



**BARNSTABLE MUNICIPAL AIRPORT  
BOARDMAN-POLANDO FIELD**  
480 BARNSTABLE ROAD, 2ND FLOOR  
HYANNIS, MA 02601  
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Katie R. Servis, Airport Manager  
Matthew T. Elia, Assistant Airport Manager

**BARNSTABLE MUNICIPAL AIRPORT  
COMMISSION MINUTES OF THE REGULAR SESSION  
TUESDAY, JULY 21, 2020**

**Commissioners Present:**

John T. Griffin, Jr., Chair; Elizabeth Young, Vice Chair; Norman Weill, Clerk; Wendy Bierwirth; John G. Flores; and Bradley J. Bailey.  
The meeting was held at the Barnstable Municipal Airport in the Airport Conference Room, 480 Barnstable Rd., Hyannis, MA.

**Commissioners not present:**

Zachery Lesinski

**Yarmouth Representative:**

Not present

**Airport Staff Present:**

Katie R. Servis, Airport Manager; Mathew T. Elia, Assistant Airport Manager; and Suzanne Kennedy, Executive Assistant to the Airport Manager.

**Public Members:**

Robert Mallard, Airport Solutions Group; Rick Lucas and Paul McDonough, McFarland Johnson; Kim Sippola, The Quotient Group; and Helyr Mederios, Ross-Rectrix (joined at 4:12 pm)

**Call To Order:**

Chairman Griffin called the regular meeting of the Barnstable Municipal Airport Commission to order at 4:01 p.m. Attendance roll call was taken followed by the Pledge of Allegiance.

Chairman Griffin shared that last Sunday's Boston Herald contained an article on the increase of Charter Jet service due to the coronavirus.

**Minutes of the previous meetings:**

Minutes of the August 27, 2019, April 21, 2020, April 28, 2020, May 6, 2020, and May 21, 2020 meetings were approved and were signed by Chairman Griffin for Clerk Weill. Commissioner Bailey abstained from approval of the August 27, 2019 meeting as he was not on the Commission at the time.

**Public Comment:**

None

**Commissioners Response to Public Comment:**

None

**Finance Subcommittee (Commissioners Weill, Flores, and Bailey)**

The Finance Subcommittee met on Tuesday, July 7th, 2020. Commissioner Weill read a review of the meeting (attached).

### Infrastructure & Marketing Subcommittee (Commissioners Young, Lesinski and Bierwirth)

The Infrastructure & Marketing subcommittee met on Tuesday, July 7th, 2020. Commissioner Young read a review of the meeting (attached).

#### Noise Report:

- Christina Lounsbury reviewed the quarterly report of April, May, and June 2020. There were a total of 36 complaints made by 15 complainants. Details were emailed to the Commissioners. (see attached)
- Ms. Lounsbury stated that during the shutdown there was very little air traffic. When the regular flights resumed and more people were working from home, the number of complaints increased.

#### Old Business

None

#### New Business:

##### **COM0720-01 Airport Branding Presentation**

- Kim Sippola, The Quotient Group reviewed the prior presentation, the original two logo options, and the commissioners comments from the prior Infrastructure Subcommittee meeting.
- *Commissioner Flores joined the meeting at 4:27 PM*
- The "Gateway" tag line was discussed. Chairman Griffin always associated Wareham as being the gateway to Cape Cod.
- The new logo design with the lighthouse was reviewed.
- Cape Cod's Gateway Airport was suggested as the new name.
- The Cape Cod Chamber research indicated that people identified with Hyannis or Hyannis port more than Cape Cod due to the Kennedy family.
- The Town of Barnstable does not have any issues with removing "Barnstable" from the name of the Airport. The term "Municipal" implies a small airport to the aviation industry.
- As the Bridge will be renovated over the next five years, it is the hope to rebrand the Airport and shift the preferred mode of transportation to travel to and from Cape Cod.
- The Commission liked the lighthouse logo, but suggested making it a beacon in the center with the light projecting in both directions.
- A logo was also suggested using the map of Cape Cod with the beacon.
- The Quotient Group will revise and rework the logo to be presented at the next meeting.

