

**SAN DIEGO COUNTY REGIONAL AIRPORT AUTHORITY
AIRPORT ADVISORY COMMITTEE MEETING MINUTES
Thursday, April 16, 2009
COURTYARD MARRIOTT AT LIBERTY STATION**

CALL TO ORDER

First Vice-Chair John Hawkins, President and CEO at Cloud 9 Shuttle Service, called the meeting of the Airport Advisory Committee of the San Diego County Regional Airport Authority to order at 1:17 p.m. The meeting was held on Thursday, April 16, 2009, at the Courtyard Marriott at Liberty Station, 2592 Laning Road, San Diego, CA 92106.

PLEDGE OF ALLEGIANCE

ROLL CALL

Committee Members Present:

Rick Alexander	East County EDC
Barbara Baker	Chair, Miramar Technical Advisory Committee
Barry Bardack	Alternate for Clifford Leary, Gillespie Field Development Council
Brad Barnum	Vice President Government Relations, AGC
Richard Beach	President, Community Airfields Association of San Diego
Laurie Berman	Chief Deputy Director of Project Delivery, Caltrans
Patricia Brooks	Alternate for Bill Urban, Mission Hills Town Council
Dennis Burks	Alternate for John Chalker, ASAP 21
Diane Coombs	Executive Director, Citizens Coordinate for Century 3
Mike Cully	CEO/President, San Diego East County Chamber of Commerce
Peter Drinkwater	Airports Director, San Diego County
Chris Duggan	Alternate for Julie Meier Wright, San Diego Regional Economic Development Corporation
Oris Dunham	Airport Industry Consultant
Doug Eatros	FedEx Representative
Gary Geis	Alternate for Ken Curry, Jet Source, Inc.
Brad Gessner	General Manager, San Diego Convention Center
Chuck Hansen	Cruise Consortium
Terry Hansen	Alternate for Col. Dave Meyers, USMC MCI-West
John Hawkins	President/CEO, Cloud 9 Shuttle
Bella Heule	President, San Diego World Trade Center
Curtis Holmes	Transport Workers Union
Jimmy Jackson	Alternate for Larry Stambaugh, Calando Pharmaceuticals Alternate for Joe Panetta, BIOCMM
Stephanie Jungerson	Alternate for Gary Knight, North County Economic Development Corporation
Suhail Khalil	Board Member, Peninsula Community Planning Board
Lucy Killea	Former State Senator, State Assembly Member
Bill Lawrence	Alternate for Victor Bianchini, Veterans Village of San Diego

Bob Leiter	Alternate for Gary Gallegos, SANDAG
Dirk Mathiasen	Alternate for Bruce B. Hollingsworth, San Diego Unified Port District
Harry Mathis	Chairman, MTS
Richard Miller	San Diego Chapter Sierra Club
Alan Murphy	Director, John Wayne Airport
Julianne Nygaard	North County Transit District
Kristin Peterson	Alternate for Sharon Bernie-Cloward, Port Tenants Association
Peter Pountney	Alternate for Kirk Lanz, South County Economic Development Corporation
Carelyn Reynolds	President, Coronado Livery, Inc.
Carmen Sandoval	Alternate for Ruben Barrales, San Diego Regional Chamber of Commerce
Major General Bob Scurlock	Alternate for VADM Raymond Peet, USN (ret.), Member of Board of Overseers, UCSD
Joseph E. Seibel	Golden Hill Community Representative
Mike Tussey	Deputy Director, Airport Division, City of San Diego
Amy Weaver	Alternate for Peter B. Houghton, Southwest Airlines
Jason M-B Wells	Executive Director, San Ysidro Chamber of Commerce

Regional Airport Authority Representatives Present:

Peggy L. Cooper, Strategic Planning Coordinator
Mary De Felice, Public, Community & Customer Relations Assistant
Dan Frazee, Director of Airport Noise Mitigation
Matt Harris, Senior Director of Executive Office
Lee Kaminetz, Attorney General Counsel
Richard Kwiatkowski, Marketing Director
Colm Marmion, Customer Service Coordinator

Regional Airport Authority Board Members Present:

Tom Smisek

Approval of Minutes

The January 15, 2009 Airport Advisory Committee meeting minutes were approved without any revisions.

Comments from First Vice-Chair John Hawkins

Mr. John Hawkins welcomed the members to the April 16 meeting. He encouraged members interested in participating on the Regional Aviation Strategic Plan (RASP) to inform Peggy Cooper, as she oversees the RASP subcommittee's meetings.

