

VERO BEACH AIRPORT COMMISSION MINUTES

Friday, October 2, 2020 – 9:30 a.m.

City Hall, Council Chambers, Vero Beach, Florida

PRESENT: Vice Chairman, Louis Vocelle (via GoToMeeting); Members: Arthur Hodge, Melvin Wood, Carole Jean Jordan, John Calcagno, and Alternate Member #1, Mary Wood **Also Present:** Interim Airport Director, Todd Scher; City Attorney, John Turner and Deputy City Clerk, Sherri Philo

Unexcused Absence: Carlos Halcomb

1. CALL TO ORDER

The Vice Chairman called today's meeting to order at 9:30 a.m., and the Deputy City Clerk performed the roll call.

2. ELECTION OF CHAIRMAN PRO-TEM

This item was pulled from today's agenda.

3. APPROVAL OF MINUTES

A) July 10, 2020

Mr. Wood made a motion to approve the minutes of the July 10, 2020 Airport Commission meeting. Mrs. Jordan seconded the motion and it passed unanimously.

4. PUBLIC COMMENT

None

5. NEW BUSINESS

None

6. OLD BUSINESS

Mr. Hodge referred to the minutes of the July 10, 2020, Airport Commission minutes. He reported that there were several statements regarding the possibility of having a workshop meeting and/or attending a Metropolitan Planning Organization (MPO) meeting, which has not occurred.

Mr. Vocelle asked the Deputy City Clerk to notify him of the date of the next MPO meeting and then they can schedule a workshop meeting prior to that date.

7. INTERIM AIRPORT DIRECTOR'S MATTERS

A) Update on the Status of the Presentation by Mr. Tim Zorc, Indian River County Commissioner, Regarding Future Concepts for Aviation Boulevard

Mr. Todd Scher, Interim Airport Director, gave a brief update on the Aviation Boulevard concepts (attached to the original minutes).

B) Capital Improvement Project Status Update

Mr. Scher briefly went over the capital improvement projects with the Commission members (attached to the original minutes).

8. CHAIRMAN'S MATTERS

None

9. MEMBER'S MATTERS

A) The Brand Advocates – Mr. Skip Wood

Mr. Wood said that he would like the Commission to have a 5-0 vote in support of Brand Advocates so that the City Council will know that they have their support when this goes before them. He noted that this is an ad agency who has received two (2) National awards for the work they have done. He said that he would like to see them market the Airport, as well as perhaps the entire City of Vero Beach.

Mr. Hodge asked Mr. Turner, what are the legal ramifications of the Commission taking a vote on this matter.

Mr. John Turner, City Attorney, said that he was under the impression that this matter was presented to the Commission at a previous meeting and there was a recommendation of acceptance and a recommendation to the City Council for approval.

Mr. Hodge said that is the way he remembers it.

Mr. Wood said that he doesn't recall the Commission taking a vote.

Mrs. Wood said Brand Advocates wants to generate a completely different website and call it ExperienceVRB.com. She said currently when you Google search Vero Beach Airport, it goes directly to the Airport section of the City's website. She asked why couldn't they call the site VeroBeachAirport.com. She said no one is going to search under ExperienceVRB.com. She said another thing is that she noticed that Kissimmee worked in coordination with the Chamber of Commerce and the City. She was not sure if they all contributed to the cost, but it sounds like a good thing since they would actually be marketing the City of Vero Beach.

Mr. Scher explained that Brand Advocates will not only partner with the Airport, but with the Chamber of Commerce, local realtors, etc. He reported that another advantage to the

website that Brand Advocates is proposing is the ability to host Airport businesses within that website.

Mr. Calcagno said that he is familiar with Brand Advocates and they have a stellar reputation. He does not have any concern related to their quality of work.

Mr. Don Loucks, Consultant of Corporate Air, said that he has been a party to several teleconferences with Brand Advocates and Airport staff. He reported that Brand Advocates was the chosen party from a Request for Proposal (RFP) that three (3) different companies participated in. He said that he knows there has been about a dozen different people who spoke with Airport staff who were in support of Brand Advocates. He highly recommended that the Commission confirms their vote and sends it to the City Council.

Mr. Vocelle said that he is looking at the minutes of the January, Airport Commission meeting where this was discussed and he does not see where any action was taken. He asked Mr. Wood if he would like to put his comments in the form of a motion.

Mr. Wood made a motion that the Airport Commission supports Brand Advocates as the ad agency that is coming up before the City Council and the vote is a vote of support. Mr. Calcagno seconded the motion and it passed 5-0 with Mr. Calcagno voting yes, Mrs. Jordan yes, Mr. Wood yes, Mr. Hodge yes and Mr. Vocelle yes.

B) Future Airport Commission Meetings

Mr. Hodge said the Commission has discussed over the years having quarterly meetings and the last few meetings it was discussed that they meet every two (2) months. He felt that they should meet every three (3) months and see how that works before they go to meeting every two (2) months.

Mr. Wood felt with all the projects that are occurring at the Airport simultaneously, as well as having an ad agency that it was necessary that they meet more than every three (3) months. He suggested that they meet every two (2) months.

Mr. Don Loucks, Consultant for Corporate Air, agreed with Mr. Wood. He felt with the number of projects that are going on, the new advertising program, etc., that the Commission needs to be more aware of things that are occurring. He felt that the Commission needed to spend more time and effort on the operations of the Airport.

Mr. Vocelle asked Mr. Scherr is it more work for staff to prepare for meetings if they were held more frequently. He asked would that take away from his normal duties as the Interim Airport Director.

Mr. Scher said not significantly. He said being ready for an Airport Commission meeting is not a huge deal unless there is an involved presentation that the Commission is requesting from staff.

Mr. Wood said the City Council does not know very much about the Airport and as an Advisory Commission to the City Council he feels it is important that they do their

homework and if they could more frequently and advise the City Council on the Airport it would benefit the Airport as well as the City.

Mr. Wood made a motion that the Airport Commission meets every two (2) months in the future. Mrs. Jordan seconded the motion and it passed 5-0 with Mr. Calcagno voting yes, Mrs. Jordan yes, Mr. Wood yes, Mr. Hodge yes, and Mr. Vocelle yes.

Mr. Hodge said in the past they have invited the City Council to their meetings to further their interest and knowledge on what is going on at the Airport. He thought their meetings were attended twice by a member of the City Council, which has long since been abated. He recommended that they ask a Representative of the City Council to attend their meetings.

The next Airport Commission meeting will be held on Friday, December 4, 2020, at 9:30 a.m.

10. ADJOURNMENT

Today's meeting adjourned at 10:10 a.m.

/sp