



MELBOURNE AIRPORT AUTHORITY BOARD MEETING  
**AGENDA**

January 25, 2023, at 8:30 AM  
Melbourne Orlando International Airport Board Room

**Pledge of Allegiance**

**Airport Announcements**

**Executive Director’s Recognition of Excellence Award**

**Action Items**

Approval of the minutes for the December 14, 2022, regularly scheduled Board Meeting.

**Item A-1 Recommendation to Approve a Purchase Order to AVCON, Inc. under its Continuing Services Contract, for the Professional Airside Engineering Services for Design Services of the Common Use Areas of the Dassault Falcon Jet site in an Amount Not-To-Exceed \$255,198.00.**

As development continues for the leased area for Dassault Falcon Jet, the airport is required to provide certain services for the development of the site. Last month, the Board approved the clearing and grubbing of the site along with supporting infrastructure. As the project has developed, additional work for utilities, taxiways, and aprons are now ready for design. This work is included as part of the Florida Department of Transportation (FDOT) grant that was approved by the Board in September 2022.

AVCON was selected to perform this engineering work based on their knowledge of work currently being performed for this project. This will dovetail into the current supporting infrastructure work and continue with the final design for the common use areas for utilities, taxiways, and aprons. Once the design is complete, staff will issue an Invitation to Bid for construction of this work.

Staff recommends approval of the approval of a purchase order to AVCON, Inc. under its Continuing Services Contract, for the Professional Airside Engineering Services for design services of the common use areas of the Dassault Falcon Jet site in an amount not-to-exceed \$255,198.00 and authorization for the Executive Director to execute said purchase order on behalf of Authority.

**Item A-2 Recommendation to Approve Purchase of Police Body Cameras in the Amount of \$37,209.00.**

The Melbourne Airport Authority Police Department is requesting six (6) body worn cameras for public safety use that offers ease of functionality, video quality and storage capabilities for on-duty officers. The purchase of hardware includes accessories and a five-year service agreement for equipment, training, and software support.

Staff conducted demo trials of the body camera equipment for officers from three (3) companies with the following results:

	<b>Axon</b>	<b>I-Pro</b>	<b>Motorola</b>
<b>PRICE:</b>	\$ 34,273.75	No Response	\$ 37,209.00
<b>CAMERA MODEL:</b>	AB3C		V300
<b>VIDEO STORAGE:</b>	10GB		<b>Unlimited</b>

Officers evaluated the equipment for ease of use, reviewed video quality, and compared the amount of storage that would be provided for evidentiary purposes. It was determined that Motorola Solutions provided the best value to the department for all these components. The proposed expenditure is included in the current year approved budget.

Staff recommends approval to purchase Police Body Cameras in the amount of \$37,209.00 and authorization for the Executive Director to execute all necessary documents.

**Item A-3 Recommendation to Approve Purchase Order with McFarland Johnson for an Analytical Airspace Study in the Amount of \$47,982.00.**

Melbourne Orlando International Airport has seen significant growth over the last several years and one way this can be measured is through an increase in aircraft operations. In 2022, MLB recorded 147,506 aircraft operations, up from pre-pandemic numbers. Daily, the airport sees a wide mix of aircraft types and users. Staff proposes to conduct a study that will evaluate the airport's growth related to the airport's current airspace designation of Class Delta (D) Airspace.

The study will identify potential aviation safety concerns and recommend airspace opportunities for improvement as determined. McFarland Johnson was selected under the Airside Engineering Services category under its Continuing Service Contract with the Authority.

Staff recommends approval to issue a purchase order to McFarland Johnson in the amount of \$47,982.00 and authorization for the Executive Director to execute said purchase order on behalf of Authority.

**Item A-4 Recommendation to Approve the Sixth Amendment to Lease Agreement with Embraer Aircraft Holding, Inc.**

Embraer Aircraft Holding, Inc. (EAH) currently has approximately 68 acres of land under option. This amendment will extend the option period for this property until February 28, 2028. Embraer will pay an annual fee option fee of \$222,156.00 for the entire 68 acres. The annual fee will be modified for each following year if Embraer chooses to exercise the option on any portion of the property based on the remaining acreage that is under option. This extension will facilitate future master planning of the EAH campus to include additional aerospace services and manufacturing facilities.

Staff recommends approval of the Sixth Amendment to Lease Agreement with Embraer Aircraft Holding, Inc., and authorization for the Executive Director to execute said amendment on behalf of the Authority.

**Item A-5 Recommendation to Approve Purchase with Granicus Digital Government Solutions for the Development, Storage, and Annual Software License of the Airport's Website.**

Granicus is a web designer and software company that provides design, development, support, storage and training of website content and cloud-based storage. Airport staff has previous experience working with Granicus, who is also experienced in designing and managing websites for airport and local governments.

