

Ark-La-Tex Regional Air Service Alliance  
Board of Directors  
July 17, 2015

The Board of Directors of the Ark-La-Tex Regional Air Service Alliance (RASA) met at the Cyber Innovation Center in Bossier City on Friday, July 17, 2015.

Present            Tim Wilhite                      Jerri de Pingre'                      Quintin Harris

Also present were stakeholders Lisa Johnson, John Hubbard, Bill Cooksey, Mark Crawford, Wanda Bennett, Rocky Rockett, Pam Glorioso and Mayor Lo Walker.

Mike McSwain, G. B. Cazes, and Kristin Brown as newly nominated board members, were also present.

Tim Wilhite, RASA President, called the meeting to order at 2:10 p.m.

Minutes from the previous meeting were approved with a motion by Quintin Harris and second by Jerri de Pingre'. Jerri presented the financial report. With a motion by Tim Wilhite and second by Quintin Harris, it was unanimously approved. Tim stated that the cost of letterhead and envelopes approved via email was not included in the financial report.

Tim welcomed new Board members G. B. Cazes, Mike McSwain, and Kristin Brown. Steve Roop, appointee from Shreveport and Doug Postel and Aaron Paul from Lincoln parish were also recognized though they were unable to attend. Tim also announced that Ben Humphries had withdrawn from the board.

Tim reported that he had spoken to the Bossier Police Jury, representatives of the real estate industry and the Bossier Lions Club regarding the upcoming ballot issue. He emphasized that he is available to speak to any and all interested groups in the Shreveport/Bossier area. John Hubbard suggested inviting area elected officials to take part in a photo op in support of the measure and using the picture in our media campaign.

Bill Cooksey with the Shreveport Airport Authority presented a power point with updates on the airport. Bill reported that the Denver flights are doing well and gave kudos to RASA for securing that flight. Allegiant service is going well. He showed the top 25 markets as a guide to use when looking for future flights to secure. Fares are currently following national trends with some dropping slightly. In contrast U. S. fares have risen slightly, putting us closer to the national average. The Airport Authority recently met with American Airlines, Silver Airlines out of New Orleans, Southwest, and Seaport (Branson). He has requested a follow-up meeting with United. After meeting with Delta, it was determined that they are interested in new routes but are struggling with availability of new planes. GLO Airlines, a New Orleans start-up, has floundered and looks to be dead in the water right now. Bill suggested that our best opportunities lie with Charlotte, DC (Dulles), and Chicago. The SCADS Grant has been applied for in the amount of \$500,000. We will find out late fall if it will be awarded. There is a 20% community match or \$100,000 that is required. It is believed that new projects will range from \$1,000,000 to \$3,000,000 to secure. The flight to Dulles would have to come from United as American will not fly over Charlotte, one of their main hubs. The point was made that Charlotte would be good for Benteler Steel.

Bill shared hard copies of his presentation with the group as well as a booklet. A spirited discussion with members present ensued.

After excusing the stakeholders and visitors, the Board went into executive session. The current terms of the officers have expired. The following slate was recommended by Tim Wilhite for consideration:

President: G. B. Cazes  
Vice-President: Kristin Brown  
Secretary: Quintin Harris  
Treasurer: Jerri de Pingre'

Jerri Harris moved and Kristin Brown seconded to accept the new officers' slate as it was presented. The vote was unanimous.

For the remainder of the meeting, a round table discussion was held concerning marketing strategies and slogans for the upcoming election. It was noted that Gremillion & Pou recommended a 90-day campaign. With early voting starting on November 17, the marketing campaign would need to begin in early August. The election is set for November 21.

The meeting was adjourned at 4:15 p.m.

  
Jerri de Pingre' (Treasurer)

  
Tim Wilhite (President)