##### **COM0720-02 – Approval of the Fuel Contract by and between Barnstable Municipal Airport and World Fuel Services for Fuel Supply and Fuel Vehicle Rental.**

**MOTION** to approve the Contract by and between Barnstable Municipal Airport and World Fuel Services for JetA Fuel Supply and Fuel Vehicle Rentals. **SPONSOR:** Management (**May be acted upon**)

This agenda item was tabled. Anderson & Kreiger is still reviewing the document.

##### **COM0720-03 – Approval of the supplemental appropriation and transfer order for the fiscal year 2020 airport capital budget in the amount of \$277,600.00 to be appropriated and added to the original amount of \$250,000 appropriated under Town Council Orders (A.O. 2019-110 for \$100,000) and (A.O. 2020-052 for \$150,000) for the purpose of funding mitigation for the impacts of per and polyfluoroalkyl substances (PFAS) and 1,4-dioxane in soil and groundwater associated with the use of firefighting foams.**

**MOTION** to approve the supplemental appropriation and transfer order for the fiscal year 2020 airport capital budget in the amount of \$277,600.00 be appropriated and added to the original amount of \$250,000 appropriated under Town Council Orders (A.O. 2019-110 for \$100,000) and (A.O. 2020-052 for \$150,000) for the purpose of funding mitigation for the impacts of per and polyfluoroalkyl substances (PFAS) and 1,4-dioxane in soil and groundwater associated with the use of firefighting foams. **SPONSOR:** Management (**May be acted upon**)

- This agenda item was moved and read by Chairman Griffin, and seconded by Commissioner Young.
- Timing was of the essence to get this on the Town Council Agenda. Based upon the Town Charter, there is a 30 day waiting period to use funds once the appropriation has been approved.
- The original appropriation was for \$100,000, and a second appropriation was sought in November 2019 in the amount of \$150,000 for a total of \$250,000 for the Airport to construct a temporary soil cap using two layers of 6-mil polyethylene sheeting at site 2 and the addition of asphalt be added at site 1.
- The airport put the project out to bid on March 27, 2020 with bids due on April 15, 2020. At that time bids were more than double the estimated price of \$250,000.

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#### **Barnstable Municipal Airport Commission**

**John T. Griffin, Jr., Chairman; Elizabeth Young, Vice Chairman; Norman Weill, Clerk; Zachary Lesinski, Commissioner; Wendy Bierwirth, Commissioner; John G. Flores, Ph.D., Commissioner; Bradley J. Bailey, Commissioner**



- The Commission also approved the funds used for each contract as part of the FY2021 budget.
- The Airport Chair need to sign the amendments and requested Commission approval to do so, which is why it is on the agenda.
- If consultant's services are not used, not all of the funds will be expended.
- This agenda item was unanimously approved by verbal roll call vote.

**COM0720-07 – Review and Discuss Revision to the Commission By-Laws.**

- By-laws modified in October 2018
- Chairman Griffin, Vice-Chair Young, and Manager Servis have been working with the Town of Barnstable Legal Department to make draft changes that would be consistent with the Open Meeting Laws, M.G.L. Chapter 90 laws, and aviation requirements.
- Manager Servis will resend the draft to the Commissioners to review the changes and submit their suggestions by the August subcommittee meetings.
- The Commission by-laws will be revisited in August at the Commission meeting or a workshop, and full approval will occur in September.

**Updates**

**11. Updates:**

- Assistant Manager Elia gave an update on the Pilot Incentive Gear Program (see attached).
  - The program incentives and minimum fuel purchase levels were reviewed.
  - The shirt design, colors, and sizes were reviewed.
  - The Airport anticipates having the shirts by mid-August.
  - This is a good way to promote the airport and thank our customers.
- Manager Servis reviewed the recent TSA Inspection and commended Christina Lounsbury on a successful inspection with no issues. The TSA was very impressed with Christina's records and with the level of work that the staff and tenants are doing at the Airport. The Cape Cod Aero Club has given good feedback and it was noted that Christina works very well with the public.

