

## 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 12, 2018**

**SUBJECT: WMAA Communications Committee Board Update**

---

Page 1 of 3

Tier 1 *(most important)*

### UPDATE WEBSITE ON A CONTINUAL BASIS

- Please check the WMRA website for news and updates. [www.WestMichiganRegionalAirport.com](http://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 2,550 "Likes."

*Demo of old office building on 12.27.17*



- 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.*

## West Michigan Airport Authority

60 Geurink Blvd., Holland, MI 49423

P (616) 953.9633

*Comprising City of Zeeland, Park Township and City of Holland*



Page 2 of 3

Tier 2 (*important*)

### PRESS RELEASES/NEWS ARTICLES

- Holland Sentinel, 12.23.17, Sydney Smith, "Former West Michigan Airport Terminal Demolished." <http://bit.ly/2rfM383>

### 2016-2017 PARADES & EVENTS

- The jet float will be in the **Tulip Time Muziekparade** for the 7<sup>th</sup> year on Saturday, May 12, 2018  
The float received a Director's Award for "Creativity" from the Tulip Time Board in 2013 and 2015.
- Wings of Mercy CareAffaire:** Saturday, August 25, 2018  
The 2017 Wings of Mercy Runway 5K and CareAffaire exceeded all expectations with a record crowd and perfect weather. Over 700 pancake breakfasts were served by our local Lions Club and approximately \$30,000 dollars were donated.
- Zeeland's Pumpkinfest Parade:** Saturday, October 7, 2017  
A perfect day made for a great parade and the jet float received many ooohs and ahhs. The float was a great way to promote the airport's millage.

### PRESENTATIONS/SPEAKING ENGAGEMENTS

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

TIER 3 (*less important*)

- SENTINEL'S "Year in Review"**

On January 7, the Sentinel published their Year in Review. This 32 page premium edition featured top stories and content from 2017. The WMAA placed a ½ page ad thanking the voters for their support for the millage.



- eNEWS**

The January 2018 eNEWS was delivered.

- Informational Brochure**

A new WMRA informational brochure is being designed.

*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.*

## West Michigan Airport Authority

60 Geurink Blvd., Holland, MI 49423

P (616) 953.9633

*Comprising City of Zeeland, Park Township and City of Holland*



- **“ASCENT” Book Update from Myron Kukla**

We now have a 68 slide Power Point presentation and script to make presentations on ASCENT to area organizations (see list below). If anyone would like to use the presentation, let me know.

I completed my first Power Point presentation on ASCENT Jan. 30 at Freedom Village. I had about 40 attend. Sold five books and referred three people to Readers World and Airport for books. Also gave one book to Freedom Village.

Next presentations are:

February 15, 12:00 noon, Holland Rotary

6:30 p.m., Appledorn Village Senior Living

A partial list of future talks is below.

Jan. 30	2-3 p.m.	Freedom Village	Freedom Village
Feb. 15	noon	Holland Rotary	Haworth Center
Feb. 15	6:30 PM	Village at Appledorn	Same location
Mar. 6	12:30 PM	Georgetown Senior Center	Same location
??	(considering)	Hope College HASP	
??	??	Resthaven/Warmfriends	
??	??	Royal Park Place	
July	23	Herrick District Library	
TBA		Zeeland Rotary	
No programs		Evergreen Commons	
No programs		Lakeside Vista Holland	
Oct.	??	Holland Chamber (leadership wk)	
Sept. 18	7:30 PM	Holland Historical Society	Hope College

PLEASE CONTACT KAREN IF YOU HAVE ANY QUESTIONS OR COMMENTS.

k.scholten@wmregionalairport.com C 616.953.9633