

**AGENDA**  
**Chippewa Valley Regional Airport Commission**  
**Friday, January 17, 2020, 7:30 a.m.**  
**Duax Commission Room**  
**3800 Starr Avenue, Eau Claire, WI**

- 1. Call To Order**
- 2. Confirmation of Meeting Notice**
- 3. Roll Call - Voice**
- 4. Approval of Minutes**
  - a. December 20, 2019 Regular Commission Meeting**
    - 1. Discussion/Action**
- 5. CVRA Finance and Activity Reports**
  - a. Expense Vouchers and Financial Report**
    - 1. Discussion/Action**
  - b. Key Indicators:**
    - **Airline Operations**
    - **Car Rental Operations**
    - **Tower Operations**
      - 1. Discussion/Action**
  - c. Hangar Occupancy**
    - 1. Discussion/Action**
- 6. Public Comment Period - (Maximum 2 minutes per person)**
- 7. Operational Matters**
  - a. Airport Operations Report**
    - Airport Survey Results
    - Airport Community Outreach
    - 1. Discussion/Action**
  - b. Airport Strategic Plan Update/Review**
    - No Update
    - 1. Discussion/Action**
  - c. Project Summary – Mead & Hunt**
    - AIP 43 Rwy 14/32 Rehabilitation
    - AIP 44 Rwy 4/22 and Taxiway A Rehabilitation – Delayed to FY21
    - AIP 45 Multi-Function Equipment Purchase, Phase I fence design and WHA/WHMP – FY20
    - AIP 46, 47 and 48 Rwy 4/22 and Taxiway A Rehabilitation, ARFF Building Rehab, Master Plan Update – FY21

- AIP 49 Phase II Design and Construct Wildlife Fence and Wildlife Study Recommendations – FY22
  - State Aid 65 Equipment Procurement Project – 2020
  - State Aid Equipment Storage Building Addition Project – 2020
1. **Discussion/Action**

**8. Previous Business:**

- a. **Airport Recognition Program Quarter 4 2019 Award**
  1. **Discussion/Action**

**9. New Business:**

- a. **2020 Airport Marketing Plan**
  1. **Discussion/Action**

**10. Discuss Future Agenda Items**

**11. Set Future Meeting Dates and Times**

**12. Adjournment**

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities through sign language, interpreters or other auxiliary aids. For additional information or to request the service, contact the County ADA Coordinator at 839-4710, (FAX) 839-1669 or 839-4735, tty: use Relay (711) or by writing to the ADA Coordinator, Human Resources, Eau Claire County Courthouse, 721 Oxford Avenue, Eau Claire, WI 54703.

## MINUTES

**Chippewa Valley Regional Airport Commission**  
**Friday, December 20, 2019, 7:30 am**  
**Duax Commission Room**  
**3800 Starr Avenue, Eau Claire, WI**

**MEMBERS PRESENT:** Commissioners Rick Bowe, Scott Francis, Bill Hilgedick, Peter Hoeft, Chuck Hull, and Barry Wells

**MEMBERS ABSENT:** Bert Moritz

**OTHERS PRESENT:** Mark Graczykowski-Bureau of Aeronautics, Amy Michels-Mead & Hunt, Ron Ford-Menards, Heather DeLuka-Airport Neighborhood Association, Todd Littfin-Smokin' Rivet Airparts, Charity Zich-Airport Director, Todd Norrell-Maintenance Supervisor and Erin Switzer-Administrative Associate

1. **Call to Order:** Chair Bill Hilgedick called the meeting to order at 7:30 am.
2. **Confirmation of Meeting Notice:** The meeting was noticed.
3. **Roll Call:** Commissioners Rick Bowe, Scott Francis, Bill Hilgedick, Peter Hoeft, Chuck Hull, and Barry Wells were present.
4. **Approval of Minutes:**
  - a. **November 15, 2019 Regular Commission Meeting:**  
 On a motion by Com. Bowe, seconded by Com. Wells, the minutes of the November 15, 2019 meeting were approved as submitted.  
*(Ayes 6-Nayes 0)*
5. **CVRA Finance and Activity Reports:**
  - a. **Expense Vouchers, Credit Card Charges and Financial Report**  
 On a motion by Com. Bowe, seconded by Com. Hoeft, the expense vouchers were approved as submitted.  
*(Ayes 6-Nayes 0)*
  - b. **Key Indicators:**
    - **Airline Operations**  
 Total airline passengers are up for the month and for the year. A new schedule will begin on January 6<sup>th</sup> with the mid-day flight moving from a 12:54pm arrival to 11:37am and a 1:22pm departure to 12:07pm.
    - **Car Rental Operations**  
 Car Rental Operations are up for the month and for the year.
    - **Tower Operations**  
 Tower Operations are down for the month and for the year.
  - c. **Hangar Occupancy:**  
 There are six T-hangars available in the north hangar area.

## Public Comment Period: None

### 6. Operational Matters:

#### a. Airport Operations Report

- **TSA New Equipment Update:** The TSA recently installed new baggage scanning equipment that will expedite screening of most checked bags.
- **Airport Community Outreach:** The Commission reviewed the Airport Community Outreach opportunities year to date. It was noted that the recent TSA PreCheck event had more than 750 enrollments. Two more enrollment events have been scheduled for 2020. Other upcoming 2020 events were noted.

#### b. Airport Strategic Plan Update/Review: None.

- **Operational Review:** The December Operational Review covered Air Terminal Leases and Maintenance. Several leases will be replaced in 2020 and some signage and tiling work will be needed at the terminal.

#### c. Project Summary

- **AIP 43 Rwy 14/32 Rehabilitation:** Runway open and project is completed for the season
- **AIP 44 Rwy 4/22 and Taxiway A Rehabilitation:** Grant will likely be returned due to contractor failure to perform. Work is now planned for FY21.
- **AIP 45 Multi-Function Equipment Purchase:** Project will also include Phase 1 fence design and wildlife hazard assessment and management plan.
- **AIP 46 Airport Fence Replacement Project – 2021:** Likely postponed to FY22 to accommodate delayed runway project.
- **AIP 47 ARFF Facility Improvements – 2022:** Moved up to FY21 per FAA.
- **State Aid Equipment Storage Building Addition Project:** State working on a consultant selection.
- **State Aid Equipment Procurement Project:** Specs are almost complete and will be bid soon.
- **State/Federal Exhibit A Map Update:** Included with master plan update in FY21.
- **Runway 04 Approach and Runway 14/32 Extension Analysis:** Included with master plan update in FY21.

### 8. Previous Business:

- Airport Hangar Development:** The 2020 capital budget includes the addition of two box hangars to be constructed in the K-Row. Commissioners agreed the Airport Director should pursue an architectural contract to design and bid the hangars.
- Airport Property Development:** The Airport Director discussed the inquiry from Chippewa County regarding the possibility for a Chippewa County Business Park. Although we do not have the minimum acreage they are seeking for this project, we will contact them about the possibility of being considered for future development.

### 9. New Business: None

**10. Discuss Future Agenda Items:**

- a. **Digital Entrance Signage** – Options/quotes for updates and/or full replacement
- b. **Parking Lot Maintenance** – Assess seal coating/crack sealing/painting next year
- c. **Height Limitation Ordinance Update**

**11. Set Future Meeting Dates and Times:** The next Regular Commission Meetings are planned for January 17<sup>th</sup>, February 21<sup>st</sup> and March 20<sup>th</sup> all at 7:30 am.

**12. Adjournment:**

**On a motion by Com. Wells, seconded by Com. Francis, the meeting was adjourned at 8:46 am.**

*(Ayes 6-Nayes 0)*

**Respectfully Submitted,**

**Scott Francis, Secretary**

**December Vouchers for approval January 17, 2020**

Advance Media	December Marketing	53510-327	\$2,625.00	<b>2019</b>
American Fence Company	Perimeter fence repairs, vehicle damage insurance claim	53510-515	\$1,665.00	<b>2019</b>
Chippewa County Tourism Council	Chippewa County Attractions Guide	53510-327	\$650.00	<b>2020</b>
Cintas	Uniforms & Towels	53510-298	\$226.44	<b>2019</b>
Eau Claire County - Facilities	Salt/Sand Airport Parking Lots; labor & materials	53510-246	\$164.56	<b>2019</b>
Houck Transit	2020 Bus Advertising	53510-327	\$1,800.00	<b>2020</b>
Johnson Controls	Terminal Alarm & Detection Monitoring 1/1/20-12/31/20	53510-248	\$457.93	<b>2020</b>
Mid-State Truck Service, Inc.	Oshkosh vehicle repairs	53510-241	\$2,086.60	<b>2019</b>
Power Plan - McCoy Construction	Oil Sample Testing Fees	53510-241	\$97.65	<b>2019</b>
State of WI - Dept. of Transportation	AIP 41 - Local Share	53510-829	\$27.39	<b>2019</b>
State of WI - Dept. of Transportation	AIP 43 - Local Share	53510-829	\$2,144.56	<b>2019</b>
State of WI - Dept. of Transportation	AIP 43 - Local Share	53510-829	\$30,602.29	<b>2019</b>
Valley Builders	Double door set for TSA equipment room remodel	53510-248	\$2,781.95	<b>2019</b>
Verizon	Cell phones-Maint. Super/Seas/Fire, December	53510-225	\$85.05	<b>2019</b>
Xcel Energy	Terminal Gas/Electric - December	53510-222/224	\$14,699.83	<b>2019</b>
<i>Xcel Energy</i>	<i>ATCT Gas/Electric - December</i>	<i>53515-222/224</i>	<i>\$1,400.97</i>	<b>2019</b>
	<b>TOTAL</b>		<b><u>\$61,515.22</u></b>	