**Announcements – Commissioner's Comments**

Chairman Griffin thanked all of the First Responders in Blue and in Red and stated the Airport greatly appreciates all they do. There is a Bill that passed the Senate having to do with Police Reform that is not very well thought out. It covers Town of Barnstable employees and all volunteer members of all boards.

It was recommended that exemplary employees be honored with a free t-shirt with the "I Flew to Cape Cod" removed off of the back.

**Adjournment:**

Upon Motion duly made and seconded, the meeting was adjourned at 5:54 PM  
The next meeting will be held on August 18, 2020.

  
NORMAN WEILL, CLERK





Met Tuesday, July 7<sup>th</sup>, 2020 @ 8:36 a.m

Commissioners Weill, Flores & Bailey was present. The meeting was held via ZOOM.

Minutes of the February 4<sup>th</sup> and March 3<sup>rd</sup>, 2020 Finance Subcommittee Meeting were unanimously approved & will be signed at a later date.

**The was no Old Business.**

**NEW BUSINESS**

**F0720-01 – Review & Discuss Fuel Contract by and between Barnstable Municipal Airport and World Fuel Services for Fuel Supply and Fuel Vehicle Rental.**

- This will be a 3-year contract with two one year extensions.
- The contract is to replace our three existing 10 year old vehicles with three new vehicles.
- Discussed the three year rental cost:
  - Year 1 (FY2021) = \$67,080 (\$100,620 -waived \$33,540)
  - Year 2 (FY2022) = \$100,620
  - Year 3 (FY2023) = \$100,620

**Action : The agenda item was moved to the July 21<sup>st</sup>, 2020 Full Commission meeting for approval.**

**F0720-02 – Review & Discuss Standard License Agreement by and between Barnstable Municipal Airport and HMI Parking Services LLC.**

- We have had an agreement with HMI over the past few years to use the main terminal parking lot for parking seasonal cars and year-round residents that live on Nantucket but have a car in Hyannis.
- On average he has parked 80 cars in season and about 40 off season

**Action : The agenda item was tabled.**

**F0720-03 – Review & Discuss supplemental appropriation and transfer order for the fiscal year 2020 airport capital budget in the amount of \$277,600.00 be appropriated and added to the original amount of \$250,000 appropriated under Town Council Orders (A.O. 2019-110 for \$100,000) and (A.O. 2020-052 for \$150,000) for the purpose of funding mitigation for the impacts of per and polyfluoroalkyl substances (PFAS) and 1,4-dioxane in soil and groundwater associated**

- The original Bid went out on March 27, 2020 with bids due on April 15, 2020.
- At that time bids were more than double the estimated price of \$250,000.
- The rebid issue date was May 11, 2020 with bids due on June 12, 2020.
- The bids still came back higher then estimated.
  - The lowest bid was \$448,000.00
  - Lowest bid plus bid development and admin fees = \$79,600.00
  - Total Project Cost = \$527,600.00
  - Appropriation is short of need by \$277,600.00

**Action : The agenda item was moved to the July 21<sup>st</sup>, 2020 Full Commission meeting for approval**

**F0720-04 – Review & Discuss Professional Services Agreement by and between Barnstable Municipal Airport and Vector Airport Systems, LLC.**

- We have had an agreement with Vector Airport Systems, LLC f Vector since July 1, 2015.
- The agreement includes:
  - Landing fee tracking and billing
  - Noise/aircraft tracking and web-based interface
- Committee discussed the fee structure for the 5-years term of the agreement.

