



**DULUTH INTERNATIONAL AIRPORT**

**Travel Globally. Fly Locally.**

**Strategic Planning Session  
DAA Special Meeting**

DATE: June 28, 2018

PLACE: Lucky 13's  
Miller Hill Mall

DIRECTORS PRESENT: Ken Butler  
Anna Tanski  
Richard Stewart  
Craig Fellman

DIRECTORS ABSENT: Pat Mullen  
Todd Fedora  
Pascha Apter

OTHERS PRESENT: Tom Werner, Executive Director  
Mary Ann Wittkop, Recording Secretary  
Blaine Peterson, Director of Operations  
Natalie Peterson, Director of Marketing &  
Communications  
Joelle Bodin, Finance & Administration Director  
Joan Christensen, Assistant City Attorney  
Mike Bown, Trillion Aviation  
Jana Kayser, DAA PT Bookkeeper  
Benita Crow, SEH  
Kaci Nowicki, SEH  
Shawn McMahon, SEH  
Jenna Kowaleski, Swim Creative  
David Sadowski, Swim Creative

President Butler welcomed everyone and called the strategic planning session to order at 12:08 p.m. He explained Mr. Tom Werner, Executive Director, had a family medical emergency -- Mr. Blaine Peterson, Dir. of Operations, and Ms. Natalie Peterson, Director of Marketing and Communication would be presiding during his absence. Pres. Butler moved to first Item A under New Business. He introduced air service consultant, Mr. Mike Bown, Trillion Aviation, to present an update on the state of Duluth air service, airline incentives and new service route priorities. Mr. Peterson commented on Mr. Werner's perspective for today's meeting -- during this brief please consider the conditions, challenges faced, opportunities available and what strategic priorities should be put in place. Mr. Bown presented and detailed on the background and history of the airline industry. Questions and discussion followed. He overviewed on the recent key trends, state of air service at Duluth International and summarized on airline incentives and subsidies. Discussions, comments and questions followed.

Mr. Werner arrived and 1:34 p.m.

Pres. Butler recommended a ten-minute break at 1:36 p.m.

Pres. Butler reconvened the strategic planning session at 1:46 p.m. Mr. Bown continued and overviewed on the prioritizing of new route potentials. He spoke on three viable points – Denver, United Airlines; Detroit, Delta and Phoenix, Allegiant. Mr. Werner detailed further on the positive of each and challenge issues. Questions and discussion followed. Mr. Bown and Mr. Werner had closing comments on air service, markets, economic development and being able to diversify the carrier services. Mr. Bown was thanked for his presentation.

Ms. Peterson introduced the Swim Creative representatives Jenna Kowaleski and David Sadowski. This will be an open discussion to assess the campaign goals, review other regional airports campaigns, introduce Fly Local tool options and gather member's perspectives and support to set a platform to move forward. She explained and summarized on Fly Local (#FlyDLH) campaign. Detailed discussion and comments followed. The Board supports this initiative and the Marketing Subcommittee will focus on the #FlyDLH campaign.

Mr. Werner brought the discussion back to the state of DLH air service. Round the table conversation followed on the air service overview. Consensus was to concentrate initiatives to the west.

Pres. Butler thanked everyone for their input and reminded participants that the social hour would immediately follow. He adjourned the DAA Strategic Planning Session at 3:21 p.m.

Respectfully submitted,

Mary Ann Wittkop  
Recording Secretary

APPROVED: Kenneth D. Butler DATE: 7-17-18