

**FAYETTEVILLE REGIONAL AIRPORT COMMISSION MEETING AGENDA
HAMILTON CONFERENCE ROOM**

**Monday, April 22, 2024
2:00 P.M.**

Attendance:

Ms. Karen Ewart, Mrs. Liza Hondros, Mr. Naynesh Mehta, Mr. Qu 'derrick Covington, Mrs. Judy Dawkins, Mr. Steve Harper, Mr. Devin Heath

Absent:

Dr. Robert Hambly, Mr. Robert Van Geons

Others:

Mr. Deontae Watson, Interim Airport Director
Ms. Trinia Wolfe, Senior Administrative Assistant
Mrs. Patricia Campbell, Airport Training and Operations Manager
Mrs. Una West, Administrative Assistant
Mr. Paul Allen, Assistant City Attorney
Mrs. Tosha Szabo, Area General Manager, Signature Flight Support Services
Ms. Monique Hamilton, Duty Manager, Signature Flight Support
Faith Hatton, GFBJ (Greater Fayetteville Business Journal)

Mr. Mehta called meeting to order at 2:03 PM

ITEM 1: Consider approval of the Agenda

Mr. Mehta asked for a motion to approve the agenda.
Mrs. Hondros made a motion to approve the agenda.
Mr. Covington seconded the motion.

Action: The motion was carried unanimously

ITEM 2: Amended to swearing in of new commission members.

Mr. Mehta asked for a motion to approve the agenda
Mrs. Dawkins made a motion to approve the agenda.
Mr. Covington seconded the motion.

Action: The motion was carried unanimously

ITEM 3: Election of Officers:

Chairperson – Mr. Naynesh Mehta

Vice Chairperson – Mrs. Liza Hondros

Secretary – Karen Ewart

All officers were elected and approved unanimously.

ITEM 4: Consider approval of the minutes of the meeting held March 28, 2024

Mr. Mehta asked for a motion to conditionally approve the Rental Car Lease Amendment.

Mrs. Hondros made a motion to approve.

Mr. Covington seconded the motion.

ITEM 5: Management Report

Mr. Watson gave the management report (please see attachment).

ITEM 6: Commission Members Concerns

Mr. Heath asked questions regarding Customer Survey numbers. Mr. Heath also expressed his excitement on being on the Airport Commission and how he looks forward to working with Fayetteville Regional Airport.

Mrs. Hondros asked status of Airport Director's pending search.

Mrs. Ewart asked for more information on Leakage Study.

Mr. Watson spoke on NCDOT - Aviation (ITRE) training opportunities available for commission members. Information to be emailed to members, following meeting.

Mrs. Dawkins asked if everyone would not just like things posted on our social media pages, but to also share with friends.

Commission members asked about expanding catchment area; focusing on surrounding areas. Mr. Watson stated he would get with consultant regarding this matter. It was also asked if a FlyFay sign could be placed on Highway 87, being that it is a high traffic area.

Mr. Covington asked about Airport partnering with high education institution's Art Departments to do/place artwork inside/around Airport. He also suggested the Airport partner with local colleges and universities to advertise for students to FlyFay. Mr. Covington also mentioned that he had a proposal written up, in efforts to start the conversation.


ITEM 7: The next regularly scheduled meeting of the Airport Commission is scheduled for Tuesday, May 28, 2024.

Mr. Mehta asked for a motion to adjourn.

Mr. Covington made a motion to adjourn.

Mrs. Hondros seconded the motion.

