

OGDENSBURG BRIDGE & PORT AUTHORITY
FACILITIES COMMITTEE MEETING
THURSDAY, MARCH 14, 2019

A meeting of the Finance Committee of the Ogdensburg Bridge and Port Authority was held in the boardroom of the Administration Building on Thursday, March 14, 2019 at 11:00 AM.

The following were present:

David D. King, Committee Chair
Christopher B. T. Coffin, Member
Vernon D. Burns, ex officio (arrived at 11:45 AM, departed at 1:12 PM)
Wade A. Davis, Executive Director
James L. Smith, Chief Financial Officer
Fariha Qudsi, Accounting Manager
John A. Rishe, Director of Commercial & Industrial Development
Steven J. Lawrence, Director of Operations
Rayanne McGee, Canadian Marketing Team
Andrée Paige, Canadian Marketing Team
Samuel J. LaMacchia, former Board Chair

Committee Chair King called the meeting to order at 11:15 AM.

i. Ogdensburg International Airport

1. Airport Physical Updates:

i. Approval of Lease Agreement with SkyWest for Office Space and GSE.

Staff has negotiated a Lease Agreement with SkyWest Airlines to lease 600 square feet of space in the Passenger Terminal Building at the Ogdensburg International Airport. Their lease for this space expires on March 31, 2021. This agreement is in alignment with SkyWest's agreement to provide Essential Air Service to the Ogdensburg

International Airport (US DOT Order DOT-OST-1997-2842). Rent and charges will be paid as follows:

	Amount	Term
Airport Terminal Space	\$100	Per aircraft turn
GSE Storage Space	\$1,500	Monthly
Ramp and Other charges per the OGS Rates and Charges	Further described in EXHIBIT C	N/A

This Agreement requires SkyWest to provide proof of the appropriate insurance coverage naming the Ogdensburg Bridge and Port Authority as an additional insured, and a security deposit in the amount of \$20,100. On a motion by Christopher B. T. Coffin, seconded by David D. King, it was,

RESOLVED, that the Executive Director is hereby authorized and directed to execute a Lease Agreement with SkyWest Airlines for 600 square feet of space in the Passenger Terminal Building at the Ogdensburg International Airport for the term of April 1, 2019, through March 31, 2021, at the following rates:

	Amount	Term
Airport Terminal Space	\$100	Per aircraft turn
GSE Storage Space	\$1,500	Monthly
Ramp and Other charges per the OGS Rates and Charges	Further described in EXHIBIT C	N/A

and be it,

FURTHER RESOLVED, that SkyWest Airlines shall provide proof of the appropriate insurance coverage naming the Ogdensburg Bridge and Port Authority as an additional insured and a security deposit in the amount of \$20,100.

A voice vote was called.

MOTION CARRIED TO FULL BOARD

- ii. Approval of Counter Replacement. Due to the need to meet United standards for the Essential Air Service starting May 3, 2019, it is necessary to replace all existing ticket counter positions at Ogdensburg International Airport for functionality and cosmetic reasons. \$15,000 of this cost will be paid for by SkyWest/United with the remaining cost not to exceed \$15,000 paid for by the Authority. As this a mandatory requirement in order to meet United's standards and it will provide four ticket positions at the ticket counter, staff recommends approval of this agreement. On a motion by Christopher B. T. Coffin, seconded by David D. King, it was,

RESOLVED, that the Executive Director is hereby authorized to approve the replacement of all existing ticket counter positions at Ogdensburg International Airport for a cost not to exceed \$15,000.

A voice vote was called.

MOTION CARRIED TO FULL BOARD

2. Marketing:

- i. Approval of Advertising Reimbursed by SOARs Grant. The Authority was recently awarded a NY Soars grant through the NYS Department of Transportation. The grant agreement in the amount of \$68,750 was previously accepted by the Board at its April 18, 2018 Board Meeting. Staff has developed a budget for a comprehensive advertising and marketing campaign that will run from June 2019 – November 2019 to market the Ogdensburg International Airport. This was reviewed and approved by the OGS Accounting Committee on March 7, 2019. On

a motion by Christopher B. T. Coffin, seconded by David D. King, it was,

RESOLVED, that the Executive Director is hereby authorized to enter into contracts with the following companies for implementation of the NY Soars grant for advertising and marketing of the Ogdensburg International Airport:

- CTV-CJOH TV \$22,620 Can.
- WWNY/WNYF TV \$ 8,300 US
- WPBS TV \$ 6,000 US
- Spectrum Cable TV \$12,800 US
- Stephens Media Radio \$ 4,800 US
- North Country Now \$ 5,150 US
- Ottawa Citizen (PostMedia) \$ 9,750 Can.

RESOLVED, that a copy of this resolution be included with grant reimbursement submission for NY Soars grant funding.

A voice vote was called.