*ITALICIZED* items = Tower Expenses

**December Credit Card Charges**

HANGAR 54 GRILL	Marketing	53510-327	25.00
GOLD CROSS ANSWERING SERV	Telephone	53510-225	99.85
HANGAR 54 GRILL	Marketing	53510-327	10.00
GOODIN COMPANY	Building	53510-248	16.94
WAUSAU EQUIPMENT COMPANY	Sno Go Repairs	53510-246	1891.13
FLEETPRIDE580	Grounds	53510-246	30.20
PETERBILT OF EAU CLAIRE	Grounds	53510-246	40.45
PETERBILT OF EAU CLAIRE	Vehicle	53510-241	90.89
WAUSAU EQUIPMENT COMPANY	Sno Go Repairs	53510-246	276.60
FASTENAL COMPANY 01WIEAU	Grounds	53510-246	27.43
MENARDS EAU CLAIRE WEST	Grounds	53510-246	28.16
FLEETPRIDE580	Grounds	53510-246	37.78
FLEETPRIDE580	Vehicle	53510-241	110.92
JERRY'S TOWING	Vehicle Towing Service	53510-241	400.00
ADB SAFEGATE AMERICAS	Replacement Txy C Lights - Insurance Claim	53510-515	2160.64
TOTAL FILTRATION-SHAKOPEE	HVAC Filters	53510-248	1473.57
MCM ENGINEERING INC	Boarding Bridge GPU plug repairs	53510-248	381.63
	<b>TOTAL</b>		<b><u>\$7,101.19</u></b>

Chippewa Valley Regional Airport							
2019 BUDGET COMPARISON Estimated December 31, 2019							
#	Item	12 Month Budget 2019	Budget YTD Allocated	Actual as of 12/31/19 (100%)	Variance YTD	Balance Remaining For Year	2019 Estimate
<b>Income</b>			100.00%				
41110	Contrib From Eau Claire Cty	\$399,030	\$399,030	\$399,030.00	\$0.00	\$0.00	\$399,030
47330	Contrib From Chippewa Cty	\$130,271	\$130,271	\$130,271.00	\$0.00	\$0.00	\$130,271
Sub-Total Tax Revenue		\$529,301	\$529,301.00	\$529,301.00	\$0.00	\$0.00	\$529,301
46340-571	Advertising	\$5,500	\$5,500	\$5,195.77	(\$304.23)	\$304.23	\$5,196
46340-572	Air Terminal	\$113,645	\$113,645	\$113,795.34	\$150.64	(\$150.64)	\$113,645
46340-573	FAA	\$13,440	\$13,440	\$13,440.00	\$0.00	\$0.00	\$13,440
46340-574	FBO	\$126,195	\$126,195	\$126,800.70	\$605.89	(\$605.89)	\$126,801
43640-575	Fuel Flowage	\$114,100	\$114,100	\$133,398.92	\$19,298.92	(\$19,298.92)	\$133,399
46340-576	Hangars	\$138,169	\$138,169	\$152,738.13	\$14,569.13	(\$14,569.13)	\$152,738
46340-577	Landing	\$50,651	\$50,651	\$51,449.82	\$798.82	(\$798.82)	\$52,000
43640-578	Parking	\$130,000	\$130,000	\$192,425.49	\$62,425.49	(\$62,425.49)	\$192,000
46340-579	Rental Cars	\$115,000	\$115,000	\$154,324.41	\$39,324.41	(\$39,324.41)	\$154,324
46340-580	Restaurant	\$24,000	\$24,000	\$24,000.00	\$0.00	\$0.00	\$24,000
46340-581	Tie Downs	\$216	\$216	\$216.00	\$0.00	\$0.00	\$216
46340-583	Utility Revs	\$8,000	\$8,000	\$9,521.00	\$1,521.00	(\$1,521.00)	\$12,000
46340-584	Land Lease Revs	\$33,500	\$33,500	\$37,223.03	\$3,723.03	(\$3,723.03)	\$37,152
46340-586	Vehicle Fuel Reimbursement	\$10,000	\$10,000	\$19,070.12	\$9,070.12	(\$9,070.12)	\$19,070
Sub-Total Operating Revenue		\$882,416	\$882,415.51	\$1,033,598.73	\$151,183.22	(\$151,183.22)	\$1,035,981
Sub-Total Taxes and Operating Rev.		\$1,411,716.51	\$1,411,716.51	\$1,562,899.73	\$151,183.22	(\$151,183.22)	\$1,565,282
46340-601	Other Revenue	\$5,000	\$5,000	\$2,101.05	(\$2,898.95)	\$2,898.95	\$2,000
46340-582	PFC	\$83,410	\$83,410	\$98,122.51	\$14,712.51	(\$14,712.51)	\$109,000
46340-585	Airline Recruit Reimb	\$0	\$0	\$0.00	\$0.00	\$0.00	\$0
46340-515	Insurance Refunds	\$0	\$0	\$16,113.00	\$16,113.00	(\$16,113.00)	\$16,113
43619	Airport Grants	\$0	\$0	\$0.00	\$0.00	\$0.00	\$0
49210	Transfer Fr. Gen'l Fund	\$0	\$0	\$0.00	\$0.00	\$0.00	\$0
49300	Airport Fund Balance Applied	\$0	\$0	\$0.00	\$0.00	\$0.00	\$0
Sub-Total Other Revenue		\$88,410	\$88,410.00	\$116,336.56	\$27,926.56	(\$27,926.56)	\$127,113
TOTAL INCOME		\$1,500,127	\$1,500,126.51	\$1,679,236.29	\$179,109.78	(\$179,109.78)	\$1,692,395
<b>Expenses</b>							
53510-111	Salary Perm-Regular	\$343,286	\$343,286	\$336,040.01	(\$7,245.99)	\$7,245.99	\$343,286
-112	Salary Perm-OT	\$9,000	\$9,000	\$18,814.77	\$9,814.77	(\$9,814.77)	\$20,000
-114	Salary-On Call Pay	\$5,200	\$5,200	\$5,000.00	(\$200.00)	\$200.00	\$5,200
-121	Salary Temp Regular	\$5,000	\$5,000	\$9,649.07	\$0.00	(\$4,649.07)	\$10,000
-141	Board & Comm Per Diem	\$4,000	\$4,000	\$3,705.00	(\$295.00)	\$295.00	\$4,000
-142	Cnty Brd & Comm Mile	\$700	\$700	\$760.76	\$60.76	(\$60.76)	\$800
-150	Health Ins Incentive	\$1,200	\$1,200	\$1,100.00	(\$100.00)	\$100.00	\$1,200
-151	Social Security	\$27,730	\$27,730	\$27,111.39	(\$618.61)	\$618.61	\$28,000
-152	Retirement Emplr Share	\$19,566	\$19,566	\$21,636.96	\$2,070.96	(\$2,070.96)	\$22,000
-154	Hos & Health Ins	\$72,145	\$72,145	\$72,688.32	\$543.32	(\$543.32)	\$73,000
-155	Life Insurance	\$72	\$72	\$95.73	\$23.73	(\$23.73)	\$96
-158	Unemployment Comp	\$0	\$0	\$0.00	\$0.00	\$0.00	\$0
-200	Contract Svcs	\$19,000	\$19,000	\$24,402.00	\$5,402.00	(\$5,402.00)	\$24,402
-212	Attorney Fees	\$6,000	\$6,000	\$2,966.00	(\$3,034.00)	\$3,034.00	\$5,000
-213	Accounting & Audit	\$4,900	\$4,900	\$3,000.00	(\$1,900.00)	\$1,900.00	\$5,000
-221	Water & Sewer	\$51,500	\$51,500	\$38,232.81	(\$13,267.19)	\$13,267.19	\$51,500
-222	Electric	\$98,940	\$98,940	\$85,542.36	(\$13,397.64)	\$13,397.64	\$98,940
-224	Gas & Fuel Oil	\$35,000	\$35,000	\$25,463.96	(\$9,536.04)	\$9,536.04	\$35,000
-225	Telephone	\$4,300	\$4,300	\$3,393.71	(\$906.29)	\$906.29	\$3,394
-226	Cellular Phone	\$0	\$0	\$1,015.39	\$1,015.39	(\$1,015.39)	\$1,200
-227	Dataline/Internet	\$500	\$500	\$18.17	(\$481.83)	\$481.83	\$18
-241	Motor Vehicle Maint	\$11,000	\$11,000	\$7,737.62	(\$3,262.38)	\$3,262.38	\$11,000
-246	Grounds Maint	\$50,000	\$50,000	\$117,809.22	\$67,809.22	(\$67,809.22)	\$130,000
-248	Building Maint	\$27,000	\$27,000	\$21,326.15	(\$5,673.85)	\$5,673.85	\$22,000
-249	Service on Machines	\$500	\$500	\$0.00	(\$500.00)	\$500.00	\$0
-297	Refuse Collection	\$1,300	\$1,300	\$1,254.00	(\$46.00)	\$46.00	\$1,254
-298	Laundry Services	\$1,850	\$1,850	\$1,993.22	\$143.22	(\$143.22)	\$1,993
-299	Sundry Contract Services	\$500	\$500	\$0.00	\$0.00	\$0.00	\$0
-310	Office Supplies	\$600	\$600	\$279.86	(\$320.14)	\$320.14	\$600
-311	Postage and Box Rent	\$700	\$700	\$463.14	(\$236.86)	\$236.86	\$600
-313	Printing & Dup	\$750	\$750	\$576.37	(\$173.63)	\$173.63	\$750
-320	Ref Materials	\$500	\$500	\$315.00	(\$185.00)	\$185.00	\$315
-321	Publish Legal Notices	\$200	\$200	\$36.89	(\$163.11)	\$163.11	\$37
-324	Membership Dues	\$4,500	\$4,500	\$3,835.00	(\$665.00)	\$665.00	\$3,835

