

West Michigan Airport Authority

60 Geurink Blvd., Holland, MI 49423
P (616) 953.9633

Comprising City of Zeeland, Park Township and City of Holland



DATE: February 11, 2019

SUBJECT: WMAA Communications Committee Board Update



WMAA Photo
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SOCIAL MEDIA:

UPDATE WEBSITE ON A CONTINUAL BASIS

- Please check the WMRA website for news and updates. www.WestMichiganRegionalAirport.com

SOCIAL NETWORKING

- WMRA's **Facebook** page is online listed as "West Michigan Regional Airport." Please take a moment to visit and "Like" the page, make a comment, and share with colleagues, friends and family.

The WMRA Facebook page has 2,671 "Likes ."

WMAA Board (partial)



Terry Boer's Cirrus Jet



- WMRA's **Twitter** microblogging account is up and "Tweeting." Please join in and add your "Tweets."

The West Michigan Airport Authority will provide the public with state-of-the-art global air access to strengthen the local economy and improve the area's quality of life.

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COMMUNITY OUTREACH:

PRESS RELEASES/NEWS ARTICLES

As needed.

2018-2019 PARADES & EVENTS

- The jet float will participate in the **Tulip Time Muziekparade** for the year on Saturday, May 11, 2019. The float received a Director's Award for "Creativity" from the Tulip Time Board in 2013 and 2015.
- **Wings of Mercy CareAffaire:** Saturday, August 17, 2019
Everyone is welcome!
- **Zeeland's Pumpkifest Parade:** Saturday, October 6, 2018
Thanks to Aaron Thelenwood and his family for riding on the jet float in the 2019 Pumpkifest Parade.

PRESENTATIONS/SPEAKING ENGAGEMENTS

- Please contact a Communications Committee member for presentations or speaking engagements.

PROJECTS:

- **Design for History Wall in Boardroom**
The History Wall is in the design stage.
- **2019 WMRA Video**
The video will include the new Business Center, airport activities and amenities. It will be designed with the Communications Committee's recommendations. The Communications Committee approved the script outline on 12/5/18.
- **SHORT VIDEOS**
Short videos on different airport subject matters will appear on Facebook and the Website monthly.
- **eNEWS**
The eNEWS is scheduled for March 2019.

PLEASE CONTACT KAREN IF YOU HAVE ANY QUESTIONS OR COMMENTS.
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