

**AIRPORT ADVISORY COMMISSION MEETING MINUTES
FOR SEPTEMBER 15, 2020
VIA VIDEOCONFERENCE**

MEMBERS PRESENT

1. Marco Barros
2. Vaugh Caudill
3. Mark Fessler, Chairman
4. Marsha Hendler, Secretary
5. Earl Jackson, Jr., Vice Chairman
6. Maureen McCann
7. Deborah Omowale
8. Valerie Peak
9. Aurelina Prado
10. Diane Rath
11. Tripp Riedel

MEMBERS NOT PRESENT

1. Charnelle Chin
2. Frank Cruz
3. John Grisell
4. Les Hobgood
5. Ed Onwe
6. Landon Phillips

CITY STAFF

- Jesus H. Saenz, Jr. IAP, Director of Airports
- Nicole Fowles, Sr. Special Projects Manager/Board Liaison

GUESTS

- Andres Muñoz, Vice President, Visit San Antonio
- Dave Krupinski, Chief Operating Office, Visit San Antonio

Chairman Mark Fessler called the meeting to order at 3:38 p.m. A roll call was taken and confirmed a quorum was present on the videoconference. Mr. Fessler asked the Board Liaison if there were any Public Comments to share with the Commission. It was noted that no comments were received.

Mr. Fessler asked the Commission members if they had received the minutes from the August 18, 2020 videoconference meeting. No changes were noted and a motion to approve the minutes was made and seconded. The Commissioners voted to accept the approval of the minutes.

Mr. Fessler introduced the presentation on marketing efforts in our region by explaining it was a topic requested by a Commissioner at the last meeting. Director of Airports Jesus Saenz thanked Mr. Fessler and the Commission for requesting this topic, noting the strong relationship the Airport System has with Visit San Antonio and how both organizations are focused on working together to ensure the region prospers and continues to grow. He mentioned that as the Director of Airports, he serves on the Board of Directors for Visit San Antonio and Ms. Casandra Matej, CEO of Visit San Antonio, serves on the Airport Strategic Development Committee. Mr. Saenz introduced Mr. Muñoz, Vice President of Marketing, Communications and Tourism.

Mr. Muñoz thanked the Commission for the opportunity to speak on this topic and Mr. Muñoz explained that hospitality industry in San Antonio and across the nation began to slow substantially in March with

the pandemic. With the decline in visitors, marketing efforts were slowed as passengers were not traveling and Visit San Antonio staff used the time to refocus efforts on researching travelers, including advertisement and social media tracking, to learn more about who is really coming to San Antonio. This information was used to develop a typical traveler and compare it with those who are traveling to San Antonio now. According to Mr. Muñoz, the summer 2020 traveler was younger (millennials) and traveling to learn about San Antonio's history and culture rather than traveling for family activities. This information will help develop targeting travelers during the Fall marketing campaigns. He did note that family traveling began to increase in August.

Mr. Muñoz spoke of the launch of the U.S. Travel Association's launch of the "Let's Go There" campaign, which Visit San Antonio is participating in and how its efforts are focused on regaining consumer confidence to travel. The campaign will run from September through the end of December 2020. He also spoke of some local campaigns the organization had promoted "Work From Here" and "Learn From Here" to encourage visitors to come to San Antonio and utilize wi-fi at hotels for work and school and then enjoy the great weather to explore our many attractions. He ended his presentation by discussing the collaboration between the airport system and Visit San Antonio.

Mr. Fessler recognized individual commission members for questions and comments on the presentation:

- You mentioned the *Learn From Here* campaign, with school online for so many children. Maybe we could do a fly here, stay here campaign? My family has cabin fever, so if we heard about a hotel with boosted wi-fi for school work and world-class room service, especially if it is a targeted campaign.
 - Mr. Muñoz: That is what our campaign is about. We are working with the school districts to identify opportunities where being in San Antonio will help the learning experience. [The Missions, etc.] are assets that other destinations do not have.
- How much total hotel occupancy tax (HOT) tax has been loss due to the pandemic?
 - Mr. Muñoz: I don't have the total revenue loss to the City. Our marketing budget is down 40%.
- Mr. Fessler to Commissioner Marco Barros: You are well-connected to the hotel industry, what have you heard?
 - Mr. Barros: It depends on where the hotel is located. Some downtown hotels have occupancy rates of below 30% on Fridays and Saturdays (which are typically the hotels would be full). For those outside of downtown, the numbers are lower, at 23% occupancy rate for those hotels near the airport and northward.
 - Mr. Dave Krupinski, Chief Operating Officer for Visit San Antonio: Our latest report is show downtown hotels are about 37% occupancy rate. Hotels at the Rim/Six Flag and medical center areas are getting up to 42-45%.
- What was the low for the occupancy rates?
 - Mr. Krupinski: To give you an idea, downtown hotels were at 3-5% occupancy rates when COVID was at its highest. Nationwide, the hotel occupancy rates are starting to increase, and our area hotels are showing that.
- How much is the budgeted for the Let's Go campaign which will run from September to December?
 - Mr. Muñoz: It is between \$700,000 to \$800,000.
- Any indication when conventions and group events will start happening?

- Mr. Krupinski: Most industry experts who that it will take a longer recovery period for conventions; it may be 2023 or 2024 to return to 2019 levels.
- Is there anything that our commission can do to help Visit San Antonio and your efforts to attract more visitors to our airport, our city, hotels and restaurants?
 - Mr. Muñoz: Remind everyone of the efforts our industries are taking to keep everyone safe. Visit San Antonio and other organizations such as the City launched the Greater. SAfer. Together campaign in which businesses take a pledge to practice safety protocols to keep customers and employees safe. We have over 2,000 businesses participating. Please help us share the story because it is the first question we hear when we talk to others about coming to San Antonio – what efforts are we taking to keep us safe?
 - Mr. Muñoz: This program is significant because other cities aren't doing it and we are.
- How can we join?
 - Board Liaison Nicole Fowles: I will send members the address for learning more about the program and taking the pledge.
- Any update on the Alamo construction?
 - Mr. Krupinski: They have removed most of the fencing as you enter the plaza. The construction will continue for probably the next two years. More pedestrians are visiting the Alamo.

Mr. Fessler asked the Commission members if they had any questions on the monthly reports. No questions were asked. Mr. Fessler asked for a voice vote to accept the reports and it passed with 10 Ayes and 0 Nays.

Mr. Saenz provided the Commissioners with the following announcements:

- The Xenex machine, which he provided information on at the last meeting, is operational and sanitizing the checkpoints, jet bridges, concourses and ticketing areas every night.
- Airport staff had 2020 Fiesta Medals for each Commissioner.
- Next week, Deputy Director Thomas Bartlett and Mr. Saenz will participate in an interview panel for the Chief Commercial Officer position.

Mr. Fessler asked the Commissioners if they had announcements, but none did. Mr. Fessler asked the Commission members if they had any suggestions for topics for the next meeting. Commissioner Marsha Hendler requested a report on the air service efforts during COVID and how the air service consultant was assisting in those efforts.

This meeting adjourned at 4:24 p.m.