

## KRUT Airport Committee Meeting 2/26/2015

In attendance:

Chris Beitzel

Brian Pinsonault

Chris Reese (CAS)

Bob Burke

Marji Graf (Okemo Valley)

Brian Halligan (Okemo)

Minutes:

- How can we market the ski resorts better?
  - Packages for an event or weekend with joint marketing between Okemo and Columbia Air Services
  - Promoting Okemo resort
- Possibility for Cape Air to operate a charter flight for clubs. Maybe Cobalt Air would be a possible air charter.
- Transportation from KRUT to Okemo needs to be more accessible. A good shuttle service or a list of transportation providers will help flourish business.
- Ski Clubs in Florida can charter 40 passenger aircraft to ski areas as far away as the west coast, so how can we get them to come to KRUT.
- Marketing to the corporate level is already in place in KRUT where ramp fees and other expenses are a fraction of the cost compared to airports of similar size. Getting Okemo to look more attractive to that corporate traffic should be a priority.
  - Corporate retreats, charters, executive meetings
- Okemo attracts a lot of business from West Chester County, New York.
- Vermont Club Weeks would be an opportunity to show ski clubs that there is an airport with adequate facilities to support chartered aircraft.

Next meeting March 26<sup>th</sup> 2015