Welcome Remarks from Authority Board Member Tom Smisek:

Mr. Tom Smisek introduced himself and thanked the Committee for its participation and stressed the importance of finding solutions to have a more efficient Airport operation. He stressed that the Committee is an essential resource, as the Committee's feedback and perspective helps the Board make decisions on a number of Airport-related issues.

NEW BUSINESS:

1. Chair Joe Seibel provided an update on the progress of the Sustainability Subcommittee. The subcommittee received a presentation from Brad Gessner, General Manager of the San Diego Convention Center, highlighting the agency's commitment to reduce waste, conserve electricity, encourage recycling and optimize efficiency. Members of the San Diego Regional Sustainability Partnership (SDRSP) also made a presentation to the subcommittee. SDRSP is a group representing a number of business and community organizations that meets regularly to discuss regional sustainability efforts. The group's goal is to generate sustainable initiatives throughout the San Diego region to increase efficiency in energy, transportation, waste reduction, communication and environmental protection.

Chair Oris Dunham provided an update on the Regional Aviation Strategic Plan (RASP) Subcommittee. Mr. Dunham presented an overview about what RASP is and how the subcommittee will provide input to the RASP development efforts. At its first meeting, the subcommittee agreed upon its objectives, work plan, schedule and specific stakeholders. The group also discussed ideas for optimizing the aviation assets in San Diego. The Federal Aviation Administration is providing a grant for part of this two-year project, which is scheduled for completion in June 2011. The subcommittee will look at growth forecasts and capacity issues, and make decisions based on what is best for all of San Diego County.

- Mr. Suhail Khalil asked for a summary from the RASP project team regarding the growth forecast being examined for this project.
 - Mr. Ted Anasis said the RASP project team studied and utilized each airport's adopted master plan, and will include growth factors in the RASP. While each airport's plan had a different growth forecast, the forecasts generally covered a 15 to 20 year time span.

Chair Bella Heule provided an update to the Destination Lindbergh Subcommittee. The Destination Lindbergh project consultants released a draft plan in February 2009. The project team is currently working on how to move forward on the identified Airport improvement projects. The subcommittee is on recess until another meeting is needed. A copy of the Destination Lindbergh plan and all supporting program documents were distributed to committee members on CD.

2. After a quorum was present, elections of officers proceeded with the following officers elected: Bella Heule, Chair; Richard Beach, First Vice-Chair; and John Hawkins, Second Vice-Chair.
3. Airport Authority Customer Service Coordinator Colm Marmion presented the results of the 2008 SAN Passenger Satisfaction Survey. In 2008, a random sample of 800 passengers (200 per quarter) participated in a survey to rank their traveling experience including the check-in experience and their impression regarding

terminal facilities, security checkpoint service, gate area impression, baggage delivery, retail services, and food and beverage service. The survey results showed an overall satisfaction rating of 87 percent.

Other items addressed in the survey included passenger demographic information (i.e. age, economic status) and purpose of travel. The survey also asked customers' opinion on the efficiency of the baggage terminal facilities and appearance of the Airport amenities. The survey also required passengers to quantify their dwell time, security waiting time, the number of bags checked in and frequency of travel. Overall, the surveys showed favorable ratings, demonstrated improvement in customer satisfaction and validated an increase in Airport operation efficiency.

- Mr. Suhail Khalil asked if online-based technology would simplify the survey process and make it more convenient for passengers to take the survey. He thinks 800 passengers is a small number of surveys captured since 18 million passengers were serviced by the Airport last year.
 - Mr. Marmion said the random sampling methodology was used to capture a snapshot of passenger opinions. More surveys could be distributed, but according to Phoenix Marketing International, 800 surveys were determined to be the appropriate number of surveys needed to capture a quantitatively relevant amount of feedback.
- Ms. Barbara Baker asked what factors contributed to the decline in dwell time at the Airport.
 - Mr. Marmion said after the September 11 events, the Airport's security increased and resulted in longer dwell time in security lines. Today, Airport security and operation processes have been streamlined to resolve this. Equally, passengers are savvier about security procedures and are better at anticipating the time it takes to check in. Also, more passengers are using online and sky cap check-in processes to shorten their dwell time. Passenger knowledge about the check-in process contributed to the six minute decline in the dwell time, and he suspects this figure will decline further.
- Ms. Diane Coombs said she heard passenger traffic at the Airport declined by 11 percent last year. She asked if the decrease in dwell time has direct correlation to fewer lines and less people traveling this year.
 - Mr. Marmion said that he did not have that particular figure at this time, but he does not believe there is a direct correlation. He said that the Airport Authority ensures its operations are catered toward the customer, and this includes decreasing the dwell time.
- Ms. Carelyn Reynolds asked if there was a survey component that looked at passengers who are short-term/round-trip visitors and what their general impression was of their arrival versus their departure experience.