The meeting was adjourned at 3:05 PM

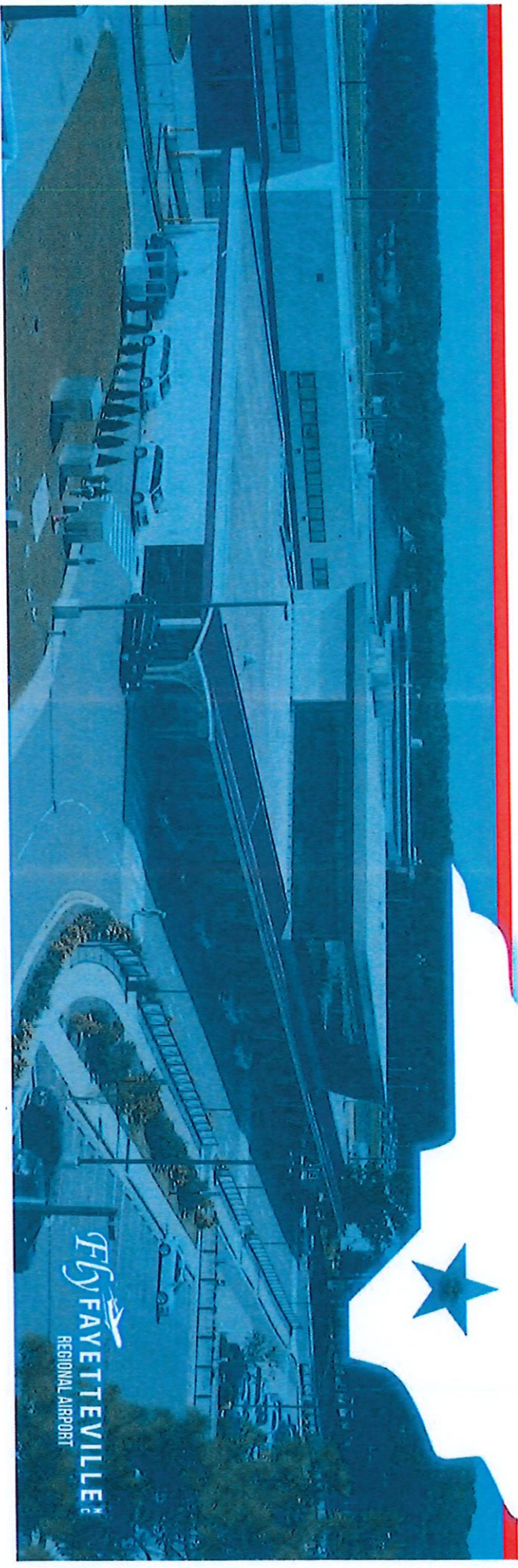

Dr. Robert Hambly, Secretary
Transcribed: TLW (05/20/24)

Airport Commission Meeting Notes

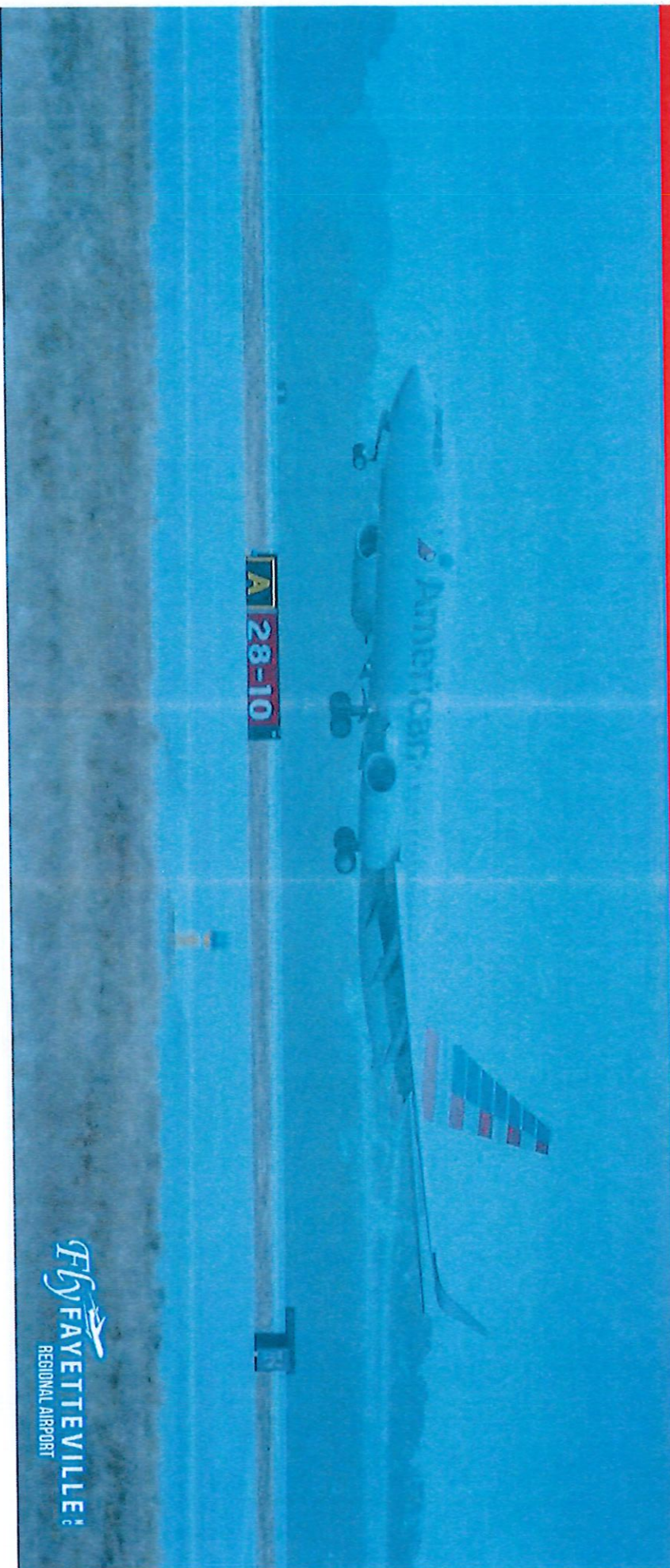
Tuesday, February 27, 2024 @ 2:00pm

Deontae K. Watson, MBA, A.A.E.

