

# West Michigan Airport Authority

## Meeting Agenda

Monday, March 10, 2014

11:30am – 1:00pm

**Westshore Aviation, 1585 S. Washington Avenue (Holland)**

1. Public Comments.
2. Consideration of the February 10, 2014 Meeting Minutes. (Action Required)
3. Public Hearing on the Fiscal Year 2015 Operating and Capital Budgets. (Action Required)
4. Communications Committee:
  - A. Quotations for Redesign of the Airport Authority Website. (Action Required)
  - B. Quotations for the Annual Report Printing and Mailing. (Action Required)
  - C. Fiscal Year 2014 Communications Budget Update.
5. FBO Report.
6. Report on February 19 Michigan Airports Conference. (Storey, Hoogland)
7. Monthly Budget and Investment Report. (Accept as Information)
8. Election of Officers. (Action Required)
9. Motion to go into Closed Session to Discuss Two Property Acquisition Matters.
10. Next meeting: April 14, 2014, 11:30am at Howard Miller Library and Community Center (Zeeland).
11. Other Business.
12. Adjourn.

***Mission Statement: To provide the public with state-of-the-art global air access to strengthen the local economy and improve the area's quality of life.***

**If you are not able to attend the meeting, please contact Greg Robinson (355-1310) or Sinka Babinec (355-1310). We must have at least one of the three representatives of each unit of government present at the meeting to attain a quorum. Thank you.**

**West Michigan Airport Authority**

Proposed Meeting Minutes

February 10, 2014

The West Michigan Airport Authority Board met at Westshore Aviation, which is located at West Michigan Regional Airport in Holland.

**Present:** Authority Members Klynstra, Klunder, Hoogland, Wickmann, Wiersma, Whiteman, Student Representative VanderKolk and Ex-Officio Members Disselkoen and Storey.

**Absent:** Dykstra, Matthyse, FBO Ludema and Student Representative DeLeau.

**Others Present:** Communications Assistant Scholten, Executive Assistant Babinec, and Assistant City Manager Robinson.

Chairperson Klunder called the meeting to order at 11:35 a.m. Chairperson Klunder thanked Westshore Aviation for serving as host for the meeting.

**14.02.01 Public Comments.**

There were no public comments expressed at this meeting.

**14.02.02 Consideration of the January 13, 2014 Meeting Minutes.**

It was moved by Wickmann and supported by Wiersma to approve the January 13, 2014 meeting minutes as presented. This motion was unanimously adopted.

**14.02.03 Presentation of Wings of Mercy.**

Communications Assistant Scholten introduced Ms. Grace Spelde, Flight Director of Wings of Mercy, a faith based local non-profit that assists people from Western Michigan by providing flights to those who require specialized medical treatment. Ms. Spelde distributed information on the number of flights by year and number of patients served by year, and noted that Wings of Mercy averages five missions per month. All services are performed by volunteers. Aircraft owners/operators are reimbursed for fuel only, which represents only about 1/3 of the actual cost of operating an aircraft, and many refuse even that. Ms. Spelde thanked the Airport Board for their commitment and compassionate assistance to the Wings of Mercy. She also invited all members to attend the Holland CareAffaire scheduled for Saturday, August 23, 2014, from 8 AM to Noon at the West Michigan Regional Airport. Ms. Spelde advised that this event has grown in attendance every year and they are expecting an even bigger crowd this year due the addition of a 5K run. Chairperson Klunder on behalf of the West Michigan Airport Authority thanked Wings of Mercy and Ms. Spelde for their vision and leadership over the past years.

**14.02.04 Presentation of Fiscal Year 2015 Operating and Capital Budgets. Schedule Public Hearing for March 10, 2014.**

Assistant City Manager Robinson highlighted the proposed FY 2015 Budget and explained the various expenses and revenues. Mr. Robinson also highlighted the action plan for FY 2015, which will begin on July 1, 2014, and reviewed the line-item amounts being proposed. Proposed capital projects were presented as well.

It was moved by Wickmann and supported by Klynstra to adopt a resolution to set a public hearing for the proposed FY 2015 budget for Monday, March 10, 2014, and that the necessary public notices be published. This motion was unanimously adopted.

**14.02.05 Recommendation from Operations Committee on 2014 Fuel Flowage Fee.**

Mr. Robinson advised that the Authority's Operations Committee has recommended that the fuel flowage fee be increased to 10 cents per gallon. Each year, the Authority Board reviews and sets a fuel flowage fee that is used to offset, in part, the cost of snowplowing, mowing, runway/taxiway lights repair and the utilities for keeping the lights and ILS operating. The Authority has been doing this since fiscal year 2010 and has had a fee of 9.5 cents per gallon each year since.

It was moved by Martin and supported by Wiersma to approve a fuel flowage fee of 10 cents per gallon until February 28, 2015. This motion was unanimously adopted with Board member Bruce Wickmann abstaining from the vote by approval of the Authority.

**14.02.06 Mead & Hunt Property Acquisition Services Amendment #2**

Mr. Robinson advised that Mead & Hunt has requested an amendment to their agreement that will revise the appraisal to reflect the updated values due to changes in the parcel boundaries. MDOT/AERO informed staff that Regent Boulevard will not be funded with state and federal monies and that this piece needs to be removed from the overall property to be acquired.

It was moved by Martin and supported by Klynstra to approve Amendment #2 with Mead & Hunt in the amount of \$1,251 for property acquisition services; and that Chairperson Tim Klunder be authorized to sign the Amendment on behalf of the Authority. This motion was unanimously adopted.

**14.02.07 FBO Report**

Due to the absence of Mr. Ludema, Mr. Robinson highlighted fuels sales and various airport operations.

**14.02.08 Communications Activities**

Ms. Scholten advised that Photos of Menards' corporate staff landing at WMRA at sundown were posted on WMRA's Facebook page. She thanked Jim Storey for commenting on the post/photos of Tulip City Air Service plowing the runway. An informational "Postcard to the Community" is being designed and will be mailed in February. A suggestion was made at the previous Board meeting to add voters in Holland and Zeeland Charter Townships to the current mailing list.

In addition, Ms. Scholten advised that the website has become cumbersome to use and that it needs to be redesigned. Proposals for this work have been sought and are now being reviewed. A report and recommendation will be provided to the Board at the next regular meeting.

**12.02.09 Monthly Budget and Investment Report**

It was moved by Hoogland and supported by Whiteman to accept as information the Monthly Budget and Investment Report as presented. This motion was unanimously adopted.

**12.02.10 Motion to go into Closed Session to Discuss Property Acquisition.**

It was moved by Wickmann and supported by Martin to go into a closed session to discuss property acquisition. This motion was unanimously adopted.

**12.02.11**                      **Next Meeting: March 10, 2014, 11:30 a.m. at Westshore Aviation**

**12.02.12**                      **Other Business**

**12.02.13**                      **Adjournment**

There being no further business, the meeting was adjourned at 12:40 p.m.

Respectfully submitted,

Jim Wiersma  
Secretary



## West Michigan Airport Authority

270 South River Avenue, Holland, MI 49423

P (616) 355-1310 F (616) 546-7056

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

### RESOLUTION TO APPROVE THE PROPOSED ANNUAL BUDGET AND CERTIFY MILLAGE AMOUNT FOR FISCAL YEAR 2015

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**Whereas,** the West Michigan Airport Authority annual budget for the fiscal year July 1, 2014 through June 30, 2015 was presented to the Authority on February 10, 2014; and

**Whereas,** the Authority has reviewed, considered and revised the proposed budget;

**Whereas,** the Airport Authority held a public hearing concerning the proposed budget on March 10, 2014 at the Westshore Aviation office at West Michigan Regional Airport.