#	Item	12 Month Budget 2019	Budget YTD Allocated	Actual as of 12/31/19 (100%)	Variance YTD	Balance Remaining For Year	2019 Estimate
-327	Marketing	\$50,000	\$50,000	\$45,245.00	(\$4,755.00)	\$4,755.00	\$50,000
-328	Airline Recruitment	\$15,000	\$15,000	\$3,750.00	(\$11,250.00)	\$11,250.00	\$5,000
-340	Travel-Train, Conf & Misc.	\$14,000	\$14,000	\$14,883.80	\$883.80	(\$883.80)	\$15,000
-366	Fire fight supplies	\$4,500	\$4,500	\$1,719.64	(\$2,780.36)	\$2,780.36	\$1,720
-377	Vehicle Fuel	\$32,000	\$32,000	\$48,892.04	\$16,892.04	(\$16,892.04)	\$48,892
-510	Insurance	\$45,310	\$45,310	\$46,289.33	\$979.33	(\$979.33)	\$46,289
-515	Insurance Claims	\$0	\$0	\$41,496.47	\$41,496.47	(\$41,496.47)	\$41,496
-615	Special Assessment	\$76,000	\$76,000	\$75,708.00	(\$292.00)	\$292.00	\$75,708
-813	Office Equipment	\$1,500	\$1,500	\$0.00	(\$1,500.00)	\$1,500.00	\$1,500
<b>Sub-Total Operating Expense</b>		<b>\$1,045,749.00</b>	<b>\$1,045,749.00</b>	<b>\$1,114,247.16</b>	<b>\$68,498.16</b>	<b>(\$68,498.16)</b>	<b>\$1,190,025</b>
53515-221	ATCT Water-Sewer-Strmwtr	\$1,000	\$1,000	\$702.04	(\$297.96)	\$297.96	\$1,000
-222	ATCT Electricity	\$15,300	\$15,300	\$14,804.93	(\$495.07)	\$495.07	\$15,300
-224	ATCT Gas & Fuel Oil	\$4,000	\$4,000	\$2,191.22	(\$1,808.78)	\$1,808.78	\$4,000
-225	ATCT Telephone	\$1,500	\$1,500	\$960.00	(\$540.00)	\$540.00	\$1,500
-248	ATCT Building Maintenance	\$15,000	\$15,000	\$13,461.00	(\$1,539.00)	\$1,539.00	\$15,000
<b>Sub-Total Tower Expense</b>		<b>\$36,800</b>	<b>\$36,800.00</b>	<b>\$32,119.19</b>	<b>(\$4,680.81)</b>	<b>\$4,680.81</b>	<b>\$36,800</b>
53610-810	Capital Equipment	\$32,000	\$32,000	\$0.00	(\$32,000.00)	\$32,000.00	\$38,400
-820	Capital Improvement	\$22,000	\$22,000	\$5,125.00	(\$16,875.00)	\$16,875.00	\$16,000
-829	Other Capital Improvement	\$199,375	\$199,375	(\$124,531.47)	(\$323,906.47)	\$323,906.47	-\$60,000
58102-613	Principal/Trust Fund	\$105,503	\$105,503	\$105,503.39	\$0.39	(\$0.39)	\$105,503
58202-613	Interest/Trust Fund	\$18,426	\$18,426	\$18,426.02	\$0.02	(\$0.02)	\$18,426
<b>Sub-Total Capital Expense</b>		<b>\$377,304</b>	<b>\$377,304.00</b>	<b>\$4,522.94</b>	<b>(\$372,781.06)</b>	<b>\$372,781.06</b>	<b>\$118,329</b>
<b>TOTAL EXPENSE</b>		<b>\$1,459,853</b>	<b>\$1,459,853.00</b>	<b>\$1,150,889.29</b>	<b>(\$308,963.71)</b>	<b>\$308,963.71</b>	<b>\$1,345,154</b>
<b>NET OPERATING INCOME</b>		<b>\$40,274</b>	<b>\$40,274</b>	<b>\$528,347.00</b>		<b>(\$488,073.49)</b>	<b>\$347,240</b>
<b>Cash Balance</b>							
	Per 2014 Audit Report	\$666,546					
	Per 2015 Audit Report	\$618,157					
	Per 2016 Audit Report	\$945,242					
	Per 2017 Audit Report	\$980,620					
	2018 Estimate	\$975,882					
	2019 Estimate	1,323,122					



## Capital Advances Subject to Reimbursement

AIP #	Description	Total Project Cost	CVRA Approved Capital Investment	Funding Advanced subject to Reimbursement	Funding Reimbursement Source and Percentage (FAA/State/INS/etc)	Estimated Timing of Reimbursement	Reimbursement Received - Amount	Reimbursement Received Date
AIP 37	Airport Layout Plan Update			\$5,000.00		September-18		
Comments:	Went to the FAA for review October 2016. FAA review usually takes 18 months.							
<b>AIP 38</b>	<b>Taxiway C Reconstruction - Amendment to add in Twy C2</b>			<b>(\$4,236.03)</b>	<b>100% Local</b>	<b>October-19</b>		
Comments:	<b>Amount due to adding Taxiway C2 back into the project once FAA money is received for change order at closeout. State will hold \$52,000 from another project that is in overfunded status as AIP 38 is underfunded until FAA closeout due to Taxiway C2 change order. Amount owed to the State has been reduced from \$9,085 to \$4,236.03 based on actual quantities for the change order.</b>							
AIP 39	Design/CA ATCT Equipment Replacement	\$72,645.00	\$72,645.00	\$69,012.75	FAA - 90%, State - 5%	January-17		
Comments:	Funds were moved to AIP 40 until grant was received for AIP 40. Now waiting for state to update financial statements.							
AIP 40	Design Contract Rwy 04 Threshold Relocation	\$110,575.00	\$110,575.00	\$105,046.25	FAA - 90%, State - 5%	January-17		
AIP 40	Contractor Pay for PAPI road	<b>(\$11,686.00)</b>	<b>(\$5,844.00)</b>	<b>(\$5,844.00)</b>				
Comments:	FAA grant received. Waiting for state to update financial statements. Commission approved 50/50 pay to contractor for PAPI road on 5/26/17.							
AIP 41	FAA RWY 04 NAVAID Relocation Reimbursable Agreement #1	\$52,742.00	\$26,371.00	\$23,733.90	FAA	September-17		
AIP 41	FAA RWY 04 NAVAID Relocation Reimbursable Agreement #2	\$108,000.00	\$54,000.00	\$48,600.00	FAA	September-17		
Comments:	Both RA's reimbursed with FAA grant in 2017							
AIP 41	South GA Hangar Taxilane Design	\$41,124.00	\$20,562.00	\$18,505.80	FAA	September-17		
Comments:	Reimbursed with FAA grant in 2017							
<b>TOTAL</b>				<b>\$259,818.67</b>				

