



**FAYETTEVILLE REGIONAL AIRPORT COMMISSION MEETING
AGENDA
HAMILTON CONFERENCE ROOM
Tuesday, August 27, 2024
2:00 P.M.**

ITEM 1: Consider approval of the Agenda

Mrs. Judy Dawkins asked for a motion to approve the agenda.

Mrs. Liza Hondros made a motion to approve the agenda.

Dr. Hambly seconded the motion.

ACTION: The motion was carried unanimously.

ITEM 2: Consider approval of the minutes of the meeting held June 25, 2024

Ms. Karen Ewart asked for a motion to approve the minutes.

Mr. Steve Harper made a motion to approve the minutes.

Mrs. Liza Hondros seconded the motion.

ACTION: The motion was carried unanimously.

ITEM 3: Update from ACM Kelly Olivera on Airport Director Recruitment

ACM Olivera informed Airport Commission that a selection had been made and that a Press Release would soon follow.

ITEM 4: Recommend City Council's Acceptance of AIP 56 Grant (International Arrivals Facility)

Dr. Hambly asked for a motion to approve recommendation.

Mrs. Liza Hondros made a motion to approve the recommendation.

Mr. Steve Harper seconded the motion.

ACTION: The motion was carried unanimously.



ITEM 5: Recommend City Council's Acceptance of NC Airport Improvement Program (NCAIP) Grant

Dr. Hambly asked for a motion to approve recommendation.

Mrs. Liza Hondros made a motion to approve recommendation.

Mr. Steve Harper seconded the motion.

ACTION: The motion was carried unanimously.

ITEM 6: FAY Lease Space Permit – Tosha Szabo, Area GM, Signature Flight Support

ITEM 7: Management Report

Mr. Watson gave the Management Report (see attachment)

ITEM 8: Commission Members Concerns

Mrs. Judy Dawkins shared her thoughts on sharing post, about Fayetteville Regional Airport on Social Media, as much as possible.

Dr. Hambly questioned date and time of the Gary Sinise Foundation's Snowball Express; and if it was possible to get the DFW flight back. Dr. Hambly stated that Fayetteville Regional Airport needs to be promoted more in other locations.

Mr. Robert "Bob" Pinson, President and CEO of the Arts Council of Fayetteville-Cumberland County was present for Q&A on bringing art to Fayetteville Regional Airport. Mrs. Liza Hondros and Airport Commission to include all CCS Systems.

ACM Kelly Olivera stated that rotating exhibits/art of permanent placement, should both be included.

ITEM 9: The next regularly scheduled meeting of the Airport Commission will be September 24, 2024 at 2:00 P.M., Hamilton Conference Room.

Ms. Karen Ewart asked for a motion to adjourn.

Dr. Hambly made a motion to adjourn.

Mr. Steve Harper seconded the motion.

The meeting was adjourned at 2:56 P.M.

Ms. Karen Ewart, Secretary 
Transcribed: TLW 09/18/24 (date)