**Now, Therefore Be It Resolved,** that the West Michigan Airport Authority Board approves the fiscal year 2015 operating and capital budgets; and

**Be It Further Resolved,** that the .10 property tax millage rate to support the proposed budget is part of this approval; and

**Be It Further Resolved,** that the Holland Assistant City Manager is instructed to notify the member governmental units of the .10 property millage rate for fiscal year 2015.

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Tim Klunder

Chairperson

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Jim Wiersma

Secretary

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## **West Michigan Airport Authority**

### **Notice of Public Hearing on Proposed Budget for the Fiscal Year 2014-15**

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The West Michigan Airport Authority will hold a public hearing on the proposed budget for fiscal year July 1, 2014 through June 30, 2015, on Monday, March 10, 2014, 11:30 a.m. at the Westshore Aviation hangar, 1585 South Washington Avenue (West Michigan Regional Airport). Immediately following the public hearing, action is scheduled to be taken on the proposed budget. For directions to Westshore Aviation, please contact Holland Assistant City Manager Greg Robinson at (616) 355-1310 or [g.robinson@cityofholland.com](mailto:g.robinson@cityofholland.com).

The proposed budget is available for public inspection in the Holland City Manager's Office, City Hall, 270 South River Avenue, Holland, Michigan, between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday. It is also available at [www.westmichiganregionalairport.org](http://www.westmichiganregionalairport.org).

The West Michigan Airport Authority will provide necessary accommodation and auxiliary aids, such as signers for hearing-impaired persons and audiotapes of printed materials, to individuals with disabilities upon receipt of seven (7) days prior notice. Persons with disabilities requiring auxiliary aids services should contact the West Michigan Airport Authority by contacting Holland Assistant City Manager Greg Robinson at Holland City Hall, 270 South River Avenue, Holland, Michigan 49423, at (616) 355-1310. Language translations or interpretations will be provided on request.

Questions on the proposed budget of the West Michigan Airport Authority can be directed to Greg Robinson, Holland Assistant City Manager, City of Holland, 270 South River Avenue – City Hall, Holland, Michigan, 49423, telephone (616) 355-1310, [g.robinson@cityofholland.com](mailto:g.robinson@cityofholland.com).

West Michigan Airport Authority

Fiscal Year 2015 (July 1, 2014 – June 30, 2015) Action Plan

February 10, 2014

**Mission Statement**

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

**Fiscal Year 2015 Action Plan**

1. New Airport Business Center:
  - a. Complete property acquisition. (Complete in September 2014)
  - b. Prepare construction drawings for infrastructure. (Complete in October 2014)
  - c. Prepare construction drawings for apron. (Complete in October 2014)
  - d. Prepare construction drawings for the building. (Complete in October 2014)
  - e. Bid construction of the three construction projects. (December 2014)
  - f. Begin construction of the three projects. (March 2015)
2. Reorganize staff or work with another area organization to conduct Business Development activities at the airport. (July 2014)
3. Prepare a preliminary design, cost estimate and business plan for an additional public hangar building. (August 2014)
4. Evaluate options for maintenance of the Instrument Landing System and if it is decided to remain with the current maintenance provider, then update the agreement. (September 2014)
5. Evaluate the public T hangar lease rate, utility costs, maintenance needs and use of the hangars. (November 2014)
6. Interact on a more regular basis with public T hangar and land lease tenants to understand their needs and vision for the airport. (August 2014)
7. Review and update the Airport Emergency Plan. (September 2014)
8. Prepare a crack sealing and paint marking program. (October 2014)
9. Communications:
  - a. Participate in at least three community events.
  - b. Distribute information on airport activities through videos, website updates, periodic newsletters, media releases and community presentations.
  - c. Continue to be active in social media venues such as Facebook and Twitter.
  - d. Provide updates to member units on activities of the Authority.

**West Michigan Airport Authority**  
**Proposed Fiscal Year 2015 Budget**  
**17-Feb-14**

	<b>Approved Budget <u>FY 2014</u></b>	<b>Estimated Year End <u>FY 2014</u></b>	<b>Proposed <u>FY 2015</u></b>
<b>REVENUES</b>			
FBO Franchise Fee	\$ 21,800	\$ 21,800	\$ 22,200
Fuel Flowage Fee	\$ 65,000	\$ 53,000	\$ 55,000
Property Tax - Holland City	\$ 97,000	\$ 103,162	\$ 104,813
Property Tax - Park Township	\$ 87,000	\$ 89,000	\$ 90,000
Property Tax - Zeeland City	\$ 46,800	\$ 47,311	\$ 48,100
Investment Income	\$ 7,000	\$ 4,200	\$ 4,000
Rental - Hangar Land Lease	\$ 86,000	\$ 85,000	\$ 86,000
Rental - Agricultural Land Lease	\$ 12,200	\$ 11,200	\$ 11,400
Rental - T Hangars	\$ 55,000	\$ 57,800	\$ 55,000
Landing Fees	\$ 35,000	\$ 25,000	\$ 27,000
<b>Subtotal Revenues</b>	<b>\$ 512,800</b>	<b>\$ 497,473</b>	<b>\$ 503,513</b>
<b>EXPENSES</b>			
Payroll - Regular + Benefits	\$ 57,000	\$ 60,540	\$ 61,400
Payroll - Temporary Help	\$ 14,000	\$ 13,300	\$ 13,000
Postage	\$ 300	\$ 100	\$ 100
Photocopies	\$ 100	\$ 50	\$ 100
Maintenance - Buildings & Grounds Maintenance	\$ 15,000	\$ 12,000	\$ 15,000
Maintenance - Equipment Maintenance - ILS	\$ 18,000	\$ 20,000	\$ 18,000
Maintenance - Equipment Insurance Claims	\$ -	\$ -	\$ -
Maintenance - Contract - Snowplowing	\$ 50,000	\$ 75,000	\$ 55,000
Maintenance - Contract - Mowing	\$ 30,000	\$ 23,000	\$ 25,000
Maintenance - Contract - General Repairs/ Maintenance	\$ 15,000	\$ 18,000	\$ 17,000
Advertising/Promotional	\$ 30,000	\$ 30,000	\$ 30,000
Contract - Legal	\$ 7,500	\$ 3,000	\$ 5,000
Contract - Plan Development	\$ -	\$ -	\$ -
Contract - Engineering	\$ 1,000	\$ 500	\$ 1,000
Contract - Management Services	\$ 32,000	\$ 31,000	\$ 32,000
Contract - Airport Manager	\$ 5,000	\$ 3,500	\$ 4,000
Contract - Audit	\$ 6,000	\$ 6,500	\$ 6,200
Contract - Tree Clearing	\$ -	\$ -	\$ -
Communications - Telephone	\$ 300	\$ 300	\$ 300
Travel, Conferences, Seminars	\$ 1,000	\$ 750	\$ 1,000
Commercial Insurance Premium	\$ 21,300	\$ 18,800	\$ 19,700
Utilities - T Hangars	\$ 2,400	\$ 2,500	\$ 2,500
Utilities - Runway Lights	\$ 4,500	\$ 3,000	\$ 3,500
Utilities - Landing Lights & Systems	\$ 15,000	\$ 4,000	\$ 4,500
Utilities - Fence Gates	\$ 500	\$ 300	\$ 350
Utilities - Parking Lot Lighting	\$ 700	\$ 650	\$ 750
Miscellaneous	\$ 3,000	\$ 2,200	\$ 2,200
Controlled Capital	\$ -	\$ -	\$ -
Contingency	\$ 10,000	\$ -	\$ 10,000
Reserves for Emergencies/ Unexpected	\$ 25,000	\$ 25,000	\$ 25,000
Reserves for Capital Projects	\$ 148,200	\$ 143,483	\$ 150,913
<b>Subtotal Expenses</b>	<b>\$ 512,800</b>	<b>\$ 497,473</b>	<b>\$ 503,513</b>
<b>Balance</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>



