

MINUTES of
AIRPORT BOARD SPECIAL MEETING
November 12, 2014
Alaska Room, 5:00 p.m.

I. **CALL TO ORDER:** Vice Chair Joe Heueisen called the meeting to order at 5:05 p.m.

II. **ROLL CALL:**

Members Present:

David Epstein	Joe Heueisen	Mal Menzies
Jerry Godkin	Robert Mackey	Martin Myers
Dennis Harris		

Staff/CBJ Present:

Patty deLaBruere, Airport Manager	Marc Cheatham, Deputy Airport Mgr.
Ken Nichols, Airport Engineer	Catherine Fritz, Airport Architect

Public Present:

Jordan Hall, Stantec	Rob Osmanson, URS
John Yarnish, URS	Barbara Sheinberg, Sheinberg Assocs.
Jon Isaacs, URS	Sarah Bronstein, Sheinberg Assocs.
Craig Riley, URS	Kent Craford, Alaska Seaplanes

III. **PUBLIC COMMENTS:** None.

IV. **NEW BUSINESS:**

A. **Master Plan Consultant Presentation (Attachment #1):** Airport Engineer Ken Nichols said a series of meetings were held earlier in the day with the Planning Consultant Team from URS. The consultants want to get the Board input on the presentation. Jon Isaacs and John Yarnish, URS, reviewed the PowerPoint presentation (Attachment #1). One of the strong elements of this airport is its service to the community. It is something that is not always appreciated or trumpeted and that is one of the objectives of the plan – improving the community piece of it.

Barbara Sheinberg said in the next year or two there will be a lot of community attention to the airport because it is working on an Airport Master Plan. One of the opportunities it will provide is a chance to communicate with the stakeholders to get on the map that perhaps the Airport is not now. Some things are well known, others aren't and there are others that should be. She said she knew there was no dike trail ... there is an emergency vehicle access road. Cutting edge energy is the geothermal field. The Airport was the first large commercial facility to implement that in the state. If someone had just moved to town, they would have no idea that the field was installed. This is one of many things that could have a lot more attention and celebration of. The sustainable master plan allows an opportunity to focus on the areas in more detail as preferred by the Board.

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Craig Riley said one of the things they wanted to do at the meeting was to gauge the Board on the priorities for sustainability for this airport within the group. What is important and what the Airport can impact. Before that can be done, there has to be a context and understanding about what is being talked about when talking about sustainability because everyone can define it in a different way. Sustainability is three things: people, economic and environment. Within the airport industry, another definition is used for airports, which emphasizes a critical component that sometimes gets left off of that triple line, and that is operations.

The Airport was a recipient of the Federal Aviation Administration's (FAA) sustainable master plan grant. Just as the definition can be defined many different ways, the way airports address sustainability is addressed in many different ways. Most of them are thinking about energy efficiency and/or renewable energy because there are financial benefits to that. There are renewable energy projects, development of environmental management systems, sustainability reporting and communication, or use of the sustainability program as a marketing tool to engage the community and others. The FAA allows a lot of customization for how the airport can define the program and how it defines the initiatives that the airport chooses to implement.

When a plan is started, an airport should take a look at what it has accomplished, what are the services, what are the values? During the planning period, it is decided where an airport wants to go, what it wants to become, and what should be anticipated in the way of trends, issues or problems. What choices does the airport make and what are the strategies and actions to get there? Part of this has a strong purpose to the stakeholders – people represented by the airport, airport employees, tenants and public – it is important to have a clear and cohesive reason and path in your planning effort. It creates a lot more comfort and acceptance with participation in the planning effort. When the mission and vision statements are looked at, then the strategy to achieve the vision needs to be addressed and then move towards developing goals and objectives.

The difference between a mission and vision statement is that a mission statement lays out the organization's purpose for being. The vision statement says based on the purpose, what does the airport want to become at the end of the planning period. Other airport vision and mission statements were discussed.

Earlier in the day, the steering committee did two exercises with 15 participants. They were asked to give six missions that they thought should be part of a mission statement. And something similar was done for the vision statement. Some of the categories included: gateway and hub, serving surrounding communities, community-oriented mission issues, customer service more in terms of tenants on the airport and people who come through and use the air service, fiscal sustainability, protecting the environment and natural resources of the airport, safety, innovation, efficient operations, and economic development. The vision statement had similar parallels – gateway, economic

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development, terminal and other improvements, customer service, community, environment and recreation, efficiency safety operations, and having the airport as a leader in the community. He thought they were all good things to work with. They will come up with some draft statements to present to the Board. He saw it as an initial exercise because once the inventory on facilities, community use, and sustainability are finished, they will probably want to go back and look at them and see if they want to modify them based on the inventory and forecasts.

In the exercise for the Board, there were a total of 23 focus areas that were broken down under economic, operation, environment and social (EONS). On each of the EONS areas, there is an “other” point so if there is a category that they thought was important under economic and is not represented in those three areas, it will be written in and scored. Economic impact and focus areas scored the highest. This is traditionally done because when sustainability is discussed, it is about the whole picture – fiscal solvency, operations (which gets into health, safety, and security which are obvious and should score high). As a sustainability master plan, this gives the opportunity to consider those things and step back and say, what are other things that this airport can do to potentially be visionary and innovative? Does the airport want to take a leadership role in some aspects of sustainability? This process can allow the airport to start exploring these aspects. As the Board looks at the focus areas, they wanted to see what resonates with the Board in the context of the airport. Is something jumping out and there may be an opportunity to impact in some material and beneficial way. What sustainability allows is the ability to think big (long-term) and also short-term. Economic was in three focus areas: direct economic value generated, indirect economic impact (local economy and quality of life), and procurement practices (choosing to have an environmentally preferred procurement policy and emphasis on supporting local products and businesses). Operational efficiency included cost control, operations and maintenance, service quality, and business continuity and emergency preparedness. Environmental included materials, energy, water, biodiversity, emissions, effluents and waste, transport, inter-modality (optimizing use of several means of transport), and noise. The last area is social and included employment, occupational health and safety, training and education, diversity and equal opportunity, Alaska Native communities, local communities, and customer health and safety.

The question to the Board was what were the most important areas to look at. The team will be able to look at a couple of them in depth. The Board was given 18 stickies each – six red, six green and six blue. There are 23 areas. The red stickies equate to high priority, green is medium, and blue is low. The top ones will be attacked and guidance given. The team thanked the Board for their participation. It was noted that there was a consensus on a couple of issues and near consensus on others. The votes differed fairly substantially from the earlier group in terms of the focus areas – not so much in the reds, but in the blues and greens. They will take the information back, start to sort through it –

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both on the mission and vision sides and on the priorities – and they will get back hopefully by the next meeting and then get the Board input.

The mission and vision for the product cannot get done until the Board adopts it. The team was doing a lot of things in addition to the sustainability – they were touring the airport, collecting information, and taking pictures. They hoped to have another series of meetings with the team and public in February so that the public can be brought in to give them the results of some of these items, bring them up to speed on the airport's economic impacts and what the airport does for them and what the master plan will do for the airport. This is an 18 to 24-month project. He thanked the Board for this important first step.

V. **PUBLIC COMMENTS**: None.

VI. **ADJOURN**: *The meeting adjourned by unanimous consent at 5:55 p.m.*