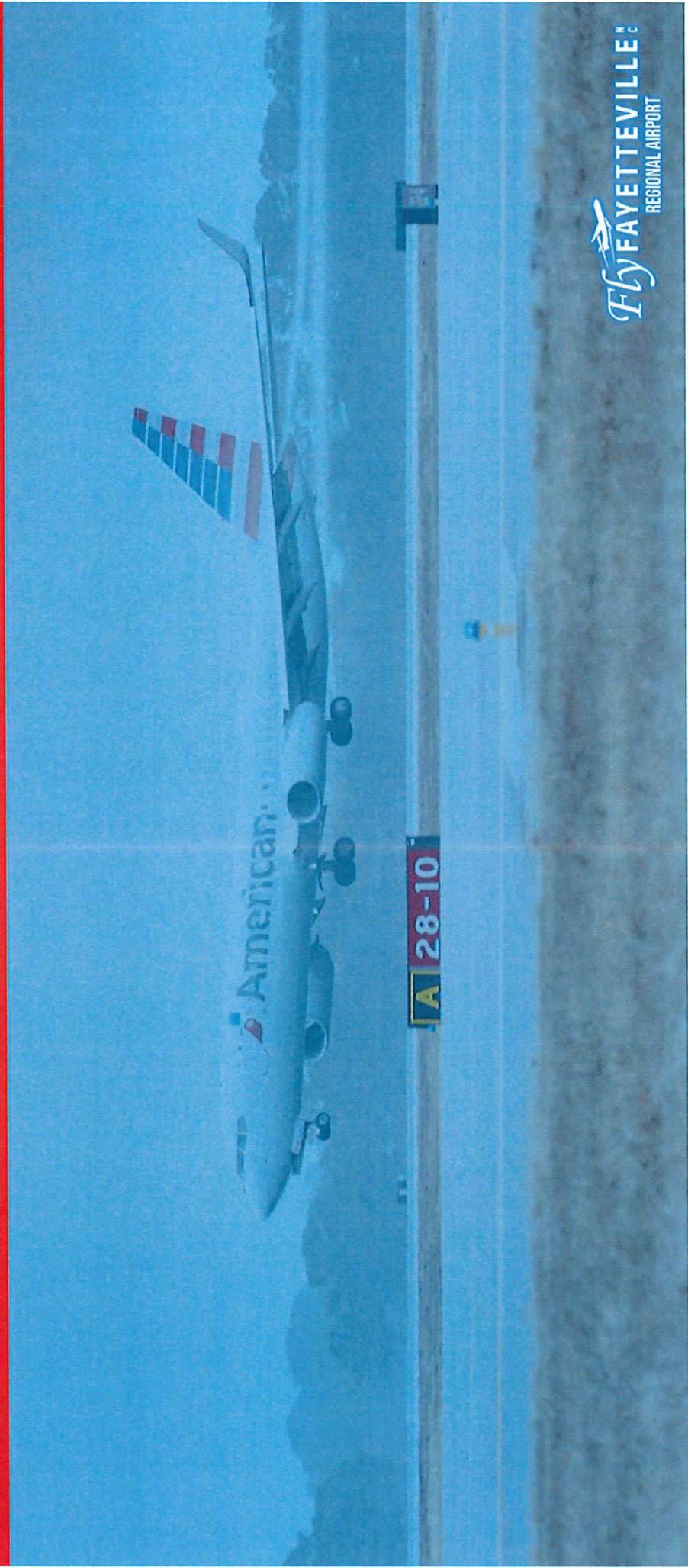
Airport Commission | Manager Report

Tuesday, August 27, 2024 @ 2:00pm

*Deontae K. Watson, A.A.E., NCAP
Interim Airport Director*



Operations Update



Increased Air Service at FAY

A graphic for a Delta flight alert. It features a white Delta airplane flying against a blue sky with a red swoosh. The text is arranged in a vertical stack on the right side of the graphic.

NEW DELTA FLIGHT ALERT

**NEW FOURTH DAILY FLIGHT FROM
ATLANTA STARTING NOVEMBER 11TH**

BOOK NOW AT FLYFAY.COM OR DELTA.COM



- Delta adds fourth daily flight starting November 11.
- This brings the total to 22 daily flights in/out of FAY (3rd flight beginning September 9th).
- Passengers can begin booking their travels now at flyFAY.com or Delta.com

Delta Air Lines Ticket Giveaway

This is a Fly Fayetteville sponsored giveaway in partnership with Delta for 2 round-trip plane tickets. Consumers will enter a sweepstakes on landing page hosted by Cumulus/Q98 . This will run via Cumulus on Q98 with radio spots and digital ads as the campaign. Cumulus/Q98 will pull the winner using a random generation.

*****Sweepstake runs from September 9th – October 13th**

Fly FAYETTEVILLE
REGIONAL AIRPORT

American, Delta, & Charter Operations

- American operating fourteen (14) flights per day (in/out) in July.
- Delta operating four (4) flights per day (in/out) in July.
- Sun Country Charter Flights to KACY continue at two (2) flights per month.



