speak to that, because I know you did some
10 research on what was available and what wasn't
11 when we looked at the -- the breaking up of it.

12 MR. WERTER: Is this the snappiest we can do?

13 MR. GOLDMAN: The great thing about people
14 and ultimately what's important is what people
15 think. They're going to truncate it.

16 But we did do -- thanks to our colleague in
17 the design field, we took a look at how this might
18 work in a sign. So when you look at some more
19 conventional uses, you can see that it does kind
20 of still work. If -- people are going to truncate
21 it, and that's the reason why we made that logo
22 work the way it did.

23 MR. WERTER: When you say truncate, though,
24 it would be calling us like NORFA (phonetic)?

25 MR. GOLDMAN: Northeast Regional -- you know,

129

1 we think "Northeast Regional" will be one of the
2 more logical ones. And "St. Augustine," for those
3 who want to use the locator of that. They'll be
4 calling it "St. Augustine" as well. Again, that's
5 just from anecdotal work that we've done.

6 MR. WERTER: I can hear it now, Buzz, NORFA
7 Tower, five miles out.

8 MR. WUELLNER: Boy are they lost.

9 CHAIRMAN BARRERA: Go ahead, Buzz.

10 MR. GEORGE: I know in St. Augustine when
11 they have a -- a major ordinance or something that
12 is going to impact, you know, them, they have a
13 requirement, I don't know where it comes from, but
14 to have two or three readings, if you will, or
15 sessions to get more public input.

16 I called your office. I hope you got that
17 message today. Is that -- how do they -- what is
18 the requirement that is put on them to do that, or
19 is that just a self imposed?

20 MR. BURNETT: Two things. Under Florida law,
21 when you have passing -- when you pass an
22 ordinance, usually it's one hearing that's
23 advertised and the advertisement references the
24 subject matter of the ordinance and you have a

25 brief summary in the title to the ordinance and

130

1 that's what gets published.

2 If it's an ordinance that relates to the
3 regulation of land, property, land use
4 regulations, you know, an amendment to the
5 county's Land Development Regulations or the
6 city's Land Development Regulations, that's a
7 two-ordinance process.

8 And what really happens more often than not
9 is, you wind up with -- at the county, you wind up
10 with two hearings of that ordinance before the
11 Board of County Commissioners. Plus the Planning
12 and Zoning Agency, in the middle of those two
13 hearings, adds its input. And the City of
14 St. Augustine Beach is similar. For example, I'm
15 not sure about the City of St. Augustine, but you
16 wind up really with three hearings. You have the
17 advisory board giving a recommendation, you have
18 the two hearings before the main body for land
19 development changes.

20 MR. GEORGE: But this rebranding effort would
21 not come anywhere close to fitting into what an
22 ordinance was, would it?

23 MR. BURNETT: We're -- we don't have the same
24 regulation --

25 MR. GEORGE: Right.

131

1 MR. BURNETT: -- because we're not passing an
2 ordinance. The only thing that's here is we're
3 not technically renaming the airport because we
4 can't. It would take an act of the Florida
5 legislature to actually rename the airport --

6 MR. GEORGE: Oh, okay.

7 MR. BURNETT: -- because the charter -- the
8 charter specifically says the name of the -- the
9 charter specifically says that the name of this
10 special district, this special taxing district
11 that the airport is, is the St. Augustine-St.
12 Johns County Airport Authority. And it says that
13 you are the Authority and you're a specific name
14 as well.

15 So -- but it gives you broad powers. And for
16 example, it gives the Airport Authority the power
17 to own property not related to aviation, such as
18 the homes that have been purchased over the time
19 that were rented as homes that's not an aviation
20 use, but that's been done.

21 MR. GEORGE: Yeah.

22 MR. BURNETT: And so because of those broad
23 powers, you can do a branding effort to market
24 yourselves.

25 MR. GEORGE: Well, I see why you emphasize to

132

1 change the motion then to branding and I agree
2 with that.

3 One other thing I will add is several years
4 back, a different part of the state went through
5 the same thing between Naples and Fort Myers and
6 they came up with Southwest Florida Regional
7 Airport, and that kind of zeros right in exactly
8 where Fort Myers is and whatever. So that's what
9 I see we're doing here.

10 CHAIRMAN BARRERA: Do we have any further
11 board discussion? Carl?

12 MR. YOUMAN: Just want to say this is
13 exciting. We're moving forward and it's positive,
14 and great things are going to happen here. Great
15 things. Thank you.

16 CHAIRMAN BARRERA: Okay. Let's call it to a
17 vote. All in favor of the motion to rebrand our
18 airport as presented by staff in favor, say aye.

19 MR. GEORGE: Aye.

20 CHAIRMAN BARRERA: Aye.

21 MR. YOUMAN: Aye.

22 MR. WERTER: Aye.

23 CHAIRMAN BARRERA: Any opposed?

24 (No opposition.)

25 CHAIRMAN BARRERA: Motion passes. We are

133

1 going to take a quick five-minute break at this
2 point. We've been going now for a little over two
3 and a half hours --

4 MR. YOUMAN: Wow.

5 CHAIRMAN BARRERA: -- so we need to take a
6 five-minute break and we'll reconvene.

7 (Recess had.)

8 CHAIRMAN BARRERA: We'd like to call the
9 meeting of the St. Augustine-St. Johns County
10 Airport Authority back into session. If everybody
11 could resume their seats.

12 Before we go on to the next agenda item, I'd
13 just like to thank again Mr. Sacia, Mr. Goldman,
14 Mr. Hastings for all coming and being available to
15 present and answer questions at our meeting.

16 CORDOVA PALM BRIEFING

17 THE WITNESS: Our next agenda item is going
18 to be Cordova Palms. And we have different
19 representatives from this DRI here to present to
20 us. This is not going to require any action from
21 us at this time. This is really for our
22 information purposes. Ed, is there anything else
23 that needs to be added?

24 MR. WUELLNER: No, I'm not sure who's doing

25 it, Lynn or Ray or who -- whomever. You guys work

134

1 it out.

2 CHAIRMAN BARRERA: We have --

3 MS. PAPPAS: A little of both.

4 CHAIRMAN BARRERA: Lynn, if you could

5 introduce yourself and Ray, that would be great.

6 MS. PAPPAS: Sure. Thank you. I'm not sure

7 this is short enough for me, but I'll try.

8 MR. WUELLNER: You're good.

9 MS. PAPPAS: My name is Lynn Pappas. Pappas,

10 Metcalf, Jenks & Miller, 245 Riverside Avenue,

11 Jacksonville, Florida. And it's been quite some

12 time since I've been here to visit with you. That

13 little chart probably gives you an indication of

14 what the time schedule's been.

15 I'm here on behalf of Flagler Development

16 Company, who is the land -- holder of lands that

17 sit immediately to your west that we'll be

18 speaking about today as well as lands, Cordova

19 Palms, that exists to the north and west of the

20 Airport Authority lands.

21 And as you may recall, some of the board

22 members are new, but I think many of you recall

23 that we had initiated an application for a DRI

24 approval for the Cordova Palms property quite some

25 time ago in '06.

135

1 As we walked through those issues and worked
2 through those issues with the county and in
3 several meetings with the airport, it became
4 apparent that the land plan objectives that
5 Flagler had for that property frankly were not
6 consistent with issues or concerns that the
7 airport had. And in light of what transpired in
8 the residential markets as well as concerns on the
9 part of the county, we frankly went back to the
10 drawing boards.

11 And our goal as we looked at the lands that
12 Flagler owned in this proximity, the major issue
13 with respect to Cordova is it was an industrial
14 designated parcel of property that simply did not
15 have the appropriate access or location to really
16 become a viable industrial parcel.

17 So the goal was to change it into more of a
18 mixed use piece in particular because of its
19 relationship to the incoming 313 road improvement
20 that is -- has been a very high priority for St.
21 Johns County. And so the idea was to create a
22 window of opportunity for -- for 313 and uses in
23 relation -- for 313 to be constructed and
24 connected down to Woodlawn, and also for it to --

25 to have some viable land uses in proximity.

136

1 So in going back to the land use plan, we
2 came up with a goal of essentially providing that
3 there would be no net residential increase in the
4 land development opportunities on those two
5 Flagler parcels, which we felt was much more
6 consistent with the airport's needs.

7 We heard you loud and clear. And in fact the
8 discussion today has been a really interesting
9 conversation about the evolution of the airport's
10 progress. I've -- I'm certainly not terribly
11 familiar with your airport, but I know the -- the
12 objective that you have with respect to getting
13 off the tax rolls, and I applaud your efforts in
14 that regard.

15 And obviously the viability of the airport's
16 critical to you and critical to the -- to this
17 area and to the county. So our goal was to try to
18 help be part of that assurance, not to be a
19 problem for you. And so we worked hard on our
20 land plan.

21 We've met a number of times with your chair
22 and with Mr. Wuellner. They've been very
23 forthcoming in helping us understand the issues,
24 and we're here to just show to you today what

25 we've done to revise that plan. We think it's

137

1 a -- frankly a better result and we hope that
2 in -- as the time goes on and we bring this
3 forward for public hearing, et cetera, that you
4 will be more comfortable with the outcome.

5 Ray's going to give you the specifics of that
6 land plan, and we're certainly available to answer
7 questions for you. Thank you.

8 CHAIRMAN BARRERA: Thank you, Lynn. Ray?

9 MR. SPOFFORD: I'm just going to move this
10 over so I don't get anybody in the head with the
11 laser. My name is Ray Spofford. I'm with
12 England-Thims & Miller, a senior planner, and
13 actually have been working on the project from
14 the -- from the start.

15 We -- when we first came before the
16 Authority, we had really two applications for the
17 same property, and that's Cordova Palms. We had
18 the DRI application and an amendment to the
19 county's comprehensive plan. We have in this
20 change now added a third application for what's
21 called the Lemberg South property. And I'll show
22 you maps of these properties and explain in a
23 little more detail.

24 Essentially the two comprehensive plan

25 amendments have been transmitted by the county to

138

1 state agencies for review and comment. We expect
2 all this -- them to come back in July, possibly
3 August for hearings, final approval hearings.

4 To orient you to the general location of the
5 two properties we're discussing, Cordova Palms is
6 the one to the north along U.S. 1, outlined in
7 blue and highlighted in yellow. And it is shown
8 in relation to the airport property to the south
9 and the Twelve Mile Swamp conservation area also
10 to the south and west.

