



**SAUGEEN**  
**MUNICIPAL AIRPORT**

**APPROVED**

Minutes of: Monthly Meeting

Wednesday, April 17, 2019 | 2:00 p.m.  
Board Room | Saugeen Municipal Airport

**PRESENT:** Dan Gieruszak, Rebecca Hergert, Dave Hocking, Dave Schmidt, Rob Olds, Kelani Stam, Carey Lee, Stephen Rouse and Susan Kirkpatrick

**GUESTS:** **Recorded guest list available upon request. Several pilots, and interested stakeholders.**

**1. CALL TO ORDER**

D. Gieruszak opened the meeting at 2:00 pm and welcomed attendees.

**2. APPROVAL OF AGENDA**

Moved by **DAVID HOCKING** / Seconded by **KELANI STAM**

**THAT** the Agenda of April 17, 2019 Regular Meeting be approved as printed and circulated.

**CARRIED**

**3. DECLARATION OF PECUNIARY INTEREST**

None

**4. DELEGATIONS**

Phil Englishman presented to the Commission about access fees for airport hangar owners and urged the Commission to rescind the fees. **DAN GIERUSZAK** said the Commission would review the submission in detail and respond in writing.

**5. APPROVAL OF PREVIOUS MEETING'S MINUTES**

Moved by **DAVID SCHMIDT** / Seconded by **DAVID HOCKING**

**THAT** the Minutes of the March 20, 2019 Regular Meeting and the March 21, 2019 Marketing Meeting be approved.

**CARRIED**

**6. BUSINESS ARISING FROM MINUTES**

None

## 7. **CORRESPONDENCE**

None

## 8. **SMA WEBSITE**

The Commission's agreement with website provider Tech360 has expired and the Commission is looking for direction with regard to its online presence.

David Rumsey from Tech 360 presented an update. He said the website was designed for the Snowbirds show in 2017 as a special package, which will soon be paid off. Introductory pricing was also offered for website maintenance and server updates, social media management and content updates. That package is no longer available.

There are now separate packages for social media and website maintenance. The first costs \$325 a month, with content provided by the SMA and a "polish and post" approach. The second is \$1,200 a month, with Tech 360 offering a "hands-off" solution covering content, social media and online advertising on behalf of the SMA.

DAN GIERUSZAK said the commission might be interested in the second option, with the ability to measure value for the investment.

Commission members asked about the social media channels, content and search engine optimization (SEO) for the site. Mr. Rumsey said the Twitter feed was no longer active, and that the SMA did not have an Instagram account. He said social media content should be active and current, or risk losing followers and going "black." CAREY LEE noted that the restaurant has its own Facebook page and over 1000 followers. He said it was difficult to find "Saugeen Municipal Airport" through a search engine.

STEPHEN ROUSE said he could supply updated content about fuel prices and photos, and would like the municipal EDOs to assist with other aspects.

Mr. Rumsey said SEO is fluid and requires fresh content and campaigns to drive click-throughs to the site.

DAN GIERUSZAK invited Mr. Rumsey to attend the SMA marketing meetings and said his assistance will be appreciated with the potential of Snowbirds returning.

Moved by **DAVID HOCKING**, seconded by **REBECCA HERGERT**

**THAT** the airport commission will extend the social media contract with Tech 360 for three months.

## 9. **REPORTS**

### **9.1 AIRPORT MANAGER'S REPORT**

STEPHEN ROUSE presented his monthly Manager's Report. See attached.

Members discussed Future Air's request to use space in the airport, possibly the boardroom, to videotape pilot testing. Matter adjourned to May SMA meeting.

Moved by **REBECCA HEGERT** / Seconded by **DAVID SCHMITT**  
**THAT** the Managers Report of April 17, 2019 be accepted as presented.

**CARRIED**

**9.2 FINANCIAL / BUDGET:**

Moved by **KELANI STAM** / Seconded by **DAVID HOCKING**  
**THAT** the Auditor's letter of engagement for 2018 and the Auditor's Report for 2019 be signed.

**CARRIED**

**9.3 COPA 54**

- Rust Remover event April 28, 2019
- Committee to be struck for the Airshow 2020 event, to include all aviation enthusiasts in our communities
- COPA for Councillors to be held May 11<sup>th</sup> at 10 a.m.
- Pelee Island wine tour planned for summer
- 

**9.4 SMA MARKETING / PROMOTIONS PLAN UPDATE**

DAN GIERUSZAK said he met with the CAOs and Mayors of each municipality to brief them on airport developments and priorities. He offered a draft of his presentation to councils

Celebrity fly-in planned for June, in conjunction with golf event.

DAN GIERUSZAK said monthly SMA marketing meetings would be beneficial.

Possible future promotions: Santa at the airport, a concert at the airport with the band flown in, Canada Day events at airport, with flights in day and concert and fireworks at night. Also airport camping or Air B&B.

DAN GIERUSZAK said there are several infrastructure grants but SMA needs to ensure there is no overlap with the municipal grant applications.

REBECCA HEGERT noted the terms of reference and governance needs to be in place to apply for the grants, and a Strategic Plan is also needed.

A survey will be sent to pilots and stakeholders for discussion.

**MOVED** by **REBECCA HERGERT**, seconded by **KELANI STAM**

**THAT** the report be accepted for information purposes.

**CARRIED**

**10. NEW BUSINESS**

KELANI STAM has applied for two grants from the Power Worker's Union.

COPA 54 asked to be involved in the monthly marketing meetings.

**11. IN CAMERA**

Motion by **REBECCA HERGERT**, Seconded by **DAVID SMITH**

**To** move into closed session to review personal matters about an identifiable individual under the *Municipal Act, 2001* s. 239 (1).

**CARRIED**

Meeting Secretary dismissed.

**12. NEXT MEETING**

**Wednesday, May 15, 2019 at 2:00pm**