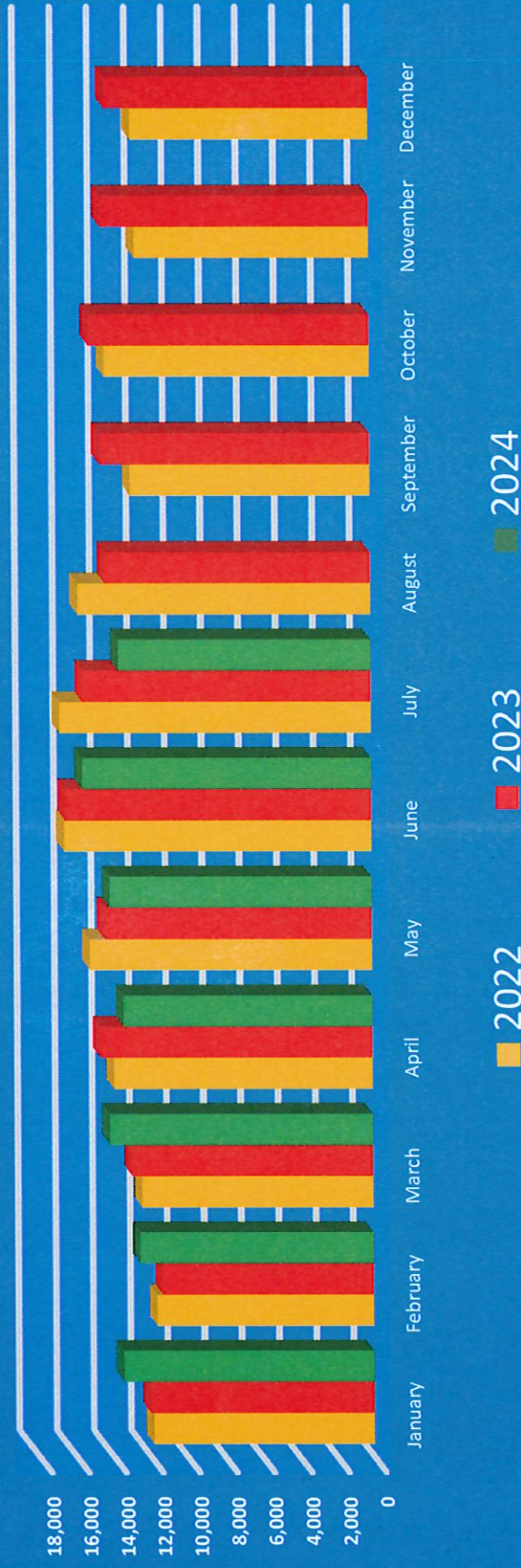
CY24 Enplanements/Impacts/Action

- Total enplanements for all carriers in July 2024 was 13,552 with deplanements at 13,190.
- A total of 26,742 passengers flew in/out in July 2024.
- That's a 0.5% **decrease** in total enplanements calendar year year-to-date.
- Rental Car Revenues in July 2024 were *up* 4.88% as compared to July 2023
- Parking Lot Revenue in July was at 4% **decrease** calendar YTD compared to 2023.
- TNC Revenue (Lyft) in July was at a 10% increase calendar YTD compared to 2023.
- Peer to Peer Car Sharing Revenue (TURO) in July was at a 105% increase calendar MTD (agreement started in February 2024).

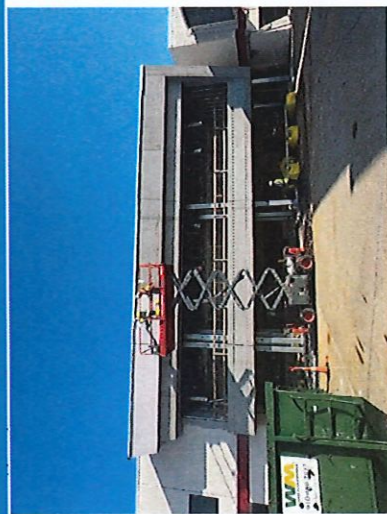
Key Performance Indicators

- **Average Load Factor (LF) Target is 80%**
- **American LF & PAX** was at 83.1% LF in July 2024. PAX count is *up* 1% calendar year-to-date due to added frequency.
- **Delta LF & PAX** was at 89.9% LF in July 2024. PAX count was *down* 3.1% calendar year-to-date due to not having an afternoon flight.
- **Current Ridership Averages:**
 - Business – 36%
 - Personal – 42%
 - Military – 21%
 - Other – 2%