11 The Cordova Palms property has actually been
12 decreased in size. It's within the same
13 footprint, but we've decreased the acreage by 200
14 acres on the south end. And again I can show you
15 the maps of that in a minute. The Lemberg South
16 property is approximately 516 acres, and this
17 again -- this is a new application that you
18 haven't seen before.

19 Really to summarize the changes with Cordova
20 Palms, we have reduced the number of residential
21 units. Initially, we proposed 1,700 units, and we
22 are actually transferring residential units that
23 are allowed today on Lemberg South through the
24 amendments north to Cordova Palms, to the north

25 side of Cordova Palms. We will also move the high

139

1 density Residential that we initially had on
2 Cordova Palms, which is south of the future State
3 Road 313 to the north.

4 What came out of one of our meetings also
5 with Mr. Wuellner and Ms. Barrera was there's --
6 the southwest portion of the residential on
7 Cordova Palms has -- we have limited that to
8 for-rent product only and not for sale. You will
9 have less owners, obviously. We've removed the
10 school site. And the applicant Flagler is still
11 committed to the avigation easement. I believe
12 that that's gone through a series of reviews and
13 we are there or very close.

14 And as I mentioned, we've reduced the size of
15 Cordova Palms. We've eliminated 200 acres from
16 the application between the south boundary and the
17 airport land, and that will remain in Industrial
18 land use designation.

19 The new proposal for Lemberg South again
20 involves transferring the Residential that's
21 allowed on there today north to Cordova Palms. It
22 is within your future Airport Master Plan boundary
23 or the future airport boundary. And oddly enough,
24 in the Airport District, Residential is currently

25 allowed in that land use designation of the county

140

1 if it's zoned to permit residential today. And

2 that is the case on Lemberg South.

3 We are adding essentially a prohibition in
4 the amendment on Residential within Lemberg South,
5 which is in the Airport District. In addition,
6 we've taken out some of the other potentially more
7 offensive or incompatible uses such as heavy
8 industrial, solid waste, and correctional
9 facilities.

10 This is the -- a current land use map of
11 the -- you know, what's currently adopted in the
12 county's comprehensive plan for land use. To the
13 north, you can see Cordova Palms. The old DRI
14 boundary was shown here in the dash lines. You
15 can see about 200 acres on the south has been
16 taken out. That will remain in Industrial. The
17 rest of it today is currently designated
18 Industrial.

19 Now Lemberg South outlined in blue, the north
20 roughly half of the property is currently in the
21 Airport District. The south portion is in
22 Residential B, which Residential is allowed in
23 both of those categories. So, like I said, we're
24 moving that through this amendment up to Cordova

1 What we've done is now we've added the
2 current Airport Master Plan future airport
3 boundary on this current land use map so that
4 you'll see that the boundary of the future airport
5 is -- takes up almost all, pretty much all of
6 Lemberg South. And obviously Residential is
7 incompatible with the future runway, so that's the
8 change we'll be making.

9 This also shows the State Road 313 alignment
10 for DOT at today's current alignment on the site.
11 We've added also the 65 decibel noise contours.
12 The red is the current. And there's yellow -- you
13 can -- or orange, you can't quite see up here, but
14 that is the current noise contour.

15 The proposed change for Cordova Palms. As
16 you can see on the north, we're proposing an
17 intensive commercial land use around the
18 interchange at U.S. 1 and the project entrance,
19 and the residential's located on the north end of
20 Cordova Palms.

21 I'll show a comparison of the actual site
22 plans of this, the new proposal versus the old
23 plan, and you'll see the significant difference in
24 the moving of the residential.

25 We've estimated that the residential proposed

142

1 on Cordova Palms is approximately 9,500 feet from
2 the end of Runway 13/31. This graphic shows the
3 proposal on Lemberg South is the change as
4 Residential B to Industrial on the south end, and
5 on the north end will remain Airport District. So
6 essentially what we have done is swapped land use.

7 The Residential from Lemberg South has gone
8 up to Cordova Palms to be more compatible with the
9 future plans of the airport, and likewise the
10 Industrial to the north that really we determined
11 there is not a market for at this time, has been
12 moved down to Lemberg South, which would be more
13 compatible.

14 One other thing we show, here is an alternate
15 alignment of State Road 313. One of the things
16 we'll have to go through is permitting that
17 alignment. There's a rule through the Water
18 Management District in which they will -- they
19 will evaluate that.

20 And Flagler has committed to do either
21 alignment. And it's not a decision really for
22 Flagler the applicant to make. That will be a --
23 a decision for the -- the Water Management
24 District in the future in evaluating the impact on

25 their conservation land.

143

1 The old plan as compared to the new plan.
2 The old plan on the left. Again, we've overlaid
3 the noise contours. A little bit hard to see
4 here. You can see that the orange we had was
5 primarily nonresidential, and the brown and tan
6 colors were residential development. So
7 previously, we had residential just outside the
8 noise contours south of 313, and then also on the
9 north side. And the purple is the -- is the
10 school site.

11 And we've gone back, revised to take out the
12 south part, so that will remain industrial. And
13 the south side of 313 is now all commercial,
14 retail, and office. The tan is the proposed
15 residential. And this cross-hatch area is the
16 area that's going to be limited to for-rent only,
17 because that's more on the approach to the future
18 runway -- or Runway 13/31.

19 This is the proposed traffic mitigation plan.
20 As part of the Cordova Palms DRI, they're
21 proposing to construct 313 to Big Oak Road as part
22 of their first phase development. Obviously they
23 would also provide the right-of-way that they have
24 to and through the conservation area and on

25 Lemberg South, depending on the alignment, to

144

1 Woodlawn Road.

2 Obviously State Road 313 is an important
3 roadway even for the airport in your efforts in
4 the future. It provides a lot more direct access
5 to the airport from Interstate 95. So hopefully
6 the ideal situation would be to get the road built
7 and in place not only for Flagler, but I think it
8 provides better access for the airport as well.

9 Really and just to summarize, we've got the
10 significant reduction in residential of about a
11 thousand units. We've relocated that residential
12 that was proposed further away from the airport
13 operations. We've removed the school site all
14 together. With that reduction in residential,
15 we've been able to do that.

16 The -- we are also, on the Lemberg South
17 piece, removing residential within the future
18 Airport Master Plan boundary and prohibiting the
19 residential within the Airport District on Lemberg
20 South. Again, I think 313 is important for future
21 access and hurricane evacuation. We are still
22 committed to the aviation easement. And there is
23 also a railroad relocation agreement that we've
24 been discussing with the staff.

25 And -- and finally I just want to point out

145

1 that obviously the changes to the plan are
2 consistent with airport zoning and FAA land use
3 compatibility and noise compatibility standards.
4 With that, let me give it back to Lynn to kind of
5 recap for us.

6 MR. GEORGE: I have a question. Which -- of
7 the overall project, which one gets started first?
8 Is the emphasis on the industrial getting started
9 before the residential or, no, it's residential
10 then we'll move into the industrial?

11 MR. SPOFFORD: Well, that's a good question.
12 They -- they don't really have a specific plan for
13 Lemberg South --

14 MR. GEORGE: Okay.

15 MR. SPOFFORD: -- as we do on Cordova Palms.
16 So that would be the likely first property to be
17 developed.

18 MR. GEORGE: Okay.

19 MR. SPOFFORD: Both really are depending --
20 dependent on 313.

21 MR. GEORGE: I understand. Okay. Thanks.

22 CHAIRMAN BARRERA: And if I'm correct, let me
23 know if I'm wrong, the first emphasis would be for
24 commercial, heavy --

25 MR. SPOFFORD: Yes.

146

1 CHAIRMAN BARRERA: -- commercial uses on the
2 Cordova.

3 MR. GEORGE: In the Cordova?

4 CHAIRMAN BARRERA: Yes.

5 MR. GEORGE: Okay.

6 MR. SPOFFORD: The first phase of the first
7 five years through 2015, we would only have 250
8 units potential for residential, and over a -- I
9 think about a half a million square feet for
10 commercial.

11 MR. GEORGE: Okay.

12 MR. YOUMAN: And you said everything's
13 dependent on 313 being put in place before you
14 start any construction or --

15 MR. SPOFFORD: Yes.

16 MR. YOUMAN: -- infrastructure or putting --

17 MR. SPOFFORD: Well, the first phase of --
18 the -- the applicant would have to build 313 from
19 U.S. 1 to Big Oak Road. And that would really be
20 an emergency access, secondary access at Big Oak
21 Road, because our models don't show that that's
22 needed for access to Cordova Palms to the north.

23 And then the second phase, we're still trying
24 to figure out really what the mitigation's going

25 to be for the second phase. We do know that the

147

1 right-of-way would be dedicated all the way to

2 Woodlawn Road.

3 MR. YOUMAN: Are you saying -- when you said

4 the applicant, do you mean Flagler has to build

5 the road --

6 MR. SPOFFORD: Yes.

7 MR. YOUMAN: -- before the residential or the

8 infrastructure for the property can be even

9 started?

10 MR. SPOFFORD: That's correct.

11 MR. YOUMAN: Okay.

12 MR. SPOFFORD: Before any certificate of

13 occupancy for any building.

14 CHAIRMAN BARRERA: Okay. Lynn, did you want

15 to recap?

16 MS. PAPPAS: No. I think -- I think Ray

17 covered it all. I mean, we would just -- we'd

18 answer any questions if you have any. It's a lot

19 easier.

20 But, you know, I -- obviously we've -- we've

21 listened to your concerns and hopefully we've come

22 up with a plan that's more compatible, and we'll

23 continue to work with Mr. Wuellner and yourself as

24 we go forward. Thank you. Thank you, very much

25 for letting us present --

148

1 CHAIRMAN BARRERA: Do we want to open up for
2 board comment, or do we have more questions?

3 MR. YOUMAN: Can I ask one --

4 MR. GEORGE: I just have a question.

5 MR. YOUMAN: I'm sorry.

6 MR. GEORGE: I want to get in before Carl
7 does.

8 MR. YOUMAN: Go ahead. Go for it.

9 CHAIRMAN BARRERA: I'm not playing favorites,
10 I promise.

11 MR. GEORGE: Ed, I notice on one of their
12 charts, they had the second runway.

13 MR. WUELLNER: Uh-huh.

14 MR. GEORGE: On their final, you know, charts
15 that they're now, you know, proposing, how does it
16 impact or what impact does it have on the second
17 runway?