Interim Airport Director



Operations Update



American, Delta, & Charter Operations

- American operating twelve (12) flights per day (in/out) in January
- Delta operating four (4) flights per day (in/out)
- Charter Flights to KACY continue at two (2) flights per month



FLY FAYETTEVILLE!
REGIONAL AIRPORT

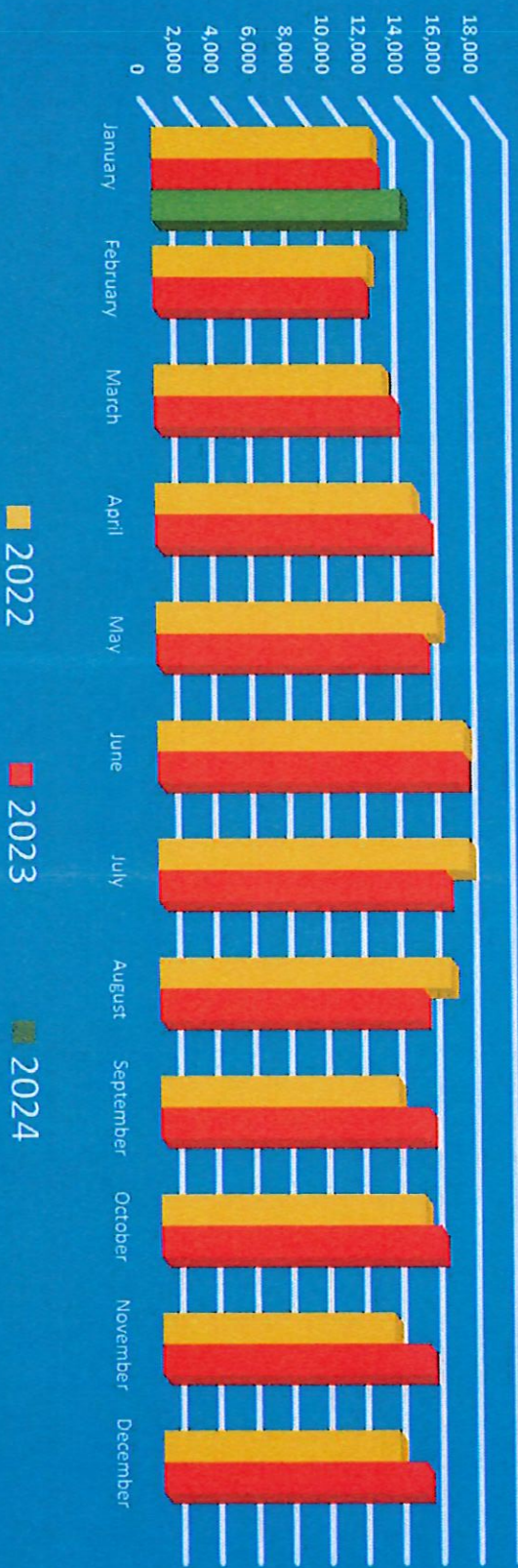
CY23 Enplanements/Impacts/Action

- Total enplanements for all carriers in January 2024 was 13,427 with deplanements at 12,991.
- A total of 26,418 passengers flew in/out in January 2024.
- That's a 12% *increase* in total enplanements compared to January 2023.
- Rental Car Revenue in January 2024 were *down* 15.06% as compared to January 2023. The driver is Concessions Relief Grant.
- Parking Lot Revenue was at 26% *increase* in January 2024 compared to January 2023.