Enplanements CY22 – CY24



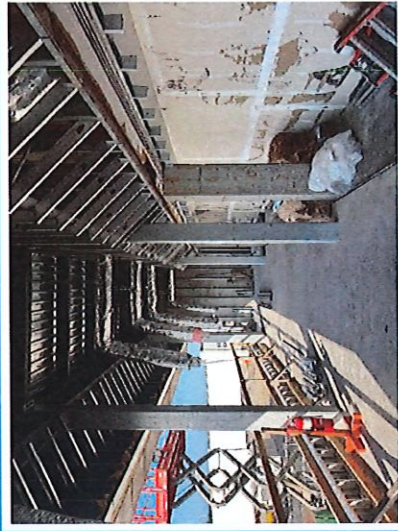
Terminal Renovations Phase III



Stucco finish coat being applied to Concourse B Addition



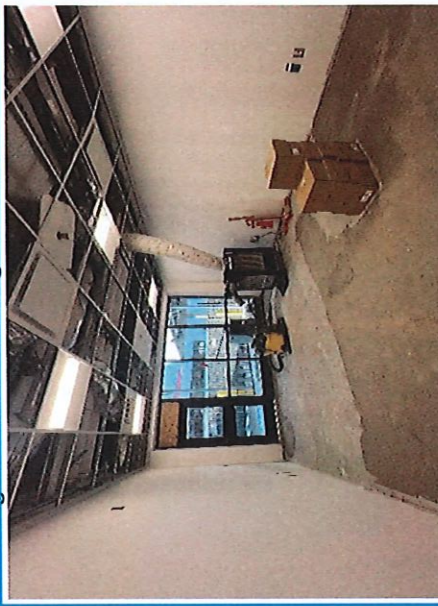
Airline Office canopy complete



HVAC Runouts @ Concourse B Addition



Electrical & HVAC Trim-out @ Airline Office

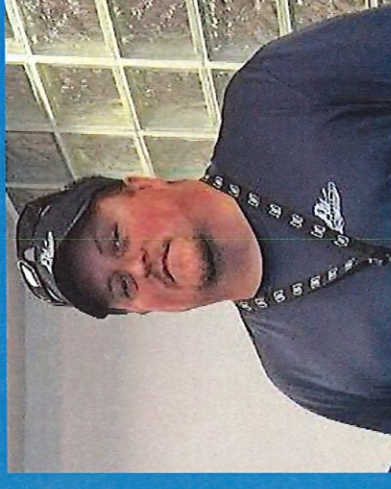


Exterior Airline Lounge Progress

Employee Spotlight – Raymond Jordan

Raymond Jordan, our incredible Airport Maintenance Supervisor has been working to gain his 'North Carolina Airport Professional' credential by attending courses in the Airport Leadership and Management Program (ALMP) over the last few months. He successfully completed this program and is now fully credentialed!

The ALMP, a signature program of the North Carolina Airport Technical Assistance Program (NC AirTAP), aims to provide quality training to benefit aviation in North Carolina and enhance aviation career development.