18 MR. WUELLNER: It -- it's not so much a
19 function of what their development does as it is
20 ultimately what the county's selection is for the
21 alignment of 312/313.

22 The western alignment that's, you know, been
23 around for, I don't know, as long as I've been
24 here in one form or fashion is the alignment that

25 the airport build its Airport Master Plan to, more

149

1 or less.

2 The eastern alignment, which came up during
3 the first iteration really of Cordova Palms
4 several years back, offered the opportunity for an
5 eastern alignment in an effort to get something
6 built. It -- it's a sticking point only in that
7 it would force the airport to deal with the master
8 plan issue again in the future, which it's going
9 to do periodically anyway.

10 MR. GEORGE: Yeah.

11 MR. WUELLNER: The -- the short-term
12 implications, meaning less than 20-year
13 implications, are there are no implications. The
14 runway was strictly a land use placeholder out
15 there. Was not -- not designed to begin
16 construction or design or any of the other pieces
17 that go with it. It was simply to identify the
18 ability to meet a projected demand in the future.

19 Obviously the last couple of years of just
20 general demand in aviation have kind of stepped
21 back a number of years. So, you know, the reality
22 is you could be much more than 20 years till --
23 until another runway or similar capacity was made
24 available.

25 Other options that can be explored through

150

1 our master plan process as well as others are even
2 alternative sites for picking of GA components,
3 looking at things in the future. I mean, there
4 are other airport possibilities to include even
5 readdressing the runway alignment again.

6 MR. GEORGE: Okay. All right.

7 MR. WUELLNER: So --

8 CHAIRMAN BARRERA: Let's open it up for
9 public comment.

10 MR. YOUMAN: Can I -- can I ask one question?

11 CHAIRMAN BARRERA: You can ask one question.
12 Then I'll open it up for public --

13 MR. YOUMAN: FEC alignment, would that be out
14 here or up there, or where is -- where are you
15 talking about?

16 MR. SPOFFORD: It would be north of Runway
17 13/31.

18 MR. YOUMAN: But here -- but the alignment
19 here would remain the same in your plans at this
20 point?

21 MR. SPOFFORD: Yes.

22 MR. GEORGE: He's going to move it so we can
23 extend the runway at his cost.

24 CHAIRMAN BARRERA: Sacha, did you have any

25 public comment?

151

1 MR. WUELLNER: We --

2 CHAIRMAN BARRERA: Mr. Martinelli?

3 MR. WUELLNER: I want to address that.

4 MR. MARTINELLI: Well, not -- not public
5 comment, but comment on this particular subject.

6 CHAIRMAN BARRERA: This agenda item. Sorry.

7 MR. MARTINELLI: You know, I think it's
8 extremely important to plan for the future. And
9 Ed, you know, when you said 20 years down the
10 road, it's hard to be optimistic when everybody's
11 looking down. And right now, we're in a down
12 economy and everybody's looking down. But I'd
13 like to just as an example talk about Skybus.

14 When everyone talked about Skybus coming
15 here, the estimates and the projections of what
16 the benefits would be from Skybus were modest and
17 very conservative. I think when they got here and
18 things began to unfold, it was an eye opener. And
19 I think we're going to have the same situation
20 down the road. I may not be here to see it, but
21 I'll guarantee you that when this place starts to
22 blossom, you're going to look at that and say we
23 should have had more. So plan well.

24 CHAIRMAN BARRERA: Thank you.

25 MR. GEORGE: Who's not planning on being

152

1 here?

2 CHAIRMAN BARRERA: Thank you, Mr. Martinelli.

3 That's -- that's all I have for public comment.

4 Then we can open it up --

5 MS. TOSTEVIN: Kelly, I didn't write

6 something. Can I --

7 CHAIRMAN BARRERA: Yes. Cindy will give you

8 a form to fill out before we close off public

9 comment. You can -- you can go ahead and take the

10 mic.

11 MS. TOSTEVIN: My name is Donna Tostevin, 12

12 Sea Oats Drive, St. Augustine. It's just a

13 question concerning when someone purchases a lot,

14 not necessarily the industrial, do they sign a --

15 how do they know for sure that there's an airport

16 here? How -- how do they know that there's -- I'm

17 a pilot here. I make noise. How do I know that

18 in a year or so, they're not going to start

19 complaining about the airport's here?

20 CHAIRMAN BARRERA: Doug, can you answer that?

21 MR. BURNETT: As a history and for other

22 folks that are here that maybe don't know this

23 history, when the Ponce golf course was converted

24 to Madeira, one of the things that happened was

25 the City of St. Augustine was annexing that

153

1 property into the city, and the airport obviously
2 was very earned about that development.

3 So one of the things that came about then was
4 to get that developer to agree to an avigation
5 easement, to say there might be noise over your
6 property and those sorts of things, so that when
7 those property owners who are buying what's turned
8 out to be very nice expensive homes, when their
9 title is run, one of the exceptions that comes up
10 is to say that their property is encumbered by an
11 easement. Well, what's the easement? It's an
12 avigation easement that says you may experience
13 odd lighting -- odd lighting, noise, and vibration
14 and the like --

15 MS. TOSTEVIN: And as an attorney, you would
16 understand that if someone signs, okay, I know
17 there is -- but I didn't realize there was going
18 to be that much noise. So you can sue anyone for
19 anything. So can they not go, yes, I knew there
20 was an airport and I signed this little agreement?
21 But that's my only -- build a house where you'd
22 like to. My only concern is the airport and what
23 someone may want to stop when they realize how
24 much noise there actually is.

25 MR. BURNETT: Well, I think two things

154

1 related to that. The airport may be protected
2 from a legal standpoint. Nothing ever presents
3 anyone from coming up and grabbing the microphone
4 and talking.

5 MS. TOSTEVIN: And suing.

6 MR. BURNETT: Maybe not even suing, just
7 grabbing the microphone and talking and being here
8 at every meeting saying --

9 MS. TOSTEVIN: Yeah.

10 MR. BURNETT: -- there's a plane over my
11 house. But the FEC or Flagler Development, the
12 subsidiary, they've agreed to basically the same
13 form of ease -- aviation easement that the Ponce
14 property agreed to.

15 MS. TOSTEVIN: Okay. So we feel safe.

16 MR. BURNETT: I think you can't protect
17 against the frivolous lawsuit.

18 MS. TOSTEVIN: Understood.

19 MR. BURNETT: No one can do that.

20 CHAIRMAN BARRERA: We'll open it up for board
21 questions and then motion and discussion.

22 MR. YOUMAN: Can we get copies of these --

23 MR. WUELLNER: Yes.

24 MR. YOUMAN: -- maps?

1 package of it. We just got the slides to print
2 today, so we will -- we will get them printed and
3 get them out to you.

4 I -- I wanted to address just real quickly,
5 because Carl's question about the railroad piece
6 of it. And then Flagler has at this point agreed
7 to continue the discussion about getting --
8 positioning the airport long term to be able to
9 swap or change right-of-ways of the rail; in other
10 words, do a minor relocation of the railroad way
11 out into the future if necessary, to accommodate
12 say a runway lengthening or something that
13 might -- might foreseeably come in the future --
14 I say foreseeably but, you know, might show up
15 later on to where an additional runway length or
16 something like that might be necessary.

17 It -- it's a separate item from this, but
18 they have completely -- I mean, they have agreed
19 to continue that discussion. If you remember,
20 that was a -- kind of a critical path item in the
21 original Cordova, especially when it was all
22 residential.

23 I -- I'm encouraged they're -- they're still
24 willing to get that worked out. And what we had

25 always discussed was being able to perhaps

156

1 relocate, its about a mile's worth of railroad,
2 west onto property for the most part owned by the
3 airport already, swap right-of-way, move the
4 portion that's under -- that is currently railroad
5 for lack of better words, in toward the airport,
6 and then work on realigning U.S. 1 to follow a
7 realigned railroad corridor there, thereby opening
8 up a pretty good length of availability for runway
9 expansion --

10 MR. GEORGE: Another thousand feet or
11 something.

12 MR. WUELLNER: -- should it be necessary.
13 It's quite a bit. It's almost 2,000 feet --

14 MR. GEORGE: Oh, is it?

15 MR. WUELLNER: -- of runway. Plus real
16 clean, clear runway protection zones, RPZs on it.
17 So it ends up even better than it is today in
18 terms of protection if it was necessary in the
19 future.

20 It's not something we would run out and do.
21 It's certainly not something we're asking them to
22 go out and spend money on. But it simply sets a
23 framework for, hey, instead of having to broach
24 that topic in ten years or whatever the length of

25 the time is -- and, you know, historically the

157

1 railroad's not been overly interested in dealing
2 with realignment issues when it comes to -- as you
3 well know, coming from that background.

4 This kind of sets the framework that, hey, we
5 all knew this was in play and that maybe some day
6 we'd deal with it. So we're going to kind of
7 agree up front that as long as it's being paid for
8 by the airport, meaning it's going to be gen --
9 necessary as a part of a project, they're going to
10 agree up front to be able to deal with it.

11 MR. YOUMAN: It -- it appears to me that,
12 from a layman's standpoint, that Flagler's done a
13 lot to be accommodative and -- and be a partner.
14 Thank you.

15 MR. WUELLNER: We're -- from a staff side,
16 we're extremely pleased with how they've listened
17 to the concerns.

18 MR. GEORGE: That's not what you warned us
19 about. You said watch out for them.

20 CHAIRMAN BARRERA: And I have to say that
21 participating in these meetings, they've
22 definitely heard our concerns. And when they
23 looked at the residential area and they looked at
24 adding our concerns about rental versus buying to

25 those residential areas behind the commercial, the

158

1 intensive commercial use, I think that that's

2 ideal -- the removal of the school is ideal.

3 They've really -- they really have really tried to

4 go and address each of our concerns.

5 Do we have any more board discussion on this?

6 Because this is not a voting item. Before we move

7 on to the next agenda item, any further questions?

8 Doug, did you have?

9 MR. BURNETT: No, thank you.

10 CHAIRMAN BARRERA: I know that you've sat in

11 a lot of those meetings and you've looked at all

12 of the documents.

13 MS. PAPPAS: Thank you, very much.

14 CHAIRMAN BARRERA: Lynn, Ray, thank you both

15 for coming.

16 MR. YOUMAN: Thank you, very much.

17 CHAIRMAN BARRERA: And we appreciate your

18 help and cooperation.