**Action : The agenda item was moved to the July 21<sup>st</sup>, 2020 Full Commission meeting for approval**

**F0720-05 – Review & Discuss Fuel Pricing Agreement by and between Barnstable Municipal Airport and NetJets Services, Inc., for guaranteed 200,001 gallons annually.**

- They have been part of the airport's discount fuel program since 2012.
- They purchase the largest quantity of all the discount fuel program participants.
- Discussed including our new rates and charges approved by the commission in February 2020 into the agreement.

**Action : The agenda item was moved to the July 21<sup>st</sup>, 2020 Full Commission meeting for approval**

**Over →**

**Update Dissussion:**

- On-call Airport Environmental 3-year contract
  - A review committee is needed.
- Airport Tree Clearing Project Update:
  - All trees have been removed & chipped.
  - Landscapers are on site.
  - A Hydrant Meter has been installed to aid us in watering the seedlings and trees
- ARFF/SRE Roof Replacement Update
  - Awaiting FAA Grant Award
- Airport Marketing
  - Business Plan FY2021 – Infrastructure July Meeting
- Airport Master Plan Update
  - Inventory Chapter Review-Completed
  - Forecast Chapter – Completed
  - Environmental Chapter – Completed
  - Interim Report - Completed
  - Planning Advisory Group (PAG) Development - A Virtual Meeting is scheduled on June 9 2020 1:00-3:00
- Airport Tenant Construction Policy & Green Technologies Implementation –
- Will be discussed at the June 2020 Infrastructure meeting & June 2020 Full Commission Meeting
- FY2022 CIP – Planning underway
- FY2022 Budget - Planning underway
- Airport Rates & Charges Update (2021 review post-COVID19)
  - Suggest waiting until the Fall 2020 to revisit
- PFOS/Public Involvement Plan & Update/Mitigation
  - Bid opening for project June 12
  - Additional Funding July 16
  - Project completion September 30/October 30
- Do not forget:
  - Terminal Mobile and/or Tee-shirt (Howard Boddington) - Discussion of Pilot Incentive Gear and Marketing Material during Infrastructure
  - 90th Anniversary for Boardman/Polando Flight (date?)

Meeting was adjourned at 9:47



Met Tuesday, June 2nd @ 10:33 am

Commissioners Young, Bierwirth, and Lesinski were present. The meeting was held via ZOOM.

The minutes from the June 2nd Infrastructure & Marketing subcommittee meetings were approved and will be signed electronically.

*The following was taken out of order:*

**NEW BUSINESS:**

**IN0720-01- Discuss Freight**

- This agenda item is to review and discuss airport minimum standards and returning freight to the airport terminal per Cape Air's request.
- The Freight business through the airport has been somewhat quite even prior to COVID-19. Management had concerns that if freight is offered at multiple locations, no one business will be able to sustain service.
- Prior to August 2017, Cape Air had provided freight services through the terminal after Island Air Freight closed for business. Then when Allies Air Freight started business, Cape Air gave up the freight.
- Nantucket Airport is revisiting their freight policy to provide freight service through the terminal as Allies Air has given up their hangar in Nantucket and Bob Shields is no longer with the company.
- The commissioners had safety concerns with some of the types of cargo being stored behind the ticket counter.
- The commissioners worked diligently to get the minimum standards to where they are now, and are not willing to change without looking at all the other possibilities.
- If the current provider is not meeting the needs of the freight service, supplementary service should be provided. The Airport wants to meet the needs of the community; be more accommodating, and does not want to lose more business.
- The commissioners would like to review if the needs are being met by the current facility, if not, give them the opportunity to meet those needs, and if they cannot, then grant some waiver at that time.