**West Michigan Airport Authority**  
**Proposed Capital Projects for FY2015**  
**January 21, 2014**

<u>Fiscal Year 2014</u>	<u>Total Cost</u>	<u>FAA Entitlement</u>	<u>FAA</u>	<u>State</u>	<u>Local</u>	<u>Other</u>
Terminal - Engineering for Env. Assessment	\$ 25,000	\$ 22,500		\$ 1,250	\$ 1,250	
Terminal - Environmental Assessment	\$ 39,600	\$ 35,640		\$ 1,980	\$ 1,980	
Terminal - Property Acquisition Services	\$ 20,756			\$ 19,718	\$ 1,038	
Geurink Boulevard Reconstruction	\$ 927,426			\$ 548,526	\$ 250,000	\$ 128,900
<b>Total Fiscal Year 2014</b>	<b>\$ 1,012,782</b>	<b>\$ 58,140</b>		<b>\$ 571,474</b>	<b>\$ 254,268</b>	<b>\$ 128,900</b>
<u>Fiscal Year 2015</u>						
T-Hangar Repairs	\$ 15,000				\$ 15,000	
Terminal - Property Acquisition	\$ 944,000			\$ 896,800	\$ 47,200	
Terminal - Wetland Mitigation	\$ 50,000	\$ 45,000		\$ 2,500	\$ 2,500	
Terminal - Site Work and Apron Designs	\$ 244,000	\$ 204,250	\$ 15,350	\$ 12,200	\$ 12,200	
Terminal - Building Design	\$ 332,000			\$ 298,800	\$ 33,200	
<b>Total Fiscal Year 2015</b>	<b>\$ 1,585,000</b>	<b>\$ 249,250</b>	<b>\$ 15,350</b>	<b>\$ 1,210,300</b>	<b>\$ 110,100</b>	
<b>Total Expenses</b>	<b>\$ 2,597,782</b>	<b>\$ 307,390</b>	<b>\$ 15,350</b>	<b>\$ 1,781,774</b>	<b>\$ 364,368</b>	<b>\$ 128,900</b>



## West Michigan Airport Authority

270 South River Avenue, Holland, MI 49423  
P (616) 355-1310 F (616) 546-7056

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

**DATE:** March 10, 2014

**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 and to view the new airport video.  
([www.WestMichiganRegionalAirport.com](http://www.WestMichiganRegionalAirport.com))

An update will be presented at the Board meeting regarding the new website.

### **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.

### **WMRA JET FLOAT IN TULIP TIME MUZIEKPARADE** Saturday, May 10, 2014

- The WMRA float is scheduled for its fourth consecutive year in the Muziekparade. The jet float was awarded a Tulip Time Festival Board of Directors Award in 2013.

Tier 2 *(important)*

### **PRESS RELEASES/NEWS ARTICLES**

- As needed.

### **2014 PARADES & EVENTS**

- Wings of Mercy CareAffaire Fundraiser: Saturday, August 23, 2014, from 8:00 a.m. to noon.
- ZEELMANIA: August 2014
- Zeeland's Pumpkinfest Parade: Saturday, October 4, 2014
- Holland's Parade of Lights: December 2014

### **PRESENTATIONS/SPEAKING ENGAGEMENTS**

- Please let a Communications Committee member know if a business or organization is interested in scheduling an airport presentation or speaking engagement.

TIER 3 *(less important)*

### **eNEWSLETTER**

The next scheduled eNewsletter will be in March 2014.

### **OTHER ACTIVITIES**

- An informational "Postcard to the Community" is being designed and printing quotes have been requested and returned. A suggestion was made at the previous Board meeting to add voters in Holland and Zeeland Charter Townships to the current mailing list. An update will be given at the Board meeting.

Please contact Karen if you have any questions or comments.  
k.scholten@cityofholland.com O 616.355.1305 H 616.399.8509

## West Michigan Airport Authority

270 South River Avenue, Holland, MI 49423  
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*Comprising City of Zeeland, Park Township and City of Holland*



March 5, 2014

Item 4.

To: West Michigan Airport Authority Board.  
From: Greg Robinson, Holland Assistant City Manager.  
Karen Scholten, Communications Coordinator.  
Subject: Quotations for Redesign of the Airport Authority Website.

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### **Background**

The Authority's website has become cumbersome to maintain and change. The site worked well initially, but when basic changes were desired, this was not possible without outside support. The intent is to redesign the site so that content can be managed by Airport Authority staff.

The purpose of the Airport Authority's website is to inform and update the community on the airport's activities, value and projects. To this end, we strive to provide:

- 1) A dynamic home page, effectively laid out that will present the airport's mission, that the airport is a vital part of the community's transportation infrastructure, and that the airport is a valuable economic tool used by a variety of local small, medium and large-sized companies and organizations.
- 2) A site that is easy to navigate for the visitor and easy to maintain by staff. If the site is redesigned, the Technology Services Department of the City of Holland will be available for technical changes that are currently very costly through the present website designer.
- 3) A website that will be responsive to a variety of mobile devices. The website will work across a spectrum of devices, scaling to meet the needs of each (including mobile devices, tablets, touchscreen computers, traditional laptops and desktops, etc.)

The website audience includes the Authority members, current and prospective users of the airport and the community as a whole. \$8,000 is included in the Communications budget for this purpose.

The City of Holland Technology Services Department, the WMAA Communications Committee and other marketing companies and individuals were asked to submit suggestions for website designers. The findings showed that the major marketing companies cost approximately \$15,000 to start and would include a monthly maintenance fee.

*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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Proposals from smaller website design companies and individuals were in the WMAA budget of \$5,000 to \$8,000 and the monthly maintenance fee was optional. Three website design companies were selected.

The three proposals listed below are approximate costs. Copywriting, photos, special applications that might be developed are not included.

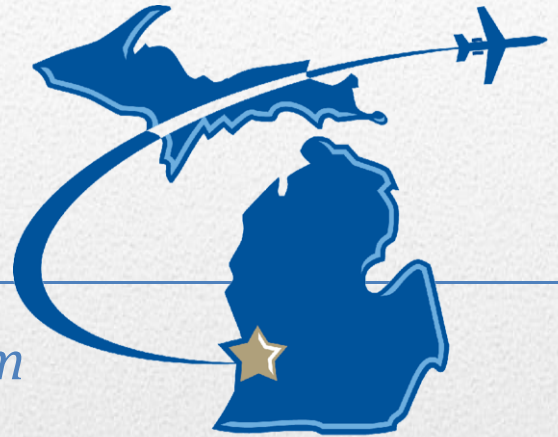
- |                                |         |
|--------------------------------|---------|
| 1) Starboard App Dev           | \$5,000 |
| 2) Cryst Design Communications | \$7,675 |
| 3) Puzzle Creative             | \$5,700 |

City of Holland Technology Services staff and the WMAA Communications Committee reviewed the three proposals. Starboard App Dev is being recommended due to their clear understanding of the scope of work, their positive references with similar work, and the proposed cost.

### **Recommendation**

It is recommended that the Airport Authority Board approve the proposal submitted by Starboard App Dev in the approximate amount of \$5,000 for redesign of the Authority's website.

Attachments: The three proposals.



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*westmichiganregionalairport.com*  
*Development Proposal*

**West Michigan Airport Authority**

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 **STARBOARD**  
StarboardAppDev.com



# WestMichiganRegionalAirport.com Development Proposal

## OVERVIEW & OBJECTIVES

### The Current Situation

West Michigan Regional Airport currently has a website that does not meet their needs for marketing and informational purposes. The current site has some functionality issues, design stagnation, and is often difficult to update and maintain.



### What Are We Going To Do?



We are going to fix this. We're going to build a new site from the ground up that effectively presents the information and message that The Airport needs to present to prospective users of the facilities and the community as a whole.