19 MR. WUELLNER: I'm sorry you had to wait so

20 long.

21 MS. PAPPAS: This was interesting. Thank

22 you.

23 MR. SPOFFORD: It was very interesting.

24 Thank you.

1 MR. WUELLNER: Okay. The next item we have
2 is related to the Airport's meeting and conduct
3 policy. And we've had a number of, I would call
4 them small issues, but however they need to get
5 sort of brought out and discussed.

6 I think you need to look at this policy in
7 the context of it sort of forming the bylaws or
8 something, if you -- if you need a better
9 terminology for it. The idea of this was to be
10 the albeit informal agreement amongst the board,
11 not and staff, but amongst the board members as to
12 how you conduct your meetings and how you
13 structure that -- that kind of time when you're
14 together in that public forum.

15 It -- it spells out some things related to
16 different types of meetings and notice
17 requirements and -- and tries to talk through the
18 idea of how you approve largely perfunctural (sic)
19 items such as minutes and financial reporting and
20 the like, and not necessarily requiring a motion
21 for it unless someone has an objection. It
22 just -- the intent was to try to speed the meeting
23 along and provide some order and general
24 agreement.

1 change, things -- things get concerned. It's
2 always a good idea to revisit those kinds of
3 policies and make sure you're still all agreeing
4 on how you want to -- want to conduct your
5 meeting.

6 We get references all the time, "Well, that's
7 not how Robert's Rules says," or this or that.
8 And, you know, we -- I keep trying to remind
9 y'all, you don't -- you're not playing by Robert's
10 Rules, per se. You've -- we've created a
11 methodology, if you will, that's probably somewhat
12 unique to St. Augustine Airport, but that's what
13 you-all want to have -- want to have as your
14 structure.

15 So with that, it's kind of open to get those
16 items that you'd like to see redressed, expanded,
17 contracted, whatever within the context of policy.
18 We can certainly make the editorial changes and
19 then you can deal with it from an adoption
20 standpoint, if they're extensive at the next
21 meeting as an example. If they're extremely
22 minor, just, you know, in a sense, technical,
23 there's no reason they couldn't be just tell us
24 what you want it to say and we'll get it included

25 and out in print to you.

161

1 Again, I'll remind you it's really your
2 policy as you relate to one another in a -- in the
3 formality of a -- of a meeting. It's not
4 something you're directing staff to or anything
5 else.

6 CHAIRMAN BARRERA: Carl?

7 MR. YOUMAN: We're not going to have to make
8 decisions on this today, are we? I mean, just
9 getting this --

10 CHAIRMAN BARRERA: We can -- we can either
11 choose to or choose not to, as I understand it.

12 MR. WUELLNER: I think it would be helpful to
13 just get the items out, you know, that have come
14 up and see where you want to go with it. It does
15 not have to be anything has to be done today in an
16 adoption standpoint. Again, that's really up to
17 you guys.

18 I would think if there are really tangible
19 changes, you may want to get them reduced to
20 writing as we go and then maybe deal with them at
21 a future meeting.

22 MR. YOUMAN: Is this document the previous
23 procedure --

24 MR. WUELLNER: It is.

25 MR. YOUMAN: -- that's been in place for a

162

1 while and --

2 MR. WUELLNER: Since 2001.

3 MR. YOUMAN: Okay. And --

4 MR. WUELLNER: It was a minor amendment in
5 2001, which -- which necessitated the change.

6 MR. YOUMAN: And why is it being brought up
7 now?

8 MR. WUELLNER: We've had questions about
9 order of things like comments in meetings.

10 There are issues brought up about the items
11 that the board has said we want to follow up on on
12 time frames, and there's no real formal
13 methodology to make sure those things get followed
14 up in a timely way.

15 MR. YOUMAN: Can we address those specific
16 issues or do we -- are we going to have to go
17 through the whole document?

18 MR. WUELLNER: No, no. Absolutely not.

19 MR. YOUMAN: Can we actually address just the
20 specific issues?

21 CHAIRMAN BARRERA: I'm comfortable with that.

22 MR. GEORGE: I might be able to add some
23 clarification to this.

24 I had -- personally had some issues with

25 things that I consider falling in the crack. And

163

1 you say, okay, well, whose responsibility is that,
2 and it's -- it was not written down who's
3 responsible for it.

4 Sometimes things happen and we the board
5 don't know it's happening until all of a sudden it
6 shows up in a meeting and say, wait a minute,
7 where did that come from, okay? Yeah. Exactly.
8 Right.

9 The points that I had -- I can't even read my
10 notes here. One of the things that I have always
11 been -- in seven years, every year, we have the
12 executive director's contract that's always four
13 months late. And it's always being retroactively,
14 you know, giving him a raise. And it's gotten
15 where his wife likes that little windfall that
16 comes in. But I don't think we're treating him
17 right, okay? And we as a board have said here's a
18 contract, and this is what we're going to do in
19 that contract, but we don't have a watchdog that
20 says, okay, we need to do that, okay?

21 One of the other ones was I think at the last
22 meeting, it was implementing having a motion and a
23 second and a vote before we actually discuss the
24 thing, and I just -- I could not understand the

25 logic behind that, and had not been exposed to it.

164

1 Now, if -- if the chairman is responsible for
2 the way the meeting is going to be run and the
3 chairman wants to make a change, that to me would
4 be something that, "For this reason and this
5 reason, I want to make this change." It goes to
6 the executive director and then he gets it out to
7 everybody. We don't have any -- any problems with
8 that.

9 The consent agenda today, okay? Yeah, we did
10 that once. God, I can't remember why we did it,
11 you know, once, but I -- I gathered that it was,
12 here's some that there's no real big issues to, so
13 let's take them, get rid of them all at one time
14 just to speed things up.

15 But that was what I was after, is who --
16 who's responsible for this and let's get some
17 clarification going. Now, maybe it's a bylaws or
18 something that says that's a function of the
19 chairman.

20 CHAIRMAN BARRERA: Or of the secretary.

21 MR. GEORGE: Or of the secretary, absolutely.

22 CHAIRMAN BARRERA: Or is that a separate
23 position?

24 MR. GEORGE: That's another way of putting

25 it, yeah.

165

1 CHAIRMAN BARRERA: You know --

2 MR. GEORGE: Another example is when Skybus
3 left, we gave the -- the director and staff, you
4 know, let's see if we can't rent the place for six
5 months. That was a year ago, guys. We haven't
6 done anything since that six months. And that --
7 I think that shows bad on us, that we're throwing
8 things out and it -- you know, and then we don't
9 follow up. To me, it's worse than the way you
10 brought your children up, that you didn't stick to
11 what you said you were going to do.

12 MR. WUELLNER: It's sloppy.

13 MR. GEORGE: That's the reason I wanted to
14 bring it up.

15 CHAIRMAN BARRERA: As far as the motions, the
16 seconds, and discussion with a vote, you'll see
17 that that's the way we have it outlined in -- in
18 the policy. We have a motion, a second, a
19 discussion, and then a call for the votes.

20 MR. GEORGE: All right. Where is this?

21 MR. BURNETT: Page 7.

22 MR. WUELLNER: If I could, I think there's a
23 couple of things that I would suggest as perhaps
24 augmenting that particular section. In fact, that

25 probably clarifies -- or makes some dis --

166

1 distinctions in what constitutes discussion and
2 the like.

3 And perhaps we expanded on the front end
4 right above where we go to motion, is perhaps the
5 first item is actually presentation. And that's
6 typically going to be staff or some other
7 interested party asking something. I mean, I --
8 I'll formalize those into definitions as -- as it
9 gets kind of gelled into text.

10 The next would be public comment be inserted
11 right after presentation. So once staff or
12 somebody's made their presentation, public comment
13 is entertained at that point. Immediately
14 following that is what I would -- I'm going to use
15 loosely here as board Q and A of the presenter.
16 It's a pre-motion, meaning there's no motion on
17 the table. It's kind of like we did today when
18 you think about it in a formality. It allows you
19 to go at whoever's asking to do something, get
20 your questions answered in advance of formulating
21 a motion. And then at the point it becomes a
22 motion, I think that everything you've got here
23 pretty much falls right back in line.

24 MR. GEORGE: Right.

25 MR. WUELLNER: But -- but I think we've never

167

1 really formally defined or discussed the front end

2 of that. And --

3 MR. GEORGE: Well, another front end --

4 MR. WUELLNER: -- I think it's easy to dump

5 discussion in with -- the discussion as we mean it

6 in the context of motion, in the context of

7 discussion pre-motion meaning I'm trying to get my

8 answers before I can even decide what we want to

9 do here.

10 CHAIRMAN BARRERA: And then the discussion of

11 the board is after the motion, amongst ourselves.

12 MR. WUELLNER: The discussion relative to the

13 motion.

14 CHAIRMAN BARRERA: Okay.

15 MR. WUELLNER: Whatever that is. Prior to

16 that, it's open discussion about the topic. Once

17 you've made a motion, it's been seconded, then the

18 discussion should be really surrounding the merits

19 of that particular motion that's being -- that's

20 on the table, to -- to the exclusion of either a

21 vote or a withdrawal of the motion, whatever

22 happens.

23 CHAIRMAN BARRERA: Doug?

24 MR. WUELLNER: Does that sound about right,

1 MR. BURNETT: It -- it does. And if I could
2 offer, I can tell you that this language comes
3 from Robert's Rules of Order, and which is -- it
4 goes back to parliamentary procedure and true
5 English parliament. There wasn't such a thing as
6 public comment. So you wouldn't have had public
7 comment.

8 And I can tell you the order -- I think this
9 is what I -- is what I think is the reason this is
10 set up this way. You have a motion and a second
11 before you have any discussion, because if there
12 isn't a motion and a second, it's beneath you to
13 talk about it. That's the parliamentary procedure
14 way of thinking. When you think the old English
15 common law way of -- of, well, if there's no
16 motion and second, then it's a waste of our time.

17 MR. GEORGE: Okay. But --

18 MR. BURNETT: The reality --

19 MR. GEORGE: -- take that one step further.
20 We -- we approve the agenda, and the agenda was
21 the approval that said we're going to talk about
22 it.

23 MR. BURNETT: Sure. And so, it oftentimes,
24 and I think what's been the practice, what we've

25 experienced more of a practice is you have the

169

1 presentation, you have the board question and
2 discuss and those sorts of things. It's been more
3 of a practice than what these rules really say.

