



**CAPE COD GATEWAY AIRPORT
INFRASTRUCTURE & MARKETING SUBCOMMITTEE
MEETING AGENDA**

Tuesday, September 8, 2026

10:30 AM

The Infrastructure & Marketing subcommittee will be held by remote participation. Please see the instructions below.

Join Zoom Meeting

<https://townofbarnstable-us.zoom.us/j/81949654757?pwd=bw0q0unn7qlhdERYbdjlxioKjbCN2Y.1>

Meeting ID: 819 4965 4757

Passcode: 050325

One tap mobile

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- Call meeting to order:
 - In accordance with Massachusetts General Laws Chapter 30A, Section 20, the Chair must inquire whether anyone else is recording this meeting and, if so, please make their presence known.
- Roll Call (Bierwirth, Maillho)
- Review & Approve minutes of July 7, 2026, Infrastructure & Marketing Subcommittee meeting.
- Review & Approve minutes of August 4, 2026, Infrastructure & Marketing Subcommittee meeting.
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OLD BUSINESS

None

NEW BUSINESS

None

Updates:

- Projects
 - **Hanger Development of the Mary Dunn Way extension**
 - The Mary Dunn Way extension was done with the intent of providing landside access to a proposed hangar development site(s)
 - Hangar development is proposed on the Airport Layout Plan (ALP)
 - The proposed development is shown on the ALP in conjunction with the taxiway Bravo relocation and extension project
 - Waitlist for hangar space is over 20
 - Hangar development is in line with MVP Strategic Plan Goal #7.3 objective is to increase general aviation operations

- There have been inquiries by at least one hangar company interested in developing at HYA
- With the taxiway Bravo relocation and extension project scheduled for design in FY2027 and the construction scheduled for FY2029, it appears timing might be right to coordinate the two projects

○ **Parking Management**

- Parking lot management has been steady and produced a non-aviation revenue stream, but the revenue can potentially be enhanced
- MVP Strategic Plan Goal #1.2 objective is to identify new non-aviation revenue
 - Invest in an automated Parking Access and Revenue Control System (PARCS)
 - The current technology allows full automation of the parking lot management
 - The automation shouldn't have an impact on current airport conditions of employment or job duties
 - Full automation would impact the customer experience for some
 - Would be able to reduce parking lot management staffing while increasing automation to maintain some human interaction
 - Require the airport to contract the maintenance of the parking lot
 - Line striping, repairs, snow removal
 - Potentially increasing revenues for the airport by over \$100,000 to \$200,000 per year based on the gross receipts over the last few years
 - Depends on the degree of automation

○ **Comprehensive Advertising Planning for 2027**

- Last year advertising campaign rushed and haphazard
- MVP Strategic Plan Goal #2 Enhance communications using a variety of media using a variety of print/non-print media sources. This has been implemented partially, and now needs to be implemented more broadly
 - Identify the types of advertising
 - Focused campaign with desirable return on investment
 - Campaign that creates interest that drives more customers and the airlines to expand secondary transportation services offered by
- What should the goals be?
 - Focused campaign with desirable return on investment
 - Campaign that creates interest that drives more customers and the airlines to expand secondary transportation services offered by the airport in line with MVP Strategic Plan Goal #1.1
 - Create the comprehensive plan no later than end of December 2026 for implementation no later than February 2027
- What markets to advertise in?

- Current destinations:
 - ACK, BOS, DCA, JFK, LGA, MVY, ORD, PHL?
 - Mindful of the fact that the greater the population density of the destination, the more expensive advertising will be
- Cape Air hangar status
 - Insurance companies working towards a final settlement
 - Majority of the repairs were completed except for the camera system
- Leases
 - SSA negotiations ongoing
- Contracts
 - Teamsters' negotiations to continue this month
- Manager Discretionary Spending – None

SD

- TSA inspection for FY26 resulted in no findings, no discrepancies.
 - Great work by our security coordinator Christina Lounsbury
- Part 139 inspection update
 - Airfield lighting:
 - Taxiway Bravo
 - RY24 approach lights RTS
 - Airfield signs on order
- Airfield painting
- ARFF8 status
- MVP SP
- Round table venue Barnstable High School

Adjourn Meeting

The list of matters are those reasonably anticipated by the president/chair, which may be discussed at the meeting. Not all items listed may in fact be discussed and other items not listed may in fact be discussed and other items not listed may also be brought up for discussion to the extent permitted by law. It is possible that if it so votes, the sub-committee may go into executive session.

PERSONS INTERESTED ARE ADVISED THAT IN THE EVENT THAT ANY MATTER TAKEN UP AT THE MEETING THAT REMAINS UNFINISHED AT THE CLOSE OF THE MEETING, IT MAY BE PUT OFF TO A CONTINUED SESSION OF THIS MEETING WITH PROPER POSTING.

For your information the section of the M.G.L. that pertains to postings of meetings is as follows: Except in an emergency, in addition to any notice otherwise required by law, a public body shall post notice of every meeting at least 48 hours prior to such meeting, excluding Saturdays, Sundays and legal holidays. In an emergency, a public body shall post notice as soon as reasonably possible prior to

such meeting. Notice shall be printed in a legible, easily understandable format and shall contain: the date, time and place of such meeting and a listing of topics that the chair reasonably anticipates will be discussed at the meeting. For meetings of a local public body, notice shall be filed with the municipal clerk and posted in a manner conspicuously visible to the public at all hours in or on the municipal building in which the clerk's office is located.