

**MINUTES OF THE BUSINESS DEVELOPMENT COMMITTEE MEETING  
OF THE INDIAN WELLS VALLEY AIRPORT DISTRICT  
MAY 21ST, 2021 @ 11:00 AM (Held via Teleconference)**

**1. CALL TO ORDER AND ROLL CALL**

Jim Paris called the meeting to order at 11:02 AM. Present were: Directors Chip Holloway, Jim Paris, Office Manager Demi Mace, Airport General Manager Scott Seymour, Operations Manager Joseph Foster, a representative from Mead & Hunt, Jeffrey Hartz via teleconference

**Note: Posted agenda was titled finance/personnel meeting by mistake**

**2. PLEDGE OF ALLEGIANCE TO THE FLAG WAS LED BY Jim Paris**

**3. DISCUSSION: AIR SERVICE CONSULTING**

-Scott explains that we will not be going out for an RFP for consulting services since this falls under the consulting agreement the airport has with Tartaglia. He says the airport has worked with Mead & Hunt, they used to be the main firm the airport used, and that they have a good track record for consulting services. Scott explains that he is hoping to get 30 passenger aircrafts flying in and out of Inyokern and then flying to the unsecured side of another airport where the passengers will then go through TSA. He also mentions that he hopes to get the airport into the defense travel system so that base personnel can make use of the flights.

Jeffrey Hartz then begins by saying the proposal is hinged on visitation estimate, and is an all-encompassing report that covers the data they are collecting called GPS mobile data. The data is collected from smart phones syphoning off location data and logging it. Those apps sell that data to vendors and there are 30-40 large vendors that sell this mobile data to various entities and mead and hunt purchases it from 3-4 of those vendors, they mine the data and can see what devices enter particular areas. They would geofence the china lake area and be able to see where devices are coming from and when they are shoing up in the Ridgecrest/china lake area. It can determine where people's devices are coming from by tracking where the device is

the majority of weeknights. He says this essentially makes it possible to see anytime an entity shows up into the geofenced area and where they came from, but not how they got there/their mode of transportation. Scott explains that this area has a good amount of both inbound and outbound traffic and Jeff says that if there are locations that are outbound, they can geofence other areas that are large drivers of traffic. Scott asks whether they have been tracking, during COVID, and seen huge number changes due to the pandemic. Jeff says that on a monthly basis they work with clients who use this data and look at specific markets and the trends of the booking to those markets and the change in demand. He says they have seen dramatic rises over the past 3-4 months in some markets. Jim says his big concern is that Ridgecrest has feeder airport (LAX/Vegas etc.) and that we may get false information from "sport" travelers, but Jeff says that those people tend to be from 2-3 hour drive locations and it isn't conducive for them to fly. Jeff explains that we can see with the data, down to the neighborhood, where the person is coming from and where they end up. Scott asks if they have used this data in a situation where there is no air service and been able to bring an airline in. Jeff says they have only been using this data for about a year, and because of this and COVID they have not been able to do that yet but are working with other clients who will likely be doing this. The committee decides to bring this to the board and make it an action item on the agenda and include Jeffrey on the call.

#### **4. PUBLIC COMMENT**

#### **5. COMMITTEE COMMENT**

#### **6. ADJOURNMENT 11:52am**

Approved at the  
Airport District

Regular meeting of the board of directors of the Indian Wells Valley

Board Clerk: \_\_\_\_\_

DRAFT