The design will keep in mind the multi-faceted and diverse audience that The Airport communicates with concerning facilities, resources, news, events, economic development, the Terminal project, and other relevant information for The Airport's target market, as well as current and potential constituents of areas under the Airport Authority.

At the core, we want a design that is easy to navigate for the visitor and easy to maintain for The Airport. We want a system that is open-source and expandable. We want the layout to be optimized for mobile in every aspect that is possible. We want it to be fast. We want it to be intuitive.

We are going to pull all the pieces together into a cohesive, easy to use platform that gets visitors the information they want, when they want it, and keeps The Airport's grey hairs to a minimum. From design to development, from layout to hosting, we will make a site to meet your needs.



Architecture: We will build the website on a LAMP (Linux, Apache, MySQL, PHP) stack. These are the standard bearers for web performance and reliability. Along with these core components, we will use a combination of jQuery and wicked-slick CSS tricks and HTML to create the user interface.

Wordpress: On top of PHP, so to speak, we will have our CMS. Wordpress offers the most power and flexibility in an easy to use package with a huge development community and many available plugins. Wordpress is the best solution for ease of maintenance, which is one of the main reasons for having a CMS in the first place.



Responsive: This website will be built with responsive design in mind from the bottom up, literally. We use a 'mobile first' design approach. What that means for you is that it's faster, and it works across all devices, from your Android phone to your iPad to your 46" monitor.

Social Media: We will integrate social media promotion into the site. Specifically, we will focus on promoting The Airport's Facebook presence with the ability to add additional social media properties as you move forward.



News Feed: The Wordpress theme will support a news feed in a blog format. The news posts and "recent news" section on the home page should showcase a featured image along with the post in a clean, organized format.

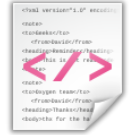
Terminal Highlight: Of particular note is the ongoing project concerning the new terminal. There will be an info section directly on the homepage with the ability to click through for more information to stay abreast on the latest happenings with this exciting new development.





Home Page Slider: The homepage will feature a rich, dynamic slider. The slider should have the capability to showcase pictures, videos, and text in an engaging format.

Page Settings: We will build the ability to set and edit page titles, page urls, and meta descriptions into your Wordpress theme. There are also dedicated plugins that can add additional functionality for search engine optimization (SEO) and usability.



Media: The Wordpress theme will have a media gallery built into it for managing the images and other media that you add to the site. You will be able to apply tags to your images and organize them within the platform. How you choose to use that power is up to you.

Analytics: We can tie your Google account into your website for managing analytics, Adwords, etc. We will either code your account into the base of the site or use some very nice plugins to be able to handle this directly within Wordpress.



Search: We can integrate full search capabilities for your site. We can do this via some Wordpress functionality or by utilizing outside search providers. The outside providers have pros and cons which we can talk about as we move forward.

Sitemap: We will build a sitemap template into your platform so that pages will automatically be added to and removed from the sitemap as you make changes to your website.





### Kevin Galbavi



Kevin is bilingual in English and Geek. He can talk zeros and ones and flesh and bones. He will turn the idea into a plan, make that plan into a design, develop that design, and in the end, he makes sure it all works. At Starboard, the buck stops with this guy. He currently holds the high score on the office pinball machine. He's not a bad sailor either.

### William Hensen



Wil has a BA in marketing and an eye for design, business and aesthetics. He wields HTML5 and CSS3 like swords of justice. He is an artist that knows some code. He will take your vision and put pixels to screen to make the design a reality. He also has a great enthusiasm for the independent music and art communities... that and he makes a mean milkshake.

### Jesse Vista



Jesse has years of experience in LAMP and many other programming languages and frameworks. He's a code ninja. He makes the web useful. He will be handling the backbone programming for developing your Wordpress theme and tying systems and templates into that theme. He's also really, really good at horseshoes, which is something you don't hear every day.

### What Are The Steps?

**Research:** This phase is already underway. We've had a few discussions about what you're looking for, what you like, what you don't, what concerns you have, what you don't know that you should be concerned about, and so on. Even though this is the first stage and happens before we can do anything else, this phase never really stops. We're always uncovering new wants/needs and we are always looking for better solutions to your wants and needs.

**Design:** We'll sit down with you and get some ideas for what direction you want the design to go. This is also when we'll get all of the outlines for pages, go over navigation and categorization of areas, and talk about layouts and page designs. We will also hammer out exactly how the different third parties will be integrated into the design. Then, Kevin will pull out some dry erase markers and go to town on the white boards to map the whole thing out, while Wil gets busy putting the page layouts and designs together.

**Programming:** During this phase, we hunker down at our desktops and crush out some code. We take what we planned out in the design phase and make it appear on the screen as actual web pages. We pull together all of the features and platforms for the site. At first, the site is void and without form. Then, poof, it's there. It's magic.

**Content:** We have to get the content from your old site to your new one. This is truly a team effort. For the pieces that we are bringing over, we need to know what to get and where to put it. If you have pages that you don't want, we'd hate to bring them in and clutter our nice, new, shiny website. We will also go over the site with you and spend time with the people who are going to be maintaining the site to get them familiar with the theme, templates, and other functionalities of the website, including building new pages and bringing content in from other sources.

**Testing:** We test all the time. Once the site is up on the dev server, however, it's your turn to test. You get in there and try to break things and look for errors.

**Launch:** Once testing is complete and you approve, we migrate the site to the "Live" server. If you use us for hosting, this could be just a matter of transferring where the world points to find your site. There's usually a little more to it than that though. We make any last minute tweaks to handling the differences between the dev server and the live server. Then, you should send out a press release and toast a job well done.

## When Can We Do It?

We can get started on the initial planning right now. We kind of already have. You can call Kevin and get the ball rolling. 616.402.4887, that's his mobile number. Call it. He'll answer. We would be able to begin the design phase in mid-February.

Day 1		Sign a production agreement and we get to work.	\$2,500
~ 3 weeks	Design	The time frame for this really depends on how much 'back-and-forth' we have for putting the design and layouts together. There shouldn't be much because there are things that work and things that don't. We'd really like to have this done in a few weeks. We often do it faster. It's up to you.	
~ 2 weeks	Programming	This is when we build out the framework and implement the theme into Wordpress. We'll get any plugins installed into the layout. Navigation also takes shape during this time.	
~ 1 week	Content	Copy and paste like wildfire from the old site.	
~ 1 week	Testing	All hands on deck. Get in there and play.	
~ 2 days	Launch	Smiles and congrats all around!	\$2,500
Total			\$5,000



**Web Hosting:** We are a certified Rackspace partner. We have hosting solutions of all shapes and sizes. For a website like this, we have some solutions that would come in between \$20 and \$50 a month and we can talk more about hosting as we move forward. Just a note, if you don't

go with us for hosting, there may be some additional costs if there are any problems or delays caused by your hosting provider.



**Maintenance and Ongoing Development:** As time goes on, things will eventually need to be changed, edited, or updated. We're here to help with that. We've been around since 1999 and we're not going anywhere. You know where to find us. We're easy to get ahold of. We return phone calls and emails. We can do additional work either at an hourly rate of \$125 or we can look at each individual need as they arise and nail down a price, whatever works best for you.