Key Performance Indicators

- Average Load Factor (LF) Target is 80%
- American LF & PAX was at 81.7% LF in January 2024. PAX count was **up** 26.9% in comparison to January 2023.
- Delta LF & PAX was at 75.8% LF in January 2024. PAX count was **down** 8.9% in comparison to January 2023.
- **Current Ridership Averages:**
 - Business – 37%
 - Personal – 40%
 - Military – 21%
 - Other – 2%

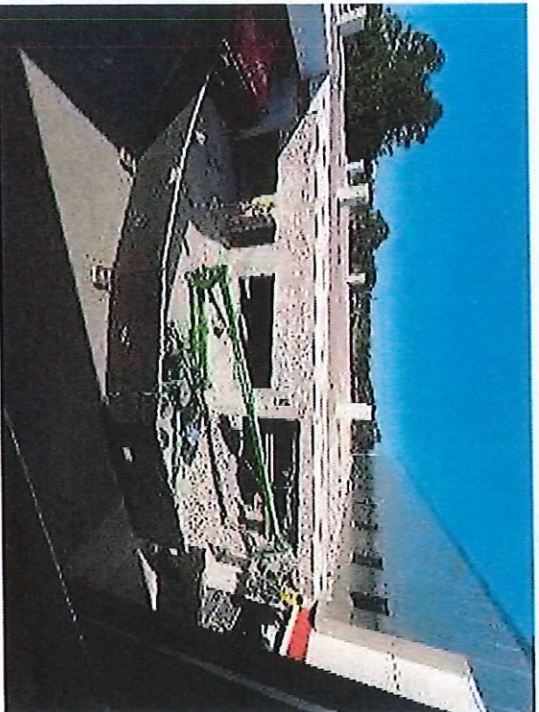
Enplanements CY22 – CY24



Air Service Development (ASD) Conference

- Jumpstart ASD Conference 2024
 - ACI-NA's JumpStart Air Service Development Conference is North America's premier air service development conference. The 2024 JumpStart® Conference will take place in Washington, D.C. from May 20 – 22 at the Omni Shoreham Hotel. The event will begin with a full day of educational sessions, followed by two days of airport-airline meetings.
 - Airports request a private, 20-minute meeting with up to 12 airlines. ACI-NA this year will again be using an online matching program to facilitate the scheduling of the airports and airlines that request meetings. The airlines also make their own wish lists of communities they would like to meet. With the assistance of the matching software, ACI-NA staff crafts a meeting schedule for each airport with airlines that want to meet them. In 2023, JumpStart connected airline route planners from 19 airlines in over 900 one-on-one meetings.