*Action: Management will meet with Cape Air to formulate a solution and will review how modifications would affect existing tenants.*

**UNFINISHED BUSINESS:**

**IN0319-01 – Discussion of Future Tank Development at the Airport's Fuel Farm on the North Ramp**

- *Action: This agenda item will be revisited on the January 2021 agenda*

**IN0320-03 – Discussion of Pilot Incentive Gear and Marketing Material**

- Matt Elia presented tee-shirt options in a power point presentation
- Kaleidoscope Imprints had the best comparative shirts, pricing and timeline.
- The commissioners liked the design, but requested the HYA on the front be modified to the oval design used of the stickers.
- The 250 gallon minimum fuel purchase should be increased to receive a tee-shirt
- The Commissioners chose navy shirts with white lettering
- *Action: Assistant Manager Elia will finalize the design and order the shirts.*

**IN0320-05 – Discussion of the Guidelines for Construction, Alteration and Improvements at the Barnstable Municipal Airport Policy**

- Management met in June with Jim Wolf to work on a revised draft. Manager Servis reviewed the highlights of what was discussed.
- Examples of how tenants could meet guidelines to implement green technologies were added.
- It was discussed to request the tenant provide an estimate analyzing the cost to install green technologies vs. the long term savings. Jim Wolf is gathering examples of the language to include, and meeting with other consultants to encompass new guidelines.
- *Action: Management will meet with Mr. Wolf again to revisit the additional information.*

**NEW BUSINESS:**

**IN0720-02 Discuss Airport Branding**

- This was tabled until the August meeting.
- The Quotient Group is making the modifications based upon the commissioner's comments.

**IN0720-03 Discuss Airport Business Plan – FY2021 Planning**

- The 4<sup>th</sup> Quarter update was reviewed at the June meeting
- COVID-19 and Post-COVID-19 planning was updated for each goal
- Manager Servis reviewed updated focus areas for Goals A through D:
  - Goal A – Corporate Flights
  - Goal B – Non-aviation Land Leases
  - Goal C – Jump Start 2021 and reaching out to potential partners
  - Goal D – Branding & Imaging



- Manager Servis will obtain the statistics from the Cape Cod Chamber for user demographics. This information was part of the Master Plan information.
- Commissioner Young would like a future discussion of costs to acquire adjoining gas station property. Manager Servis stated the Town of Barnstable might be looking into that as well. MassDOT Highway Division is currently working in this area to enlarge and upgrade the intersection.
- **Action: - The on-line Business Plan will be modified and should be complete by August.**

**Updates:**

- On-call Airport Environmental 3-year contract
  - Review committee needed (at least one commissioner and airport management)
- Airport Tree Clearing Project Update
  - All of the trees have been removed except one on private property. This one will be removed with a crane on Thursday
  - Landscaping and planting of grasses and small shrubs continues
  - A change order added an additional three weeks of watering
  - Assistant Manager Elia has done a great job meeting with the property owners
  - The State portion of work needs to continue beyond June 30, 2020 due to working with one property owner.
- Cape Air Hangar Door and Façade – to be added to FY2022 Capital Improvement
  - Need to obtain estimates and meet with Cape Air
- ARFF/SRE Roof Replacement Update
  - Awaiting FAA Grant Award
  - This rooftop can be made solar ready for Phase II of the project
- Airport Marketing
  - Business Plan FY2021
- Airport Master Plan Update
  - Planning Advisory Group (PAG) Development - meeting June 9 2020 (virtual)
  - Management is working on a video presentation and subsequent press release on where the video may be viewed.
- FY2022 CIP – Planning underway
- FY2022 Budget – Planning underway
- Airport Rates & Charges Update (2021 review post-COVID19)
  - On hold
- PFOS/Public Involvement Plan & Update/Mitigation
  - Bid opening for project June 12
  - Additional Funding July 16
  - Project commencement in July and completion September 30/October 30

Commissioner Young asked, and the Master Plan also encompasses properties the Airport may want to acquire.

