

RICHLAND-LEXINGTON AIRPORT DISTRICT
Air Service, Airport Development & PR Committee Meeting
April 4, 2022 @ 3:00 p.m.
Carolina Room

Attendance

Duane Cooper, Chair; Dan Bell; Hazel Bennett (Zoom); Hank Jibaja; Sarah Johnson (Zoom); LaJoia Broughton (Zoom); Carol Fowler; Breon Walker (Zoom); Pat Smith; Jim Wellman

Staff

Mike Gula; Kim Crafton; Ryan Kreulen; Joel Livingston; Lynne Douglas (Secretary)

Guest

Arnold Malloy, Director of Corporate Partnerships & Ticket Sales, South Carolina State University

1. **Approval of Agenda**

Mr. Bell made a motion to approve the agenda. Ms. Bennett seconded the motion. Motion carried.

2. **Approval of Minutes from June 21, 2021 Meeting**

Mr. Bell made a motion to approve the minutes. Mr. Hibaja seconded the motion. Motion carried.

3. **Marketing Proposals and Contracts**

Ms. Crafton introduced Arnold Malloy, with South Carolina State University. Mr. Malloy presented a Partnership Overview through PowerPoint which included a brief overview of the university and its athletic program as well as marketing and sponsorship opportunities to collectively include football, men's and women's basketball, and women's soccer. Last year's package with CAE totaled \$2800 and included radio spots and program ads for the home football games. For the 2022-2023 season, staff had selected the \$8,000 package, but a contract has not yet been signed. There was discussion about the package levels to include the number of games, attendance numbers, the audience to be reached, and the deliverables that would be available with the sponsorship opportunities.

Following additional discussion, staff provided a Marketing Overview, 2021 and 2022 handout which listed the various community events, sponsorships and media buys. There was discussion regarding some of the sponsorships listed to include the factors used in determining the spend amount such as the target audience and number of people reached, if they travel by air, and the level of CAE's return. Discussion included the past sponsorships with SC State as well as the marketing spend with the University of SC.

Mr. Gula said that when the annual budget is prepared, marketing dollars are included in the budget. CAE hired expertise in the Marketing Department to determine how that money will be spent throughout the year. Committee Chair Cooper said that today's discussion is for fact-finding and to help the committee understand how the process works in determining marketing/advertising/sponsorship buys. Chair Cooper said that some of the items on the Marketing Overview handout are for community involvement and it's important that CAE has a presence at those events/venues as our presence in the community is important.

As shown in the Marketing Overview handout, Ms. Crafton pointed out that \$289,798 is available in the marketing budget for media buys and placements throughout the entire region for 2022. She went on to say there are often times, to include the USC and Fireflies sponsorships, that the two member staff Marketing Department does not have the bandwidth to execute everything meaning the sponsorship deliverables are just too much. As a result, she often has to negotiate a different set of more manageable deliverables for the staff to execute.

Commission Chair Fowler said that the Commission should talk about these types of topics so staff will understand their thoughts and priorities. However, she went on to say that staff should not be dictated on what they can spend on specific line items when they have a budget and the expertise to make those spending decisions.

Following additional discussion, Ms. Bennett made a motion to commit to the \$15,000 sponsorship contract with SC State University for one year (2022-2023) and to review the return and make adjustments as needed. Mr. Cooper seconded the motion. There followed some discussion regarding ideas for deliverables that staff can ask SC State to include in the contract. The motion passed with a vote of three to two.

4. **Discussion/Suggestions**

There was no additional discussion.

5. **Adjournment**

Committee Chair Cooper adjourned the meeting.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Lynne Douglas".

Lynne Douglas, Commission Secretary