CRYST DESIGN COMMUNICATION

# Proposal for Services

## WEST MICHIGAN REGIONAL AIRPORT WEBSITE

This is a proposal for services by Cryst Design Communication (CDC) to the West Michigan Regional Airport for CDC to design and develop a new website. **The new website will:**

- + Be engaging, intuitive and dynamic.
- + Place more emphasis on the community-airport connection that will help build community support
- + Simplify the process of updating the site for staff members
- + Improve access to content that is currently too “buried”

### SUMMARY

The following tasks and services are included:

- + The design of two-to-three custom concepts for the website
- + Integration of a responsive design to ensure the optimal viewing experience for all users, be they desktop, tablet or mobile
- + A site-wide evaluation of content and messaging to refocus the sitemap and user experience on topics that are important to constituents
- + It is anticipated that the site will be 20–30 pages in scope
- + Implementation of the site via WordPress
- + Delivery or upload of the necessary files for the complete website to function as designed and planned

### Expected Deliverables

New website

The following services are listed as separate line items in the proposal:

- + Stock photography/illustration
- + Copywriting
- + Website/email hosting services

### THIS PROPOSAL DOES NOT INCLUDE—

- Search Engine Optimization services
- Illustration or scanning services
- Video, audio or Flash editing or authoring
- + [These services can be provided at additional cost](#)

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616 607 8990  
[www.crystdesign.com](http://www.crystdesign.com)

Design  
communication  
is the physical  
and mental  
process of  
giving order  
to information  
through color,  
image, word  
and material.

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## Process

### 1. BRAND IDENTIFICATION / GOAL SETTING

Step one in this process is identifying and clarifying West Michigan Regional Airport's brand, position, competitors, target audiences, and key distinguishing characteristics. This step will set the table for what we design and develop moving forward, with emphasis being placed on setting measurable goals.

### 2. CONCEPT DEVELOPMENT AND SITE PLANNING

Using the information uncovered during step one, we will develop two-to-three visual concepts for the website. These concepts will be presented to West Michigan Regional Airport in a presentation where all stakeholders can share in a discussion of the concepts and plans.

Once a concept has been selected, it will be refined and elaborated on to further illustrate the user experience and how it translates to the overall website goals.

### 3. CONTENT DEVELOPMENT AND INTEGRATION

As the site designs and architecture are mapped out, content will be developed for the site in accordance with the benchmarks set forth during the planning stages. During this time we will also work to gather photographic assets to use throughout the site. The writing will be provided by West Michigan Regional Airport or by a contracted writer (a line item is included for professional writing services—CDC strongly recommends hiring a professional writer).

### 4. IMPLEMENTATION, TESTING AND LAUNCH

Once the site content is completed, it will be integrated into a test website environment where it can be reviewed and tested by all parties. Upon final approval, the site will be posted to the live servers.

### 5. SITE PROMOTION / ANNOUNCEMENT

*Plans for promoting the new site can be developed during the implementation phase of the project to ensure the launch is a success (this is a separate project and not included as part of this proposal).*

## Strategy, Recommendations & Details

### WEBSITE OBJECTIVES

The primary objective of the website design is to:

- create an engaging online experience that clearly communicates the narrative of West Michigan Regional Airport.

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**This will be accomplished by:**

- ~ developing a strong narrative that appeals to business customers while enhancing the connection between the community and the airport, so it is viewed as an asset to the community at large and not just the business community
- ~ creating a professional, intuitive, dynamic user interface and site structure that improves access to video and content that is currently too “buried”
- ~ utilizing modern web development practices to improve site access for tablet and smartphone users while delivering the most dynamic experience possible to all site visitors

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**TRAINING**

Upon launch of the site, CDC will provide up to three staff members with the training necessary to manage the site internally. This training will be via PDF file or via a face-to-face session (up to 90 minutes) with the appropriate stakeholders. ***It is critical to the ongoing success of the website that you have the ability and confidence to manage your new website and CDC is committed to ensuring you are able to do so.***

**WEBSITE SCOPE**

- A 20-30 page site is anticipated. During the initial evaluation phase, the sitemap will be developed and finalized.
  - ~ Which specific features will be included in the site will be determined during the evaluation phase as well. For the purposes of this proposal, the following features are anticipated:
    - Sitewide search function (basic)
    - A slider on the home page
    - A photo gallery
    - Some form of calendar function
- Two-to-three initial concepts will be designed and presented online (as a static image file).
  - ~ These concepts will be unique to West Michigan Regional Airport and not based on an existing design.
  - ~ Three (3) rounds of revisions are included: additional edits or changes will be at additional cost [one round of revisions after the initial presentation, one after posting sample coded page(s), and one just prior to launch].
- Google Analytics will be incorporated into the site.
- The site will utilize WordPress as its CMS, to leverage its ease-of-use, updatability, and affordable price tag.

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- The site will be developed utilizing a responsive design. A responsive website utilizes code that displays the content differently based on factors like screen size and screen resolution. So if you view the website on a desktop or laptop computer, it will look different than if you view it on a tablet (such as an iPad) or a smartphone (such as an iPhone).

~ **This helps to “FUTURE PROOF” your website!**

- This proposal includes line items for the following services:
  - ~ Stock photography/illustration
  - ~ Copywriting (**CDC strongly recommends using a professional copywriter**)
  - ~ Website/email hosting

*The costs associated with these line items are just estimates (other than hosting) and will be refined during the website development process.*

- Search Engine Optimization (SEO)
  - ~ SEO is an ongoing, challenging process that requires extensive investments of both time and money. We have not included any SEO estimate in this proposal due to the costs involved.
- The site will be tested for compatibility in the latest versions of Safari, Chrome and FireFox on a Mac and for viewing compatibility in Chrome, FireFox, and (back to version 8) on a PC.
- **The final deliverable of this project is a new website.**

#### OTHER DETAILS

- This estimate does not include:
  - ~ Search Engine Optimization services
  - ~ Illustration or scanning services
  - ~ Video, audio or Flash editing or authoring
- + [These services can be provided at additional cost](#)

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CRYST DESIGN COMMUNICATION

## Costs

### WEBSITE

Evaluation, Planning, Design,		
Coding, WordPress Implementation, Training	\$	7,625
Browser Testing Services	\$	50

<b>Total</b>	<b>\$</b>	<b>7,675</b>
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### Additional Services:

~ Photography/illustration (estimated)	\$	350-1,250
~ Copywriting	\$	1,250

### Hosting:

1,000 MB disk space, 1,000 MB bandwidth, up to 3 emails	\$	20 / month
---	----	------------

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*This estimate for creative services is final, based on the existing knowledge of this project and based on reasonable assumptions related to the quantity of changes required during the proofing process. Any changes in scope or variances in the listed assumptions may result in additional costs. Upon completion of this project, all production and related files, all creative copyrights, and any concepts developed but not selected for production remain the property of Cryst Design Communication. Cryst Design Communication reserves the right to use the project, any associated design or images, and any related copy developed by Cryst Design Communication in its own marketing or promotional materials.*

February 3, 2014

Cryst Design Communication

date

West Michigan Regional Airport

date

This project will be billed in three parts: first, at the start of the project (1/3), once at the mid-point of the project (1/3) and once upon project completion (1/3). Invoices are due 15 days after their delivery (via e-mail). Any payment received past the fifteenth day will be subject to a 5% late fee, added on the 16th day and again every 30 days thereafter until the total balance has been paid.

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CRYST DESIGN COMMUNICATION

Cryst Design Communication is a graphic design firm and marketing partner that is dedicated to leveraging graphic design as a means to promote your distinct value. Every organization has something that sets them above and apart from their competitors—we use graphic design to make that message a compelling, distinct narrative that connects with a targeted audience.

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Cryst Design Communication was formed in 2007 by Brian Cryst, an Addy Award winning designer and creative director. Brian takes pride in developing beautiful, memorable work that meets predetermined goals through planning, insight and creativity. Having over thirteen years experience designing and developing everything from identity systems and websites to annual reports and eNewsletters, Brian is determined to make each project its own unforgettable piece of design communication.

Please visit [www.crystdesign.com](http://www.crystdesign.com) to learn more.