- Mr. Marmion said that they have not looked at this demographic before. He said this would be an interesting component to include in the survey and thanked Ms. Reynolds for the idea.
 - Mr. Brad Barnum remembered passengers surveyed last year providing negative comments about the Airport's restroom areas. He asked if there was an update on this.
 - Mr. Marmion said that he does not have any percentages to share at this time, but he could provide this information at a later date. Terminal 1 survey results identified extreme dissatisfaction with the restroom quality and access last year. The Airport Authority has since retrofitted these restrooms in the pre-security and post-security areas, as well as the family assistance restrooms in the pre-security area. So far, the retrofitting appears to resolve the problem of long lines in the post-security area. Staff surveyed the passengers casually about the impression of the renovated restrooms and so far the responses are overwhelmingly positive.
 - Ms. Patricia Brooks shared a personal experience regarding lost luggage and how poorly her baggage issue was handled.
 - Mr. Marmion said previous surveys noted dissatisfaction with baggage handling, as passengers were waiting 30 to 40 minutes for their bags and were often led to the wrong carousel. He shared these survey results with the airline carriers and worked with them to identify ways to improve customer relations. To accelerate the baggage return process, each airline was given a specific carousel to avoid confusion and speed up the baggage retrieval process.
 - Mr. John Hawkins congratulated the Airport Authority for the favorable feedback on this year's survey. He asked if figures illustrating how many passengers denied the survey were available, and how much time was required to complete the survey.
 - Mr. Marmion said that Mr. Randy Landis coordinates these surveys and Mr. Landis has not encountered passengers denying the survey request. The survey takes five minutes to complete.
4. Marketing Director Richard Kwiatkowski provided an update about the Airport Authority's marketing department initiatives. Mr. Kwiatkowski provided an overview of what the marketing department does, including the very visible Economic Impact Campaign. The campaign objective is to educate the general public about the economic impacts San Diego International Airport (SDIA) provides to the region. The campaign's radio and billboard ads have been successful, according to a Web-based survey.

The latest campaign is the Non-Stop Destination Campaign, which includes the launch of a new Web page. This page helps travelers easily identify carriers flying directly to their destination of choice. The Department plans to redevelop the appearance of the Web site in the coming year.

The Marketing Department regularly hosts public and educational tours at the Airport. Educational activities and collateral materials are distributed at these tours and are available at San Diego County school libraries. The Department works closely with the YMCA and partnered with Junior Achievement to enhance their educational programs. The Department also coordinates and plans public inaugural flight events. The Marketing Department recently developed a security checkpoint video educating passengers how to get through the security line expeditiously. Finally, Mr. Kwiatkowski spoke about an Airport documentary video that chronicled the first 80 years at Lindberg field. It was locally televised in August 2009 and it received many positive comments from the public.

- Ms. Lucy Killea asked if the Marketing Department coordinates with local community colleges to outreach to San Diego City College students about Airport-related jobs.
 - Mr. Kwiatkowski said that the Human Resources Department works with outside organizations to recruit interest in employment, but is unaware of formal coordination with the community colleges.
- Ms. Patricia Brooks asked who approves the artwork displays at the Airport terminals. She commented on the current homeless art gallery display, as she does not think it is an appropriate tone to present to tourists visiting San Diego.
 - Mr. Kwiatkowski said Ms. Constance White of the Public Relations Department recommends pieces, but approval comes from the executive offices.
- Ms. Carelyn Reynolds asked if the Airport Authority was reaching out to all businesses within San Diego County to demonstrate that the Airport is a critical economic asset and contributor to the County.
 - Mr. Kwiatkowski said the Airport Authority and local businesses see each other as equals and continually work together to foster individual working relationships and reach out to every region and business within the County.
- Ms. Diane Coombs recommends the Marketing Department work closely with environmental groups and suggested meeting with the San Diego Convention Center Corporation for further ideas to reduce their carbon footprint. She would like to see the Airport Authority take a more visible and greener approach in its marketing materials. She encouraged the Authority to use less paper, increase recycling initiatives and reduce the number of colors on marketing collateral.
 - Mr. Kwiatkowski said the Airport Authority Board and Executive Office have a green initiative policy. This policy encourages staff to print double-sided (or not print at all), to support various recycling initiatives and to use soy-based inks when possible. However, there are times when soy-based inks are more expensive and not cost effective.
- Mr. Brad Barnum said AGC would be happy to assist with outreach regarding the Airport's terminal general plan.