**Adjournment:** Having no other business to discuss, the meeting was adjourned at 11:41 a.m.

# BARNSTABLE MUNICIPAL AIRPORT

## Barnstable Municipal Airport Commission Meeting

Tuesday, July 21, 2020 at 4:00 PM

### Remote participants vis ZOOM

# SIGN IN SHEET

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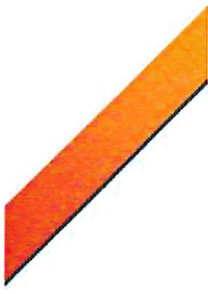
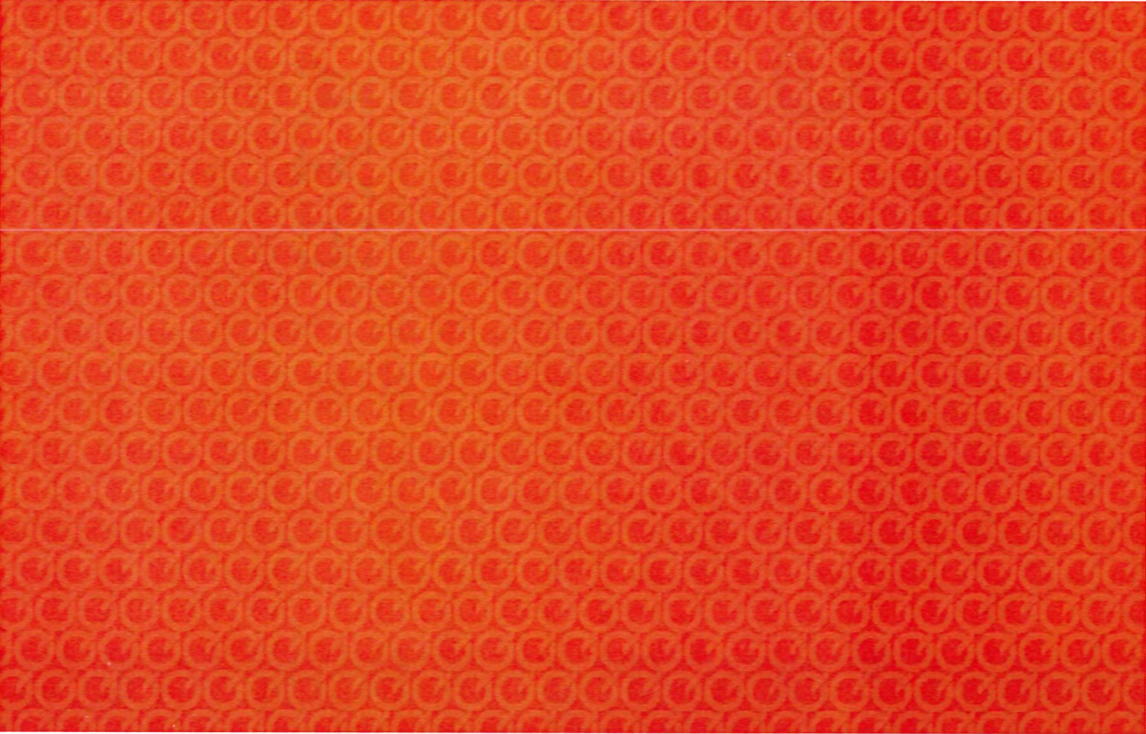




# HYA Logo Design

Cape Cod Gateway Airport

# Project Overview



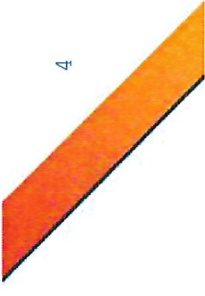
# Situation Analysis

- Barnstable Municipal Airport is exploring a name change and accompanying logo design
- The name currently being considered is Cape Cod Gateway Airport
- The airport's brand identity should:
  - Reflect the Cape Cod culture and visual identity
  - Be versatile enough to use across traditional and digital mediums
  - Establish the airport as the gateway to *and from* the Cape
  - Support the airport's identity as more than just the way to get to the islands