4 MR. GEORGE: Well, if -- I guess my point is,
5 if the practice is one way and the rule says
6 something different, change the rule.

7 MR. WUELLNER: Agreed.

8 MR. BURNETT: Yeah.

9 MR. GEORGE: Do you agree with that, Madam
10 Chairman?

11 CHAIRMAN BARRERA: I'm interested in what's
12 going to be the -- in what's going to be the most
13 efficient use of time. I don't -- I don't want to
14 see us as a group come together, discuss
15 something, open up a motion, and then have a
16 discussion that mirrors the discussion before the
17 motion on the motion.

18 MR. GEORGE: Okay.

19 CHAIRMAN BARRERA: Carl?

20 MR. YOUMAN: And -- and one of the key things
21 that was said was whoever makes the motion can --
22 later on if the discussion starts going not to
23 their liking or whatever the case may be, he can
24 make a motion to withdraw his motion, that

25 person's motion --

170

1 CHAIRMAN BARRERA: Right.

2 MR. YOUMAN: -- and just wipe the whole thing
3 right out and let it start all over again,
4 correct?

5 CHAIRMAN BARRERA: Right.

6 MR. WUELLNER: Yeah.

7 MR. YOUMAN: And the idea of making the
8 motion and getting the second that makes it formal
9 to open it up for discussion, and then you discuss
10 it --

11 MR. GEORGE: So basically you're saying that
12 of the two motions, the first one is, "I make a
13 motion that we talk about this."

14 MR. YOUMAN: No, "I make a -- I make a motion
15 to support the," whatever the -- an object is, and
16 it's seconded.

17 MR. GEORGE: Okay.

18 MR. YOUMAN: And then it goes to
19 discussions --

20 MR. GEORGE: How can you make that motion if
21 you haven't talked about it yet?

22 MR. YOUMAN: You can. It's easy. You just
23 make it.

24 CHAIRMAN BARRERA: Well, because you've had

1 board Q and A to the presenter.

2 MR. WUELLNER: The -- the downside to that --
3 and I hear what you're all saying. The downside
4 to that is what you're going to find happening
5 frequently is; A, a poorly developed motion on the
6 front end that has to be modified through
7 amendment or whatever multiple times to get it in
8 a context or a form that's now approvable as --
9 that can actually withstand a vote.

10 MR. GEORGE: Okay.

11 MR. WUELLNER: And those tend to get
12 extremely complicated -- and I know we've
13 experienced a few of those over the years. As
14 soon as you hit the first, "Well, I amend my
15 motion to say -- motion to say this," and then
16 that needs to be followed by a second of the
17 amendment. And then, "Oh well, I change my mind.
18 I'm withdrawing the first amendment." "Was that
19 the first or second?" And this poor thing over
20 here is -- you know, eventually we read it a month
21 later going "Really? And where did it end up?"

22 My hope is that the front end of a motion
23 gets the core questions answered, whatever they
24 are. You know, what is the ROI? Who is the

25 tenant? What's the term of the lease, in this

172

1 particular example. Gets those questions out.

2 Are we satisfied they can pay their bills?

3 Whatever -- whatever those questions are. And

4 once you've got those answers, the motion can

5 typically be pretty succinctly stated if there's

6 discussion.

7 MR. GEORGE: Which is the practice that we've

8 been doing.

9 MR. WUELLNER: It is. It is.

10 MR. GEORGE: Okay.

11 MR. WUELLNER: It is. What we've not

12 formalized -- and that's why I made the suggestion

13 at the front. What we've not formalized was that

14 front end part. We've -- the policy as you have

15 it picks up with the motion.

16 It -- I don't know that it was ever really

17 drafted with the intent of obscuring the idea of

18 being able to get your questions answered or

19 complicating it with lots of motions and

20 amendments and those kinds of things.

21 The whole idea here was to present a very

22 simple way of getting the Authority's business

23 accomplished. If -- if that's within the

24 structure that exists today, that's for you five

25 to fight out at the end of the day. If it's

173

1 within the context of the changes we've proposed
2 and that formalizes it enough so everybody's
3 crystal clear on how we normally get business
4 done, that -- that's great, too.

5 I don't think you're looking at the -- the
6 real fact is we're doing it the way I'm
7 suggesting. Pretty much day in and day out,
8 that's -- that's how y'all get to --

9 MR. YOUMAN: Up -- up till the last meeting.

10 MR. WUELLNER: Well --

11 MR. YOUMAN: And then all of sudden we
12 changed.

13 MR. WUELLNER: Well, it got -- it got --

14 MR. YOUMAN: Like Mr. George said --

15 MR. WUELLNER: It got complicated.

16 MR. YOUMAN: We changed right in the middle
17 of midstream and it was kind of a surprise,
18 really.

19 MR. WUELLNER: Well, I think everybody
20 gets --

21 MR. GEORGE: I'm glad you read the
22 instructions.

23 CHAIRMAN BARRERA: I do -- I do my homework.

24 MR. WUELLNER: But it gets -- it gets --

25 MR. YOUMAN: You were following what the

174

1 process was.

2 CHAIRMAN BARRERA: I was -- I do my -- I

3 certainly was.

4 MR. YOUMAN: Exactly.

5 CHAIRMAN BARRERA: My concern with what

6 you're saying, Ed, is that I don't want us to get

7 to the point that we discuss so much that we --

8 the time that we get to the motion, we have kind

9 of beaten a dead horse in discussion.

10 MR. WUELLNER: Well, I think what you find is

11 that this --

12 CHAIRMAN BARRERA: And I think the point that

13 you're making is the question and answers of the

14 presenters by the individual board members can

15 formulate in the board members' mind whether or

16 not they're ready for a motion, which goes to

17 Carl's point. And at that point, we -- if you've

18 asked the presenters questions and you are at that

19 point that you think that it's time for a motion,

20 then that allows for the second for the

21 discussion.

22 MR. WUELLNER: Yeah. And in that case, the

23 context of the motion, this discussion is

24 typically pretty short. It's --

25 MR. GEORGE: Yeah.

175

1 MR. WUELLNER: -- you know, it would be, "I
2 don't like his wording on it."

3 MR. YOUMAN: Right.

4 MR. WUELLNER: "Can we -- we get it --" you
5 know, exactly what just happened.

6 MR. GEORGE: I interpreted, even after you
7 pointed it to me, that that item 1, the motion --

8 MR. WUELLNER: Uh-huh.

9 MR. GEORGE: -- that that was after we had
10 had the discussion and talked about it, and item
11 number 3 was, "Is there any further discussion by
12 the board?"

13 MR. YOUMAN: Yeah.

14 MR. GEORGE: That's the way I interpreted 1,
15 2, 3, and 4. That that was after we have
16 discussed it, listened to you guys, listened to
17 the presenters and we've kicked it around, then
18 somebody makes a motion and now we're starting
19 into step 1, 2, 3 and 4. I did not interpret this
20 that, okay, agenda item number 4. Okay. Somebody
21 makes a motion and a second and then we go into
22 discussion.

23 MR. WUELLNER: Well, I mean, if you're
24 willing, I'll -- I would be happy to try and

25 clarify it by adding a couple of categories ahead

176

1 of motion that just kind of define the present --
2 just say presentation and say what that consists
3 of, and then the public comment section so that
4 it's clearly defined where we stick public comment
5 on agenda items --

6 MR. GEORGE: Yeah.

7 MR. WUELLNER: -- and then followed by the
8 board's -- I'm using the term, you know, question
9 and answer right now, but basically board
10 questions of the presenter. And -- and then once
11 that's complete, you're at motion time. And at
12 that point, it should be --

13 MR. YOUMAN: Ed, you're in effect moving
14 public comment section prior to the motions --

15 MR. WUELLNER: Yes.

16 MR. YOUMAN: -- is what you're doing.

17 MR. WUELLNER: Yeah.

18 CHAIRMAN BARRERA: But that's the way it's --
19 we have been doing that.

20 MR. YOUMAN: Right.

21 CHAIRMAN BARRERA: Because that -- that gives
22 the public an opportunity to ask questions before
23 the board comes to the point of voting.

24 MR. GEORGE: And I like to hear the public's

1 MR. YOUMAN: Right.

2 MR. GEORGE: -- before we get into it.

3 MR. YOUMAN: Right.

4 MR. WUELLNER: And the intent is -- I think

5 you're all in agreement the idea was not to -- to

6 quiet board members' participation. I mean, I

7 don't think anybody in looking at this or

8 developing this was ever to, look, I'm just tired

9 of hearing this guy ramble on every time as a

10 board member. It's not that.

11 Everybody -- you may be, but, you know, the

12 idea here is that everybody has a chance to speak,

13 get their questions answered prior to forming a

14 motion, so that everybody feels comfortable with a

15 motion. Whether you agree with the motion is

16 another topic. But at least you understand

17 what -- you know, the material that's been

18 presented and you've formed some sort of an

19 opinion on it.

20 MR. GEORGE: Well, if it's appropriate, Madam

21 Chairman, I'll make a motion that we allow him to

22 put some words in and submit it back to us so that

23 we can take a look at it and discuss it --

24 MR. YOUMAN: In conjunction with the

1 MR. WUELLNER: I would be happy to just make
2 a few editorial suggestions that perhaps deal with
3 that issue and we'll create a small section in
4 here that deals with the consent agenda so that
5 it's really clear what that is and why it's there,
6 and then a single motion does it so that
7 everybody's clear on it. The whole idea is so
8 we're all singing off the same sheet.

9 MR. GEORGE: Now, we still have the idea of
10 the action items and the follow-up and -- you
11 know, I like your idea of a secretary, but
12 that's -- they keep kind of a running logder --
13 roster.

14 MR. YOUMAN: Why can't a list be made, you
15 know, just a to-do list or action item list that
16 if it's brought up, the administration writes it
17 down and it keeps coming up at every meeting till
18 it's resolved; or the date or time that it's
19 supposed to be due, it pops up and here we've got
20 to make this an agenda item? I mean --

21 MR. GEORGE: I don't have a problem with
22 that. I'm just trying to find something --

23 MR. YOUMAN: Yeah, I'm just bringing
24 something --

25 MR. GEORGE: -- that puts it down so that it

179

1 doesn't fall in a hole --

2 MR. YOUMAN: Yeah.

3 MR. GEORGE: -- in the cracks.

4 MR. YOUMAN: I agree with you 100 percent.

5 Because I've thought about some of these items,

6 they seem to go (indicating).

