

**MINUTES  
SANFORD AIRPORT AUTHORITY JOINT MEETING  
WITH CITY OF SANFORD  
MONDAY, AUGUST 28, 2017  
4:00 P.M.**

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**SAA BOARD**

**PRESENT:**

Frank S. Ioppolo, Jr., Chairman  
Tim M. Slattery, Vice-Chairman  
William R. Miller  
Clyde H. Robertson, Jr.  
Clayton D. Simmons  
Stephen P. Smith

**SAA BOARD**

**ABSENT:**

U. Henry Bowlin  
Jennifer T. Dane, Secretary/Treasurer  
Tom Green

**CITY OF SANFORD COMMISSION**

**PRESENT:**

Mayor Jeffrey C. Triplett  
Comm. Patrick Austin  
Comm. Patty Mahany  
Comm. Velma H. Williams  
Comm. Art Woodruff

**SAA STAFF**

**PRESENT:**

Diane Crews, President & CEO  
George Speake, Executive Vice President & COO  
Don Poore, CFO  
Lori Hunt, Administrative Assistant  
Rachel Walker, Finance Manager

**CITY OF SANFORD**

**STAFF PRESENT:**

Tom George, Deputy City Manager  
William Colbert, City Attorney  
Cynthia Lindsay, Finance Director  
William Marcous, Utility Support Manager  
Traci Houchin, Deputy City Clerk  
Cynthia Porter, City Clerk  
Craig Radzak, Fire Chief

**OTHERS PRESENT:**

Larry Griffin, Sanford Herald  
Dan Ping, The Bokey  
Alex Setzer, Southern Strategy Group

1. CALL TO ORDER OF JOINT MEETING

The joint meeting was called to order at 4:08 p.m. by Mayor Triplett; who then turned over the floor to Chairman Ioppolo.

2. CALL TO ORDER OF SAA BOARD MEETING

The SAA Board meeting was called to order at 4:08 p.m. by Chairman Ioppolo.

3. ADVERTISEMENT OF JOINT MEETING WITH CITY OF SANFORD

President Crews confirmed the meeting was properly advertised. (Copies attached)

4. AGENDA ITEMS

- A. Consider Approval of Replacement Section 125 Administration Plan and Resolution No. 2017-05.

President Crews stated this is an administrative item, every year we need to pass a resolution to continue the Section 125 Administration Plan for our employees.

Motion by Board Director Smith, seconded by Board Director Simmons to approve item A. Vote taken, none opposed. Motion passed.

- B. Consider Approval of Moore, Stephens and Lovelace Contract Extension.

Chairman Ioppolo clarified for the Board that Moore, Stephens and Lovelace are our auditors, and this is the annual re-appointment for next year's audit. Chairman Ioppolo confirmed with Don Poore, CFO that all went well with the last audit; we had an audit without qualification or opinion, and inquired if he recommended we engage Moore, Stephens and Lovelace for the coming year. Mr. Poore responded absolutely.

Board Director Smith inquired the length of time we are into the present contract. President Crews responded it is a three year contract with five one year extensions, we have done three years already, and this is the fourth year. Board Director Smith inquired at some point would we change auditors. Chairman Ioppolo stated every five years this would be put back out to bid, although that doesn't preclude Moore, Stephens and Lovelace from applying.

Motion by Board Director Smith, seconded by Board Director Miller to approve item B. Vote taken, none opposed. Motion passed.



C. Consider Approval of Master Services Agreement with EVOK Advertising & Design, Inc.

President Crews stated this past year SAA budgeted for marketing services and decided to hire a part time Communication Director, Lauren Rowe. Lauren has been evaluating our entire program and it was determined we needed to bring in a company to help us re-brand and re-launch our website to get our digital footprint where it needed to be as well as our social media presence. Lauren engaged quite a few marketing firms in discussions; this resulted in four proposals and presentations that were vetted thru staff, Chairman Ioppolo, our terminal manager – Airports Worldwide (AWW), who all gave their input and feedback. It was determined EVOK was hands down the desired choice, resulting in a master services agreement for one year; which can be terminated with 60 days written notice. The agreement is task based; as we engage EVOK in a specific task that is how they will be paid. Presently there is one task - re-branding and website development. The associated \$75,000 fee will be split between SAA and AWW. Chairman Ioppolo disclosed that he participated in the presentations, attended and observed but he did not cast a vote because one of the presenters had been a client of his in the past, although he doesn't work with them currently, and that company was EVOK.

Board Director Miller inquired as to the physical location of EVOK. President Crews responded Lake Mary. Chairman Ioppolo noted that Board Director Miller knows the President of EVOK, Larry Meador, who has been involved in the Chamber for a while. Board Director Miller inquired what part Lauren Rowe plays in hiring this organization. President Crews responded Lauren will oversee their work; she is the direct liaison between the Airport and EVOK. Board Director Miller asked would EVOK be the direct communication with the media or would it be Lauren. President Crews responded that everything regarding the airport would go directly through Lauren. Board Director Smith inquired what our marketing budget was for the prior year. President Crews responded \$100,000 for that specific area.

Mayor Triplett stated in the current budget, the SAA offered \$10,000 for advertising and promoting the City of Sanford, so he has asked Mr. Meador, as a personal friend of his to come meet with the Executive level of management and City Commission to look at all pieces. They changed one of their logos that is commonly used in email, and have three other logos. Mayor Triplett stated the City may reach out to the SAA and piggyback with EVOK. Glad to see the Authority is with EVOK and Lauren has been a great help to the City.

