

TUCSON AIRPORT AUTHORITY
Community Engagement and Business Opportunities Council
May 25, 2021 | 2:30 p.m. | Remote Participation Only

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Tucson Airport Authority (TAA) and to the public that the **Community Engagement and Business Opportunities Council** will hold a meeting open to the public on **Tuesday, May 25, 2021, beginning at 2:30 p.m.** The meeting will be held by video and telephonically via the remote participation platform Webex. A link for members of the public to view the meeting will be posted along with the agenda at the web address below.

<https://www.flytucson.com/taa/public-meeting-information/>

The agenda for the meeting is as follows:

CALL TO ORDER | ROLL CALL

- | | | |
|---|--|---|
| <input type="checkbox"/> Dennis Minano, Chair | <input type="checkbox"/> Steve Quinlan | <input type="checkbox"/> Richard Underwood |
| <input type="checkbox"/> Omar Mireles, Vice Chair | <input type="checkbox"/> Michael Franks | <input type="checkbox"/> Kathy Ward |
| <input type="checkbox"/> Bill Assenmacher | <input type="checkbox"/> Joaquin Ruiz | <input type="checkbox"/> Francis (Frank) Chambers |
| <input type="checkbox"/> Bruce Ash | <input type="checkbox"/> Gary Kippur | <input type="checkbox"/> Herb Kai |
| <input type="checkbox"/> Mike Hannley | <input type="checkbox"/> Lisa Lovallo | <input type="checkbox"/> Larry Cesare |
| <input type="checkbox"/> Mercy Valencia | <input type="checkbox"/> Ricardo Platt | <input type="checkbox"/> Calline Sanchez |
| <input type="checkbox"/> Ned Norris | <input type="checkbox"/> Lucinda Smedley | |

WELCOME AND INTRODUCTIONS

APPROVAL OF MINUTES

1. Approve the minutes from the Community Engagement and Business Opportunities Council (formerly known as the Economic Development and Community Engagement Council) meeting held on September 9, 2020.

PRESENTATION/DISCUSSION

2. OPEN MEETING LAW TRAINING

TAA Legal Services will present a brief training for the full Council on Arizona Open Meeting Laws and their application to members of the Council.

3. NEW “NONSTOP FOR TUCSON” BRANDING AND MARKETING CAMPAIGN

Staff will present and the Council will provide feedback on the concepts for the new “Nonstop for Tucson” branding and marketing campaign.

4. ADVOCACY FOR TUCSON INTERNATIONAL AIRPORT (TUS)

Discussion on Council Member advocacy opportunities and TUS support.

NEXT MEETING

If required, the Council will determine the date, time, and location of the next meeting.

ADJOURN

DRAFT MINUTES

TUCSON AIRPORT AUTHORITY
Economic Development and Community Engagement Council Meeting
September 9, 2020 | 10:00 a.m. | Remote Participation Only

THIS COUNCIL MEETING WAS A REMOTE PARTICIPATION ONLY MEETING. COUNCIL MEMBERS PARTICIPATED VIA WEBEX AND THE PUBLIC WAS PROVIDED WITH A LINK AND PHONE NUMBER/CODE WHICH THEY WERE ABLE TO JOIN THE MEETING VIA WEBEX.

CALL TO ORDER | ROLL CALL

Chair Lovallo called the meeting to order at 10:11 a.m.

Members Present: Chair Lisa Lovallo, Council Member Bill Assenmacher, Council Member Steve Quinlan, Council Member Larry Cesare, Council Member Omar Mireles, Council Member Bruce Ash, Council Member Ricardo Platt, Council Member Francis Chambers, Council Member Mike Hannley, Council Member Mike Hammond, Council Member Dennis Minano, Council Member Steve Cole, Council Member Gary Kippur, and Council Member Calline Sanchez

Members Absent: Council Member Ward, Council Member Underwood, Council Member Norris, Council Member Lawrence, Council Member Kai, Council Member Smedley, Council Member Ruiz, and Council Member Valencia

Others Present: TAA Vice Chair Bruce Dusenberry

Staff Present: President/CEO Danette Bewley, V.P. of Administration and Finance/CFO Dick Gruentzel, V.P. of Planning and Engineering Mike Smejkal, V.P. of Operations/COO Bruce Goetz, General Counsel Christopher Schmaltz, and TAA Clerk Byron Jones

1. WELCOME/CHAIR UPDATE

2. ACTION ITEM

- a. Approval of Minutes: The Council will review and approve the draft minutes of the Economic Development and Community Engagement Council meeting held on June 19, 2020.

MOTION BY Council Member Assenmacher, SECONDED BY Council Member Sanchez, to APPROVE the draft minutes of the Economic Development and Community Engagement Council meeting held on June 19, 2020. The motion carried by the following vote:

DRAFT MINUTES

Ayes **14 – Chair Lovallo, Council Member Assenmacher, Council Member Quinlan, Council Member Cesare, Council Member Mireles, Council Member Ash, Council Member Platt, Council Member Chambers, Council Member Hannley, Council Member Hammond, Council Member Minano, Council Member Cole, Council Member Kippur, and Council Member Sanchez**

3. ECONOMIC DEVELOPMENT UPDATE

Sun Corridor President/CEO Joe Snell presented an update on economic development during the COVID-19 pandemic and their organization’s efforts to best position the region for recovery. Several publications and influencers have ranked Tucson in the top ten markets for economic growth post-pandemic due to several factors, including its low density, low cost of living, inland location, shovel-ready space, and access to a major airport.