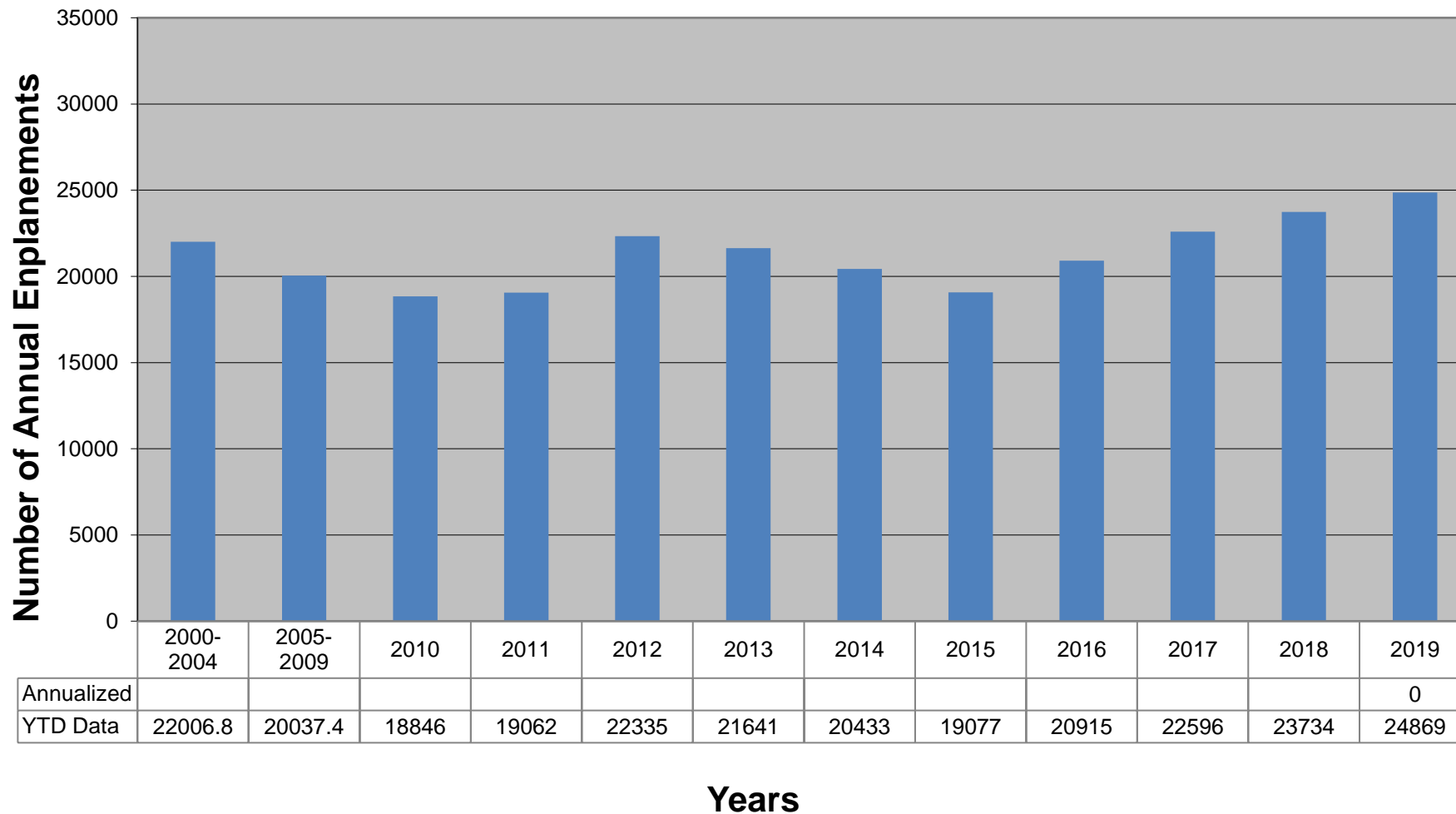
**BOLDED ITEMS ARE CHANGES FROM PRIOR QUARTER**

Chippewa Valley Regional Airport  
**Traffic Statistics**  
 December 2019

<i>AIRLINE PASSENGERS</i>	<b>Month</b>		% Diff.	<b>Year to date</b>		% Diff.
	<b>2019</b>	<b>2018</b>		<b>2019</b>	<b>2018</b>	
UNITED Enplaned	1836	1686	9%	22550	21277	6%
CHARTERS Enplaned				<u>2319</u>	<u>2457</u>	-6%
Total Enplaned				24869	23734	5%
UNITED Deplaned	1848	1752	5%	22125	21071	5%
CHARTERS Deplaned				<u>2319</u>	<u>2457</u>	-6%
Total Deplaned				24444	23528	4%
Total Enplaned/Deplaned	3684	3438	7%	49313	47262	4%
UA Departure Load Factor	64%	55%		64%	61%	
UA Arrival Load Factor	65%	58%		64%	60%	
<b><i>UNITED PERFORMANCE</i></b>						
Scheduled Flights/Landings	61	61	0%	730	720	1%
Canceled Flights						
Xnld for Wx	3	0		35	21	
Xnld for Mx	1	0		4	0	
<u>Xnld Other</u>	<u>0</u>	<u>0</u>		<u>2</u>	<u>2</u>	
<b>Total</b>	4	0	#DIV/0!	41	23	78%
Total Landings	57	61	-7%	689	697	-1%
<b><i>EAU Arrival</i></b>						
Completion Factor	93%	100%		94%	97%	
OnTime %	69%	72%		69%	74%	
<b><i>EAU Departure</i></b>						
Completion Factor	93%	100%		95%	97%	
OnTime %	79%	87%		79%	84%	
<b><i>ORD Arrival</i></b>						
Completion Factor	93%	100%		95%	97%	
OnTime %	79%	82%		78%	79%	

All on time arrivals/departures follow DOT methodology.

## Chippewa Valley Regional Airport Scheduled Air Carrier and Charter Enplanements



**Years**

Airline Analysis	7 Day			14 Day			21 Day		
	EAU	UA MSP	DL MSP	EAU	UA MSP	DL MSP	EAU	UA MSP	DL MSP
CUN - Cancun *	<u>\$852</u>	\$810	\$795	<u>\$776</u>	\$690	\$735	<u>\$852</u>	\$828	\$755
MCO - Orlando *	\$466	\$300	\$446	\$531	\$365	\$375	<u>\$461</u>	\$365	\$421
PHX - Phoenix *	\$601	\$515	\$426	\$753	\$552	\$511	\$656	\$449	\$496

ORD - Chicago **	\$476	\$282	\$286	\$372	\$187	\$196	\$640	\$620	\$196
DEN - Denver **	\$866	\$217	\$153	\$566	\$212	\$133	\$456	\$167	\$133
LAS - Las Vegas **	\$900	\$328	\$576	\$532	\$211	\$291	\$626	\$211	\$451
EWR - Newark **	\$922	\$358	\$334	\$586	\$237	\$236	\$456	\$237	\$236
IAD - Washington Dulles **	<u>\$764</u>	\$717	\$796	<u>\$586</u>	\$511	\$546	\$456	\$276	\$266

All UA fares obtained from united.com & searched as 1 traveler/lowest 1-stop roundtrip fare (where applicable).  
 DL fares from delta.com (EAU only nonstop to Chicago; MSP UA & MSP DL usually all but Cancun are nonstop)  
 7 day = 7-13 days from report date; 14 day = 14-20 days from report date; 21 day = 21+ days from report date

\*Cancun, Orlando & Phoenix (leisure travelers) searched as Friday-Sunday travel

\*\*Chicago, Denver, Las Vegas, Newark & Dulles searched as Tuesday-Thursday travel

Underlined = EAU is within \$100 of lowest fare; **Lowest** is BOLD, underlined & italicized

1/13/20

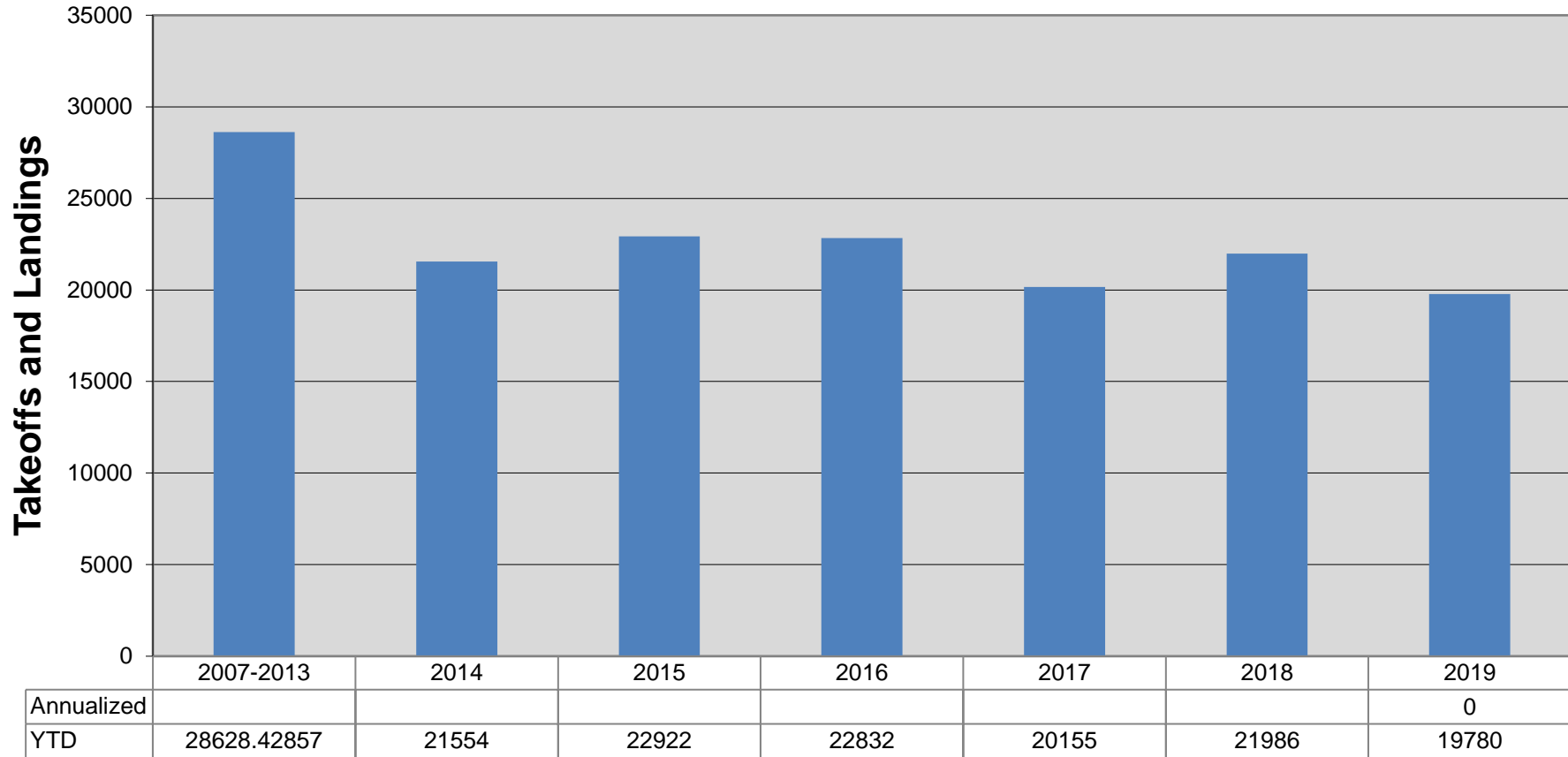
	Number of Cars Rented		
	<u>2019</u>	<u>2018</u>	
January	345	299	15%
February	361	308	17%
March	433	341	27%
April	455	321	42%
May	533	355	50%
June	622	425	46%
July	690	577	20%
August	703	570	23%
September	617	510	21%
October	553	481	15%
November	509	393	30%
December	518	348	49%
YTD	<b>6339</b>	<b>4928</b>	29%

Agenda Item 5b

Chippewa Valley Regional Airport  
**Air Traffic Operations Statistics**  
 December 2019

		<b>Month</b>		% Diff.	<b>Year to date</b>		% Diff.
		<b>2019</b>	<b>2018</b>		<b>2019</b>	<b>2018</b>	
Itinerant	Air Carrier	6	0	#DIV/0!	47	53	-11%
	Commuter/ Air Taxi	146	204	-28%	2453	2487	-1%
	GA	956	968	-1%	13101	13754	-5%
	Military	13	19	-32%	314	440	-29%
Local	GA	264	258	2%	3803	5198	-27%
	Military	<u>0</u>	<u>0</u>	#DIV/0!	<u>62</u>	<u>54</u>	15%
<b>TOTAL</b>		1385	1449	-4%	19780	21986	-10%