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# PUZZLECREATIVE

## West Michigan Regional Airport

February 2, 2014

**Prepared for:**

West Michigan Regional Airport  
Karen Scholten

**Prepared by:**

Nick Fischer  
616.259.5050  
nfischer@puzzlecreative.com



# Executive Summary

## Objective & Goals

West Michigan Regional Airport is currently looking for a redesigned website. Their goal is to help market and advertise the airports services and show the value to tax payers in West Michigan. The website should be professional and user friendly to provide a great experience while using the site.

## Marketing Material

All marketing material, including but not limited to, pictures, images, graphics, words, text, paragraphs, videos, and audio, will be provided by West Michigan Regional Airport and partners. Puzzle Creative will not purposefully use it's own words or content on the website in order to better unify the branding objective of the airport. Puzzle Creative may find and use images from public image databases, but claims no copyright of those images.

Puzzle Creative will design the layout and functionality of the website and place content onto the layout / design. It will be up to West Michigan Regional Airport to provide content.

# Initial Development

## Website Build & Design

The website is going to be developed using the WordPress platform. This platform ensures stability, is SEO friendly, and sets up expandability in the future. It also ensures transferability if West Michigan Regional Airport decides not to use Puzzle Creative for future updates and development. That way, West Michigan Regional Airport may update and maintain the website themselves via WordPress administrator panels or designate another company / firm to take over development if necessary. The website will be designed using the provided images, pictures, text, content, audio, and video from West Michigan Regional Airport. Using WordPress will also ensure ease of integration for possible future website functionality upgrades.

Pages for the new website should include, but not limited to:

- ✓ Home
- ✓ About
- ✓ Services
- ✓ Blog / News
- ✓ Events
- ✓ Gallery
- ✓ Testimonials
- ✓ Contact
- ✓ Any other related reasonable number of pages



## Blog / News

The blog / news page is going to be designed for the purpose of providing new and relevant information to users. It will be an area where West Michigan Regional Airport will be able to post text, pictures, videos, etc. onto the website on a regular basis. It will be an effective way to keep viewers up to date on news, events, and happenings for the West Michigan Regional Airport. This section will be accessed and managed from the WordPress administrator panel.

## Events

The events section of the website is going to be a calendar page with all the current information about upcoming events for the West Michigan Regional Airport. This calendar will be connected directly to a Google calendar which will provide an easy to use interface for updating and maintaining. This calendar will provide all relevant information from events that is submitted view the Google calendar.

## Testimonials

The testimonials section is going to be built in order to provide comments and story's from customers, clients, and businesses. It will be a simple page that list the different reviews provided from clients to showcase the reputation of the airport.

## Contact

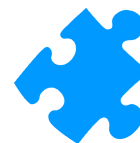
The contact page is designed to provide specific information to contact the airport. This will include a customized secured contact form. There will also be a display of relevant addresses, phone numbers, or any other contact information. It will also include a customized map from Google Maps to display the location of the airport.

## Initial SEO Package

This package is for the SEO development of the website from the ground up. This is to ensure that the website is optimized for best performance with search engines. We want to make sure that the website is built from the floor up with SEO in mind in order to make sure that search engines can crawl the page. Every page needs special attention in making sure it is viewable by search engines. This package makes sure that when we build each page, we optimize the page for search engines to crawl.

The initial SEO package includes services to optimize the site from the ground up. These services include, but are not limited to:

- |                     |                             |
|---------------------|-----------------------------|
| ✓ Title Tags        | ✓ Social Media Integration  |
| ✓ Meta Tags         | ✓ HTML and XML site-maps    |
| ✓ Meta Descriptions | ✓ Google analytics setup    |
| ✓ Alt Tags          | ✓ Search Engine submissions |



# Monthly Maintenance

Website maintenance packages are optional. They are designed for upkeep and changes for the content of the site. This is designed to keep the website up to date from a content standpoint and any other software updates related to keeping the website up and running smoothly. It is highly recommended to get at least the Silver package in order for us to spend time on the website to make sure everything is running smoothly. This also includes hosting of the website.

Maintenance work includes, but not limited to:

- ✓ Updating information
- ✓ Malicious protection
- ✓ Blog upkeep
- ✓ Plugin maintenance
- ✓ Minor design / layout edits and fixes
- ✓ Images / picture changes
- ✓ Content / text edits & changes
- ✓ Blog article submissions

## Basic Maintenance

The Silver Maintenance package will provide a maximum of 1 hour per month of maintenance time spent on the website. Hours do not roll over. If more hours are needed for a particular month, they can be purchased in hourly packages separately from the maintenance packages.

## Silver Maintenance

The Silver Maintenance package will provide a maximum of 5 hours per month of maintenance time spent on the website. Hours do not roll over. If more hours are needed for a particular month, they can be purchased in hourly packages separately from the maintenance packages.

## Gold Maintenance

The Gold Maintenance package will provide a maximum of 10 hours per month of maintenance time spent on the website. Hours do not roll over. If more hours are needed for a particular month, they can be purchased in hourly packages separately from the maintenance packages.

If hours are needed that exceed a current maintenance package during a particular month, hours may be purchased in packages outside the monthly maintenance.

**Based on expected maintenance and upkeep, Puzzle Creative is recommending the Basic Maintenance package.**



# Monthly SEO Packages

Monthly SEO packages are to monitor and adjust on-page SEO techniques in order to help improve page ranking factors over time. They include periodic reporting on website performance and adjustments to on-page factors that could effect rankings. View the packages below for more detailed information provided in each package.

Below are the SEO packages available to choose from.

## Gold SEO Maintenance

Basic SEO maintenance. Covers basic monitoring of search engine visibility and errors that may prevent search engines from crawling and ranking pages. Keyword ranking research to help determine best alterations to make over time. Minor adjustments to keywords and other on-page SEO techniques to help improve rankings. Periodic search engine submissions. Site-map monitoring. 404 error monitoring. Basic monthly reporting on website performance.

## Platinum SEO Maintenance

More in depth website SEO maintenance. Constant monitoring of search engine visibility and errors that may prevent search engines from crawling and ranking pages. Keyword ranking research to help determine best alterations to make over time. Detailed adjustments and analysis of keywords and competitors for on-page SEO techniques. Periodic search engine submissions. Site-map monitoring. 404 error monitoring. Social media monitoring and integration. Advanced weekly reporting on website performance.

SEO takes time. A lot of time. And it also takes more than just optimizing the website. Most page ranking factors are a result of off-page SEO. Both on-page and off-page SEO are vital in seeing websites reach top listings in search engines. Please keep this in mind while choosing a package.

For more information on SEO, please visit our SEO page on our website:

<http://puzzlecreative.com/services/seo/>



# Initial Development Pricing

In the boxes to the left, place a check mark for the options you would like for your project. Each item is optional. Selected discounts will be included on the final invoice if task is completed prior to final invoice being delivered.

Select	Item	Description	Price
	Website Build & Design	WordPress build out of new website: <ul style="list-style-type: none"><li>• Blog functionality setup</li><li>• Events - Google calendar setup and integration</li><li>• Gallery - filterable photo gallery page</li><li>• Testimonials information</li><li>• Contact - Custom contact form &amp; Google maps</li><li>• Estimated pages: 30 (from current site)</li></ul>	\$4950
	Initial SEO Setup	Basic SEO setup integration: <ul style="list-style-type: none"><li>• Title Tags</li><li>• Meta Tags</li><li>• Meta Descriptions</li><li>• Alt Tags</li></ul>	\$690
	<b>Discounts</b>	<b>Sub-Total</b>	
	Social Media	Get Puzzle Creative 50 Facebook Likes or Google+'s (\$4 each).	-\$200
	Testimonial	Write a recommendation for Puzzle Creative on Google Places page.	-\$150
	Referrals	Provide 3 website project referrals before end of project (\$300 each).	-\$900
	Quick Response	Sign website project agreement before February 12, 2014.	-\$200
		<b>Total</b>	



## Payment Plan

Take your total from the initial project pricing and divide between the payments below.