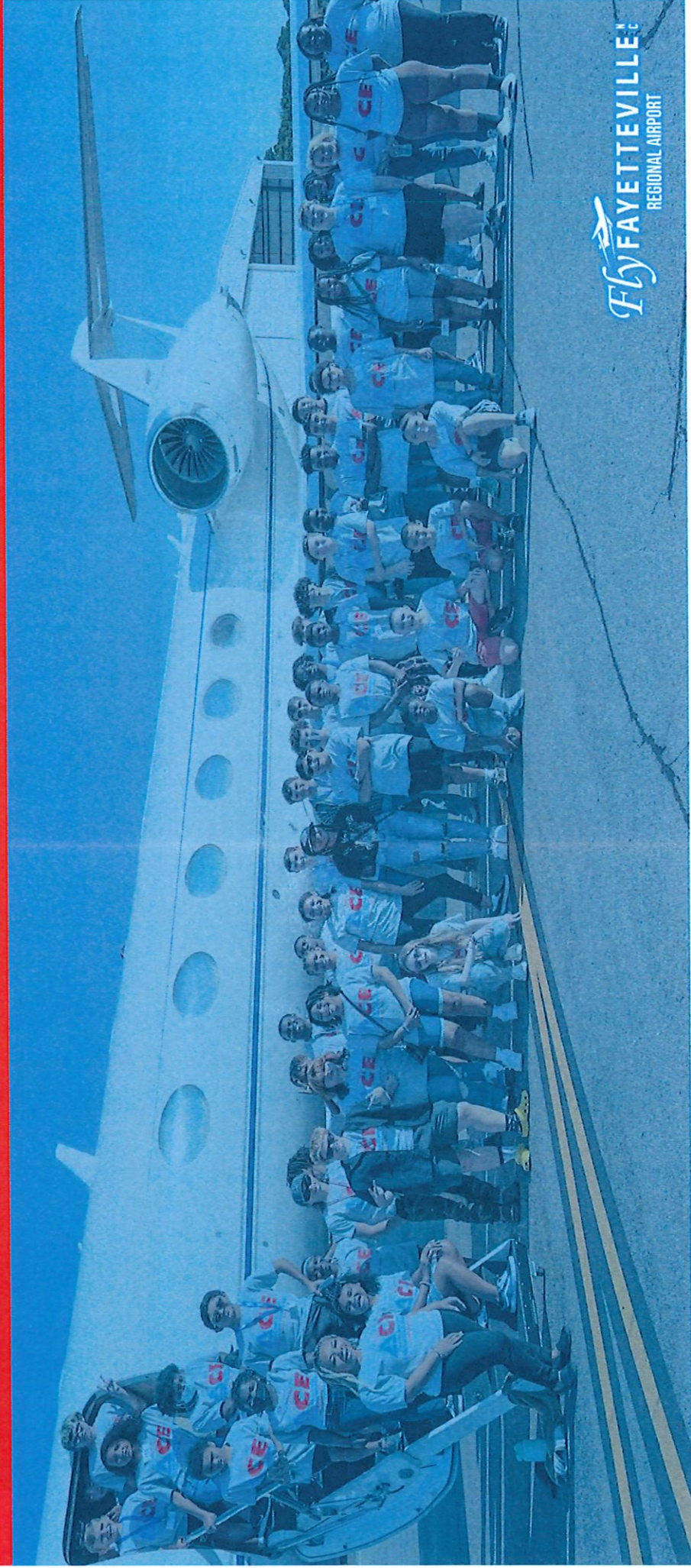
Congratulations, Raymond!

Alex Hill – Airport Marketing Specialist

- Alex comes with a background of over 5 years in the private and governmental sectors. She will perform marketing, public relations, and promotional activities for the airport.
- She has already tackled ACE Academy 2024, a tropical storm, ad management, social media updates, and more.
- Alex looks forward to making #FLYFAY an even bigger success.



