

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

**Date:** December 5, 2018

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

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

**Also Present:** Jim Schell, Airport Director; Robert Keller, Supv. Dist. 32; Jennifer Jensen, NextJen Studios; Jim Busha, EAA; Audra Hoy, GOEDC; Rod McNeil, Basler Flight Service; Jared Huss, FVTC; Sandy Forsgren, Tom Gabert, Fred Stadler & Wayne Daniels, tenants

1. **Approve Minutes of November 7, 2018:** Supv. Lautenschlager moved to approve the minutes of November 7, 2018, seconded by Supv. Singstock. Motion carried 4/0. Supv. Gabert did not vote as she was not at the November 7<sup>th</sup> meeting.
2. **Public Comments:** None
3. **Airport Director's Report:**
  - (a) **Mission and Vision Statement Presentation:** Mr. Schell stated the Airport's Tenant Advisory Group over a few months had been working on multiple options for both statements and upon much collaboration came up with two statements which Mr. Schell presented to the committee via slide presentation. These are now the official mission and vision statements for the Airport. They will be placed on the website, used in promotional materials and used as guidance for the Airport's future development and strategic direction.
  - (b) **Master Plan Project Update:** Mr. Schell stated the last Master Plan was conducted in 2003/2004 and these are typically updated every 10 to 20 years. The current plan no longer serves the Airport's needs and must be updated. Two proposals are currently being reviewed; one proposal from Mead and Hunt, the other is Short Elliott & Hendrickson. In early 2019, this project will be underway and will be vital to the long term re-development and sustainability for the Airport.
  - (c) **Aviation Business Park Taxiway Update:** Mr. Schell and airport staff recently met with Strand & Associates, the Bureau of Aeronautics and the City of Oshkosh to go over parameters for the project and the design process is now underway. The design phase of this project should be complete by mid 2019. Supv. Singstock stated the money should come from the general fund for the construction of the taxiway.
  - (d) **Marketing & Business Development Update:** Mr. Schell stated the Airport currently has advertisements in three magazines; Sport Aviation, NBAA's Business Aviation Insider and Midwest Flyer. This ad campaign will run through 2019 with the primary aim of promoting development of the Aviation Business Park. Additional parcels on Airport are also being marketed with this ad campaign, in addition to the business park property. Mr. Schell has also designed and ordered three "pop-up" promotional banners for convention and exhibition use. All of this work had been in process over the past several weeks with the assistance of NextJen Studios.
  - (e) **Public Relations Update:** Mr. Schell stated he had been very active the last six weeks in speaking to the Rotary Club and the Chamber Board. GO-EDC's Board has also scheduled him to speak at their January meeting. Mr. Schell is educating the public about the Airport and the major projects that are already underway or will be coming in the near future. Mr. Schell will co-sponsor a booth with EAA at the Chamber's Business Expo on January 31<sup>st</sup> to further promote the Airport and its businesses to the community. He will be utilizing the newly created banners to promote the airport and will have many promotional items at the booth.
4. **EAA Report:** Jim Busha of EAA noted the new Frank Borman of Apollo 8 exhibit will open on Friday along with the Wright Brothers dinner, having over 800 people set to attend. Several staff of EAA are currently in Las Vegas reviewing air show acts for AirVenture 2019.
5. **Discuss & Approve a Marketing & Business Development contract with NextJen Studios:** Mr. Schell explained to the committee the contract for NextJen Studios expires at the end of December and he has worked on an eight month contract renewal for NextJen running from January 1, 2019 until August 31, 2019. Services provided by NextJen will consist of Marketing, Business Development, and routine website updating and development services for the Airport. Ms. Jensen will also assist in public relations matters and social media hosting. Mr. Schell set up an eight month contract because that will ensure the service is provided through AirVenture 2019 and allow further time for the

effectiveness of the contract to be evaluated. Supv. Gabert stated there is still old information on the website, someone has been doing things to the website but not enough. Ms. Jensen stated she is in the process of changing over the website to a new operating platform which will be easier to work with. Ms. Jensen stated she has a good working relationship with Mr. Schell and didn't always have good direction from past leadership. Supv. Warnke feels we are getting our monies worth from Jennifer and over time the website will get better, Supv. Singstock feels the contract is good. Supv. Lautenschlager agreed with all comments, Supv. Gabert is glad Mr. Schell brought this to the committee but the website needs further attention. Motion was made by Supv. Konezke to approve the NextJen contract, seconded by Supv. Warnke. Motion carried 5/0.

6. **Chairman's Report:** Supv. Gabert thanked EAA for sponsoring an ad for the Airport in Sport Aviation Magazine.
7. **Committee Member Statements/Suggestions/Items for Future Agenda:** Supv. Singstock asked Mr. Schell to have his 2019 goals ready for the February meeting. Mr. Schell stated he will have them done for the January meeting. Supv. Singstock would like the 2019 goals separate from the longer term goals for the Airport.
8. **Set Next Meeting Date:** Next meeting is set for January 2, 2019.
9. **Adjourn:** Motion to adjourn was made by Supv. Konezke, seconded by Supv. Lautenschlager. Motion carried 5/0. Meeting adjourned at 9:39 a.m.

Respectfully submitted,

Diana M. Ulrich  
Administrative Associate  
Wittman Regional Airport