Chairman Ioppolo concurred monies were allocated this year in the SAA Budget to have greater participation amongst the seven cities. We want to serve as a catalyst now that we have a resource in Lauren and this outside resource to help to see and identify opportunities to drive some tourism. He noted that it's always been a question from a number of members of the City Council as to how we can get more money into the city. The bigger question is how the Authority gets the 3 million people that fly in to our airport to spend



some time in Sanford, Casselberry or Winter Springs and just not go to the theme parks. Chairman Ioppolo reported that six months ago Larry Meador, President of EVOK, wrote an article for the Tourism Development Board that talked about how smaller cities can market themselves for tourism when they have a big brother like Orlando and the theme parks nearby. We're very hopeful to be able to utilize some of those funds and those relationships that help identify how the different cities can participate, and he thought the City piggybacking would be great.

Mayor Triplett commented on an incoming flight he was on Sunday, that upon arrival to Sanford, the terminal was packed! The Mayor also commented when the terminal expansion is done, he hoped to see more reference to City of Sanford as passengers move through the terminal. He credited the Allegiant pilot and service crew for mentioning Sanford continuously, they did a great job of marketing Sanford, although we not so much. Chairman Ioppolo replied that extensive conversations have taken place with our airport operating partner AWW about terminating the contract they currently have with Clear Channel so we can have greater control of the space within the airport to do a better job of targeting the people who come through the airport.

Motion by Board Director Robertson, seconded by Board Director Smith to approve and authorize the President to execute the Master Service Agreement with EVOK Advertising and Design Inc. Vote taken, none opposed. Motion passed.

- D. Consider approval by Sanford Airport Authority Board of SAA Comprehensive Annual Budget Fiscal Year 2017-2018 (October 1, 2017 – September 30, 2018)

Motion by Board Director Smith, seconded by Board Director Slattery, to approve the SAA Comprehensive Annual Budget Fiscal Year 2017-2018, and submittal to the City Commission for approval. Being there were no comments from the public, vote was taken, none opposed. Motion passed unanimously.

## 5. OTHER BUSINESS

None

## 6. ADJOURNMENT OF SAA MEETING

There being no further business, Chairman Ioppolo adjourned the SAA meeting at 4:19 p.m. and turned over the floor to Mayor Triplett.

## 7. CONTINUATION OF JOINT MEETING

The joint meeting was reopened at 4:19 p.m. by Mayor Triplett.



## 8. PUBLIC HEARING – SANFORD AIRPORT AUTHORITY FISCAL YEAR 2016-2017 BUDGET

President Crews briefed the City Commission on the SAA Comprehensive Annual Budget Fiscal Year 2017-2018. President Crews updated the Commission on two upcoming events to be held at the Airport: 1) 75<sup>th</sup> Anniversary Commissioning Naval Air Station Sanford (NAS) to coincide with the Terminal Expansion, an invitation only event to occur Friday evening November 3<sup>rd</sup>. 2) Aviation Career Day to be held Saturday December 9<sup>th</sup>. President Crews referenced upcoming grant-funded projects: reconstruction of Taxiway Romeo and construction of terminal ramp, Runway Incursion Mitigation Program, Key Control Conversion and the PFC-funded Terminal Expansion project.

Tom George, Deputy City Manager stated he attended the International Public Works Conference in Orlando, and a lot of attendees flew in from all around the country. During discussions, he heard great feedback from people who flew in to Sanford opposed to Orlando; they commented how convenient it was and how much they enjoyed flying in to Sanford. It was so nice to have people from all over the country commenting how much nicer Sanford Airport is opposed to Orlando.

Commissioner Mahany stated her hobby is to show exotic cats all over the United States. Recently, a cat show took place at a Disney hotel, and she was made aware so many of the people at the cat show had skipped Orlando and chosen to fly Allegiant to Sanford. Some people knowing she was a Sanford Commissioner complimented Sanford and the Airport. Commissioner Mahany noted how exceptional our TSA is with the handling of the cats opposed to Orlando. Sanford procedure does not require cat owners to take their cat out of the carrier and hold them, which could result in the cat biting a TSA member. Chairman Ioppolo clarified it was not TSA but rather our private screening company Trinity Technology (TTG). Commissioner Mahany noted the only negative comment was that people wished Allegiant flew more frequently.

Motion by Commissioner Mahany, seconded by Commissioner Woodruff, to accept the SAA Comprehensive Annual Budget Fiscal Year 2017-2018. Vote was taken, none opposed. Motion passed unanimously.

Mayor Triplett thanked the SAA Board and staff for their time and service and stated he is looking forward to what the future holds for the City of Sanford with the proposed development of the Airport. Mayor Triplett expressed an interest in piggybacking with the Airport as partners in the community. He also noted with the Authority's re-establishment of a Lobbyist in the budget that the City would also like to participate in that endeavor. Chairman Ioppolo agreed and stated the Authority welcomes the opportunity to partner with the City in every way we can.

## 9. OTHER BUSINESS

None.

## 10. ADJOURNMENT OF JOINT MEETING

There being no further business, Mayor Triplett adjourned the joint meeting at 4:55 p.m.

Respectfully submitted,

*Diane H. Crews*

Diane H. Crews, President & CEO  
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