## Chippewa Valley Regional Airport Annual Air Traffic Control Tower Operations



**Years**

## Q1 When traveling through EAU, how would you rate your satisfaction with the following?

Answered: 13 Skipped: 0

	EXTREMELY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	EXTREMELY DISSATISFIED	N/A	TOTAL	WEIGHTED AVERAGE
Ticket Pricing	15.38% 2	53.85% 7	15.38% 2	0.00% 0	7.69% 1	7.69% 1	13	2.25
Local Airline Check-In Process	46.15% 6	53.85% 7	0.00% 0	0.00% 0	0.00% 0	0.00% 0	13	1.54
Local Airline Customer Service	53.85% 7	38.46% 5	7.69% 1	0.00% 0	0.00% 0	0.00% 0	13	1.54
Local Airline Reliability	23.08% 3	30.77% 4	30.77% 4	0.00% 0	15.38% 2	0.00% 0	13	2.54
Luggage Pick-Up	23.08% 3	53.85% 7	7.69% 1	0.00% 0	0.00% 0	15.38% 2	13	1.82
Overall Local Airline Experience	30.77% 4	38.46% 5	15.38% 2	7.69% 1	7.69% 1	0.00% 0	13	2.23
Terminal Facility	53.85% 7	30.77% 4	15.38% 2	0.00% 0	0.00% 0	0.00% 0	13	1.62
Terminal Signage	46.15% 6	23.08% 3	23.08% 3	7.69% 1	0.00% 0	0.00% 0	13	1.92
Terminal Restrooms	46.15% 6	46.15% 6	7.69% 1	0.00% 0	0.00% 0	0.00% 0	13	1.62
Parking Signage & Convenience	46.15% 6	30.77% 4	0.00% 0	0.00% 0	0.00% 0	23.08% 3	13	1.40
Parking Affordability	53.85% 7	15.38% 2	0.00% 0	0.00% 0	0.00% 0	30.77% 4	13	1.22
Restaurant Customer Service	30.77% 4	23.08% 3	0.00% 0	0.00% 0	7.69% 1	38.46% 5	13	1.88
Overall Airport Experience	38.46% 5	30.77% 4	7.69% 1	0.00% 0	7.69% 1	15.38% 2	13	1.91



#	COMMENTS:	DATE
1	United Airlines is predictably unpredictable. Today we were asked to deplane after sitting on the tarmac for an hour because of some engine trouble. The engine should have been checked long before we boarded the plane. Irresponsible company leadership!	11/12/2019 12:39 PM
2	You need connections to the cities	7/30/2019 1:01 AM
3	Vending machines would be a nice addition in the public waiting.	6/6/2019 5:18 PM
4	Why can't we have two airlines servicing Eau Claire, Wausau keeps growing and this backward thinking hick airport is still back in 1988	5/15/2019 3:44 AM
5	Get flights to MSP	4/19/2019 12:09 AM
6	I absolutely love this airport! Always a reliable commuting option for me as opposed to Minneapolis/Saint Paul. I would like to see Known Crewmember program become an option here like it is at Appleton and Milwaukee, or at least a dedicated crewmember land at the security checkpoint to avoid future confusion for entering crewmembers.	1/24/2019 4:57 PM
7	I love that roundtrip flights are only \$186. I've noticed that future flights are increasing to \$362 roundtrip and with that new price, I'm finding it hard to justify flying to Chicago. It's cheaper to drive with the new price.	1/20/2019 10:10 PM

## Q2 What is the reason for your travel today?

Answered: 13 Skipped: 0

ANSWER CHOICES	RESPONSES	
Vacation	15.38%	2
Business	69.23%	9
School	0.00%	0
Military/Government	0.00%	0
Other (please specify)	15.38%	2
<b>TOTAL</b>		<b>13</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Returning to Arizona	11/12/2019 3:06 PM
2	Commuting to Work, Airline Employee	1/24/2019 4:57 PM

### Q3 How many airline trips do you take annually?

Answered: 13 Skipped: 0

ANSWER CHOICES	RESPONSES	
1-3 Trips	30.77%	4
4-10 Trips	46.15%	6
11-20 Trips	0.00%	0
More than 20 Trips	23.08%	3
<b>TOTAL</b>		<b>13</b>

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

## Q4 When you travel, how often do you use the Chippewa Valley Regional Airport?

Answered: 12 Skipped: 1

ANSWER CHOICES	RESPONSES	
Always	0.00%	0
Usually	33.33%	4
Sometimes	33.33%	4
Rarely	8.33%	1
Never	0.00%	0
Other (please specify)	25.00%	3
<b>TOTAL</b>		<b>12</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	No direct connections to msp.	7/30/2019 1:04 AM
2	First time using this airport as it was the closest to the office.	6/6/2019 5:20 PM
3	Was all the the time, flying United is like playing black jack, sometimes you win but you usually loose	5/15/2019 3:46 AM

## Q5 What other airports have you used for your air travel to/from the Chippewa Valley in the last 12 months?

Answered: 12 Skipped: 1

ANSWER CHOICES	RESPONSES	
Minneapolis-St. Paul International, Minneapolis, MN (MSP)	75.00%	9
Central Wisconsin, Mosinee, WI (CWA)	0.00%	0
La Crosse Municipal, La Crosse, WI (LSE)	0.00%	0
General Mitchell International Airport, Milwaukee, WI (MKE)	0.00%	0
Other (please specify)	25.00%	3
<b>TOTAL</b>		<b>12</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Available flights	7/30/2019 1:04 AM
2	N/A	6/6/2019 5:20 PM
3	Minneapolis, Appleton, Green Bay, Madison, Rochester	1/24/2019 4:59 PM

## Q6 When you choose to fly from another airport, what is the top reason?

Answered: 12 Skipped: 1

ANSWER CHOICES	RESPONSES	
Airline Loyalty Program	0.00%	0
Price	25.00%	3
Reliability	16.67%	2
Schedule	33.33%	4
Other (please specify)	25.00%	3
<b>TOTAL</b>		<b>12</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Convince of no stop flights. We do not fly to Chicago to go to Chicago	11/12/2019 3:08 PM
2	More places	7/30/2019 1:04 AM
3	Open seating, I have a preference to my own airline (United Express, operated by Air Wisconsin)	1/24/2019 4:59 PM

Q7 If cost is a primary reason for flying out of another airport, what price range below is the most you would be willing to pay over the lowest ticket price from another airport to fly out of the Chippewa Valley Regional Airport (round trip) rather than an alternate airport?

Answered: 12 Skipped: 1

ANSWER CHOICES	RESPONSES	
\$0	8.33%	1
\$50	16.67%	2
\$100	33.33%	4
\$150 or More	8.33%	1
N/A	33.33%	4
TOTAL		12

## Q8 Do you have any recommendations on how we can provide better service on your next visit to the Chippewa Valley Regional Airport?

Answered: 7 Skipped: 6

#	RESPONSES	DATE
1	The "zeal" and apparent angry demeanor of your TSA agents make it seem as though you're checking into prison rather than a short flight. A little friendliness would be a nice touch.	11/12/2019 3:10 PM
2	United should check their planes before passengers board the plane. Poor maintenance and poor reliability. Being on time appears not to be a priority for United.	11/12/2019 12:43 PM
3	Add more flights	7/30/2019 1:04 AM
4	Get a airline that cares	5/15/2019 3:47 AM
5	It would be nice to see the hometown United Express carrier, Air Wisconsin, provide service here as opposed to SkyWest.	1/24/2019 5:00 PM
6	Keep United from increasing prices by almost 50%	1/20/2019 10:12 PM
7	Don't make me gate check my bag and then make me wait 20 minutes at baggage claim. Have it on the jet bridge.	1/18/2019 1:12 AM



# Q1 Are you a Local Pilot or a Transient Pilot?

Answered: 35 Skipped: 0

ANSWER CHOICES	RESPONSES	
Local Pilot	88.57%	31
Transient Pilot	11.43%	4
TOTAL	35	

## Q2 How would you rate your satisfaction with the following Airport services available at the Chippewa Valley Regional Airport?

Answered: 29 Skipped: 6

	EXTREMELY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	EXTREMELY DISSATISFIED	N/A	TOTAL	WEIGHTED AVERAGE
Availability of Fueling	55.17% 16	31.03% 9	6.90% 2	3.45% 1	0.00% 0	3.45% 1	29	1.57
Fuel Prices	6.90% 2	37.93% 11	27.59% 8	20.69% 6	3.45% 1	3.45% 1	29	2.75
Quality of Aircraft Maintenance	20.69% 6	41.38% 12	24.14% 7	0.00% 0	0.00% 0	13.79% 4	29	2.04
Aircraft Maintenance Rates	3.45% 1	37.93% 11	34.48% 10	3.45% 1	0.00% 0	20.69% 6	29	2.48
FBO Facilities	62.07% 18	34.48% 10	0.00% 0	0.00% 0	3.45% 1	0.00% 0	29	1.48
FBO Customer Service	82.76% 24	13.79% 4	3.45% 1	0.00% 0	0.00% 0	0.00% 0	29	1.21
Quality of Flight Instruction	44.83% 13	20.69% 6	3.45% 1	0.00% 0	3.45% 1	27.59% 8	29	1.57
Flight Instructor Rates	24.14% 7	27.59% 8	17.24% 5	0.00% 0	3.45% 1	27.59% 8	29	2.05
Airfield Maintenance	37.93% 11	44.83% 13	10.34% 3	0.00% 0	0.00% 0	6.90% 2	29	1.70
Airport Snow Removal	37.93% 11	34.48% 10	20.69% 6	6.90% 2	0.00% 0	0.00% 0	29	1.97
Air Traffic Control Tower	34.48% 10	51.72% 15	13.79% 4	0.00% 0	0.00% 0	0.00% 0	29	1.79
T-Hangar Rental Rates	6.90% 2	37.93% 11	27.59% 8	6.90% 2	0.00% 0	20.69% 6	29	2.43
T-Hangar Quality	27.59% 8	27.59% 8	20.69% 6	6.90% 2	0.00% 0	17.24% 5	29	2.08
T-Hangar Value for the Money	17.24% 5	34.48% 10	17.24% 5	10.34% 3	0.00% 0	20.69% 6	29	2.26
Box Hangar Rental Rates	0.00% 0	0.00% 0	13.79% 4	3.45% 1	0.00% 0	82.76% 24	29	3.20
Box Hangar Quality	0.00% 0	0.00% 0	17.24% 5	0.00% 0	0.00% 0	82.76% 24	29	3.00
Box Hangar Value for the Money	0.00% 0	0.00% 0	13.79% 4	3.45% 1	0.00% 0	82.76% 24	29	3.20
Airport Communication with Tenants	55.17% 16	34.48% 10	6.90% 2	0.00% 0	0.00% 0	3.45% 1	29	1.50
Overall Airport Experience	41.38% 12	51.72% 15	6.90% 2	0.00% 0	0.00% 0	0.00% 0	29	1.66

### Q3 How would you rate your satisfaction with the following Airport services available at the Chippewa Valley Regional Airport?