7 MR. GEORGE: Yeah.

8 MR. YOUMAN: But the only way to keep track

9 them is when -- when it's brought up and they say,

10 okay, we'll take care of it. It's written down

11 item number 1, number 2, number 3, number 4, and

12 as each one is completed or we're satisfied it's

13 on time or whatever the case may be, then it can

14 disappear.

15 MR. WUELLNER: There's an old -- there's a --

16 you know, under cert -- under older formats, there

17 was the old business mentality --

18 MR. YOUMAN: Yeah.

19 MR. WUELLNER: -- you know, the new

20 business/old business mentality. You know,

21 there's certainly latitude we can -- we can get

22 written in here that puts in old business and a

23 description of what that -- what that means and

24 who's responsible for making sure it -- you know,

25 again, we can draft some language, throw it out

180

1 there for you, you know, vet it again at the next
2 meeting --

3 MR. GEORGE: Well, that would be good. It
4 would give all of us time to think of how we would
5 like to handle it, you know. I'd like to see --

6 MR. WUELLNER: I mean, I think we have a
7 support role --

8 MR. GEORGE: -- a little bit more formal than
9 coming out of staff.

10 MR. WUELLNER: Well, I think we have a
11 support role in that, because I -- you know,
12 between election cycles and all the other stuff --

13 MR. GEORGE: Right.

14 MR. WUELLNER: -- you know, stuff -- you're
15 dead on the fact stuff falls through the cracks
16 frequently.

17 MR. GEORGE: Right.

18 MR. WUELLNER: And that's hard. We -- I'm
19 sure we can tighten that up.

20 CHAIRMAN BARRERA: Let's open this up for
21 public comment.

22 MR. YOUMAN: Hello, Cindy.

23 CHAIRMAN BARRERA: Let's open this up for
24 public comment. Mr. Martinelli?

25 MR. MARTINELLI: This -- you are a collegial,

181

1 if I can use that term, body and you all are very
2 fine people and you all get along so well
3 together. So I wouldn't make this comment except
4 to a body like you.

5 But, you know, we all love to pontificate,
6 and that's our forum and this is an opportunity.

7 But I would remind you that you all have a
8 cloture, and the cloture is call the question. So
9 at any time when you feel that too many people
10 have rattled on too long, which I'm doing right
11 now, you say, "I call the question." And under
12 Robert's Rules, it has -- the motion has to be
13 voted upon right then and there. So just a
14 thought, okay?

15 CHAIRMAN BARRERA: Thank you, Mr. Martinelli.
16 Ms. Martin?

17 MS. MARTIN: No.

18 MR. WUELLNER: Staying out of it, are you?

19 CHAIRMAN BARRERA: Do we want a motion and
20 discussion, or do we want to defer a motion until
21 the next board meeting and see what staff has?

22 MS. WILLIS: Did you forget my public
23 comment?

24 CHAIRMAN BARRERA: I -- I had you as total

25 public comment at the end of the meeting. I

182

1 didn't realize it was on this item. Come on up,

2 Ms. Willis. We'll reopen public comment.

3 MS. WILLIS: Because -- unless you've gone on
4 to the next motion and discussion.

5 CHAIRMAN BARRERA: Well, you were actually at
6 the very -- you were actually at the very last of
7 the different items, so I apologize.

8 MS. WILLIS: I have stayed -- Mary Tarver
9 Willis, Araquay Park. I've stayed till the very
10 end because I had something I wanted to suggest.
11 So by golly, I'm still here. The hour is late so
12 brevity is required, but Buzz asked for your --
13 your pedigree, and I would -- I've just been dying
14 to say, I have been the neighbor of the airport
15 for 79 years, and I don't think you were even here
16 79 years ago.

17 MR. WUELLNER: I know I wasn't.

18 MS. WILLIS: 1931, this was not the airport,
19 I believe. I don't know when the opening date
20 was. Okay. That's my pedigree.

21 Now, I am a member of your park committee,
22 although we haven't met for a while, and I would
23 like to suggest and I should have maybe had a
24 speaker card when you were talking about it, that

25 you consider a couple of Spanish names for the

183

1 park and the new building or -- and/or.

2 This whole area was part of the Sabate
3 Spanish land grant from the King of Spain and it
4 covered quite a distance north and south on the
5 Intracoastal Waterway, which of course it wasn't
6 the Intracoastal Waterway back then. Sabate is
7 pronounced locally as Sabate (pronunciation). And
8 there was still one in the latest phone book, but
9 I haven't been able to get them to answer the
10 phone.

11 But Sabate is Sabate (pronunciation), and of
12 course we can get all the actual dates from the
13 historical society. But even more than Sabate,
14 how about Casa Cola for the park, because the
15 creek down there is Casa Cola? And that's what I
16 stayed three and a half hours to tell you.

17 MR. YOUMAN: How do you spell Sabate?

18 MR. WUELLNER: S-a --

19 MS. WILLIS: S-a-b-a-t-e.

20 MR. YOUMAN: Okay. I got it right. Thank
21 you.

22 CHAIRMAN BARRERA: Thank you, Ms. Willis.

23 We'll close public comment again and go back to
24 board comment and discussion.

25 MR. YOUMAN: I make a motion that we defer

184

1 till the administration has an opportunity to
2 update the rules of order as we have discussed
3 until next meeting.

4 MR. GEORGE: I second that.

5 CHAIRMAN BARRERA: All in favor?

6 MR. GEORGE: Aye.

7 CHAIRMAN BARRERA: Aye.

8 MR. YOUMAN: Aye.

9 MR. WERTER: Aye.

10 CHAIRMAN BARRERA: Okay. Deferred till our
11 next meeting. The next agenda item is the FIND
12 grant.

13 FIND GRANT - RESOLUTION 10-01

14 MR. WUELLNER: As I referred earlier in the
15 meeting, we have a grant opportunity with the
16 Florida -- Florida Inland Navigational District to
17 begin the permitting and design efforts related to
18 the seaplane channel, primarily the narrow part
19 that directly exits the Intracoastal to where it
20 opens back up into the basin.

21 The -- we will have to -- this -- we
22 submitted the application because it was due I
23 believe the end of April -- I'm sorry, the end of
24 March, and it had to be sort of vetted by the

25 individual FIND members. So we have gone through

185

1 that process ahead of the resolution and submitted
2 the -- the application package so that it was
3 there in a timely fashion. But it does require
4 the board to react to a motion -- excuse me, to a
5 resolution, which is Resolution 10-01, that I
6 believe we provided you a copy in the board
7 package, or were supposed to.

8 But essentially, it's a 50/50 grant with the
9 FIND district. The FIND district has \$40,000
10 which we would be able to match. It is not a
11 foregone conclusion that we will get this grant.
12 And obviously our commitment is contingent upon
13 getting the grant. That process goes into the
14 early summer of -- in fact, I think the first week
15 of June, the presentations are made in front of
16 the FIND district, and the FIND district
17 effectively approves the projects that are going
18 to get funded.

19 We do have a good friend of the airport that
20 is a commissioner. He's our area representative,
21 in fact the sole vote on that. And the way those
22 grants are awarded are largely tied to projects
23 that that particular board member supports and
24 moves forward. This is one of those projects. So

25 we have a strong likelihood of getting it funded,

186

1 but it is not a guarantee until which time as the
2 FIND district actually acts on the applications,
3 which will be in June.

4 So, with that, it's our recommendation that
5 you go ahead and adopt Resolution 10-01, which
6 essentially agrees to match the FIND district up
7 to Authority share of \$40,000.

8 CHAIRMAN BARRERA: Okay. Let's open up for
9 board comment. Sacha, do you have any?
10 Mr. Martinelli?

11 (No public comment.)

12 CHAIRMAN BARRERA: We'll close out public
13 comment. Open it up for board. Carl?

14 MR. YOUMAN: What is the monetary benefit
15 we're going to get out of this?

16 MR. WUELLNER: One of -- we -- it's actually
17 several. One of the -- one of the items that the
18 FIND district, as I alluded to earlier, is really
19 keen on and is one of their major work items is to
20 improve the commercial viability and use of the
21 Intracoastal Waterway in Florida.

22 To that end, our FIND representative has
23 noted and has the FIND district noted that there
24 are no commercial venues in St. Johns County that

25 allow the loading and unloading of any type of

187

1 commercial barge activity. We are in some
2 respects a natural choice for that in that we have
3 any -- we have a, call it a protected harbor of
4 some degree that exists naturally as a -- I say
5 naturally, but as a part of the seaplane basin.

6 The project does two things. One, opens the
7 door for the dredging of that channel back to its
8 original depth or somewhat -- something similar,
9 be a permit condition ultimately, which
10 reestablishes the water flow and the commercial
11 viability of the seaplane basin for seaplane use
12 as well as perhaps commercial barge mooring,
13 loading and unloading capability.

14 The plus side to moving this direction,
15 especially in the context of barge, is that it --
16 with the addition of barges and the ability to
17 load and unload, this facility would likely pass
18 muster as a multimodal facility in and of itself.

19 It will now link at least three modes of
20 transportation directly to the airport. The
21 future, it opens up possibilities for additional
22 funding, grant funds, development funds as they
23 relate to intermodal, which could expand across
24 the street to include rail.

1 where you can get all of these mixtures together.

2 I -- just because it's, I'll call it freight

3 oriented or cargo oriented, it can certainly

4 interface to form multimodal as well as what --

5 passenger-related things. It's not just dependent

6 on it -- it doesn't have to all be passenger or

7 all be freight to be multimodal. So you can --

8 you can mix and mold these things.

9 We think long term there may be -- this is

10 not by any means a commitment or guarantee, but I

11 think there are not only St. Johns County uses

12 that could be made of that facility and some fee

13 that can be charged to be able to load and unload

14 a barge out in the seaplane area. It may prove

15 long term to be a support item that Northrop

16 Grumman can use.

17 We have had barge activity from Northrop

18 Grumman on a couple of fronts, one being the

19 removal of what I'll call aircraft carcass that

20 were taken out of service, cleaned up, and made

21 available to take offshore, in a permit basis

22 obviously, for offshore reef development.