- Mr. Suhail Khalil asked for the Marketing Department's annual budget, and how the Airport Authority plans to reduce its carbon footprint. He said that a major concern for the Peninsula Community Planning Board (PCPB) is the air quality impacts. As the terminal development plan moves forward, he believes additional emissions will be released.
 - Mr. Kwiatkowski said the 2009 department budget is \$3.5 million, but \$1.2 million is for personnel costs. He said that Mr. Paul Manasjan in the Environmental Affairs Department would be the best person to answer PCPB's environmental questions.
 - Mr. Joseph Siebel commented on the air emission concerns mentioned. He said the Sustainability Subcommittee received an update on this matter, as this was also a concern mentioned by their subcommittee. At a recent meeting, the Airport Authority reported on air emission impacts in the terminal development study.

PUBLIC COMMENTS:

Ms. Cynthia Conger, member of the government affairs committee with the Real Estate Board of San Diego (REBSD), recommended that REBSD be surveyed by the Airport Authority to help identify the County's transportation issues. She stressed the importance of long term planning (up to 50 years) and would like the Committee to consider non-constrained capacity growth data. She also encouraged the Airport Authority to look at connecting all existing transit vehicles into their future planning efforts. She commented that one short runway will not effectively serve the region as the lone international airport.

Mr. Jarvis Ross stated that he has a problem with public comment at the end of the meeting. He is also concerned with the flights over his unit. He commented on the inconvenient scheduling for the Destination Lindbergh and Ad Hoc committee meetings and difficulty of finding information about the meeting dates, times or location. He also said that Proposition A was designed to fail and that the best place to build a dual runway is in East Elliott, which was not identified.

COMMITTEE MEMBER COMMENTS:

Mr. Richard Beach reminded members that the Airport Land Use Compatibility Plan Technical Advisory Group (ATAG) did not address land-use issues, as this was not in their scope of work. ATAG members advise the Board on Airport use and planning decisions. Noise and safety issues will be discussed at the next meeting.

Ms. Diane Coombs said she appreciates the information presented to the Committee, but is unsure how well the Committee is informed about the decisions made at Board meetings. Recently, the Board was forced to make a decision about the Disney cruise line proposal. She requested an update on this item.

- Mr. Matt Harris said this item was urgent and required a proposal to be drafted right away. In late October 2008, the San Diego Economic

Development Corporation had a meeting with Disney, and learned that San Pedro and San Diego were competing to have Disney cruise ships come through their harbors. The predicament Disney identified in San Diego was the lack of cruise terminal space available. An advisory group was formed to help prepare this proposal to analyze cost, land-use issues and economic impacts. After several meetings, the advisory group concluded that the return on investment was not favorable at this time and that space was not easily available to accommodate Disney's needs. After the two proposals were submitted, Disney decided that San Diego did not have the immediate space to accommodate their needs and awarded a two-year temporary contract to San Pedro. Today, the Disney terminal is at Port Canaveral. Mr. Harris added that Port Canaveral leaders constructed a customized pier for Disney free of charge. He also said Disney is still very interested in having their cruise ships dock in San Diego because they believe this location would attract more guests because it would be close to the Airport, as well as to a number of hotels and tourist attractions.

- Ms. Coombs said that this plan was put together too quickly and did not involve the input from stakeholders. The Airport Authority needs to be reminded that any Airport-related issue requires the participation and involvement of everyone within the region of San Diego as noted by Mr. Jarvis. She added that she feels the public is tired of having the bay saturated with the many ships that come in and out. She feels the public would like to see more restrictions on the bay, and having an additional cruise terminal would upset recreational users. She encouraged the Airport Authority to look into more specific public outreach and target all stakeholders.
- Mr. Hawkins said he served on the project advisory team that aided in the decision making for this project. He agreed that the committee was broad and was not a public committee. He said the reasoning for a small committee was because Disney was pushing hard to have an answer from San Diego immediately. He said this is a lesson learned and will be remembered in the future.
- Mr. Harris added that this was not an Airport Authority project. This was a Port District project, and the Port asked for the Airport Authority's feedback.

ADJOURNMENT:

The Committee adjourned at 3:14 p.m. The next regular meeting will be held on Thursday, July 16, 2009 at 1 p.m. at the Courtyard Marriott at Liberty Station, Liberty Hall, San Diego, CA 92106.

APPROVED BY A MOTION OF THE ADVISORY COMMITTEE THIS 16TH DAY OF JULY 2009.

DAN FRAZEE
DIRECTOR, AIRPORT NOISE MITIGATION