Answered: 4 Skipped: 31

	EXTREMELY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	EXTREMELY DISSATISFIED	N/A	TOTAL	WEIGHTED AVERAGE
Availability of Fueling	50.00% 2	50.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4	1.50
Fuel Prices	25.00% 1	0.00% 0	25.00% 1	25.00% 1	25.00% 1	0.00% 0	4	3.25
Quality of Aircraft Maintenance	0.00% 0	25.00% 1	25.00% 1	0.00% 0	0.00% 0	50.00% 2	4	2.50
Aircraft Maintenance Rates	0.00% 0	25.00% 1	25.00% 1	0.00% 0	0.00% 0	50.00% 2	4	2.50
FBO Facilities	100.00% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4	1.00
FBO Customer Service	75.00% 3	25.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4	1.25
Airfield Maintenance	75.00% 3	25.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4	1.25
Airport Snow Removal	25.00% 1	50.00% 2	25.00% 1	0.00% 0	0.00% 0	0.00% 0	4	2.00
Air Traffic Control Tower	25.00% 1	75.00% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4	1.75
Overall Airport Experience	50.00% 2	50.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4	1.50

## Q4 Do you hangar your aircraft at CVRA?

Answered: 29 Skipped: 6

ANSWER CHOICES	RESPONSES	
Yes	79.31%	23
No	20.69%	6
TOTAL		29

## Q5 If you do not hangar your aircraft at CVRA, what is the primary reason?

Answered: 29 Skipped: 6

ANSWER CHOICES	RESPONSES	
Box hangar availability	3.45%	1
T-hangar availability	3.45%	1
Hangar price	6.90%	2
N/A	75.86%	22
Other (please specify)	10.34%	3
<b>TOTAL</b>		<b>29</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Not in town often enough	7/26/2019 1:10 PM
2	Building aircraft, then will hanger at cvra	7/22/2019 4:15 PM
3	Currently in between aircraft ownership	7/22/2019 2:59 PM

## Q6 Would you be interested in information about leasing land to construct a privately owned hangar at the airport?

Answered: 29 Skipped: 6

ANSWER CHOICES	RESPONSES	
Yes	20.69%	6
No	79.31%	23
TOTAL		29

#	COMMENTS:	DATE
1	I don't believe it is fair to expect people to spend their money to build a hanger only to have ownership automatically revert to the airport after the lease period.	7/29/2019 12:41 AM
2	Many people have said they don't want to build in Eau Claire because at the end of the lease the building must be turned back over to the airport at no value. I personally believe if there was part of the airport that people could build their own hangers and be able to transfer ownership with equity in the building you would see more activity with people building hangers in Eau Claire.	7/25/2019 3:33 PM

## Q7 Please provide any additional suggestions you feel would improve the general aviation experience at the Chippewa Valley Regional Airport.

Answered: 13 Skipped: 22

#	RESPONSES	DATE
1	Have a place where local pilots can rent planes.	11/28/2019 4:38 AM
2	Increase "friendliness" to GA aircraft and develop a better climate for businesses looking to operate from KEAU. Look at reducing high corporate liability insurance requirements as most other local airports are much lower and much more affordable than KEAU.	8/1/2019 5:46 AM
3	I would like a self service fuel facility with 100LL and mogas with lower prices.	7/26/2019 10:22 PM
4	Great Airport!	7/25/2019 3:36 PM
5	Some of the controllers speak much to quickly! There is not that much traffic to justify the rapid delivery. Same goes for the ATIS . Has been better lately.	7/23/2019 12:48 AM
6	The one issue is snow removal. The airport is under staffed during a serious snow event. The airport should have the authority to contract out for services to augment the staff.	7/23/2019 12:44 AM
7	South Hanger gate should have a way to get out with a motorcycle or bicycle. As of now they do not work.	7/22/2019 9:13 PM
8	Occasionally, the tower puts all priority on Menards jet traffic. I've encountered a last second change on light single engine traffic when a simple extension of the downwind or base leg would have given enough spacing.	7/22/2019 9:05 PM
9	Fuel and parts prices are very high even with the on field discount. Service and the people at the FBO are top notch though. I would love to see self serve fuel available 24 hours.	7/22/2019 6:47 PM
10	I realize very few pilots hangaring on the NE side fly during or immediately after significant snowfall however I often do and require access to/from H3. The clarification last year to contact arpt admin staff during these snow events is a big help. Thx.	7/22/2019 6:14 PM
11	Tower personnel to be more engaging less of a know it all. Especially when they are not correct.	7/22/2019 4:38 PM
12	24hr self serve AvGas would be great!	7/22/2019 4:16 PM
13	Add a connector driveway (paved or non-paved) to hangar K5 from the inbound road, along the fence line. The existing road routes all K-row traffic past the Mayo hangar, which is a safety concern if ambulance or personnel are traveling out of that hangar.	7/22/2019 3:04 PM

2019 Community Outreach

1. Jan 1 – Airport Newsletter
2. Jan 2 – Leader Telegram Interview
3. Jan 9 – Airport Operations Press Release
4. Jan 17 – WEAU Interview on Government Shutdown
5. Jan 19 – UWEC vs. UW Stout Basketball Games
6. Feb 12 – LT Pre-Check Story
7. Feb 13 – LT Airport Winter Storm Impacts
8. Feb 19 – City of EC Economic Dev Tour
9. Feb 20 – WEAU and WQOW Stories on Weather Impacts
10. Mar 12 – Polka Dot Powerhouse Meeting
11. Mar 13 – Airport Business Partner Meeting
12. Mar 26 – Chippewa Valley Spirit Awards
13. Mar 28 – WAMA Legislative Day
14. Apr 1 – Airport Newsletter
15. Apr 10 – Eau Claire Chamber Real Life Academy
16. Apr 15 – Wings for All Meeting
17. Apr 17 – United Way Event
18. Apr 17 – Eau Claire Chamber Annual Meeting
19. Apr 18 – Leadership Chippewa Falls
20. Apr 18 – Chippewa Falls Middle School Career Fair
21. Apr 25 – Radio Station Promotion
22. May 1 – Chippewa County Economic Development Committee Meeting
23. May 2 – Career Venture Career Fair
24. May 3 – UWEC Apex Group Tour
25. May 10 – CCEDC Annual Meeting and Golf Outing
26. May 14 – Business View Magazine Interview
27. May 20 – WEAU Interview
28. May 23 – CAP Tower Tour
29. May 30 – Rep. James Tour
30. Jun 8 – EAA Pancake Breakfast and Young Eagles
31. Jun 12 – Wings for All Media Advisory
32. Jun 28 – Ageless Aviation Dream Flights
33. Jul 1 – Airport Newsletter
34. Jul 12 – Wings for All Press Release
35. Jul 12 – AD Volunteer at the Fair
36. Jul 13 – Wings for All Event
37. Jul 17 – Aviation Summer Institute Airport Tour
38. Jul 25 – UWEC Student Tour
39. Jul 31 – County Staff Tour
40. Aug 1 – Business at the Airport
41. Aug 12/13 – Airport Disaster Drill Press Release and Interviews
42. Aug 14 – Runway Safety Meeting
43. Oct 1 – Airport Newsletter
44. Nov 12 – Chippewa Valley Airshow Blue Angels Preseason Visit
45. Dec 9 – Precheck Enrollment
46. Dec 18 – EC Hometown Radio Interview
47. Dec 19 – Leader Telegram Interview



48. Dec 20 – WEAU Interview

Upcoming Events

- March 23-27, 2020: TSA Pre-Check Enrollment
- April 6, 2020: Business at the Airport
- May 16, 2020: EAU Wings for All
- May 30, 2020: United Way Plane Pull - Tentative
- June 13-14, 2020: Chippewa Valley Airshow
- October 5-9, 2020: TSA Pre-Check Enrollment

