



## AIRPORT ADVISORY BOARD MINUTES

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*The meeting minutes herein are a summarization of meeting procedures, not a verbatim transcription.*

A special workshop meeting of the AIRPORT ADVISORY BOARD was held on June 14, 2021, beginning at 4:00 p.m. at the Nancy Carol Roberts Memorial Library.

Members Present: Jon Hodde (Chairman), Michele Bright, Josiah Jameson, Edwin Owens, Mark Whitehead, and Brent Nedbalek (ex-officio member)

Members Absent: Lynwood Kindt and Grant Meschewitz

Others Present: J. Shane Howard, Burditt Consulting, LLC

Media Present: Alyssa Faykus (Brenham Banner Press)

**1. Call to Order:**

Chairman Jon Hodde called the meeting to order at 4:05 p.m.

**2. Citizen/Visitor Comments:**

There were no citizen/visitor comments.

**3. Reports and Announcements**

There were no announcements or reports.

### WORKSHOP AGENDA

**5. Discussion to define the goals, objectives and to establish a Mission Statement for the Airport Advisory Board and the Brenham Municipal Airport, including any current airport operational and future airport needs. No action may be taken.**

Kim Hodde introduced J. Shane Howard with Burditt Consulting, LLC who has been tasked with providing strategic management services for the Airport Advisory Board in preparation for the Airport Master Plan project to better define the goals, mission, and objectives of the Airport Advisory Board.

Shane Howard stated that the following are the goals of this workshop:

- To establish consensus for the culture and organization aims of the Airport Advisory Board, including mission and goals.
- To establish optimal alignment among board members for the organization.
- To foster a mutual environment for superior communication.

The following Business Model Canvass was presented and discussed by Mr. Howard and the Airport Advisory Board members:

- A way to Focus on What Matters at the Right Time
- Six Canvas Elements for the Airport Advisory Board Purposes.
  - Customer Segments – Who do we serve?
  - Customer Relationships – How do we want to engage our customer segments?
  - Key Resources – What do we possess or should we possess to successfully engage our customer segments?
  - Key Partners – Who are key outside entities that we need?
  - Value Propositions – What value do we bring our customer segments?
  - Key Activities – What should be we be doing to foster value proposition?
- Customer Segments – Who do we serve?
  - This is about a TYPE of customer
    - The City and the Public
    - Tenants
    - Recreational GA
    - Corporate GA
    - Partners
- Customer Relationships – How do we want to engage our customer segments?
  - Are we seeking long-term relationships with tenants?
  - Recreational GA vs Corporate GA – what are the differences in experience we want?
  - Self-Serve
  - Restaurant
  - Pricing Models generally
- Key Resources – What do we possess or should we possess to successfully engage our customer segments?
  - What are the Airport’s best utilized assets?
  - What assets are underutilized?
- Key Partners – Who are key outside entities that we need?
  - Who are our existing key partnerships that bring value?
    - FBO
    - The City
    - FAA
  - What partners would be beneficial to adding value?
- Value Propositions – What value do we bring to our customer segments?
  - Tie it all together!
    - **We serve Customer Segments by engaging each segment with a relevant Customer Relationship using our Key Resources and Key Partners**
  - “This is what we strive to provide to our customers”
  - Identify Value Propositions
- Key Activities – What should we be doing?
  - Identify what we need to do to fulfill the value proposition.
  - “These are the things we need to do. These are the things our partners need to do. This is what we commit to in order to bring forward the value we seek to deliver”.

Prior to the next workshop meeting, the Board was tasked with the following:

- Think about the culture of the AAB as the primary driver in leading activities.
- Identify 3 ways you believe the AAB can best accomplish the Key Activities discussed today.
- Develop 3 key words or phrases (no more than 3 words) that you think are absolutely vital to be included in a Mission Statement for the AAB. These are the basis for developing Board Goals.

The next workshop is scheduled for June 29, 2021 at 4:00 pm to revisit the findings from today's workshop and to share and tell your 3 Ways and Words.

## 6. Adjourn

Chairman Hodde adjourned the meeting at 6:10 p.m.

*Jon E. Hodde*  
Airport Advisory Board

Jon Hodde  
Chairman

June 29, 2021  
Meeting Date

*Kim Hodde*  
Attest

Kim Hodde  
Staff Secretary

June 29, 2021  
Meeting Date