



**Marketing and Air Service Development Committee Meeting
MINUTES**

Sandra Nickel, Committee Chairperson – Presiding
Robert Gould, CPA, Chairman, MAA Board of Directors
Committee Members: Thomas L. Bass, Conwell Hooper, Deborah Nickson, Esq.
Wade A. Davis, C.M., Executive Director

**Tuesday, October 4, 2022
1:00 p.m. – 2:00 p.m.**

Join Zoom Meeting: <https://us02web.zoom.us/j/8339820906>

The Meeting was CALLED TO ORDER at 1:01 PM by Committee Chair Sandra Nickel. In attendance: – Presiding, Committee Members: Sandra Nickel, Conwell Hooper. Deborah Nickson, Esq. Robert Gould, CPA, Vice-Chairman, MAA Board of Directors attended via Zoom Absent: Vice Chair Tammy Knight-Fleming, Esq. and Thomas L. Bass

The APPROVAL OF AGENDA as read Offered by Committee Chairperson Sandra Nickel. There was no quorum to vote.

The APPROVAL OF MINUTES of the September 13, 2022, Committee Meeting Offered by Committee Chairperson Sandra Nickel. There was no quorum to vote. There was no OLD BUSINESS to discuss.

Under NEW BUSINESS Marketing and Communications Manager B. Jones-Dabney informed the of the marketing proposal received. Grey Media, Local IQ and WCOV-Fox20 proposal were discussed. No decision was made on the Board's decision of proposals. Will discuss again on the Oct. 11 Board of Directors Meeting.

Sarah Darden, Passenger Experience Supervisor gave an update to social media efforts and highlighted that MGM Facebook Insights are increasing. 868 new page visitors in the past 28 days, 50 new page likes, 50 new followers, and 180 plus on LinkedIn.

The Focus Group will present a full presentation on Wednesday from 9 a.m. – 11 a.m. Committee heard from the Pros/Cons of MGM.

The Airport 5K is ramping up over 150 registered participants. Raffles and giveaways were discussed. Only 16 days remain until the 5k. Please share with your social media contacts.

Davis updated the Committee on ASD efforts including meetings at Takeoff 2022 in October.

Meeting was ADJOURNED by Committee Chair Sandra Nickel, the meeting was adjourned at 2:15 PM.