

Connecticut Airport Authority

Outreach Committee

Minutes

January 12, 2011

9:00 AM – 10:00 AM

The Engine Alliance – East Hartford, Connecticut

Those attending: Mary Ellen Jones, Michael Long, Karen Jarmoc

Guests: Julie Busque, Stacey Doan

1. Review of Communication/Outreach Efforts and Upcoming Events
 - a. The group reviewed its most recent communication/outreach efforts to include a review of the calendar. Mary Ellen indicated that she has attended BAMCO lunches at the airport and have found them to be informative. Karen will attend when possible.
 - b. The group discussed the benefits of social media.
 - c. Mary Ellen will reach out to John Wallace (Communications) at Bradley to engage him in our communications efforts and to discuss a possible press release in regard to Bradley's ridership in 2011. It was also agreed that it would be helpful to have John in attendance at upcoming Communications/Outreach meetings.
 - d. Mary Ellen will talk with Commissioner Redeker in regard to the communications role of Mr. Wallace as it relates to the CAA Board and Bradley.
 - e. Mary Ellen informed the group that she will be attending a meeting at Bradley on January 13th to participate in the discussion in regard to the October storm and action steps moving forward.
 - f. Julie Busque has arranged for Mary Ellen and Karen to attend a media training session at Sullivan & LeShane on March 2nd.
2. Bradley Development League
 - a. The group discussed the recent presentation by the Bradley Development League to the CAA Board at its January meeting. Karen will reach out to Commissioner Smith to discuss Bradley Development Zone and engagement/responsibilities as it relates to the CAA Board.
 - b. Mary Ellen will send Karen dates for late February/March in regard to some opportunities for a "business listening" gathering to obtain feedback from the business community. The BDL along with the Metro Hartford Alliance has offered to collaborate on these initiatives. Karen will reach out to the Metro Hartford Alliance once she has dates.
3. Review of Market Survey
 - a. The provided feedback to Stacy Doan in regard to the market survey which will be conducted at Bradley to passengers in February 2012.
 - b. The committee asked if it could have survey results at its March subcommittee meeting for review and discussion.
4. Next Meeting
 - a. The next meeting of the Communications/Outreach Committee will take place on March 8, 2012 at 9 a.m. at Engine Alliance.

