

SUMMARY MINUTES

Joint Committee Meeting

Aviation Advisory Committee/West Plainfield Advisory Committee on Airport Development

January 18, 2001

1. The Meeting was called to order at 7:30 p.m. at Lillard Hall, Yolo County Airport.

Committee Members Present:

AAC

Knoff	Yes
Hancock	Yes
Ropke	Yes
Kinkle	Yes
Liston	Yes
Price	No

WPACAD

Buchan	Yes
Defty	Yes
Bauer	Yes
Parrella	No
Foe	No

BOARD LIAISON

Pollock	No
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COUNTY STAFF

Drack, Airport Manager	Yes
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Tenants and Guests:

Peter Cheng, Bruce Watts, Milt Watts, Ray Ferrell, Victoria Blizzard, Thadd Blizzard, David Hird, Mike Christman, Lois Richerson, Cheryl Felsch, Paul Taneyhill, Carolyn Taneyhill

2. Public Comment on Items Not on the Agenda

David Hird (Airport Neighbor) asked about the status of Blue Max Cart Club. Marshall Drack Airport Manager, responded with the following: It would have required an amendment to the Airport Master Plan to locate on the parcel they were looking at (Future Environmental Buffer and Commercial Lease Area). That requirement plus the issue of unstable soil and flood area has caused the Club to lose interest in relocating to the Airport. There is no Blue Max Cart Club project before the Committees or the County, at this time.

Thad Blizzard (Airport Neighbor) asked how the Community would know if further action was being taken by Blue Max, Stuart Buchan, WPADAD Chair, indicated it would appear on an Agenda if there were further interest in going forward with the proposal.

A question was asked about the Blue Max Cart Club meeting the requirements for use in the "Recreational Use" or if there is no area on the Airport property that they could build a track. Marshall Drack explained that the zoning allows for recreational uses. The NonAviation zoned area as called out in the Airport Specific Plan, could accommodate a commercial purpose. Even though an item is consistent with the zoning it may not be consistent with the Master Plan. That is what Peter Cheng will be discussing in more detail, later in the meeting.

3. Minutes of July 27, 2001 approved as corrected. Minutes of August 29, 2001 approved with item 8 amended to include; anyone interested in being informed of Airport meetings may request to be added to the "World According to Wiz".
4. (Agenda item 6) The meeting was turned over to Peter Cheng, Applied Development Economics, for a report on the Airport Planning and Technical Assistance Study. This is the third report to the committee. It completes the study.

Background: ADE was hired by the County to conduct a market analysis and target industry identification process to try to identify specific types of NonAviation businesses that can be brought to Yolo County Airport.

The firm identified four main categories of issues that limit the types of business that can be recruited to the Airport:

- Infrastructure issues
- Land Supply
- Uniqueness (Business would have to want to locate at the Airport)
- Remote Location

Recommended Actions:

- Allocate a portion of Aviation Reserve for NonAviation development
- Develop a phasing plan for infrastructure improvement
- Master lease with a developer for NonAviation
- Attract eating establishments, a destination type restaurant
- Recreational uses should be at the north end because the south end has the most potential for uses other than recreational

These recommendations are meant to be a starting place for marketing the Airport. They are not set in stone, it is a conceptual set of recommendations to the County.

Mr. Cheng presented the components of a Marketing Plan as follows:

- Clear set of goals
- Definition of the product
- Improve upon the product's weakness
- Define target market
- Understand how that market makes it's location decisions
- Knowledge of the competition
- Clear marketing approach

He suggested:

- Create marketing materials (samples included in report)

- Make personal contacts
- UCD has a list of prospects wanting to locate near campus
- Advertise in Business Journals/Trade Magazines/Conferences
- Recruit-get the word out and track your progress

Discussion of Aviation vs. NonAviation uses followed. The study is now complete and will be presented to the Board of Supervisors. It is a reference tool for the Airport Manager to use to justify actions taken in regards to marketing the Airport for commercial uses. Some questions came up about use of funds for marketing or accommodating NonAviation uses. The Joint Committee unanimously accepted that the study demonstrated that NonAviation uses are very limited and secondary to Aviation uses.

5. Agenda items 5,7,8 were addressed together, seeking independent action. 1998 Master Plan Amendment, Airport Layout Plan Amendment and update on potential new Airport projects (as additions to the 2002-2004 FAA Airport Improvement Plan. It is requested to change size and shapes of parcels, change NonAviation to Aviation and Aviation Reserve to Aviation/NonAviation. Lease renewal with inclusion of new parcel and base rate increase for Woodland Aviation. Woodland Aviation hanger expansion project was also explained.

A motion was moved to support proposed changes to the Woodland Aviation lease and terms, and their incorporation into the Master Plan. The Motion was accepted. The Committees support the amendment of the Master Plan with revised project priorities and the inclusion of 2 new projects, namely the AWOS (Aviation Weather Observing System) and the improving or replacing of the Well.

OLD BUSINESS-Update on proposed projects & new leases (Prestar, Yolo Aviation)

ADJOURNMENT-No date was set for the next meeting, as there were no items yet to discuss.

Marshall Black