

**MINUTES OF SPECIAL MEETING
RAPID CITY REGIONAL AIRPORT BOARD
Tuesday, November 2, 2004 - 9:00 AM
Airport Conference Room**

MEMBERS PRESENT: Bert Corwin, President; Craig Uhre, Vice-President; Secretary; Jerry Mitchell, Jerry Brown; Jerry Shoener

OTHERS PRESENT: Mason Short, Airport Executive Director; Ken Simmons, Airport Operations Officer

Bert Corwin, President; called the special meeting of the Airport Board to order at 9:09 A.M.

AGENDA REVIEW

It was moved by Mr. Brown and seconded by Mr. Shoener to approve the Agenda of November 2, 2004 as presented. Motion carried.

PLAN OF ACTION FOR DEVELOPING A STRATEGIC PLAN

The Airport Board met to discuss strategic planning for Rapid City Regional Airport with the following discussion:

- Where is airport to go?
- What is strategic planning?

Mason Short, Airport Executive Director presented a Basic Overview of Various Strategic Planning Model Guidelines:

- Financial
- Personnel
- Operations (Air Service, customers, marketing, rules and regulations, minimum standards)
- Facility/Capital Improvement

Airport staff will provide names for each class of consultants (management and facility) for the regular meeting of November 8, 2004.

EXECUTIVE SESSION

It was moved by Mr. Mitchell and seconded by Mr. Uhre to go into Executive Session at 9:58 a.m. to discuss a contractual matter. Motion carried.

It was moved by Mr. Brown and seconded by Mr. Shoener to come out of Executive Session at 10:27 a.m. to discuss a contractual matter. Motion carried.

It was moved by Mr. Mitchell and seconded by Mr. Brown to authorize the Airport Executive Director to negotiate the lease with Avis in the best interest of the Airport. Motion carried.

It was moved by Mr. Brown and seconded by Mr. Mitchell to authorize the Airport Executive Director to prepare a plan for public relations advertising in consultation with the Air Service Task Force and the New Marketing Initiatives Committee. Motion carried.

ADJOURNMENT

It was moved by Mr. Brown and seconded by Mr. Uhre to adjourn the Special Meeting of November 2, 2004 at 10:30 a.m. Motion carried.

Respectfully Submitted,

Jerry Shoener
Secretary

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