

**Winnebago County Board of Supervisors**  
**Aviation Committee**

**Date:** November 7, 2018

**Time:** 8:30 a.m.

**Present:** Harold Singstock, Larry Lautenschlager, Robert Warnke & Thomas Konetzke

**Excused:** Maribeth Gabert

**Also Present:** Jim Schell, Airport Director; Robert Keller, Supv. Dist. 32; Jennifer Jensen, NextJen Studios; Rod McNeil & Justin Rust, Basler Flight Service; Jack Pelton, Sean Elliott, Jim Busha, EAA; Art Rathjen, GOEDC; Fred Stadler & Wayne Daniels, tenants, Jim Cleveland & Jason Stuker, Wittman Airport

Meeting was called to order by Vice Chairman Singstock at 8:30 a.m.

1. Approve minutes of October 9, 2018: Supv. Konetzke moved to approve the minutes of October 9, 2018, seconded by Supv. Lautenschlager. Motion carried 4/0.
2. Public Comments: None
3. Airport Director's Report:
  - a) *Terminal Project Options Analysis:* Mr. Schell stated the intent of this presentation was for informational purposes only and no decisions were going to be made today. The presentation consisted of five options and a cost analysis for each. After the presentation Supervisor Warnke stated the best option for the future of the airport was to build new. Supervisor Lautenschlager stated when this was first brought to the board the atrium area was of concern because of its size. Mr. Schell stated the airport could receive up to \$1.25 million for construction of a new General Aviation facility but the project would have to be programmed into the Airport's Capital Improvement Program before the money would be available in a future year from the WI DOT Bureau of Aeronautics.
  - b) *Business Development and Marketing Update:* Mr. Schell gave an overview of advertising that will be promoting the business park and other areas of the airport in three magazines; EAA Sport Aviation, NBAA Business Aviation Insider and Midwest Flyer. Mr. Schell noted he did a little public education of the airport at Rotary Club this past month. Ms. Jensen stated the ads will hit our target demographics next month and into early 2019. Ms. Jensen is converting the website into a format which will be easier for her to make direct edits to and is hoping to have it up shortly after Thanksgiving. The website will continue to look the same to anyone who views it, this conversion will simply allow for edits to happen more rapidly. Ms. Jensen stated Facebook and Instagram post engagement are also doing very well. Ms. Jensen gave an update on the current business park prospects and the recent work done through constant contact at developing further prospects. Supv. Lautenschlager asked about doing some public education on the City's local cable station.
4. EAA Update: Mr. Pelton stated things were quite busy with board meetings, preparing a float for the holiday parade, preparations for Christmas in the Air, the Wright Brothers Anniversary and much more.
5. Discuss & Approve a budget transfer in the amount of \$6,500 to cover staff compensation cost overruns: Mr. Schell explained the overruns and said this would come out of the county's contingency fund. Motion was made by Supv. Konetzke to approve the transfer, seconded by Supv. Lautenschlager. Motion carried 4/0.
6. Discuss & Approve a budget transfer in the amount of \$14,005 from the Airport's Operating Budget to the Capital Equipment budget for the purchase of fire station equipment: Mr. Schell explained that due to the cost of the equipment this should have been budgeted in a capital equipment line item versus an operating account line item. Motion was made by Supv. Konetzke to approve the transfer, seconded by Supv. Lautenschlager. Motion carried 4/0.

7. Discuss & Approve the acceptance of a donation of advertising space in EAA's Sport Aviation Magazine in the amount of \$4,361.00. Mr. Schell reached out to Jim Busha of EAA regarding a discount for an ad which will be placed in their magazine Sport Aviation. EAA graciously offered to run the ad for the Airport at no charge, one time, in the upcoming edition of Sport Aviation magazine. Motion was made by Supv. Warnke to accept the donation, seconded by Supv. Konezke. Motion carried 4/0.
8. Chairman's Report: None
9. Committee Member Statements/Suggestions/Items for Future Agenda: Supv. Singstock would like to talk about the Fire Station. Mr. Schell is going to get in touch with the Fire Chief. Supv. Konezke liked Mr. Schell's presentation.
10. Set Next Meeting Date: Next meeting was set for December 5, 2018.
11. Adjourn: Supv. Konezke motioned to adjourn, seconded by Supv. Lautenschlager. Motion carried 4/0. Meeting adjourned at 9:26 a.m.

Respectfully submitted,

Diana M. Ulrich  
Administrative Associate  
Wittman Regional Airport