23 Other uses that it has gotten is we've had

24 arrivals and departures of the large radar dome

25 antenna that goes on the -- on top of the E-2C, 2D

189

1 aircraft. We have shipped those vis-a-vis water
2 before and had them arrive and depart via our
3 seaplane in the past. This would kind of
4 formalize its use, create a facility that's
5 actually designed to do that, and would more
6 properly allow loading and unloading.

7 Future uses could include -- let's say we
8 were wildly successful with air service. Water
9 movement of jet fuel to the aircraft could prove
10 to be a very efficient way to get fuel to the
11 airport, keeping a competitive edge we would be
12 looking for.

13 MR. YOUMAN: Would we have control of the
14 inbound freight?

15 MR. WUELLNER: It's our --

16 MR. YOUMAN: I mean -- I mean, so it's not
17 waste --

18 MR. WUELLNER: It's our facility.

19 MR. YOUMAN: -- you know, garbage or sand or
20 any of that kind of stuff.

21 MR. WUELLNER: I think we can regulate the
22 rules for that. It says pub -- the context is
23 it's public, meaning -- it doesn't mean free.
24 Those are -- those are entirely different things.

25 It just means there's a public place where things

190

1 could be arranged to be loaded off. Just like a
2 port.

3 MR. GEORGE: Then do we have to have driving?
4 I'm sorry.

5 MR. WERTER: No. Go ahead.

6 MR. GEORGE: I would --

7 CHAIRMAN BARRERA: Buzz?

8 MR. WUELLNER: Yes.

9 MR. GEORGE: Thank you, Madam Chairman.

10 MR. WUELLNER: What happens is that as a part
11 of the safety area project that we're already
12 moving forward on in most respects, a part of that
13 permitting includes an additional 25 feet width of
14 the safety area from the hard defined FAA safety
15 area line. So there's already a 25-foot corridor
16 that's been included that would allow perimeter
17 use along the east side of the airport there.

18 MR. GEORGE: Okay.

19 MR. WUELLNER: So anything beyond that going
20 east is technically out of the runway safety area
21 environment. So it's usable --

22 MR. GEORGE: But it's on airport property and
23 therefore the security, which I think is going to
24 get tighter and tighter and tighter, is going to

25 have an impact on it.

191

1 MR. WUELLNER: It -- the good part is with
2 those kinds of uses, the -- the ability to secure
3 it is actually en -- enhanced with many of those
4 kinds of improvements.

5 MR. GEORGE: Okay.

6 MR. WUELLNER: Because you -- you start also
7 involving other agencies with jurisdiction, which
8 is -- is a good thing. Because I think if --
9 again, if airline service were wildly successful,
10 we're going to eventually feel pressure from TSA
11 to secure the east side of the airport. That is
12 not going to be an easy task. And it's going to
13 be a technology-driven security, in the event it
14 is done. It's not going to be simply solved by
15 sticking galvanized fence in the ground and
16 replacing it every two years when it rusts out --

17 CHAIRMAN BARRERA: Jim?

18 MR. WERTER: No.

19 MR. WUELLNER: -- which is kind of what would
20 happen.

21 CHAIRMAN BARRERA: Doug?

22 MR. BURNETT: I was just going to offer to
23 read the first part of the resolution. I'm not
24 sure this is something that's been circulated

25 previously, so if I could read this into the

192

1 record, folks would have some idea as to in more
2 detail exactly what it was that was going to be
3 passed today. It's Resolution 2010-01.

4 "This Resolution of the St. Augustine-St.
5 Johns County Airport Authority, for assistance
6 under the Florida Inland Navigation District
7 Cooperative Assistance Program.

8 Whereas, the St. Augustine-St. Johns County
9 Airport Authority, the Airport Authority, is
10 interested in carrying out design and permitting
11 pertaining to the seaplane and barge basin for
12 public use by the citizenry of St. Johns County
13 and the State of Florida as follows:"

14 The project name is the "Barge Navigation
15 Channel Dredging Design and Permitting Phase 1."
16 Estimated cost is \$80,000. And the specific
17 description is "Conduct survey, engineering,
18 design, and permitting for barge channel
19 dredging." And then after that, it has pretty
20 much the standard language for one of your
21 resolutions.

22 CHAIRMAN BARRERA: It was an attachment on
23 our agenda. Do we have a motion to accept?

24 MR. YOUMAN: I make -- I make a motion that

25 we accept the Resolution --

193

1 MR. BURNETT: 2010-01.

2 MR. YOUMAN: -- 2010-01 for the dredging --

3 MR. WUELLNER: Resolution is good.

4 MR. YOUMAN: Period.

5 CHAIRMAN BARRERA: Do we have a second? I

6 will make a second. All in favor, say aye?

7 MR. GEORGE: Discussion?

8 CHAIRMAN BARRERA: Discussion. Excuse me. I

9 apologize.

10 MR. GEORGE: That's quite all right. Quite

11 all right.

12 CHAIRMAN BARRERA: Do we have further board

13 discussion?

14 MR. GEORGE: I just -- I just see in the --

15 in the tight money markets that we're in, you

16 know, that a shortfall here, a shortfall there,

17 you know, us spending \$40,000 where I don't see

18 any tangible results coming back to the airport

19 now. But if we're looking at, you know, use it or

20 lose it or you don't get it, then that makes

21 another --

22 MR. WUELLNER: The opportunity's only

23 annually no matter however you slice it.

24 MR. GEORGE: Do what?

1 district grants is only once a year. I mean, as
2 a -- it's not just when they get around to
3 processing it. It -- it is arguably competitive,
4 meaning you have to -- the District has to digest
5 the relative merits of projects along a priority
6 system they've developed. I mean, I -- I hear
7 what you're saying, but --

8 CHAIRMAN BARRERA: Jim?

9 MR. WERTER: Would this opportunity be
10 available next year?

11 MR. WUELLNER: Unknown.

12 MR. WERTER: Because it seems that the
13 prospective potential is moderately speculative.
14 The other concern that was starting to be
15 addressed here was do we -- will we have any
16 control as to the content of anything that's
17 offloaded from that port?

18 MR. WUELLNER: I think for environmental
19 reasons, that alone and the fact the Airport
20 Authority owns the underlying property to that or
21 has control of, is probably a better way to say
22 it, as well as the adjoining land mass, the
23 Airport Authority could put in reasonable rules
24 and regulations pertaining to what is brought

25 through there and how it's handled and under what

195

1 requirements and insurance and the same kinds of
2 things that apply to moving aircraft and storing
3 aircraft and doing all the things we do as an
4 airport. I -- I would ask Doug if he would agree
5 with that assessment on the -- I believe that to
6 be pretty reasonable.

7 MR. YOUMAN: Can I ask one question?

8 CHAIRMAN BARRERA: Yes. But I had one I want
9 to ask.

10 MR. YOUMAN: All right. You may -- you may
11 ask yours.

12 CHAIRMAN BARRERA: Ed, would -- would this
13 allow a cargo container ship to clear Customs
14 here?

15 MR. WUELLNER: Cargo container?

16 CHAIRMAN BARRERA: Or a barge?

17 MR. WUELLNER: Yeah. Absolutely.

18 CHAIRMAN BARRERA: So we would be able to
19 receive income via --

20 MR. WUELLNER: Sure. We -- it's a facility.

21 CHAIRMAN BARRERA: Along with our other --

22 MR. WUELLNER: Obviously we don't have
23 anything in place to assess that, but yes,
24 certainly you could.

25 CHAIRMAN BARRERA: Carl, go ahead.

196

1 MR. YOUMAN: Oh. In your discussions, what
2 is your -- your best guess as to percentage of
3 success of this being passed? You know --

4 MR. WUELLNER: To get this grant?

5 MR. YOUMAN: We pay -- we pay \$40,000. It's
6 presented to FIND. FIND digests it. And what is
7 the chance of success of FIND saying we approve
8 it, from your experience and contact with these
9 people?

10 MR. WUELLNER: Maybe I mischaracterized
11 what -- what we're doing because --

12 MR. YOUMAN: Okay.

13 MR. WUELLNER: What we're doing is the
14 resolution effectively asks that FIND partner with
15 the Airport Authority to do that work. In the
16 event FIND does not put their \$40,000 into the
17 pot, then our proposal disappears. We're not
18 going to do this on our own.

19 MR. YOUMAN: And we don't lose -- we don't
20 the \$40,000.

21 MR. WUELLNER: Our money? No. We do not put
22 that up. It's in no risk if FIND does not come
23 forward with their match.

24 MR. YOUMAN: Okay. Then FIND comes forward

25 with their match. We match theirs. Okay. FIND

197

1 then does what? They make a presentation to whom?

2 MR. WUELLNER: No. We -- we as a sponsor go
3 to FIND ahead of getting any money or spending any
4 money --

5 MR. YOUMAN: Okay.

6 MR. WUELLNER: -- and present the project to
7 FIND district. We say, "Look, we'll go 50/50 on
8 an \$80,000 permitting survey and work --
9 preliminary work for this channel." You know,
10 "Essentially are you -- do you agree to do that
11 with us?" FIND district says, "Yes, we'll issue
12 you a grant for \$40,000 which you must match."
13 That work's completed in the next calendar year,
14 that design and permitting and surveying and
15 stuff.

16 MR. BURNETT: And the airport goes and hires
17 the consultant the same way --

18 MR. WUELLNER: We can use one we have. It's
19 pretty straightforward stuff. It's actually
20 fairly easy to permit compared to everything else
21 we're doing because there are state general
22 permits in place for most of these kinds of
23 activities. So you just are essentially attaching
24 your work to a much larger statewide permit.

25 MR. YOUMAN: Okay. We're -- we are then

198

1 permitted.

2 MR. WUELLNER: We are then permitted.

3 MR. YOUMAN: What happens then?

4 MR. WUELLNER: No one has any money to do
5 anything yet.

6 MR. YOUMAN: Okay.

7 MR. BURNETT: Presumably next year or the
8 year after, somewhere along the way, you --

9 MR. WUELLNER: One of the questions FIND
10 actually has, that out of this we'll be able to
11 identify exactly what it will cost to do the
12 dredging.

13 MR. YOUMAN: Okay.

14 MR. WUELLNER: No commitment to do anything.
15 At that point, we can submit to FIND again for
16 grant arrangements -- grant agreements to match
17 efforts to dredge it, actually do the work in the
18 seaplane or whatever else we want to do in there.
19 There -- the door is open at that point to
20 approach FIND for anything, especially a priority
21 standpoint for barge-related activity.