Construction Updates

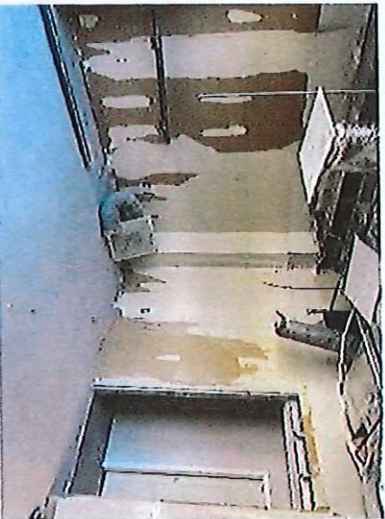


Demolition @ new airline office area

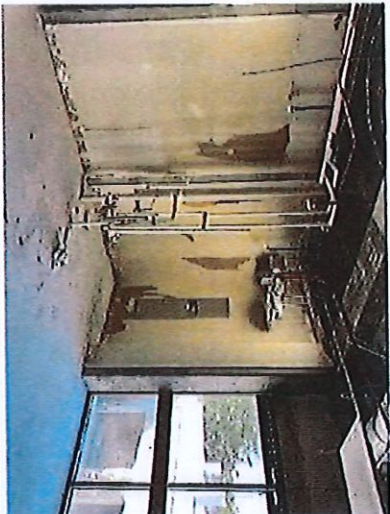


Demolition @ Concourse B

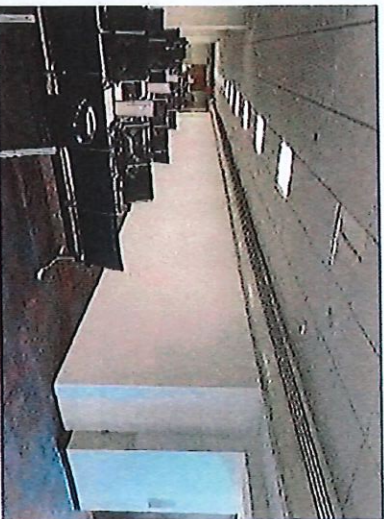
Construction Updates



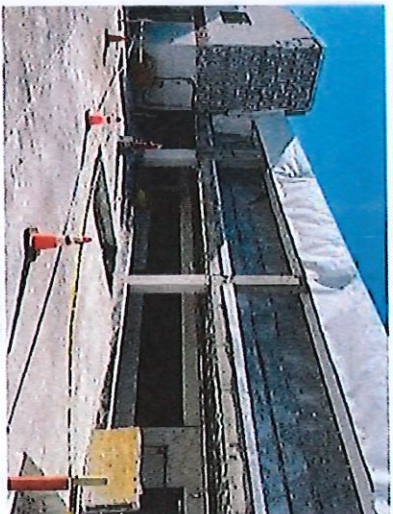
Demolition @ VIP Lounge



Demolition @ VIP Lounge

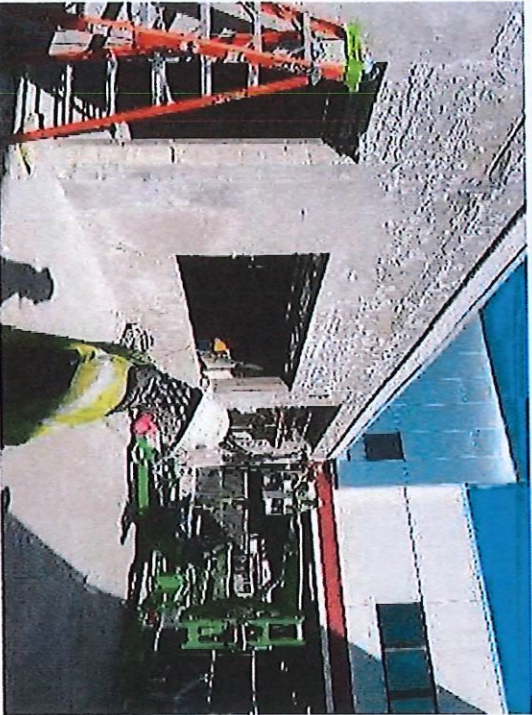


Temporary wall @ Concourse B



Demolition @ Concourse B Addition

Construction Updates



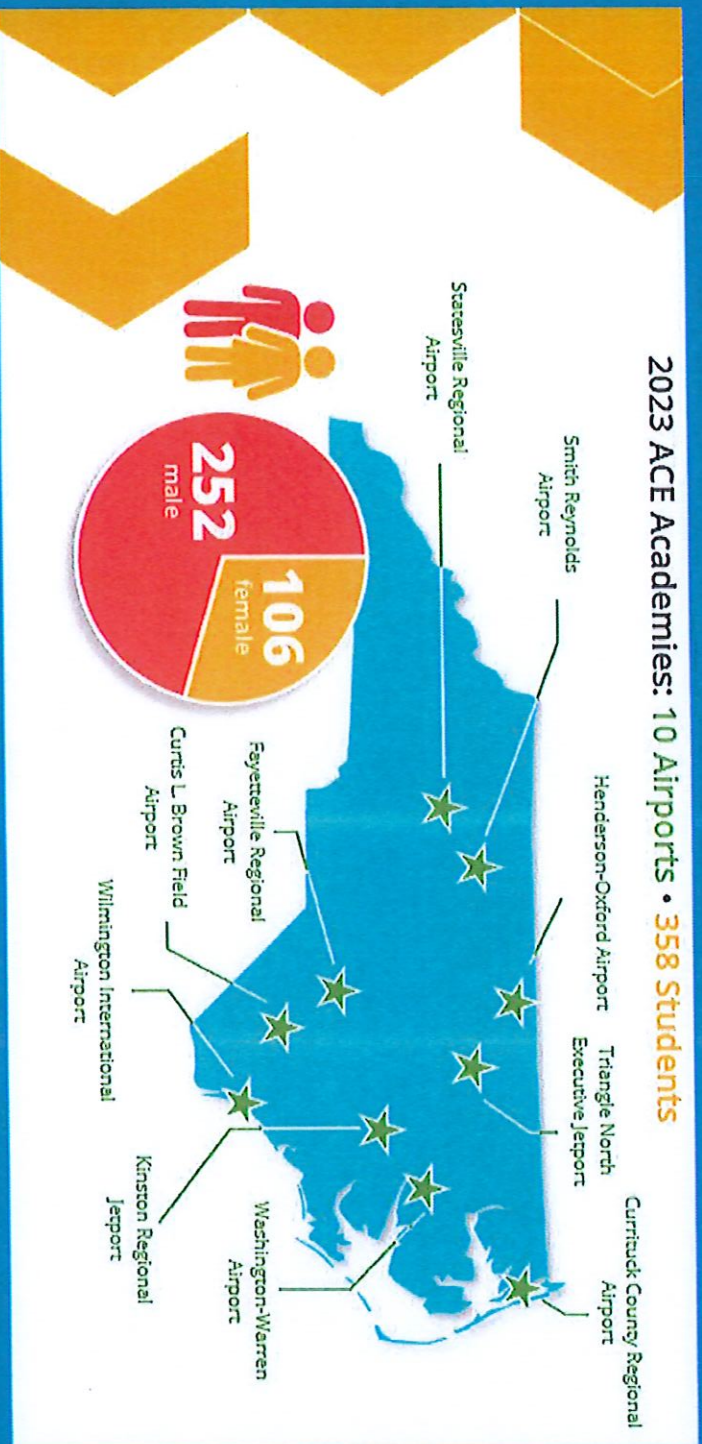
Demolition @ new airline office



Demolition @ new airline office

2024 ACE Academy Grant Awarded

2023 ACE Academies: 10 Airports • 358 Students



Marketing Update



FLY FAYETTEVILLE:
REGIONAL AIRPORT

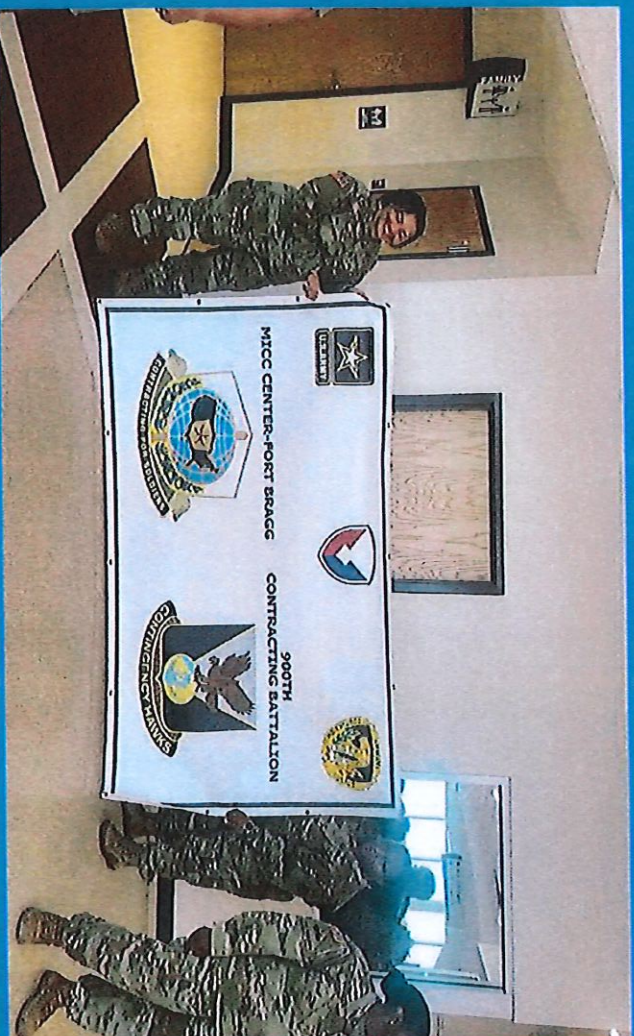
Customer Satisfaction Survey

97% Average Rating/Total Surveyed 637

- Auto parking facilities 98%
- Bathrooms 98%
- Waiting areas 98%
- Airport Signage 98%
- Wi-Fi 96%
- Baggage Carts 98%
- Receipt of checked bags 96%