Marketing Update



*Fly*FAYETTEVILLE
REGIONAL AIRPORT

Points of Interest – ACE Academy 2024



*Fly*FAYETTEVILLE
REGIONAL AIRPORT

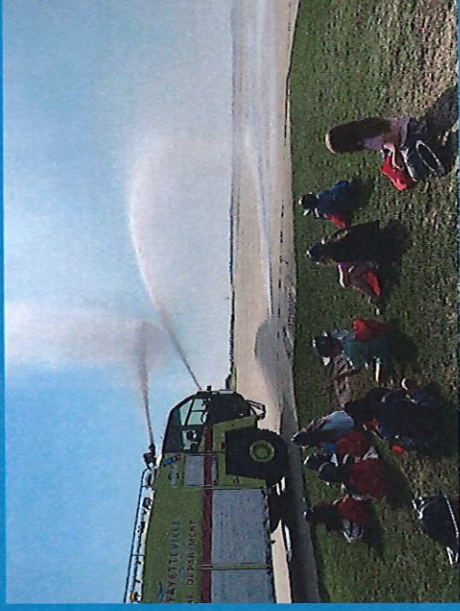
Point of Interest – Ace Academy 2024

- ACE Academy 2024 was a great success!
- 36 total students attended and all reported their enjoyment on the evaluation forms.
- Students took discovery flights with Cape Fear Aviation and Raleigh Professional Flight School, with many being able to fly the actual plane under the help of the flight instructor pilot
- Students learned about the many facets of aviation including military and mechanic career opportunities



Point of Interest – Airport Tours

- Kindercare Summer Program for ages 5 to 9 joined FAY for a morning tour of the airport and Fire Station 10. Students were even allowed on the Tarmac to watch our Sun Country charter flight to back up from the gate.
- Students enjoyed a display of the airport's fire truck from our firefighters and left with airport swag!



Customer Satisfaction Survey

97.3% Average Rating/Total Surveyed 5,433

- Auto parking facilities 98%
- Bathrooms 98.2%
- Waiting areas 98.3%
- Airport signage 97.4%
- Wi-Fi 96.3%
- Baggage carts 97.7%
- Receipt of checked bags 95.2%

MPS – Media Placement Service

Total Impressions 10/01/2023 - 06/30/2024

Impressions **7,734,680**

Total Clicks 10/01/2023 - 06/30/2024

Clicks **25,072**

Click Through Rate (CTR) 10/01/2023 - 06/30/2024

CTR **0.32%**

Total Cost 10/01/2023 - 06/30/2024

Total Spend **\$39,294.92**

CPC **\$0.64**

CPM **\$5.08**

Total Conversions 10/01/2023 - 06/30/2024

Includes Landing Page Views

Conversions **2,030**

Contact Us Form - Submit Button 10/01/2023 - 06/30/2024

Contact Us Conversions **184**

Find A Flight - Button Click 10/01/2023 - 06/30/2024

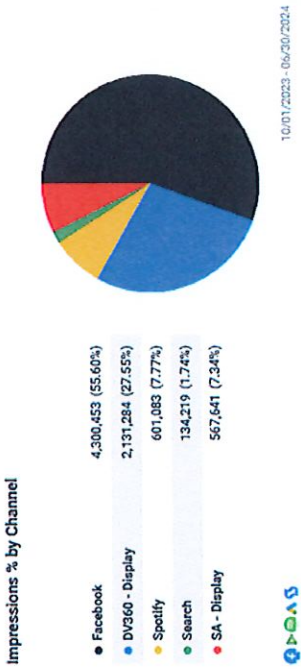
Includes Google Ads & Campaign Manager

Find A Flight Conversion **212**

Conversions by Activity (doesn't include 100 from Search)

Activity	Total conversions
FlyFay Landing Page	1,569
Contact Us Form - submit button	184
Find a Flight - button	112
FAQs	44
Rental Cars-Taxi Services	17
Summary	1,930

10/01/2023 - 06/30/2024



What does this mean?

FAY's use of media placement services helped us gain flights, brand awareness in the community, and drive traffic to our website. Paid media led to 184 'Contact us' forms and 212 'Find a Flight' button clicks.

MPS helps us get into demographics and communities that we may miss out in due to the nature of the business. This helps fill the gap.

MPS can help us target specific analytics and conversions, including tracking what resonates most with the consumer.



Social Media – Facebook and Instagram



Facebook

Content Interaction increased 54.7% over the last month

Total reach was up 1.6% with 67.2k total impressions.

Link clicks increased 368.3% - link clicks include links in the bio and links directly in posts.