22 MR. YOUMAN: So what we're saying, we're
23 going to --

24 MR. WUELLNER: We're going to start the ball

25 rolling.

199

1 MR. YOUMAN: -- for \$40,000, we're going to
2 put the ball rolling, so to speak, for the future
3 growth of the airport.

4 MR. WUELLNER: Right. And then --

5 MR. YOUMAN: With a very good -- if it
6 passes, a very good opportunity to expand it due
7 to the intermodal aspects of the project.

8 MR. WUELLNER: Yes. We may be able to even
9 identify other funding sources for some of this.

10 MR. YOUMAN: It just opens more doors.

11 MR. WUELLNER: Yes.

12 MR. YOUMAN: So we're just taking a little
13 roll of the dice, is what we're saying.

14 MR. WUELLNER: We are. We are, admittedly.

15 CHAIRMAN BARRERA: Instead of just being an
16 airport, we've then become a multimodal center,
17 which allows us to be able to receive different
18 grants, different funding.

19 MR. YOUMAN: Right. That's why I think it's
20 important to proceed.

21 MR. GEORGE: That's probably the biggest
22 benefit that we've got.

23 MR. WUELLNER: Yeah. There are more DOT
24 grants out there under nonaviation side.

25 MR. GEORGE: We -- we don't have a problem

200

1 with the -- that we need to dredge that for the

2 three airplanes a year that land on it, do we?

3 MR. WUELLNER: No, sir.

4 MR. GEORGE: Thank you.

5 CHAIRMAN BARRERA: Do we have any further

6 board discussion?

7 MR. WUELLNER: We -- we won't even have to

8 bid the contracts to do the work, just as an FYI,

9 because the FIND district issues grants for that

10 work all over the county. So you simply append

11 the work to it. So it's not even a -- I'm done.

12 CHAIRMAN BARRERA: Okay. Can we call it to a

13 vote? We've got a motion and a second. All

14 right. All in favor, say aye.

15 MR. GEORGE: Aye.

16 CHAIRMAN BARRERA: Aye.

17 MR. YOUMAN: Aye.

18 CHAIRMAN BARRERA: All opposed?

19 MR. WERTER: Abstain. I've got questions.

20 CHAIRMAN BARRERA: You can't abstain.

21 MR. WUELLNER: Can't abstain.

22 MR. BURNETT: Yeah, you --

23 MR. WERTER: I have to go yea or nay?

24 MR. WUELLNER: You can vote no.

25 MR. GEORGE: Just say no. There's three of

201

1 us here.

2 MR. YOUMAN: Is that called influencing a
3 vote?

4 MR. WERTER: I'll go aye. I'll go aye. If
5 you think -- I mean, go ahead.

6 CHAIRMAN BARRERA: Motion passes. All right.
7 We're finished with our agenda items and we're
8 moving on to our housekeeping items.

9 HOUSEKEEPING

10 MR. WUELLNER: Which are fairly simple.
11 Aerospace Academy on May 15th, 8 o'clock till
12 noon. T-hangars inspections are coming up, I
13 think they been -- well, the fire extinguishers
14 are going on, but the T-hangar inspections will be
15 a few weeks after that.

16 TPO trip generation study, you are reminded
17 that is this week. It is a publicly noticed
18 meeting, which means you may all attend and
19 participate at that -- that meeting. That's 10
20 o'clock on the 29th. I think that's Thursday.

21 MR. GEORGE: Where?

22 MR. WUELLNER: Here. Right here.

23 MR. GEORGE: Oh, okay.

24 MR. WUELLNER: TPO people will be here. FDOT

25 people will be here. We'll have some City of

202

1 St. Augustine folks, but -- and the consultants

2 hired by TPO.

3 James Bennett, at the urging of Mr. Gorman in
4 several TPO meetings, has agreed to come down and
5 speak at your May meeting and present the
6 five-year FDOT work program to the Airport
7 Authority at your May meeting. Probably ten
8 minutes. It will focus mostly on roads and those
9 kinds of things.

10 And your conferences are listed on the right
11 side of your thing here. We haven't heard anybody
12 for AAAE. FAC is in August, the 8th through the
13 11th. And ACI is in September.

14 CHAIRMAN BARRERA: That's housekeeping you
15 talk. Go ahead, Carl.

16 MR. WUELLNER: No motion.

17 MR. YOUMAN: What -- can you just say a brief
18 description what these conferences are all about,
19 or is that somewhere else that I can do -- read it
20 myself?

21 MR. WUELLNER: We have some conference
22 information, if you'd like it. I mean, we can
23 e-mail that to you.

24 MR. YOUMAN: Yeah, let's do it that way.

25 That will shorten the meeting.

203

1 MR. WUELLNER: Sure. All that stuff's out
2 there, draft agendas and details.

3 My recommendation is if you've been to AAAE
4 and you want to do something of that level,
5 perhaps ACI is a good choice this year, just
6 because I don't -- as an entity, we have not done
7 a lot with ACI yet, other than JumpStart.

8 And it's -- it's more commercial service
9 oriented, so you're going to find more answers to
10 questions from there than you will in an AAAE
11 venue where it's broader. And FAC of course is
12 focused on Florida, and that's in Tampa.

13 MR. GEORGE: Which is where we live.

14 MR. WUELLNER: Which is.

15 MR. GEORGE: Which is the Florida Department
16 of Transportation spins their money to those
17 people who come to FAC.

18 PUBLIC COMMENT

19 CHAIRMAN BARRERA: I would like to open it up
20 for public comment. Sacha? Vic?

21 MR. WUELLNER: Everybody's had enough.

22 MR. MARTINELLI: I have no comment.

23 CHAIRMAN BARRERA: We'll close out public
24 comment. And we'll move on to Authority Members.

1 CHAIRMAN BARRERA: Mr. Werther -- Werter?

2 Excuse me.

3 MR. WERTER: I'll only address Bryan's
4 presentation earlier. I've been waiting two and a
5 half years -- or, excuse me, a year and a half to
6 two years to hear something like that and I
7 thought it was excellent, and it brought a broad
8 smile to my face.

9 I think that's the presentation that needs to
10 get out to the general public, or at least one
11 phase of it. Hopefully the other phases, too.
12 And it was so enlightening to finally see
13 something like that brought out. I think it was
14 an excellent presentation, and I'd like to thank
15 Bryan for that.

16 MR. WUELLNER: You have to wake him up to
17 tell him.

18 MR. COOPER: I -- I would like to point out
19 that was an effort by the PR committee, not by me.

20 MR. WERTER: You presented it well, sir.

21 MR. COOPER: I just did what they told me.

22 MR. WUELLNER: Which is the first time.

23 CHAIRMAN BARRERA: Mr. George?

24 MR. GEORGE: I'm glad we got squared away

25 about the possibility of naming our buildings, the

205

1 park. As far as a grand opening, I would hope
2 that you would want to consider that -- that the
3 entire south development area, because we've never
4 had anything good -- excuse me, we've never done a
5 grand opening there.

6 The main thing that I would like to request
7 of this board is that we spend some attention
8 building a backup plan to this no commercial
9 carrier coming in. We've got a serious problem
10 finance-wise, but I'm not that sure we all
11 understand what the implications there are. But I
12 would like to have a workshop to discuss those
13 financial plans and come up with some other ideas.

14 Someone mentioned to me the other day of
15 taking our industrial area over here, carve out a
16 couple of lots and run -- give them a 40-year
17 lease for a buck a year, just to get somebody
18 going in there, and that could be enough to bring
19 in something else.

20 But those are the types of things that I
21 think we need to talk about where we're going,
22 because we're going to be in bad straits if we
23 don't do something about paying attention to it.

24 CHAIRMAN BARRERA: Mr. Youman?

1 of my items when I was running for this office,
2 because I believed in the idea of the positive
3 publicity for this airport. And I have to say
4 Bryan and his group have done an outstanding job.
5 And I'm looking forward to Bryan getting all of
6 the other components of that presentations, and
7 I'm looking forward to going out and present them
8 to the county myself, to the Rotaries and whoever
9 will listen to me.

10 I've done this once before on a speaking
11 committee in West Virginia, and it was on
12 deregulation of the railroads, and it was a real
13 quick going around and presenting these stories of
14 positiveness and what can come out of it.

15 And this -- this has been a fantastic session
16 today. The going forward with the name change
17 and -- and even with FIND, it is just exciting
18 times right here at this airport. This is an
19 exciting board to be with, and it's great board
20 members to work with, and it's -- it's just
21 exciting times with what's occurring. That's all
22 of my comments. Thank you.

23 CHAIRMAN BARRERA: Thank you, Mr. Youman. I
24 would like to thank Nease for being here. I

25 appreciate that, and I appreciate your time

207

1 coming. I appreciate the different members
2 that -- that played a role in the concept of the
3 rebranding effort.

4 And I'd just like to reiterate what
5 Mr. Martinelli said, that Skybus opened a lot of
6 access to our airport, not only in making more
7 people aware that we have an airport here and that
8 it can -- it can substantiate commercial service,
9 but also in access to the grants and the airport
10 improvement funds, that it allow -- by serving our
11 community, it allowed us an airport to access over
12 \$2 million in those airport improvement funds over
13 a two-year period. So, I'm looking forward to as
14 we go forward being able to have that diversity in
15 funds.

16 And I also appreciate, Bryan, your
17 presentation by the PR committee. I'm looking
18 forward to next month's presentation. I'm not
19 sure what that top -- the topic of that is for the
20 board to be able to look forward to hearing, but
21 we'll anxiously look forward for that. And the
22 continued effort of the PR committee on the tours.
23 And I'm hoping that we can get that opened up for
24 the public. We had talked about that before at

25 the one of the meetings, and I'm looking forward

208

1 to having that for a public tour and also for an
2 intergovernmental meeting. And with that, we will
3 close out our meeting.

4 Our next meeting is now going to be on May
5 17th starting at 2 p.m. for a workshop and then at
6 4 p.m. for our regularly scheduled meeting, and
7 the meeting is adjourned.

8 (Meeting concluded at 8:03 p.m.)

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

1 REPORTER'S CERTIFICATE

2

3 STATE OF FLORIDA)

4 COUNTY OF ST. JOHNS)

5

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

7 certify that I was authorized to and did

8 stenographically report the foregoing proceedings

9 and that the transcript is a true record of my

10 stenographic notes.

11

12 Dated this 11th day of May, 2010.

13

14

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

15

16

17

18

19

20

21

22

23

24

