

TRUCKEE TAHOE AIRPORT DISTRICT  
BOARD OF DIRECTORS AGENDA ITEM SUMMARY

Topic **Q1 2011 Communications Report**

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Purpose Information: **X** Guidance: Decision:

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Recommendation N/A

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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.

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Discussion **Events:**

- 3/12/11 KidZone Fundraiser
- 3/24/11 Inner Rhythms Fundraiser

**E-blasts: 433 recipients**

Date	Information	Opens
<b>1/31</b>	Hangar Tenant	<b>41%</b>
<b>2/18</b>	Hangar Tenant Meeting Reminder	<b>37%</b>
<b>3/29</b>	Snowblower to Placer Co.	<b>47%</b>
<b>3/29</b>	Katie Morrison Condolences	<b>43%</b>

**Sponsorships:**

- Civil Air Patrol-Cadet Program
- Excellence in Education- Project Materials
- Truckee Little League- Partner/Batting Cages

**Website:**

- 5,361 visits from 3,971 visitors
- 70.4% new visits
- 1.99 average page views
- 10,656 page views

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**Comments:**

The District received 2 comments in Q1, 2011. Comments were divided as follows:

50% - Suggestion

50% - Compliment

- 100% related to the Airport District in general

Comments were down 50% from Q4 of 2010

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Recommendation N/A

**Quarterly Comment Report**

COMMENTER LOCATION	COMMENTER TYPE	COMMENT TYPE	SUBJECT	NOTES
Transient/Non-resident	Customer/Aviation User	Suggestion	Other	Wants GPU for start – otherwise great service
Local Resident	Customer/Aviation User	Compliment	Other	Likes gas without \$20 rollout charge & hangar issues resolved