

West Michigan Airport Authority

Fiscal Year 2018 (July 1, 2017 – June 30, 2018) Action Plan

January 25, 2017

Mission Statement

To provide the community with state-of-the-art global air access to strengthen the local economy and improve the area's quality of life.

Fiscal Year 2018 Action Plan

1. Construct the apron east taxiway connector. (November 2017)
2. Remove the former airport office building and, perhaps, a portion of this parking lot, and conduct site restoration for this airport entrance. (Summer 2017)
3. Conduct crack sealing and paint markings. (Summer 2017)
4. Determine a business plan and schedule for an additional public hangar building. (September 2017)
5. Implement an airport development effort in cooperation with Tulip City Air Service, Mead & Hunt, Lakeshore Advantage, the Michigan West Coast Chamber of Commerce, and the Allegan and Ottawa County's Economic Development Offices that will:
 - a. Work with local and regional companies to determine opportunities at the airport;
 - b. Develop a network with airport-related companies and governmental entities to determine opportunities at the airport;
 - c. Develop available land at the airport.
6. Communications:
 - a. Prepare and distribute communications materials regarding the 2017 millage renewal vote:
 - i. Direct mailings.
 - ii. Social media.
 - iii. Presentations to member governmental units.
 - iv. Presentations to community organizations.
 - v. Press releases on the millage renewal.
 - b. Coordinate periodic updates to informational displays in the Airport Business Center.
 - c. Participate in at least three community events.
 - d. Distribute information on airport activities through videos, website updates, periodic newsletters, media releases and community presentations.
 - e. Continue to be active in social media venues such as Facebook and Twitter.

- f. Interact with airport tenants and users on airport activities, needs and matters of interest:
 - i. E-newsletter.
 - ii. Periodic meetings.
 - iii. One-on-one contacts.
- 7. Work with area educational entities (High Schools, Intermediate School District, Hope College, Grand Valley State University, Western Michigan University, etc.) to evaluate opportunities for aircraft-related interaction and, perhaps, courses. (June 2018)
- 8. Update the Airport Emergency Plan. (August 2017)
- 9. Update the Airport Operations Procedures. (December 2017)
- 10. Work with the City of Holland Public Safety Department on conducting an emergency response simulation at the airport. (June 2018)
- 11. Update the Management Agreement with the City of Holland. (January 2018)
- 12. Update the Airport Building Standards. (June 2018)
- 13. Evaluate the need to update the City of Holland Airport Zoning Ordinance. (June 2018)