Staff has worked with Granicus to provide the required scope of work the airport needs to develop an entirely new website that will allow the airport to make independent updates, edits, and conduct surveys as well as issue SMS text messages, RSS feeds and social media integration to help us connect with target audiences. The website will be optimized for users accessing it on a mobile device. Training on the website and content management system is included as well.

The one-time development fee is \$70,400. In addition to the one-time fee, there will be a five (5) year annual fee commitment for software updates, unlimited technical support, best practice webinars and resources, disaster recovery as well as a host of other services so support the site and MLB Staff.

The annual software fees including website hosting for five years are as follows:

Year 1: \$22,500.00

Year 2: \$29,925.00

Year 3: \$31,421.25

Year 4: \$32,992.31

Year 5: \$34,641.93

Total amount including one-time fee over the course of five years will be \$221,880.49. The airport is utilizing Granicus' National Cooperation Purchasing Alliance (NCPA) Contract.

Staff recommends approval of the purchase order with Granicus for the development, design, and ongoing maintenance of the airport website and authorization for the Executive Director to execute all necessary documents on behalf of Authority.

**Item A-6 Recommendation to Approve a Purchase Order with Romjue Advertising & Company, Inc. for the 2023 Airport Marketing and Advertising Campaign in an Amount Not-to-Exceed \$190,000.00.**

In August 2021, Airport staff hired Romjue Advertising & Company, Inc. to manage advertising buys for the airport to promote the new Allegiant flights and we have continued to use this agency for ongoing awareness and the "Why Fly MLB" campaign.

The next advertising campaign will focus on the Sun Country and Canada Jetlines service while still supporting current, existing air service. The campaign includes digital advertising, comprising display, paid search and social media ads, Clear Channel Outdoor billboards, Local IQ, which is Florida Today and TC Palm's advertising, and online review reputation management. Additionally, it will include Facebook ads in the Mineapolis market to promote traffic to our area. Having a consistent and ongoing relationship with various local and regional advertising partners allows the airport to easily change the messaging as needed.

Digital, billboard, Local IQ and geofencing will be used in the next phase of the campaign, which aligns with the airport's strategic marketing plan. This will allow the airport to evaluate the results in a few months and make any necessary changes going forward.

The airport has seen the results from the awareness stage and then the consideration and purchase intention stages of the customer journey. The continuation of the advertising campaign will allow the airport to build on what has already been accomplished and push MLB's market further into the purchase and customer loyalty stages, while also promoting new air service.

Romjue Advertising is a full-service advertising agency that specializes in media buying and digital advertising, and has worked with airports for over 14 years delivering results in increased enplanements and deplanements.

Staff recommends approval to increase the purchase order with Romjue Advertising & Company, Inc. for the 2023 Airport Marketing and Advertising Campaign in an amount not-to-exceed \$190,000.00.

**Item A-7 Recommendation to Approve a Master Consulting Agreement with Jack Ryals, Sr. P.A.**

Airport Staff is seeking approval of a new Master Consulting Agreement with Mr. Jack Ryals through his company, Jack Ryals, Sr. P.A., from February 1, 2023, to January 30, 2024, with two (2) one-year options.

Mr. Ryals has been an integral part of airport leadership for over 19 years and possesses invaluable skills and corporate knowledge working with various local community organizations, chambers of commerce, economic development agencies, community redevelopment, and local governments. Additionally, he has been a key part of establishing and securing tenant and airline relationships, which he still maintains today.

In this new role as senior advisor for local and regional affairs if approved, Mr. Ryals would serve as a staff representative with the Economic Development Commission of Florida's Space Coast, participate in community outreach, and serve on multiple local committees. He would assist the senior advisor for state and federal affairs with petitioning Florida Airports Council (FAC), Florida Department of Transportation (FDOT), State of Florida, Federal Aviation Administration (FAA) and US Department of Transportation (USDOT) officials about airport initiatives while jointly promoting eligibility in grant requirements. Additionally, he would provide strategic advice to airport management concerning real estate matters.

The annual cost of the agreement is \$64,500, not including travel or third-party expenses. All third-party engagements will be approved by the Executive Director. Either party may terminate the agreement with a 30-day written notice.

Staff recommends approval of the Master Consulting Agreement with Jack Ryals, Sr. P.A., and authorization for the Executive Director to execute said agreement on behalf of the Authority.

### **Information Items**

- Item I-1 Financial Update**
- Item I-2 Operations Update**
- Item I-3 Construction Projects Update**
- Item I-4 Business Development and Marketing Update**

### **Public Speakers**

### **Adjournment**

*Pursuant to 286.0105, Florida Statutes, the Airport hereby advises the public that if a person decides to appeal any decision made by the Airport Authority with respect to any matter considered at its meeting or hearing, he will need a record of the proceedings, and that for such purpose, affected persons may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the Airport (723-6227) at least 48 hours prior to the meeting.*