

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: May 14, 2018

SUBJECT: WMAA Communications Committee Board Update

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Tier 1 (*most important*)

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 2,607 "Likes."

2018 Tulip Time Muziekparade



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

Tier 2 (*important*)

PRESS RELEASES/NEWS ARTICLES

- As needed.

2016-2017 PARADES & EVENTS

- The jet float was in the **Tulip Time Muziekparade** for the 7th year on Saturday, May 12, 2018. Many thanks to the team who made the float possible. Chuck and Josh Doornbos, Derek and Sarah Laira and their two children Josie (3) and Jack (1 ½) and Abinet Scholten. Also a thank you to Crowne Motors for their use of a new Toyota Tundra to pull the float.
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 6, 2018
2017 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*)

- **A ½ page ad was designed for the 2018 Chamber Directory**

Both West Michigan Regional Airport and Tulip City Air Service partnered for the ad.



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- **Communications Committee Meeting**

The Committee met on May 1 to go over the budget for existing projects and new ideas for the next fiscal year.

- **eNEWS**

The January 2018 eNEWS was delivered. May is scheduled for the next eNews.

- **Informational Brochure**

A new WMRA informational brochure is being designed.

- **Communication with Tenants**

Ideas are being discussed.

PLEASE CONTACT KAREN IF YOU HAVE ANY QUESTIONS OR COMMENTS.

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