

AIRPORT ADVISORY BOARD WORKSHOP
Airshow Planning
Fremont County Airport
July 29, 2015
4:30 pm

Members Present: John Marietta, Chairman; Jack Slagle; Jim Woolworth

Members Absent: Greg Tabuteau; Duane Cozadd; Tom Schielf; Len Mino

Other Officials Present: Airport Manager, Richard Baker; EAA Chapter 808 President Ron Davidson

Others Present: Gail Claremont; Tom Keithley

The meeting was called to order at 4:30 p.m. by Chairman Marietta.

Purpose:

The purpose of this meeting was to review the status of our 2015 airshow planning.

Discussion:

General:

- *The 4th Combat Aviation Brigade will be bringing three helicopters to our open house for static display: a Chinook, an Apache and a Blackhawk, and a “shadow” ground vehicle. In addition, the Army recruiter may be bringing 2 Blackhawk medivac helicopters.*
- *Debbie Bell was telling FEDC about our upcoming Airshow. She was asked if we needed donations. John Marietta will supply members with Airshow flyers and follow-up with potential donors.*
- *Insurance coverage will again be provided to our volunteers this year. We must provide a current list of volunteers on the day of the event. We will provide a sign-in sheet for all volunteers to sign. Volunteers must sign in for insurance coverage and also to get a coupon for a free airshow shirt.*
- *Square readers and smart phones will be used to process credit card transactions at the points of purchase for merchandise sales, beverage sales and fuel sales.*
- *Balsa planes have been ordered for the kids. Balloons left over from last year will be filled with air this year, tied to a stick and handed out.*
- *The Florence Fire Department is preparing a quote to cover the airshow this year.*
- *A program is being assembled by Forte Advertising for distribution to airshow attendees. A sample of content was circulated at the meeting. 750 programs will be made for the show and distributed from our “Information Booth”.*

Coordinator Reports:

Treasurer/Accountant – Rich LeDoux

- Discussion on how much bank money we will need to seed merchandise and beverage sales and the 50/50 raffle. \$1000 was suggested but no decision has been made yet.

VIP area - Gail Claremont

- Rental price for a 25 x 40 ft tent was checked. The cheapest price comes from Pueblo for \$450.
- Canon Rental was over \$600.
- VIP tent will be called “Hospitality Center”.
- Tickets are being made up for free entry to Platinum & Gold level sponsors, performers and pilots who fly-in. We also have wrist bands for reentry. 2 tickets will be issued to each performer (26 tickets total), 6 tickets will be issued to each gold-level sponsor (24 tickets total) and 10

tickets will be issued to each platinum-level sponsor (20 tickets total). A grand total of 70 tickets will be issued to performers.

- The general public will be invited into the Hospitality Center for a fee (amount yet to be determined).
- Discussion followed on what type of finger food we should provide in the hospitality center, locating restroom facilities near the center, where to get tables and chairs for the center and finding a means of distributing water to the center and to performers and volunteers.

Airshow Merchandise – Mark Greksa

- 500 airshow shirts have been ordered, hats have not yet been ordered.
- Pricing on shirts and hats will be \$15 each. If someone buys both a shirt and hat together our price will be \$25 for the set. Shirts are free to volunteers. Tickets will be made up and given to each volunteer that they may redeem for a shirt.
- Selling coffee mugs in addition to shirts and hats was suggested. Costs and pricing was reviewed and the group decided not to sell mugs this year.
- We will have 5 cash boxes available for sales.
- An Information/merchandise sales booth is planned for the ramp location in front of the main entrance gate. Merchandise will also be sold from the Florence shuttle stop. All beverages will be sold separately in the food court area.
- A senior coordinator is required for merchandise sales. Tom Keithley volunteered to set up and manage the sales booths.
- We have a new airshow logo from Mark's design agency, one that shows up better on merchandise.
- We also have a poster from that agency that will be for sale. The poster has that "Golden age of aviation" look and features biplanes flying over the Royal Gorge Bridge. The cost to us is yet to be determined as is our sale price. It was suggested that we have a couple of these posters printed on high quality paper, matt and frame them, perhaps with performer signatures, and auction them off.

