



**Ark-La-Tex Regional Air Service Alliance
Board of Directors Meeting Minutes
11 May 2017**

The meeting of the Board of Directors of the Ark-La-Tex Regional Air Service Alliance (RASA) was held on 11 May 2017 at 2:05 p.m. at the Cyber Innovation Center, 6300 East Texas Street, Bossier City, Louisiana.

The meeting was called to order by Tim Wilhite. Present at the meeting were the following board members: Tim Wilhite, Steve Roop, Jerri de Pingre, Craig Spohn, Quintin Harris, and Aaron Paul (via phone) constituting a majority of members of the current board of directors and a quorum. Mike McSwain gave his proxy to Tim Wilhite. Also present at the meeting were Wanda Bennett, Barry Regula, Kemesha West, Mark Crawford, Bill Cooksey, and JoAnn Marshall.

On the motion of Jerri de Pingre, seconded by Steve Roop, it was proposed that the minutes for the board of directors meeting held on 23 February 2017 be adopted. The motion was adopted by unanimous vote of the board members present.

Tim Wilhite provided an update of the RASA financials including the 2016 financial statement and the 2016 tax return. The numbers are as projected. On a motion by Craig Spohn, seconded by Steve Roop, the financial report was approved and adopted by unanimous vote of the board members present. The 2016 financial statement will be uploaded to the RASA website.

On the motion of Jerri de Pingre, seconded by Aaron Paul, the 2016 tax return was approved. The motion was adopted by unanimous vote of the board members present. Tim Wilhite will file the tax return prior to 15 May 2017.

Tim Wilhite provided an update on the new American Airlines flights between Shreveport Regional Airport and Charlotte-Douglas Airport including a request from the American Airlines to RASA for a commitment up to \$200,000 in support for local marketing and advertising efforts for the new route. The marketing campaign will be developed and executed locally by the Shreveport Regional Airport with assistance from the RASA board and will be monitored for effectiveness throughout.

Bill Cooksey and Mark Crawford presented additional details on the American Airlines flights between Shreveport Regional Airport and Charlotte-Douglas Airport and ideas for the marketing campaign. The board discussed additional marketing strategies that will incur no cost through chambers of commerce, convention and tourist bureaus, economic development organizations, leadership organizations, military organizations, social media, and in-kind donations of advertising space.

On the motion of Craig Spohn, seconded by Steve Roop, the financial support requested by American Airlines was approved. The motion was adopted by unanimous vote of the board members present. The board will work with the Shreveport Regional Airport on advertising campaign strategies and on monitoring the success for the campaign.

Regarding old business, Bill Cooksey and Mark Crawford answered the board's questions on GLO Airlines and its Chamber 11 status. No new business was discussed.

The meeting was adjourned at 3:26 p.m.


Director


Tim Wilhite (President)