Point of Interest – Army Best Medic Competition

A point of interest we want to highlight is the airports continuous support of our military at Fort Liberty. Last week we hosted a total of 370 soldiers who are attending the Army Best Medic Competition. This competition requires army combat medics to on go a grueling assessment process simulating events on a battlefield, team cohesion, and resilience. This effort is still ongoing as 50 more soldiers are set to arrive today.



Beasley Media Group

Display

Overview

impressions:	211,037	clicks:	347
view throughs:	228	ad interactions:	1,150
	0.11%		0.16%

Top Creative

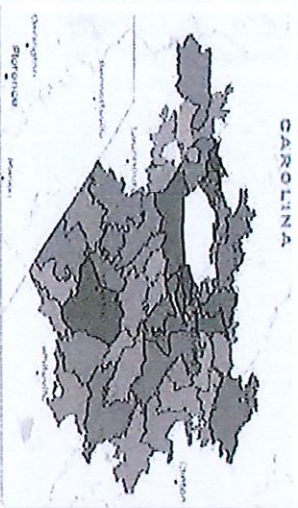


Impressions: 211,037

Top Placements

website	ctr
Wordscapes	0.10%
Digsaw Puzzle Collection HD	0.28%
Words With Friends 2	0.19%
cds57.com	0.67%
Audionack - Free Music & Mixtapes	0.07%
Digsaw Puzzles Puzzle Game	0.22%
Britannica.com	0.22%
10news.com	0.09%
WeatherBug	0.22%
morriam-webster.com	1.72%