Beverages – Gail Claremont

- *Bev Giffin will not be attending the Airshow because she will be in Ohio. Gail Claremont has agreed to take over coordination of beverage activities.*
- *Beverage sales need to be co-located with the food court (Food vendors will not be allowed to sell beverages).*
- *Two large galvanized stock tanks will be borrowed from True Value Hardware for keeping beverages chilled on ice.*
- *Allen Drake, Kwik Stop markets, has agreed to provide us 20# bags of ice at half price (approx \$2.50 per bag). He may also loan us an ice chest if one becomes available (he currently does not have one).*
- *We are stockpiling water and pop. We presently have 420 bottles of water and 260 cans of pop.*
- *We will buy and stock a total of 1000 bottles and 600 cans of pop for the show.*
- *Pop variety will be Pepsi, Sprite and Dr Pepper (w/25% diet in all)*
- *We will charge \$1.00 for both water and pop.*

Static Displays – Jim Woolworth

- Photos and narratives are being prepared for local cars and planes that will be on display and featured in the morning over our public address system.
- To date 15 cars, 14 planes and 3 helicopters have signed up to participate in the display.
- A CAP aircraft and a Doss "tiger" are expected to display.

- A SE air tanker has been requested and we are waiting for response

Booths – John Marietta & Jim Woolworth

Food

- All food vendors (six of them) are confirmed. Five are paying \$50 ea for their spots. Most have their own generators and will not require airport power.

Non-Food

- Booth space is being provided to the US Army recruiter, Air National Guard recruiter, Experimental Aircraft local 808, Cat Ballou, Kelly Duncan (Face Paint), Pueblo Air Museum STEM (Cork Hayden), Mr. Rooter, FEDC and Skydive Colorado.

CAP Activities & Parking – Bryce Nelson

- No update

Attractions – John Marietta & Jim Woolworth

- Face paint, Cat Ballou, CAP STEM and hands-on activities, pedal planes, balloons on a stick, balsa planes, flight simulators (Wings over the Rockies), Fly the teachers, STEM (Cork Hayden) and EAA aircraft build display are all planned.

EAA Activities – Ron Davidson

- EAA is now working on a “plane swing” for auction (instead of a pedal plane).

Auction – John Marietta

- A call has been placed to Woolsey, our auctioneer, waiting for a response as to his availability.
- Our auction item list is growing. Gail Claremont will donate some Jeppeson “pilot” items and Ron Davidson will look into aircraft items at the Pueblo Museum that can be auctioned.

Advertising – Jim Woolworth

- Our original poster has been submitted to Master Printers for duplication. It will be posted in canon city and surrounding communities.
- Rudl Mergelman has completed a poster which will be used to advertise the airshow in Florence. We will post it on facebook also and ask Rudl if he would donate signed original artwork (and/or possibly lithographs) for auction at the show (Woolworth- follow-up).
- Start doing radio spots on KRLN the first week in September, before and after Labor Day and 2 or 3 times the week before the event.
- Two preliminary teaser Ads will run in the Daily Record up thru 8/27/15. Our original poster will run in the “Record” frequently after 9/1/15.
- Our poster will not run in the Pueblo Chieftain due to cost. We will ask Tracy Harmon to write an article for the Chieftain and have it run the week prior. The poster has also been sent to the Sangre De Cristo Sentinel for publication.
- Our flyer has been sent electronically to 17 EAA chapters in and around the state of Colorado. The event is posted on the EAA national calendar and local calenders for Canon City and Florence. It is also listed on the Colorado Pilot’s Association website.
- Ask Mark Greksa if the Airshow can be shown on the Royal Gorge Route website under “things to do” in the region (Woolworth – follow-up).
- The “Forte Advertising” poster (the one we will sell) cannot be boosted on Facebook (due to the volume of text). See if we can get a version from Forte that is “boostable” on Facebook (Woolworth – follow-up).

- A large banner should be placed along Hwy 50 at the airport advertising the Airshow (need a plan for this...soon).

Sponsors – Dick Baker & Jim Woolworth

- No change in last reported status

Signage – John McDermott

- No update

Warbirds – Dick Baker

- Nothing new to report

The **next planning meeting will be Wednesday, 8/19/15 at 4:30 pm**. We will try to get George Rosal (Air Boss) and Tom Vanacker (Ramp Boss) at that meeting.

A final preparation meeting will be scheduled for 9/9/15 at 4:30pm (leaders) and 6:00pm (all - including volunteers).

There being no further subjects for discussion, the meeting was adjourned at 5:30 pm.

Minutes taken by Jim Woolworth