Payment	Description	Weight	Amount
Down Payment	Due at signing of project agreement.	35%	
Launch	Due at launch of final website.	65%	

## Monthly Services

In the boxes to the left, place a check mark for the monthly options you would like to compliment your project. Items are optional. No item is required.

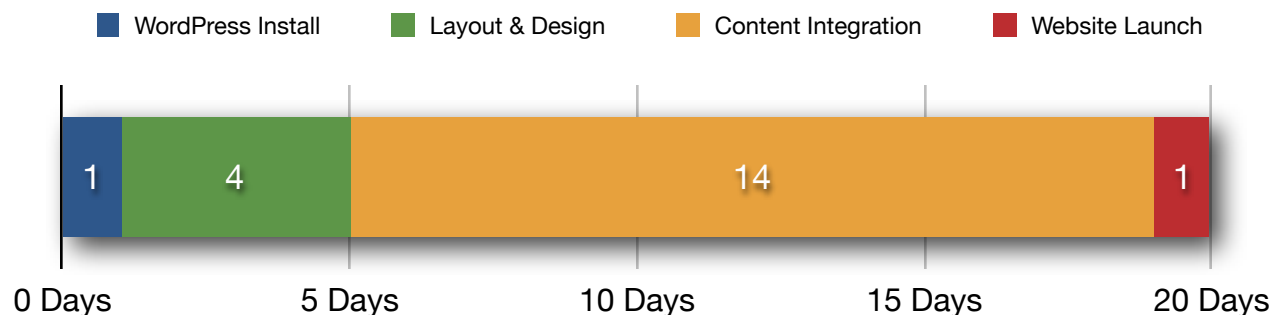
Select	Item	Description	Price
	Basic Maintenance	1 hour of website updates per month + website upkeep.	\$50
	Silver Maintenance	5 hours of website updates per month + website upkeep.	\$200
	Gold Maintenance	10 hours of website updates per month + website upkeep.	\$380
	Gold SEO Maintenance	Basic SEO maintenance package. Monthly reporting.	\$120
	Platinum SEO Maintenance	Advanced SEO maintenance package. Weekly reporting.	\$240
		<b>Total Monthly Charges</b>	

*\*Monthly service charges will be due on the 1st of every month for each and every month service is agreed upon. Monthly service charges will be not due until the month following the launch of the website. Packages may be increased or decreased at any time.*





## Project Time Line



This project timeline is estimated. Timeline can be delayed from many factors. Any delays may effect how quickly the project will be completed. This timeline represents our estimated development time period for the initial development of the project.

## Project Management

The management of the project is going to be completely centered around the business portal provided by Puzzle Creative. We will be using the Basecamp suite in order to better manage all aspects of the website. This includes all information, content, text, pictures, images, audio, video, contracts, etc to be stored and tracked inside the project. This provides complete transparency to the development of the project and prevents any miscommunication.

All time spent on the development of the project will be recorded inside of the project management system in Basecamp. All updates, changes, and maintenance that needs to happen after the launch of the website will also be stored inside Basecamp. This is a centralized location in order to manage the development communication of the project. It's a centralized location where everyone involved in the development of the project can go to get information regarding the project.



# Project Agreement Confirmation

This is the agreement page to everything listed inside this project plan. Please check the boxes for the service you would like to participate in prior to signing this agreement. There are no terms and conditions written for this agreement in the idea both parties will uphold their end of the agreement and continue a positive business relationship.

## PUZZLE CREATIVE LLC

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Name: Nick Fischer  
Title: Project Manager

## WEST MICHIGAN REGIONAL AIRPORT

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Name: \_\_\_\_\_

## West Michigan Airport Authority

270 South River Avenue, Holland, MI 49423  
P (616) 355-1310 F (616) 546-7056

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



March 5, 2014

Item 4B

To: West Michigan Airport Authority Board.  
From: Greg Robinson, Holland Assistant City Manager.  
Karen Scholten, Communications Coordinator.  
Subject: Quotations for Annual Report Printing and Mailing.

---

### **Background**

The Communications Committee has been preparing an informational piece that is to be mailed to households in the three member units. This piece will focus on the operating and capital budgets for Fiscal Year 2014, as well as projects undertaken by the Authority. The piece will be a 6" x 11" postcard.

It is intended that the information postcard be mailed as soon as possible and Karen Scholten has obtained quotations from three companies interested in this work. At the last Board meeting, it was asked whether the postcard should be mailed to households in Holland Charter Township and Zeeland Charter Township as well. Karen obtained the quotations based on both options. There remain adequate funds in the Communications line-item for either option.

Mailing to all registered voter households in the City of Holland, City of Zeeland and Park Township (quantity approx. 21,000).

Mailing to all registered voter households above and including the Charter Townships of Holland and Zeeland (approx. 38,000).

<u>Printer</u>	<u>Quantity</u>	<u>Printing/Mailing Costs/Postage</u>
<b>Holland Litho</b>	21,000	\$5,555
Holland	38,000	\$9,369
<b>KWIK Mailers</b>	21,000	\$8,859
Holland	38,000	\$14,975
<b>Grandville Printing Co.</b>	21,000	\$5,684
Grand Rapids	38,000	\$9,726

### **Recommendation**

It is recommended that the Authority Board approve Holland Litho for printing and mailing the informational postcard at the prices quoted above, subject to the Authority Board determination of the geographic area for this mailing.

*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

270 South River Avenue, Holland, MI 49423  
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*Comprising City of Zeeland, Park Township and City of Holland*



### PROPOSED COMMUNICATIONS BUDGET

July 1, 2013 – June 30, 2014

Revised 02.24.14

#### BUDGET (FY July 1, 2013 – June 30, 2014)

**\$30,000**

(A) Actual (P) Proposed

#### EXPENSES

**1. AIRPORT VIDEO 2014** (completed)

Re: New airport video to promote Airport Business Center and New Business Development  
(Written/Directed by Communications Committee and Holland Public TV) \$ 0 (A)

**2. POSTCARD TO COMMUNITY**

Re: Oversize postcard to inform and update community/voters

A Option 1 print/mail/postage (Cities of Zeeland & Holland and Park Township 21,000) (\$6,000)  
B Option 2 print/mail/postage (Above plus Zeeland and Holland Charter Townships 38,000) (\$10,000) \$10,000 (P)

**3. WMAA WEBSITE**

Re-design of website (\$5,000 - \$10,000) \$ 8,000 (P)

**4. E-NEWSLETTER:** Constant Contact \$25 mo.

\$ 350 (A)

**5. SOCIAL MEDIA**

Re: FaceBook Promo Ads \$ 350 (P)

**6. AIRPORT BUSINESS CENTER (brochure)**

\$ 260 (A)

**7. TULIP TIME FESTIVAL BROCHURE LISTING**

\$ 300 (A)

#### EVENTS/ACTIVITIES

**8. ZEELMANIA** (booth) \$ 250 (A)

**9. PUMPKINFEST PARADE** (float) \$ 700 (A)

**10. PARADE OF LIGHTS** (float) \$ 1,000 (A)

**11. TULIP TIME MUZIEKPARADE** (float) \$ 1,500 (P)

**12. MISCELLANEOUS EXPENSES** \$ 1,000 (P)

Re: Website hosting (Dream Host) & domain names, photos, DVDs, etc.