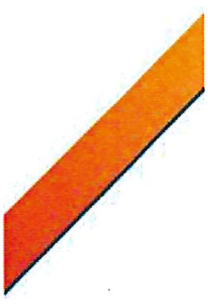
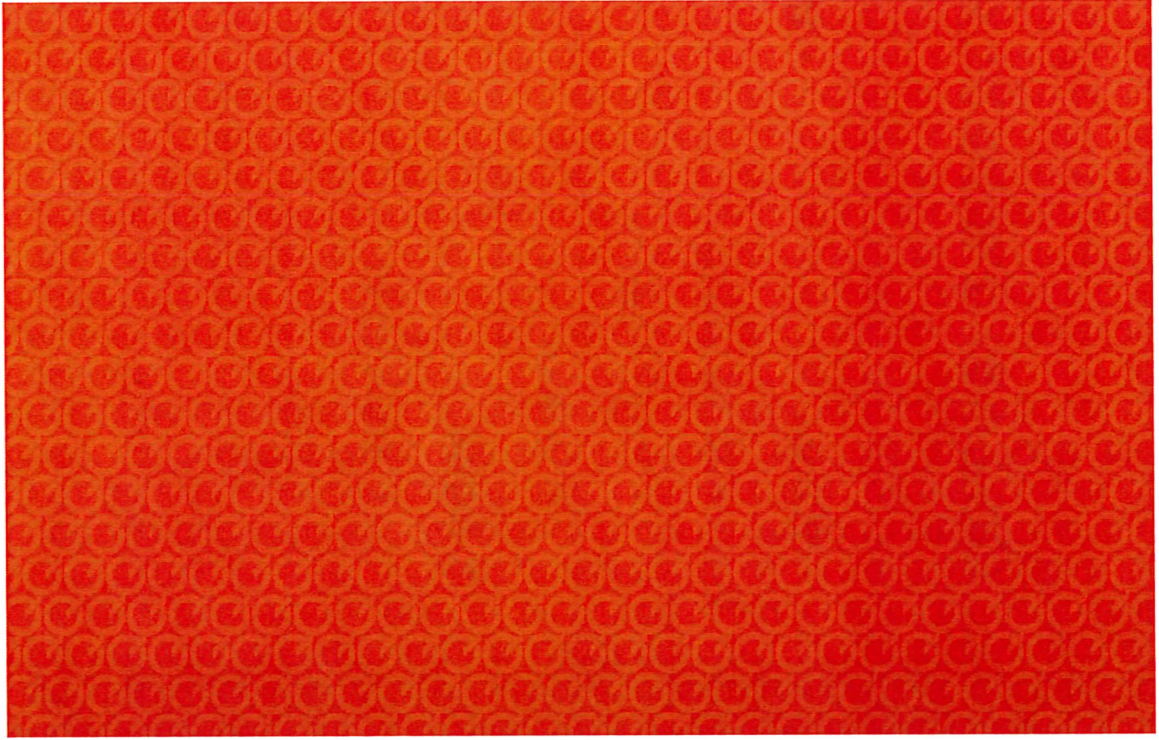


# Desired Design Impact

- The logo design should inspire feelings of:
  - Stability
  - Modernity
  - Eliteness / boutique / high class



# Logo Development



# Color Palette

## • Blue

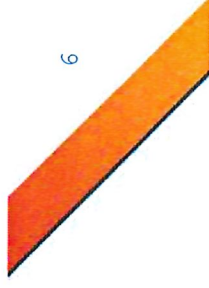
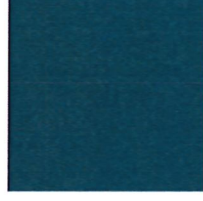
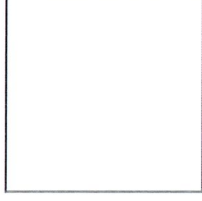
- Stability
- Confidence
- Ocean

