

TRUCKEE TAHOE AIRPORT DISTRICT
BOARD OF DIRECTORS AGENDA ITEM SUMMARY

Topic **Q2 2011 Communications Report**

Purpose	Information: X	Guidance:	Decision:
---------	-----------------------	-----------	-----------

Recommendation	N/A
----------------	-----

Last Action	At the January 2008 offsite workshop, the Board expressed a desire to receive a quarterly update of non-noise related comments received by the District.
-------------	--

Discussion	Events: <ul style="list-style-type: none">• Civil Air Patrol Mission to Mars Summer Camp• Truckee Day• North Lake Tahoe Business Expo• FAAST Team Safety Standdown
------------	--

Eblasts: 410 recipients

Date	Information	Opens
4/07	Airport User and Pilots Meeting	38%
4/11	Airport Board of Director Transition Update	42%
4/19	Airport User and Pilots Meeting Reminder	36%
4/22	FAASTeam National Safety Standdown Reminder	34%
5/02	Board of Directors Vacancy	37%
5/06	Proposed Pilots Association	35%
5/09	Request for Proposals-Aircraft Maint. & Flight Instruction Business	38%
6/16	Tahoe-Truckee Civil Air Patrol Squadron	39%

Sponsorships:

- Parks & Rec Ball Park Sign
 - Truckee Day
 - Civil Air Patrol Mission to Mars Summer Camp
-

TRUCKEE TAHOE AIRPORT DISTRICT
BOARD OF DIRECTORS AGENDA ITEM SUMMARY

Website:

- 3,750 visits from visitors
- 74.29 % new visits
- 2.04 average page views
- 7,637 page views
- Mobile website 373 page views

Comments:

The District received 5 comments in Q2, 2011. Comments were divided as follows:

40% - Suggestion

40% - Compliment

20% - Other

- 100% related to the Airport District in general

Comments were up 150% from Q1 of 2011

Recommendation N/A

Quarterly Comment Report

COMMENTER LOCATION	COMMENTER TYPE	COMMENT TYPE	SUBJECT	NOTES
Transient/Non-resident	Customer/Aviation User	Compliment	Other	Great place, very helpful staff; Hertz on site was great.
Local Resident	Customer/Aviation User	Suggestion	Other	Request for sectionals/terminal control area maps – at least regional until another FBO is on site.
Transient/Non-resident	Customer/Aviation User	Suggestion	Other	Request to have Deli open 7 day/week for pilots
Transient/Non-resident	Customer/Aviation User	Other	Other	Runway Cam not working more often than not.
Transient/Non-resident	Customer/Aviation User	Compliment	Other	Appreciation for staff – always helpful, things get done.