	A	B	C	D	E	F	G	H
								Appendix Item 7c
1	<b>2020-2025 EAU Capital Budget 1-8-2020</b>							
3	<b>Project Funding Sources</b>							
4								
5	<b>Year</b>	<b>Project</b>	<b>Total Cost</b>	<b>FAA Entitlement</b>	<b>FAA Discretionary</b>	<b>Wisconsin DOT</b>	<b>Local</b>	
6								
7								
8	<b>FY2020 - Capital Equipment (810)</b>							
9	Local	Terminal and Tower Camera Replacement	\$ 5,000					\$ 5,000
10	Local	Replace Airport Operations and Maintenance Vehicle	\$ 30,000					\$ 30,000
11	Local	Forklift	\$ 10,000					\$ 10,000
12	Local	Airfield paint striper	\$ 30,000	\$ -	\$ -			\$ 30,000
13		<b>2020 Total Project Costs - Account 810</b>	<b>\$ 75,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 75,000</b>
14								
15	<b>FY2020 - Capital Improvement (820)</b>							
16	Local	Construct 2 new 60'x60' box hangars	\$ 400,000					\$ 400,000
17	Local	LED Lighting Upgrades	\$ 10,000					\$ 10,000
18	Local	Automatic Doors at Car Rental Entrance (and control upgrade at main entrance)	\$ 25,000					\$ 25,000
19	Local	Entrance Sign Repairs	\$ 10,000					\$ 10,000
20	Local	Terminal Exterior Column Repairs	\$ 50,000					\$ 50,000
21		<b>Year 2020 Total Project Costs - Account 820</b>	<b>\$ 495,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 495,000</b>
22								
23	<b>FY2020 Other Capital Improvement (829)</b>							
24	AIP47	Design ARFF Station Renovation (to be reimbursed in 2021)	\$ 300,000				\$ 240,000	\$ 60,000
25	SA	Add Bay to SRE Building	\$ 300,000				\$ 240,000	\$ 60,000
26	SA	Rwy 14/32 extension and Rwy 4 approach light study						
27	AIP49	Phase I Design Wildlife Fence (including environmental, Boundary Survey and Exhibit A)	\$ 350,000	\$ 315,000			\$ 17,500	\$ 17,500
28	AIP45	Exhibit A Map (Reimburse?)		\$ -			\$ -	\$ -
29	AIP45	AIP45 Alt 1 Markings		\$ -			\$ -	\$ -
30	AIP45	Airfield Markings	\$ 50,000	\$ 45,000			\$ 2,500	\$ 2,500
31	AIP45	ARFF Testing Equipment	\$ 20,000	\$ 18,000			\$ 1,000	\$ 1,000
32	AIP45	WHMP/WHA	\$ 45,000	\$ 40,500			\$ 2,250	\$ 2,250
33	AIP45	Multi-Function SRE Equipment (1 plow/1 sweeper to replace Oshkosh Truck)	\$ 800,000	\$ 720,000	\$ -		\$ 40,000	\$ 40,000
34		<b>Year 2020 Total Project Costs</b>	<b>\$ 1,865,000</b>	<b>\$ 1,138,500</b>	<b>\$ -</b>	<b>\$ 543,250</b>	<b>\$ 183,250</b>	<b>\$ 183,250</b>
35								
36	<b>FY2021</b>							
37	SA	Rebid Runway 4/22 and Taxiway A Rehab	\$ 15,000				\$ 12,000	\$ 3,000
38	AIP46	Runway 4/22 and Taxiway A Rehab	\$ 2,000,000		\$ 1,800,000		\$ 100,000	\$ 100,000
39	AIP47	ARFF Building Rehab	\$ 1,500,000	\$ 1,000,000	\$ 350,000		\$ 75,000	\$ 75,000
40	AIP48	Master Plan Update (including Rwy 14/32 extension analysis and Rwy 04 approach lights)/ALP Update (including AGIS and OAP)	\$ 500,000		\$ 450,000		\$ 25,000	\$ 25,000
41	AIP47	Design ARFF Station Renovation (to be reimbursed in 2022)					\$ -	\$ -

	A	B	C	D	E	F	G	H
								Agenda Item 7c
42	AIP46	Install Wildlife Fencing (10' high with 3 strand wire at the top and 2-4 foot angled and buried chain link at the bottom) incl design				\$ -	\$ -	\$ -
43	AIP46	Runway 14/32 approach clearing				\$ -	\$ -	\$ -
44	AIP46	Wildlife Study Recommendations (tree, shrub and vegetation removal on the AOA)			\$ -		\$ -	\$ -
45		<b>Year 2021 Total Project Costs</b>		\$ 4,015,000	\$ 1,000,000	\$ 2,600,000	\$ 212,000	\$ 203,000
46								
47	<b>FY2022</b>							
48	AIP49	Phase II Design and Install Wildlife Fencing (10' high with 3 strand wire at the top and 2-4 foot angled and buried chain link at the bottom)		\$ 2,184,500	\$ 1,000,000	\$ 966,050	\$ 109,225	\$ 109,225
49	AIP49	Runway 14/32 approach clearing		\$ 250,000		\$ 225,000	\$ 12,500	\$ 12,500
50	AIP49	Wildlife Study Recommendations (tree, shrub and vegetation removal on the AOA)		\$ 500,000	\$ -	\$ 225,000	\$ 25,000	\$ 25,000
51	AIP50	Design ARFF Truck (to be reimbursed in 2023)		\$ 50,000			\$ 40,000	\$ 10,000
52	AIP48	Design SRE Equipment (to be reimbursed in 2023)						
53	AIP47	Renovate ARFF Station					\$ -	\$ -
54		<b>Year 2022 Total Project Costs</b>		\$ 2,984,500	\$ 1,000,000	\$ 1,416,050	\$ 186,725	\$ 156,725
55								
56	<b>FY2023</b>							
57	AIP51	Design SRE and airfield markings(to be reimbursed in 2024)		\$ 50,000			\$ 40,000	\$ 10,000
58	AIP50	Acquire ARFF Truck		\$ 1,111,111	\$ 1,000,000		\$ 55,556	\$ 55,556
59	AIP49	Airfield Marking Removal and Re-painting		\$ 400,000	\$ 360,000	\$ -	\$ 20,000	\$ 20,000
60	AIP49	Replace Runway 04/22 and Runway 14/32 lighting		\$ 711,111	\$ 640,000	\$ -	\$ 35,556	\$ 35,556
61		<b>Year 2023 Total Project Costs</b>		\$ 2,272,222	\$ 1,000,000	\$ -	\$ 55,556	\$ 121,111
62								
63	<b>FY2024</b>							
64	AIP49	Design Runway 04/22 and Runway 14/32 lighting replacement						
65	AIP48	TSA Exit Lane Improvements			\$ -	\$ -	\$ -	\$ -
66	AIP52	Design TSA Exit Lane Improvements and Airfield Lighting Replacement (Twy A North, Rwy 14/32, Rwy 4/22, Twy E, Twy F) reimbursed in 2025		\$ 150,000			\$ 120,000	\$ 30,000
67	AIP51	Airfield Marking Removal and Re-painting		\$ 200,000				
68	AIP51	SRE Equipment (1 sweeper to replace Ford Truck/move sander to new truck)		\$ 811,111	\$ 730,000	\$ -	\$ 40,556	\$ 40,556
69		SRE Equipment (1 plow for new truck)		\$ -	\$ -	\$ -	\$ 25,000	\$ 25,000
70		<b>Year 2024 Total Project Costs</b>		\$ 1,161,111	\$ 730,000	\$ -	\$ 185,556	\$ 95,556
71								
72	<b>FY2025</b>							
73	AIP50	Design ARFF Truck Replacement						
74	AIP49	Airfield Marking Removal and Re-painting			\$ -	\$ -	\$ -	\$ -
75	AIP52	TSA Exit Lane Improvements		\$ 300,000	\$ 270,000		\$ 15,000	\$ 15,000
76	AIP52	Replace Runway 04/22 and Runway 14/32 lighting		\$ 811,111	\$ 730,000	\$ -	\$ 40,556	\$ 40,556
77		<b>Year 2025 Total Project Costs</b>		\$ 1,111,111	\$ 1,000,000	\$ -	\$ 55,556	\$ 55,556

2019	Name	Company	Accomplishment
October	Will Ramey	CVRA	On 10/29/19 at 4:35am Will was doing his morning functional check on the parking lot automatic entrance arms. Will noticed a person with an infant in a car seat, a stroller, a pack 'n play and a large suitcase. Will parked the truck and asked if the young lady needed assistance to the terminal. On their way to the terminal, the young lady said they were on their way to Seattle to see her husband whom is going to be deployed soon. She was very appreciative of the help and the airport being so close and handy as she lived in Stanley, WI. Mrs. G wanted to express her thanks to everyone at the airport for being so thoughtful and friendly.
	Todd Norrell	CVRA	On the evening of Saturday, October 5th, a car rental customer returned a vehicle to the airport at around 11pm. The customer entered the terminal to return the keys but realized that he needed to record the mileage of the vehicle after it was returned. He proceeded out to record the mileage and when the customer returned to the terminal, the doors were locked. The customer called the local car rental phone number and got their answering service. He then called the main number for the car rental company and they said they couldn't do anything to help. The customer then called the airport main number and got the answering service. He explained the situation and the answering service called Todd and gave him the customer's phone number. Todd called him and then told him he would come in to resolve the problem and return the keys. He came in and received the keys from the customer and returned them in the drop box inside. Thanks, Todd for coming in so late on your day off to assist our customer.
November	Todd Norrell	CVRA	"On Sunday 11/3/19 at around 10:30am, I stepped out of my office and closed the door behind me, immediately realizing I took my coat off and left my office access card and phones in the office with it. I walked towards the office looking for any other person available that could assist me. No one was here. A customer came in and allowed me to use his cell phone to reach the CVRA answering service, who then reached out to Todd to come let me into my office where my rental car keys were so I could help my customers who were waiting. Todd came in immediately with no complaint and a smile on his face! I am so grateful for the dedication, understanding and patience Todd had in this instance. I was terribly embarrassed to be in such a position but Todd reassured me that it was okay and not to be embarrassed. Thank you, Todd, for always being so helpful and kind!"
	Chris Dorn	TSA	As Chris was walking through the terminal, she noticed a door that is usually secured closed had been propped open. She checked in with the Airport staff to make sure we were aware of it. While it was only opened temporarily to address a maintenance issue, Chris was diligent in making sure the safety and security of the Airport were intact. Thank you for helping to maintain the "See Something, Say Something" campaign, Chris!
December	Todd Norrell	CVRA	I would like to nominate Todd for the Employee Recognition program for December for going the extra mile to cover staffing challenges and many additional duties over the last several months. Todd has been wearing many hats and has been pulled in multiple directions much more frequently than usual to help with issues. He has provided assistance wherever possible and has been a team player throughout it all. Thank you for all of your help, Todd!
	Lisa Pasch	Hangar 54 Grill	PER CUSTOMER NOMINATION: We would like to nominate Lisa with the Hangar 54 Grill for the recognition program. She is an amazing server/bartender, she's always pleasant and very helpful, she keeps passengers informed and is great to chat with everytime we visit. Besides the great service at the Airport in general, Lisa is a huge part of why we love coming back here. Thanks for being so great, Lisa!
	Will Ramey	CVRA	Will went above and beyond to help load a 300 lb. wheelchair onto the aircraft. With Will's help, the flight went out on time.