Target Geography



Top Cities

city	impressions
Fayetteville, North Carolina	79,741
Lumberton, North Carolina	18,710
Raeford, North Carolina	11,266
Pinehurst, North Carolina	10,078
Spring Lake, North Carolina	11,262
Marion, North Carolina	2,569
Aberdeen, North Carolina	4,224
Southern Pines, North Carolina	10,569
Hope Mills, North Carolina	8,252
Cameron, North Carolina	5,024

January 01, 2024 - January 31, 2024

Fayetteville Regional Airport | 2 Campaigns

Media Placement Services

Platform	Imp	Clicks	CTR	CPC	CPM	Cost	LPVs	Find a Flight Button
Meta	1,825,062	1,920	0.11%	\$2.64	\$2.78	\$5,073.15	193	-
Spotify	247,510	222	0.09%	\$8.08	\$8.89	\$2,000.00	6	-
Spider DSP	837,893	832	0.10%	\$4.72	\$4.69	\$3,929.99	332	17
Search	45,329	6,131	13.53%	\$0.44	\$59.46	\$2,695.14	7	35
Total	2,955,794	9,105	0.31%	\$1.50	\$4.63	\$13,698.28	538	52

Questions?



FlyFAYETTEVILLE
REGIONAL AIRPORT



2024



PASSENGER INFORMATION
ENPLANEMENT AND DEPLANEMENT REPORT
AIRPORT

Prepared 3/15/2024

DELTA

	ENPLANE		DEPLANE		ENPLANE		DEPLANE	
	2024	% Change	2024	% Change	2023	YTDDate	2023	YTDDate
January	4,687	-8.9%	4,733	-1.5%	5,102	5,102	4,802	4,802
February	4,563	-4.7%	4,848	12.4%	4,779	9,881	4,314	9,116
March		#DIV/0!		#DIV/0!	5,433	10,212	5,210	9,524
April		#DIV/0!		#DIV/0!	4,896	10,329	4,834	10,044
May		#DIV/0!		#DIV/0!	5,101	9,997	5,814	10,648
June		#DIV/0!		#DIV/0!	5,314	10,415	6,098	11,912
July		#DIV/0!		#DIV/0!	5,383	10,697	5,046	11,144
August		#DIV/0!		#DIV/0!	5,203	10,586	5,168	10,214
September		#DIV/0!		#DIV/0!	4,707	9,910	5,426	10,594
October		#DIV/0!		#DIV/0!	5,992	10,699	5,293	10,719
November		#DIV/0!		#DIV/0!	4,936	10,928	4,936	10,229
December		#DIV/0!		#DIV/0!	5,911	10,847	5,689	10,625
						5,911		5,689
Total	9,250	-578.5%	9,581	-553.7%	62,757	62,757	62,630	62,630

2	Months On and Off	18,831	Total 12 Months On and Off	125,387
Passengers On per day/	75	123	Passengers On per day/365	172
Passengers Off per day/	75	128	Passengers Off per day/365	172
Total per day		251	Total per day	344

AMERICAN AIRLINES

	ENPLANE		DEPLANE		ENPLANE		DEPLANE	
	2024	% Change	2024	% Change	2023	YTDDate	2023	YTDDate
January	8,740	26.9%	8,258	14.5%	6,886	6,886	7,211	7,211
February	7,956	22.1%	7,497	16.3%	6,518	13,404	6,449	6,449
March		#DIV/0!		#DIV/0!	7,481	13,999	7,638	7,638
April		#DIV/0!		#DIV/0!	9,704	17,185	9,704	9,704
May		#DIV/0!		#DIV/0!	9,238	18,942	9,289	9,289
June		#DIV/0!		#DIV/0!	11,110	20,348	10,743	10,743
July		#DIV/0!		#DIV/0!	10,100	21,210	10,114	10,114
August		#DIV/0!		#DIV/0!	9,024	19,124	9,369	9,369
September		#DIV/0!		#DIV/0!	9,794	18,818	9,909	9,909
October		#DIV/0!		#DIV/0!	9,097	18,891	9,082	9,082
November		#DIV/0!		#DIV/0!	9,486	18,583	9,067	9,067
December		#DIV/0!		#DIV/0!	8,285	17,771	8,334	8,334
						8,285		0
Total	16,696	-539.2%	15,755	-578.6%	106,723	106,723	106,909	106,909