## • Aqua

- Boutique
- Sky

## • White

- Modern
- Transparency





# Typefaces

- **Chanticleer Roman**  
or **Linux Libertine**

- Stability / Tradition
- Class

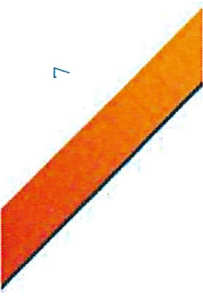
- **Fair Prosper**

- Modern
- Boutique

Chanticleer Roman

LINUX LIBERTINE

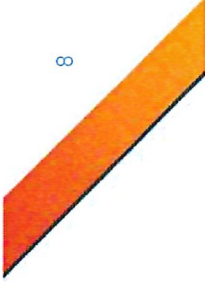
*Fair Prosper*



# Option 1: Modern Gateway

## Why This Logo:

- Modern, bold shapes
- Visual representation of gateway
- Visual representation of runway

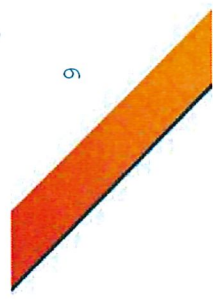


# Option 1: Mockups



**Katie Servis, Airport Manager**  
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480 Barnstable Rd, Hyannis, MA 02601





## Logo Option 2: Classic Aviation

### Why This Logo:

- Modernized vintage aviation design
- Visual representation of aircraft tail
- More Cape Cod-esque



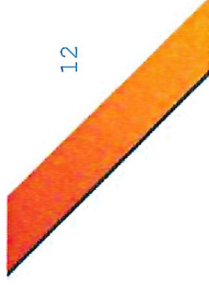
## Option 2: Mockups





your gateway to...

- Fun, Family, Vacation
- Business, Economic Impact, Tourism
- Nantucket, Martha's Vineyard
- Restaurants, Shopping







Thank you!



# Pilot Incentive Gear

T-shirts



## Program concept

- Shirts will be stored at the HYA FBO
  - Customers on the East Ramp will visit FBO to pick up shirt(s) following fuel purchase
  - Customers on the North Ramp – need to consider how this could work. Possible to partner w/FBOs?
- With the purchase of:
  - 250 gallons – 2 free t-shirts
  - "Top off" – 1 free t-shirt
    - This is responsive to our desire to provide value for customers who don't qualify for a free night of parking after purchasing 250 gallons of fuel because their aircraft can't receive that type of fuel load



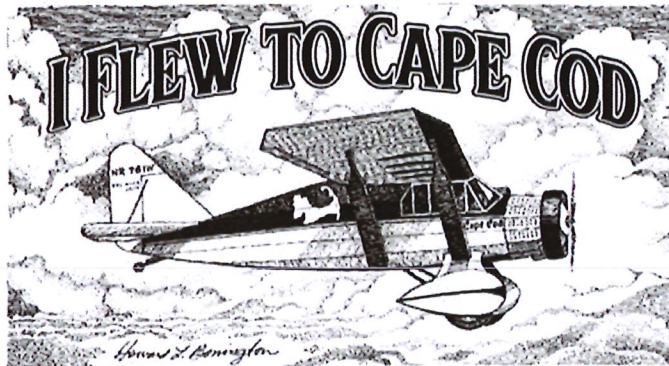


## T-shirt Concept

- Men's & Women's simple t-shirts
- Sizes Small - 2XL
  - Quantity 48
  - Quantity 100
    - M: S-6, M-12, L-14, XL-14, 2XL-4
    - W: S-8, M-12, L-12, XL-12, 2XL-4
- One color, one imprint design
  - Front: "HYA" on left chest
  - Back: ...let's take a look...



## Using Howard Bonnington's Artwork



## From Kaleidoscope Imprints



## Pricing & Ordering

- Presently getting vendor set up in MUNIS & order will be placed, shirts to be delivered by mid-August
- Kaleidoscope Imprints (3 week turn around)
  - Quantity 100 (*total cost: \$1,002.00*)
    - Men's \$8.95/shirt for S-XL & \$11.10/shirt for 2XL
    - Women's \$8.75/shirt for S-XL & \$10.15/shirt for 2XL



## BMA COMMISSION ATTENDANCE

**Fiscal Year 2020 Barnstable Municipal Airport Commission Votes**

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