MOTION CARRIED TO FULL BOARD

B. Other Such Matters

1. Assignment of Tulmar Lease Agreement. Tulmar Manufacturing Inc. has submitted a request to assign their lease of space in Building 11 to Artik/OEM Corporation, effective April 1, 2019. Tulmar will effectively discontinue its operations in Building 11 after the assignment. Artik indicates it plans to continue the present operation in Building 11 and offer employment to all current Tulmar staff. Artik also indicates that it is exploring an expansion of the operation. Tulmar's lease with the Authority permits the assignment of the lease under certain conditions, but only with the prior consent of the Authority. On a motion by Christopher B. T. Coffin, seconded by David D. King, it was,

RESOLVED, that the Ogdensburg Bridge and Port Authority hereby permits the assignment of the Tulmar Manufacturing, Inc. lease to Artic/OEM, effective April 1, 2019;

RESOLVED, that with this assignment the following conditions apply:

1. This assignment does not relieve Tulmar Manufacturing, Inc., from primary liability for any of its obligations in the lease;
2. Artik/OEM shall assume all the obligations of Tulmar's lease with the Authority;
3. Tulmar shall, within ten (10) days after the delivery thereof, furnish or cause to be furnished to the Authority a true and complete copy of the assignment;
4. Artik/OEM shall use the demised premises only for the same or similar purposes as Tulmar;
5. Artik/OEM shall provide the Authority the security deposit required in the lease
6. Artik/OEM shall also provide the Authority a Certificate of Insurance as required in the lease and all other documentation required of the lease.

A voice vote was called.

MOTION CARRIED TO FULL BOARD

2. Marketing:

- ii. Approval of Scope of Work – Rayanne McGee and Andrée Paige.

Rayanne McGee and Andrée Paige, the Canadian team, have provided the Authority with a proposal to continue marketing the Ogdensburg International Airport for the period April 1, 2019, through March 31, 2020, with the following fees:

	Amount
Professional Fees - \$2500/month, each (The Write Paige, Inc. and Rayanne McGee)	\$60,000
Marketing costs/graphic design etc.	\$18,000
Total	\$78,000

The approach for this Scope of Work is to recommend the communications, marketing and advertising direction, oversee organic and paid social media campaigns, provide social media monitoring and support, oversee all advertising to Canadians,

maintain the OGS website, and respond to enquiries from Canadians submitted via email. Rayanne McGee and Andrée Paige gave a report on the Pi Day promotion at the Ogdensburg International Airport. They then gave a summary of what work they have done for the Airport in the past. Former Board Chair, Samuel J. LaMacchia spoke to the history of the Canadian Marketing Team. David D. King asked about how the marketing plan is created. Rayanne McGee stated that she holds regular conversations with Executive Director Wade A. Davis. Andrée Paige added that the Statement of Work is a way to get a strategy approved and that it must be measurable. Wade A. Davis stated that the plan is social media based, in conjunction with low-cost events, like Pi Day, and press releases. Christopher B. T. Coffin requested that the marketing plan be more specific. He suggested that a paragraph could be added which states the marketing goal for a certain term. Executive Director Wade A. Davis stated there was a need to go into Executive Session to discuss matters leading to the appointment of a corporation. On a motion by Christopher B. T. Coffin, seconded by Vernon D. Burns, the meeting moved into Executive Session by voice-vote at 12:25 PM. On a motion by Christopher B. T. Coffin, seconded by David D. King, the meeting resumed at 1:53 PM. On a motion by Christopher B. T. Coffin, seconded by David D. King, it was,

RESOLVED, that the Executive Director is hereby authorized and directed to execute an agreement with Rayanne McGee and Andrée Paige to continue marketing the Ogdensburg

International Airport from April 1, 2019, through March 31, 2020, as outlined in their proposal for the cost of \$78,000.

A voice vote was held.

MOTION CARRIED TO FULL BOARD

- iii. Approval of Agreement with Advance Media. The Canadian Marketing Team works closely with and oversees the direction Advance Media takes to ensure the ads we provide to them are performing favorably for the Canadian Market. We monitor the results of these ads and switch them out to achieve maximum viewers for the OGS website. There are 2 campaigns currently running with Advance Media on 2 different platforms - Google (Paid Search) and Facebook (Sponsored Ads). Advance Media charges a monthly fee of: \$1200 USD to implement the campaigns, and provide monthly reporting statistics to the Canadian Team/OGS. The term for this agreement is April 1, 2019 through March 31, 2020. On a motion by Christopher B. T. Coffin, seconded by David D. King, it was,

RESOLVED, that the Ogdensburg Bridge and Port Authority is hereby authorized to approve an agreement with Advance Media to implement ad campaigns for the OGS website, at a cost of \$1200 per month for the period of April 1, 2019 through March 31, 2020.

A voice vote was held.

MOTION CARRIED TO FULL BOARD

On a motion by Christopher B. T. Coffin, seconded by David D. King, the meeting adjourned at 1:55 PM.

A handwritten signature in black ink, appearing to read 'D. King', written over a horizontal line.

David D. King
Facilities Committee Chairperson