

## MINUTES

Chippewa Valley Regional Airport Commission  
Strategic Planning Meeting  
Friday, June 23, 2016, 7:30am  
Airport Terminal Conference Room  
3800 Starr Avenue, Eau Claire, WI

**MEMBERS PRESENT:** Commissioners Rick Bowe, Scott Francis, David Frederikson, Bill Hilgedick, Chuck Hull, Mark Olson and Barry Wells.

**MEMBERS ABSENT:** None

**OTHERS PRESENT:** Paul Strege and Amy Michels-Mead & Hunt, Charity Zich-Airport Director, Todd Norrell-Maintenance Supervisor and Erin Switzer-Administrative Associate

**Call to Order:** Chair Rick Bowe called the meeting to order at 7:30am.

**Confirmation of Meeting Notice:** The meeting was noticed.

**1. Review Vision**

The commission reviewed the current vision statement: *The Chippewa Valley Regional Airport will provide our users with a safe, efficient and welcoming operation while striving to meet the needs of the community we serve.* It was suggested that the words “current and future” be added to the statement to now read: *The Chippewa Valley Regional Airport will provide our users with a safe, efficient and welcoming operation while striving to meet the current and future needs of the community we serve.*

**2. ALP Update**

The Airport Director reviewed the current Airport Layout Plan (ALP) and future changes. The Commission discussed some of the updates to the ALP.

**3. GA/Air Passenger Customer Satisfaction Survey**

The Airport Director reviewed the latest General Aviation and Air Passenger survey results and the commission discussed possible ways to further promote the survey. There was also suggestion of adding TSA questions to the survey as well as putting some of the positive feedback responses on our website to continue promotion of the airport and the survey. The Airport has dispersed nearly 60 restaurant gift cards to survey participants.

**4. SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)**

The Commission brainstormed Strengths, Weaknesses, Opportunities and Threats that fall under the nine Principles.

**5. Review Principles, Associated Strategies and Update List of Action Items**

**6. Postponed to July Commission meeting. Select top three Principles, top three Strategies, and top three Action items through voting process to develop 2016-2017 Strategic Plan**

Postponed to July Commission Meeting.

**Set Future Meeting Dates and Times to continue Strategic Plan Discussion:**

Further discussion regarding the Strategic Plan will take place at the end of the next regular Commission Meeting taking place on Friday, July 15<sup>th</sup>.

**Adjournment:**

On a motion by Com. Frederikson, seconded by Com. Francis, the meeting was adjourned at 10:38am.

*(Ayes 7-Nays 0)*

Respectfully Submitted,

A handwritten signature in black ink that reads "Bill Hilgedick". The signature is written in a cursive, slightly slanted style.

Bill Hilgedick, Secretary