## EAU Campaign Performance 1/1 – 12/15

# Display Campaign Performance



Site Re-messaging – Total Clicks	Impressions	CTR	In-View Time	Total Exposure
<b>281</b>	498,657	0.06%	19s	1,036H 8M

Mobile Display – Total Clicks	Impressions	CTR	In-View Time	Total Exposure
<b>1,190</b>	978,609	0.15%	21s	3,006H 54M



Industry CTR Average is .06%  
 This Display Campaign is performing excellent!

### Landing Page Engagement

Chippewa Valley Regional Airport - Fly Local Campaign 1/1 - 12/15										
Sessions	Paid Search	Direct/Display	Referral	Social	Avg. Session Duration	CTA Clicks	Desktop	Mobile - Top	Mobile - Bottom	URL Clicks
7,523	2,060	2,271	710	1,638	47 seconds	2,685	376	1,865	444	101

# Facebook Sponsored Ads (1/1 – 12/15)

Total Clicks (to landing page & FB page)	Unique Reach	Impressions	CTR	Engagements
<b>4,656</b>	81,621	495,481	0.94%	<b>76,904</b>

**Top Creative Performance**  
1/1 – 12/15



1,133 clicks  
32,823 reached  
141,371 impressions  
0.80% CTR  
1,231 post engagements  
1/29/19 – 12/31/19



994 clicks  
28,648 reached  
123,925 impressions  
0.80% CTR  
30,349 post engagements  
1/29/19 – 12/31/19



1,766 clicks  
62,317 reached  
132,549 impressions  
1.33% CTR  
44,323 post engagements  
1/04/19 – 12/31/19



536 clicks  
25,528 reached  
73,497 impressions  
.73% CTR  
617 post engagements  
10/08/19 – 12/31/19

Industry CTR Average is .06% -

This FB Campaign is performing excellent!

# SEM Campaign Performance

5.18% overall CTR - Above the industry standard of 1.5% CTR

All Search Segm

All Ad Networks

Daily

01/01/2019 - 12/15/2019

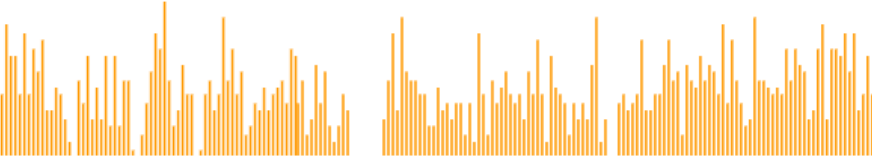
251

Phone Number Clicks



3,482

Clicks



67,219

Impressions



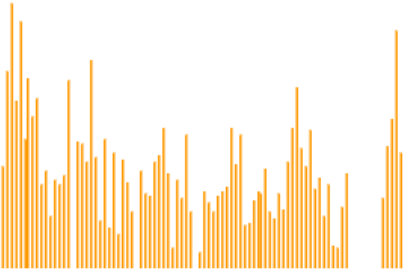
5.18%

Click Through Rate (CTR)



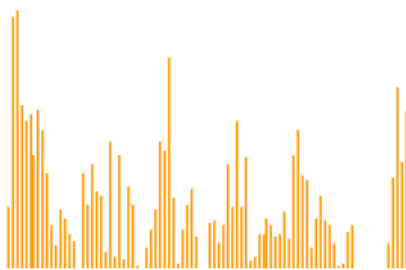
\$3.74

Cost Per Click (CPC)



\$13,014

Cost




38.99%

Impression Share






# SEM Campaign – Top Ads

All Search Segm 

All Ad Networks 



01/01/2019 - 12/15/2019 

ADS

2

ads used in your campaign.

[export](#)

Ads	Type	Impressions	Clicks	CTR
<b>Chippewa Valley Airport Fly Local</b> EAU Offers Hassle-Free, Friendly Travel. Daily Flights to Chicago. Book Now!	Search	31,337	1,946	6.21%
<b>Chippewa Valley Airport Skip The Drive &amp; Save</b> Daily Flights To Chicago O'Hare. Check Out Our Flight Deals!	Search	35,881	1,536	4.28%

# SEM Campaign – Top Keywords

All Search Segm 

All Ad Networks 



01/01/2019 - 12/15/2019 

## KEYWORDS

# 130

top keywords used in your campaign.

[export](#)

Keywords	Impressions	Clicks	CTR	Cost	CPC
+regional +airport chippewa valley	3,947	510	12.92%	\$905.02	\$1.77
+united +airlines	11,953	373	3.12%	\$1,298.35	\$3.48
+regional +airport Eau Claire	2,016	308	15.28%	\$796.38	\$2.59
+regional +airport	2,594	249	9.60%	\$665.29	\$2.67
+united +airline	6,047	202	3.34%	\$1,555.23	\$7.70

<u>DESCRIPTION</u>	<u>%</u>	<u>2019 BUDGET</u>	<u>2020 BUDGET</u>	
<b><u>TRADITIONAL</u></b>				
TV/Local Online News (pre-roll)	4%	\$2,000	\$2,000	(WQOW Pre-roll Feb, May, July, Sept \$500/mo. for 5,000 impressi
Radio	8%	\$3,780	\$3,780	(iHeart Classic Clearance - \$1,630, Midwest Blue Moon - \$2,150)
Print/Local Publications/Local Online News	3%	\$1,405	\$1,405	(Go Chippewa Falls \$350, Chippewa County Guide \$650, Country Inn \$345, Eau Claire Chamber Map \$595 not in 2019)
<i>Chamber Ads, County Guide, Visitors Center, etc.</i>				Volume One trade - Getaway Guide half page (\$560 value)
Out of Home/Billboards				
<i>EAU City Bus Ads</i>	4%	\$1,800	\$1,800	
<b>TRADITIONAL</b>		<b>\$8,985</b>	<b>\$8,985</b>	
<b><u>ONLINE/NON-TRADITIONAL</u></b>				
Targeted Audience Display Campaign	16%	\$7,800	\$7,800	
Search Advertising (Google AdWords-SEM campaigns)	30%	\$15,000	\$13,500	
Social Media Advertising (FB Ads and Boosts)	15%	\$7,250	\$7,200	
Site Re-messaging	6%	\$3,000	\$3,000	
Online Creative Updates	0%	\$0	\$1,500	
Social Media Management Assistance (Volaire)	2%	\$1,200	\$1,200	Twitter or other social?
<b>ONLINE/NON-TRADITIONAL</b>		<b>\$34,250</b>	<b>\$34,200</b>	
<b><u>COMMUNITY AND CORPORATE OUTREACH</u></b>				
Sports Sponsorships (UW-Stout/UWEC)	0%	\$0	\$0	
Eau Claire Chamber Business Expo	1%	\$500	\$0	
Airport Open House	1%	\$500	\$500	
UW-EC Senior Americans Day	1%	\$350	\$0	
<b>OUTREACH</b>		<b>\$1,350</b>	<b>\$500</b>	
<b><u>OTHER MARKETING COMPONENTS</u></b>				
Video Production (Vignettes/Commercial)	0%	\$0	\$0	
Updated Print Creative Content	1%	\$415	\$415	
Promotional Collateral / Print Items	3%	\$1,500	\$1,500	
<i>SWAG, Postcards/Leave Behind</i>				
Promotions/Contests	1%	\$500	\$500	
Mics/Other Items	6%	\$3,000	\$3,000	
<i>Airport Recognition Program (\$550)</i>				
<i>Delay Cart (\$1200)</i>				
<i>Frequent Flyer Lounge (\$500)</i>				
<i>Volunteer Recognition (\$200)</i>				
<i>Customer Appreciation/Flying Hamburger Social (\$250)</i>				
<i>Airshow Tickets</i>				
<b>OTHER MARKETING COMPONENTS</b>		<b>\$5,415</b>	<b>\$5,415</b>	
<b>TOTAL MARKETING AND ADVERTISING</b>		<b>\$50,000</b>	<b>\$49,100</b>	

## Additional marketing options to consider...

### Television

- WQOW weather app sponsorship banner for \$1,000/mo. (minimum 3 month agreement) for approximately 218,00 monthly impressions
- WQOW :10 second video pre-roll on weather and news app and web for \$500/mo. (no minimum) for 4,000 impressions. Our click thru in the past has been about .6-.8%.
- 8 :30 second commercials in EITHER girls or boys state basketball championships (every other game) for \$1,030.

### Events

- EC Chamber Business at the Gardens - \$425-875
- Senior Americans Day - \$500

### Cinema Advertising

- Advertising prior to the start of the movie at AMC Oakwood 12 and Menomonie 7. If both theaters were selected the ad would run on 19 screens, 50-60 ads a day, in front of 5-9k different people every week.
- 52 weeks - :30 ad = \$7,280 and :15 ad = \$5,720
- 32 weeks - :30 ad = \$6,112 and :15 ad = \$4,768

### Digital

- Targeted online video which will be served to travel intenders within EAU's catchment. The first (5) seconds of the video are non-skippable, and the video must be completed at 100% for it to be paid for. When we use video for EAU's FB campaign we see excellent engagement far above industry standards. This tells us that building upon the video strategy will continue to drive awareness and reinforce why Flying EAU is such a great option. When a user wants to watch a video, YouTube is the platform that video is served on throughout their online journey. For example, if someone is researching buying a vehicle, and is on a dealership website, to be able to watch a video about the car they are interested in they will first be served EAU's video. Again, they must be someone who has shown interest or intent to be served the video and reside within EAU's catchment. (YouTube has over 1 BILLION viewers, almost 1/3 of all internet users - 45% of people watch more than an hour of video on Facebook daily - More than 50 million hours of videos are watched on YouTube each day). \$650/mo.
- Advance premium platform – Captures the mobile id's of those in and around your competitive airports, but ONLY serve your message to that person when the mobile id enters your catchment. That tells us this person could and should fly with you, but instead they are driving to a competitor. They don't realize all the benefits of flying local, or maybe don't even know you are an option. And, the connectivity they actually have with the daily flights to ORD & BEYOND aren't realized. The entry spend for that platform is \$2,000 minimum per month for 166,677 impressions per month.