2	Months On and Off	32,451	Total 12 Months On and Off	213,632
Passengers On per day/	75	223	Passengers On per day/365	292
Passengers Off per day/	75	210	Passengers Off per day/365	293
Total per day		433	Total per day	585

	ENPLANE		DEPLANE		ENPLANE		DEPLANE	
	2024	% Change	2024	% Change	2023	YTDDate	2023	YTDDate
January		#DIV/0!		#DIV/0!				
February		#DIV/0!		#DIV/0!				
March		#DIV/0!		#DIV/0!				
April		#DIV/0!		#DIV/0!				
May		#DIV/0!		#DIV/0!				
June		#DIV/0!		#DIV/0!				
July		#DIV/0!		#DIV/0!				
August		#DIV/0!		#DIV/0!				
September		#DIV/0!		#DIV/0!				
October		#DIV/0!		#DIV/0!				
November		#DIV/0!		#DIV/0!				
December		#DIV/0!		#DIV/0!				
Total	0	#DIV/0!	0	#DIV/0!	0	0	0	0

2	Months On and Off	0	Total 12 Months On and Off	0
Passengers On per day/	75	0	Passengers On per day/365	0
Passengers Off per day/	75	0	Passengers Off per day/365	0
Total per day		0	Total per day	0

TOTAL PASSENGER TRAFFIC FOR THE MONTH

	ENPLANE		DEPLANE		ENPLANE		DEPLANE	
	2024	% Change	2024	% Change	2023	YTDDate	2023	YTDDate
January	13,427	12.0%	12,991	8.1%	11,988	11,988	12,013	12,013
February	12,519	10.8%	12,345	14.7%	11,297	23,285	10,763	15,565
March	0	#DIV/0!	0	#DIV/0!	12,914	24,211	12,848	17,162
April	0	#DIV/0!	0	#DIV/0!	14,600	27,514	14,538	19,748
May	0	#DIV/0!	0	#DIV/0!	14,339	28,939	15,103	19,937
June	0	#DIV/0!	0	#DIV/0!	16,424	30,763	16,841	22,655
July	0	#DIV/0!	0	#DIV/0!	15,483	31,907	15,160	21,258
August	0	#DIV/0!	0	#DIV/0!	14,227	29,710	14,537	19,583
September	0	#DIV/0!	0	#DIV/0!	14,501	28,728	15,335	20,503
October	0	#DIV/0!	0	#DIV/0!	15,089	29,590	14,375	19,801
November	0	#DIV/0!	0	#DIV/0!	14,422	29,511	14,003	19,296
December	0	#DIV/0!	0	#DIV/0!	14,196	28,618	14,023	18,959
Total	25,946	-553.2%	25,336	-569.2%	169,480	28,618	169,539	18,959

2024				2023			
Total Enplane	2	Months On and Off	25,946	Total Enplane	12	Months On and O	28,618
Total Deplane	2	Months On and Off	25,336	Total Deplane	12	Months On and O	18,959
Total	2	Months On and Off	51,282	Total 12 Months On and Off			47,577
Passengers On per day/	75		346	Passengers On per day/365			78
Passengers Off per day/	75		338	Passengers Off per day/365			52
Total Passengers On and Off			684	Total Passengers On and Off			130

American Airlines	Number of Actual Landings	Total Enplanements	Total Deplanements
CRJ 200		7,956	7,497
CRJ 900	29		
CRJ 700	14		
ERJ 145	115		
EMB-175			
DASH 8-300			
DELTA Seats Available	Number of Actual Landings	Total Enplanements	Total Deplanements
CRJ 200		4,563	4,848
CRJ 700			
CRJ 900	29		
Airbus 717	29		
MD-88			
DC9			
A-319			
A-320			
Seats Available	Number of Actual Landings	Total Enplanements	Total Deplanements
DH2			
ERJ 140			
ERJ 145			
DH3-50			

LOAD FACTORS	AA	DELTA		AA	DELTA	
	Outbound/Enplanements			Inbound/Deplanements		
This Month's Info	88.6%	86.5%	#DIV/0!	83.5%	91.9%	#DIV/0!

LOAD FACTORS	AA	DELTA		AA	DELTA	
	Outbound/Enplanements			Inbound/Deplanements		
January-24	81.7%	75.8%		77.2%	76.6%	
February-24	88.6%	86.5%		83.5%	91.9%	
March-24						
April-24						
May-24						
June-24						
July-24						
August-24						
September-24						
October-24						
November-24						
December-24						

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