Sun Corridor recently launched a nationwide marketing campaign, and they continue to reach out to site selectors regarding properties in the region.

Their primary initiative during the next several months is to develop a regional recovery plan. Because Tucson International Airport is a critical component to the region’s success, their steering committee will look at vacant land the airport owns and make recommendations as to how it can be made shovel ready. They will also investigate how capital improvements identified in the *Tucson International Airport 2019 Blueprint* can be accelerated through the formation of partnerships, special improvement districts, and tax increment financing.

There is a lot of uncertainty in the economy, but Tucson and Tucson International Airport are in a much better position than many other regions and airports to take advantage of the post-pandemic recovery.

4. COMMUNITY ENGAGEMENT

Director of Communications and External Relations Jessie Butler and Marketing Manager Celeste Fitzgerald reviewed the background, goals, and findings, as well as the final branding concepts and video that were developed for the *Nonstop for Tucson* marketing campaign. Nonstop for Tucson will be slowly rolled out during the coming months as the economy begins to recover from the effects of the COVID-19 pandemic.

The Council expressed support for the final marketing concept.

ATTACHMENT ONE: Tucson Airport Authority Brand Campaign Final Concept

5. ADJOURN

There being no further business to discuss, Chair Lovallo adjourned the meeting at 11:03 a.m.

DRAFT MINUTES

Prepared by:

Byron M. Jones, CMC, CAP, TAA Clerk

Date: _____

DRAFT MINUTES

ATTACHMENT ONE

Tucson Airport Authority Brand Campaign Final Concept

(Prepared by *Lane | Terralever* – September 2020)



TUCSON AIRPORT AUTHORITY

Brand Campaign Final Concept

BACKGROUND

Marketing Goals



Cohesive communication guidelines to bolster audience engagement

Validate why TUS isn't at the top of non-flyer consideration set

Utilize data to improve consumer sentiment

Attract and convert target audiences

Project Goals



Develop an effective and compelling brand strategy

Provide a unified and compelling brand vision and campaign

Establish key messaging framework

Create brand standards that will elevate the TUS experience

What's the Problem We're Solving



How does TUS become recognized as a pillar of the community?

Phoenix-Dominant Traveler



TUS-Dominant Traveler



WHAT HOLDS THEM BACK?

Direct Flights

At the end of the day, every traveler wants to get where they're going in the shortest amount time possible, and select their flights based mostly on that single factor.

Perception of Cost

Historically, flights out of TUS have averaged out to a higher cost than those out of Phoenix, despite that gap closing significantly in the last few years.

Awareness

Tucson residents don't necessarily have a realistic picture of TUS and everything it offers travelers, business and the public at large.



WHAT MOVES THEM FORWARD?

Convenience

As a smaller airport, TUS offers a quicker and simpler traveling experience than a larger airport — speed to gate and at baggage claim.

Experience

Friendly TSA, helpful airport support, and dining and retail variety matter in the overall perception of the airport.

Community Contribution

Tucson residents have great pride for their city and want to know that they can make choices to support it.



Brand Positioning - How We Go To Market



More Than An Airport

As a community-founded airport, we recognize our power as a pillar of Southern Arizona that drives progress beyond connection.

Brand Positioning Impact



Voice & Tone



How we want to be heard...

Attentive

Thoughtfully considerate of others.

Caring

Sincerely kind and generously giving.

Professional

Refined and accessibly professional.

Spirited

A passionate determination.





Moving Forward

IDEA STATEMENT

Tucson International is more than an airport and economic engine, it's also the facilitator of connections big and small. The following campaigns enable us to share all of the positive contributions like economic impact, job creation and new flight routes, and ultimately serve as a rallying cry for Tucsonans.

NONSTOP

FOR TUCSON

NONSTOP
FOR TUCSON

NONSTOP
FOR TUCSON

TUCSON
INTERNATIONAL AIRPORT

01042

**NOW MORE
THAN EVER.**

NONSTOP FOR TUCSON

TUCSON
INTERNATIONAL AIRPORT

01042



INDY IN AN INSTANT

NONSTOP FOR TUCSON

...you don't do it well, it de-values your property. If you're not doing it, it needs to be done right." Major is a busy professional with a passion for homestaging work, she is the interior design coordinator for a 50-house development in Mangere Bridge and has a full-time job, a business and a vast work load, and retains love for her work.

...feel instant gratification when I view a home's transformation." During our hour together — and she's a professional, she meets and greets a walk-in client and sets a date for the next visit. That afternoon, she arranges delivery of an artwork for a client. Does she ever stop? Apparently, yes. She says she's never at Walheke and loves nothing more than to sit on the couch with her friends with property industry contacts made in her 15-year business years. Amongst her design heroes are interior designers Jen Pack and Virginia Fraser.

...Major is passionate about many objects in her home, including a pair of matt grey bowls that were "inspired" but have earned their keep gracing the kitchen of several multi-million dollar homes over twenty years. Her most precious things she will not loan out: her 1970s-era, hand-painted, decade-old set of Corso de Fiore tortoiseshell plates and a set of Dickens Italian tiles.

...say goodbye, and in a gorgeous nod to the woman she met in 1997 — tearing through Newmarket with a bag full of things and with borrowed furniture — she throws a pile of bedding and a vase in the back of her black BMW and toots away to set up the next home transformation.

Tucson International is working nonstop for our region. Now with a new nonstop flight to Indianapolis on Allegiant, you can get to Indy in an Instant on Thursdays and Sundays, starting November 14. We're Nonstop for Tucson.



ANIMATED BANNER AD



FRAME 1



FRAME 2



FRAME 3

SWAG

