

MINUTES
RIVERSIDE AIRPORT COMMISSION MEETING
Airport Terminal Building Conference Room
Wednesday, October 19, 2016, 3:00 p.m.

Members Present - Commissioners Combe, Courts, Mill, Plocher,
Robles, Sheth, and Stewart

Members Absent - Schmel, Torres

CALL TO ORDER

Chairman Combe called the meeting to order at 3:03 p.m.

ITEM NO. 1: PUBLIC COMMENT

There was no comment from the public.

APPROVAL OF MINUTES

ITEM NO. 2: MINUTES OF SEPTEMBER 21, 2016

A MOTION WAS MADE by Commissioner Mill to Accept the Minutes of September 21, 2016. The motion was **SECONDED** by Commissioner Plocher. **ALL AYES**, Commissioners Combe, Courts, Mill, Plocher, Robles, Sheth, and Stewart.

DISCUSSION AND ACTION ITEMS

ITEM NO. 3: RIVERSIDE AIRSHOW - 2017 AIRSHOW COMMITTEE UPDATE

The Airshow Committee representative was not present. Commissioner Stewart expressed an interest in reviewing the financial report. Chair Combe asked to have staff research and provide the Memorandum of Understanding at the next meeting. There was discussion on whether it is appropriate for the Airport Commission to make recommendations to the Airshow Committee. Chair Combe clarified that the annual air show involves two separate entities: the Airshow Committee and the City of Riverside. Discussion followed. The item was tabled for the next scheduled Airport Commission meeting.

Commissioner Robles arrived at approximately 3:20 p.m.

ITEM NO. 4: STRATEGIC PLANNING WORKSHOP SUMMARY

A strategic planning workshop for the Airport Commission was held on September 21, 2016. The workshop was facilitated by strategic planning consultant, Becky Foreman. At the request of Chair Combe, a summary report was presented. Chair Combe reviewed the report with the Commission and summarized the workshop.

There was discussion on the three-year vision, and particularly the outreach component, that included various strategies of public relations and marketing such as year-round participation with the local community and businesses. Chair Combe reminded the Airport Commission that at the February meeting, the Public Outreach Committee had been established. Commissioner Stewart supported the idea of having an Aviation Day and the opportunity to connect with schools and youth groups, such as the Scouts. Goals for the following year include: identify an event to be held at the Airport, mobilize the Public Outreach Committee, full participation by each member of the Airport Commission, develop a mission statement, volunteer for the 2017 Airshow and review the current Airport Master Plan. Discussion followed.

Chair Combe discussed the Current Reality portion of the report, such as strengths and weaknesses. Commissioner Robles asked what would be considered a 'community misunderstanding' of the Airport, as listed as a 'weakness' in the report. There was further discussion on public misperceptions, such as airport funding. Airport Manager Ellis discussed the common misconception that Airport resources are transferred to the City's General Fund. Enterprise Funds are dedicated revenue sources that are separate from the General Fund. Ellis added the Airport is self-sufficient and not dependent on the City's budget. Discussion followed.

Commissioner Plocher began a discussion on the function of the Airport Commission and its obligation to the Airport staff. Ellis responded that the Riverside Airport is not problematic, and that the community outreach efforts by the Airport Commission members will be sufficient. Ellis discussed his experiences with courting commercial airlines and the challenges of attracting interest from the airline industry. Riverside Municipal Airport is limited by factors such as the runway length.

Chair Combe encouraged the Airport Commission to review the Strategic Plan report and to download the 2009 Airport Master Plan, posted on the Airport website. Discussion followed.

FUTURE AGENDA ITEMS

Chair Combe discussed items to be added to the next scheduled meeting agenda. The workshop facilitator will attend as a follow-up

and assist the Airport Commission on the development of a mission statement. In addition, the Outreach Committee will develop a Vision Statement. There was discussion regarding the vacant Vice-Chair seat. An interim Vice-Chair will be appointed until the election of officers is held at the March, 2017 meeting.

The 2016 KRAL Breakfast Fly-In is scheduled for Saturday, November 5, 2016. This event is a fundraiser for the American Cancer Society.

There was additional discussion by the Airport Manager regarding the scheduled November meeting and a reconsideration of the proposal for bimonthly meetings. Discussion followed. There was consensus to cancel the November 9, 2016 meeting.

ITEM NO. 4: ADJOURNMENT

The next meeting will be December 14, 2016 at 3:00 P.M.

The meeting adjourned at approximately 3:58 P.M.

As recorded.