

**Lewiston-Nez Perce County Regional Airport Authority  
Board of Commissioners Work Session  
Minutes of December 19, 2012**

**I. CALL TO ORDER**

Chairman William Vern McCann, Jr. called the Authority Board to order at 4:00 p.m.

**II. CITIZEN COMMENTS**

The Chairman invited citizens to address the board with questions or comments, but there were none.

**III. AIRPORT MARKETING**

Chairman McCann called on DeAnn Scrobeck to brief the board on the Marketing Committee's efforts. DeAnn handed out the committee's strategic plan and marketing plan, noting that to her knowledge, the airport had never developed either one. She talked for a few minutes about the airport's economic impact, then briefed on the contents of both plans. She also discussed the development of a "sales toolkit." Commissioner Martin complimented the Committee for their work, saying that the two documents are a good visual presentation of what the Airport Authority should be doing in marketing. Mr. Doug Black reminded the Board that the committee is working diligently with Advantage Advertising on a new website which will also serve as a "marketing brochure". Chairman McCann asked Mr. Turner to place the two documents on the Board's next meeting agenda. The Board then reviewed examples of airport logos, appearing to reach consensus on one which will be used in a consistent marketing message.

**IV. USKH/BASH WILDLIFE HAZARD REPORT**

Airport Manager Turner provided a brief summary of actions to date, then advised the Board that the BASH wildlife consultant had been injured in an accident. His report was consequently later than expected. Mr. Turner advised the Board to reschedule this item for the next work session and regular meeting.

**V. SOUTHSIDE DEVELOPMENT**

Airport Manager Turner pointed out the draft Development Policy which incorporates all recommendations made to date. The Policy is submitted for Board action.

**IV. ADJOURNMENT**

Because the Board was scheduled for a regular meeting at 5:00 pm, time had run out for the work session which was consequently adjourned at 4:59 p.m.

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Robin L. Turner, AAE  
Airport Manager/Recording Secretary