

SUMMARY MINUTES  
STRATEGIC DEVELOPMENT COMMITTEE  
MEETING OF FEBRUARY 18, 2015

Mr. Chapman chaired the February 18 Strategic Development Committee Meeting, calling it to order at 10:50 a.m. A quorum was present during the Meeting – Mr. Caputo, Mr. Curto, Ms. Hanley, Mr. McDermott, Mr. Mims, Mr. Session, Mr. Williams and Mr. Conner, *ex officio*. Mr. Kennedy, Ms. Merrick and Ms. Wells were also present.

Mr. Chapman announced that the Strategic Development Committee Meeting would be the last public meeting of the day.

Air Service Development Information Report. Mark Treadaway, Vice President for Air Service Planning and Development, presented highlights of “Routes Americas”, an air service development conference” recently held in Denver, Colorado. The conference program includes airports and airlines meeting throughout the two days in 20 minute-segments to discuss major topics and to collaborate with airport representatives across the country. Mr. Treadaway noted that an electronic copy of the brochure and other pertinent information had been included in a confidential paper provided for the day’s meeting. With respect to promotional activities, Mr. Treadaway reported that Destination DC had recently partnered with the Authority in a marketing campaign in the United Kingdom. He noted that Lonely Planet had named Washington, DC as the 2015 Best Travel Destination in the United States. Additional activities included Sales Missions with United Airlines to help promote exposure for Zurich and Madrid, which are medium to smaller new markets. Mr. Treadaway reported that Joe Maly, Cargo Development Manager, had attended a Logistics Conference in Frankfurt, Germany, at which the participants addressed perishable facility needs and the recent growth occurring in cargo, specifically in regard to pharmaceuticals. Co-exhibitors at the conference included the Virginia Economic Development Partnership and the Port of Virginia.

Mr. Caputo requested a paper copy of the Route Americas Conference brochure, which Mr. Treadaway promised to provide.

Ms. Wells inquired about the region’s most recent tourism statistics and whether an increase had occurred in 2014. Mr. Treadaway stated that he would provide statistics for the District of Columbia, Maryland and Commonwealth of Virginia.

Mr. McDermott referenced an upcoming conference (Smart Airports & Regions Conference & Exhibition) in Atlanta where Steve Baker, Vice President for Customer and Concessions Development, would participate as a guest speaker. He stated that the Conference materials had referred to an aerotropolis and the development pertinent to Hartsfield-Jackson Atlanta International Airport. Mr. McDermott inquired whether any Directors planned to attend the Atlanta Conference and whether staff and/or Directors who had attended similar conferences believed they would be beneficial for others to attend. Mr. Session and Jack Potter, President and Chief Executive Officer, shared their views, after which Mr. McDermott suggested a member of the Strategic Development Committee attend the Conference to represent the Board. Mr. Chapman noted that he believed that aerotropolis is a concept well worth understanding.

The Committee adjourned its regular session at 11:05 a.m.

Airline Update. Immediately following the regular session, the Committee met in executive session to discuss an Airline Update. [Pursuant to Article IX, Section 3(c) of the Airports Authority Bylaws which permits the Board and its Committee to move into executive session to consider existing or prospective contracts, business or legal relationships to protect proprietary or confidential information of the Airports Authority, any person or company; the financial interest of the Airports Authority; or the negotiation position of the Airports Authority.]

The meeting was thereupon adjourned at 11:55 a.m.