Instagram

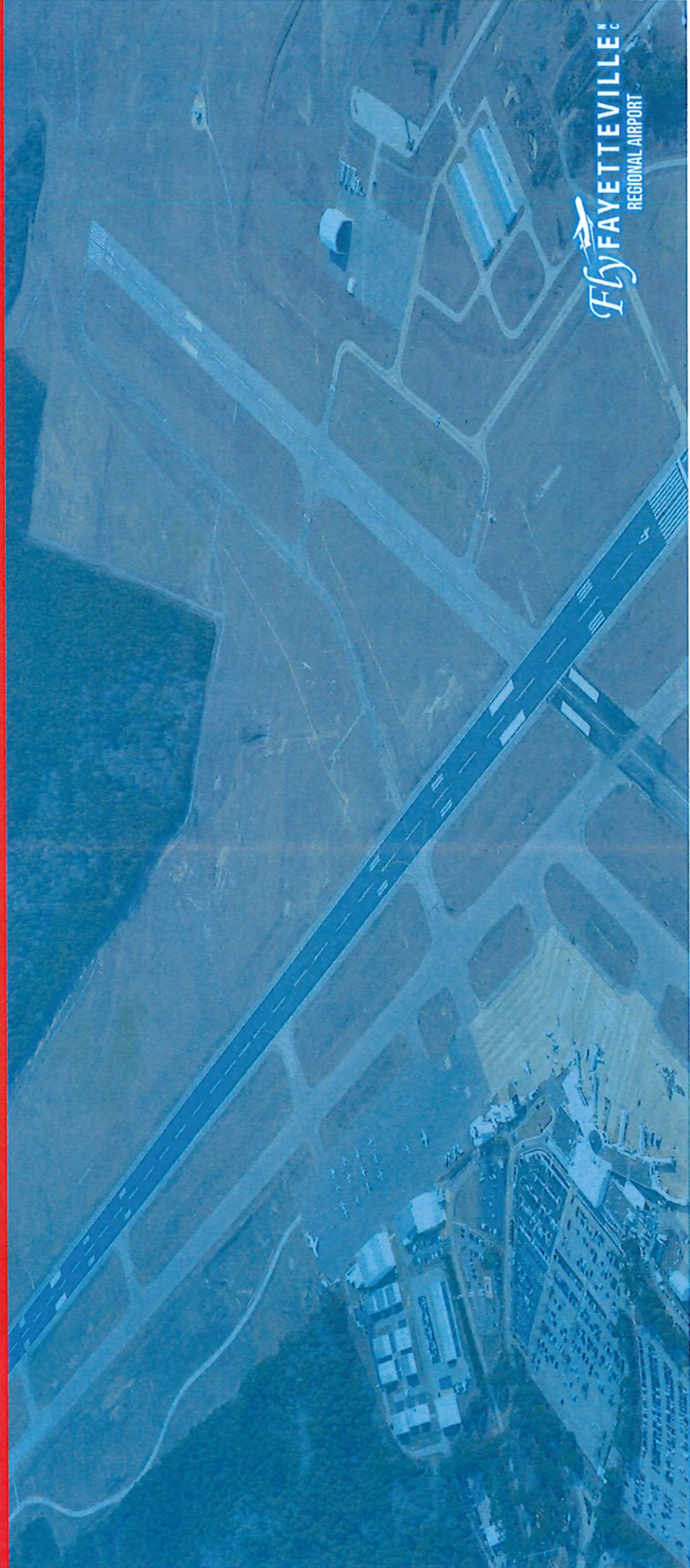
Content Interaction decreased 2.5% over the last month, but should increase as we add more reels/video content.

Total reach was up 215.3% with 5,755 total impressions.

Organic reach increased 250%



Questions?





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- ITEM 3:** Management Report
- ITEM 4:** Commission Members Concerns
- ITEM 5:** The next regularly scheduled meeting of the Airport Commission will be October 29, 2024 at 2:00 P.M., Hamilton Conference Room.