**TOTAL EXPENSES**

\$23,710 (P)

*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

270 South River Avenue, Holland, MI 49423

P (616) 355-1310 F (616) 546-7056

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



### **Website hosting (Dream Host)**

Hosting (one year)	\$119.40
Web domain names (one year)	\$ 45.80

*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.*

# ***WMAA MONTHLY FBO REPORT***

<b>Total Fuel Gallons Delivered</b>	<b>Current Month Feb-14</b>	<b>One Year ago Feb. 13</b>	<b>Fiscal Year To Date 10/01/13-9/30/14</b>	<b>F/Y to Date Compared 2013</b>
	<b>42,819</b>	<b>40,265</b>	<b>218,395</b>	<b>-48,187</b>

<b>Transplant Flights</b>	<b>0</b>
---------------------------	----------

**Wings Of Mercy Flights**

<b>Freight Flights From/To Holland</b>	<b>6</b>
3- Falcon 20      2- Caravan	
1- PC-12	

**Notable Activities**



# Budget Performance Report

Fiscal Year to Date 03/03/14

Exclude Rollup Account

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
<b>Fund Z01 - WMAA (Airport) General Fund</b>										
<b>REVENUE</b>										
<b>Department 000 - General Revenues</b>										
400420.0	Prior Year Taxes MTT Adjustments	.00	.00	.00	.00	.00	70.43	(70.43)	+++	.00
420502.23	Federal Grant FAA Entitlement-Capital	.00	245,650.00	245,650.00	.00	.00	.00	245,650.00	0	.00
420502.24	Federal Grant FAA Capital	.00	15,350.00	15,350.00	.00	.00	.00	15,350.00	0	509,821.29
430502.24	State Grant MDOT State Capital	.00	1,054,350.00	1,054,350.00	.00	.00	.00	1,054,350.00	0	14,950.49
450582.C	Contributions from Other Govts From City of Holland	.00	97,000.00	97,000.00	.00	.00	97,189.83	(189.83)	100	97,404.28
450582.P	Contributions from Other Govts From Park Township	.00	87,000.00	87,000.00	.00	.00	85,014.26	1,985.74	98	87,909.50
450582.Z	Contributions from Other Govts From City of Zeeland	.00	46,800.00	46,800.00	.00	.00	47,422.49	(622.49)	101	46,131.38
460621.9	Fees-Agreements Emergency Services Fee	.00	.00	.00	.00	.00	175.85	(175.85)	+++	173.04
460654.1	Franchise Fees FBO Franchise Fees	.00	21,800.00	21,800.00	.00	.00	13,333.28	8,466.72	61	19,999.92
460654.5	Franchise Fees Fuel Flowage Fee	.00	65,000.00	65,000.00	.00	.00	33,978.91	31,021.09	52	59,238.13
460654.7	Franchise Fees Landing Fees	.00	35,000.00	35,000.00	.00	.00	13,839.86	21,160.14	40	32,787.07
480665.0	Investment Income General	.00	7,000.00	7,000.00	.00	.00	3,037.70	3,962.30	43	4,255.80
480665.X	Investment Income Market Adjustment	.00	.00	.00	.00	.00	.00	.00	+++	(3,269.51)
480669.24	Rental Hangar Land Lease	.00	86,000.00	86,000.00	.00	.00	83,724.04	2,275.96	97	84,639.76
480669.25	Rental Agricultural Land Lease	.00	12,200.00	12,200.00	.00	.00	11,129.04	1,070.96	91	11,070.00
480669.26	Rental T-Hangars	.00	55,000.00	55,000.00	.00	.00	34,140.00	20,860.00	62	54,460.00
<b>Department 000 - General Revenues Totals</b>		<b>\$0.00</b>	<b>\$1,828,150.00</b>	<b>\$1,828,150.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$423,055.69</b>	<b>\$1,405,094.31</b>	<b>23%</b>	<b>\$1,019,571.15</b>
<b>REVENUE TOTALS</b>		<b>\$0.00</b>	<b>\$1,828,150.00</b>	<b>\$1,828,150.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$423,055.69</b>	<b>\$1,405,094.31</b>	<b>23%</b>	<b>\$1,019,571.15</b>
<b>EXPENSE</b>										
<b>Department 540 - Airport Operations</b>										
710701.3	Payroll-Regular Allocated	.00	57,000.00	57,000.00	5,052.50	.00	45,472.50	11,527.50	80	54,720.00
710707.8	Payroll-Temporary Help Allocated	.00	14,000.00	14,000.00	.00	.00	8,473.73	5,526.27	61	12,982.97
721730.0	Postage General	.00	300.00	300.00	.00	.00	5.52	294.48	2	15.75
721905.0	Photocopies/In-House Printing General	.00	100.00	100.00	.00	.00	15.66	84.34	16	214.64
721931.0	Bldg & Grnds Maint General	.00	15,000.00	15,000.00	.00	1,800.00	4,793.00	8,407.00	44	.00
721933.0	Equipment Maintenance General	.00	18,000.00	18,000.00	.00	.00	12,912.00	5,088.00	72	12,592.48
722801.9010	Contr-Printing/Promo Advertising/Promotional	.00	30,000.00	30,000.00	.00	.00	4,661.79	25,338.21	16	40,689.52
722804.0	Contractual-Legal General	.00	7,500.00	7,500.00	.00	.00	1,118.53	6,381.47	15	12,206.92
722805.1	Contractual-Finance Independent Audit	.00	6,000.00	6,000.00	.00	.00	6,500.00	(500.00)	108	5,900.00
722805.4	Contractual-Finance Financial Service Fees	.00	.00	.00	.00	.00	163.96	(163.96)	+++	237.60
722807.2	Contractual-Architect/Engineer Plan Development	.00	.00	.00	.00	.00	.00	.00	+++	7,828.07
722807.5	Contractual-Architect/Engineer Engineering	.00	1,000.00	1,000.00	.00	.00	500.00	500.00	50	.00
722808.8	Contr-Bldgs&Grnds Tree Clearing	.00	.00	.00	.00	.00	.00	.00	+++	12,401.75
722808.MOW	Contr-Bldgs&Grnds Mowing	.00	30,000.00	30,000.00	.00	.00	15,004.13	14,995.87	50	36,157.00
722808.MTCE	Contr-Bldgs&Grnds Maintenance-General Repairs	.00	15,000.00	15,000.00	.00	.00	10,948.72	4,051.28	73	16,745.77
722808.SNOW	Contr-Bldgs&Grnds Snowplowing	.00	50,000.00	50,000.00	.00	.00	57,890.00	(7,890.00)	116	32,043.75
722809.61	Contractual-Misc Contract-Management Services	.00	32,000.00	32,000.00	2,165.83	.00	19,492.51	12,507.49	61	27,030.00
722809.62	Contractual-Misc Airport Manager-Tulip City Air	.00	5,000.00	5,000.00	.00	.00	1,900.07	3,099.93	38	3,962.56



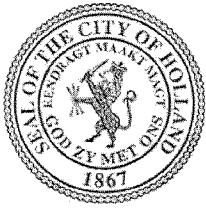
# Budget Performance Report

Fiscal Year to Date 03/03/14

Exclude Rollup Account

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
<b>Fund Z01 - WMAA (Airport) General Fund</b>										
<b>EXPENSE</b>										
<b>Department 540 - Airport Operations</b>										
723850.0	Communications Telephone	.00	300.00	300.00	.00	.00	196.27	103.73	65	274.91
723860.0	Travel, Conf, Seminars General	.00	1,000.00	1,000.00	.00	.00	835.34	164.66	84	705.56
723910.0	Commercial Insurance Premiums General	.00	21,300.00	21,300.00	.00	.00	18,726.00	2,574.00	88	19,421.00
723920.GATE	Public Utilities Fence Gates	.00	500.00	500.00	.00	.00	144.72	355.28	29	365.45
723920.LAND	Public Utilities Landing Lights & System	.00	15,000.00	15,000.00	.00	.00	2,050.68	12,949.32	14	3,444.54
723920.PLOT	Public Utilities Parking Lot Lights	.00	700.00	700.00	.00	.00	392.52	307.48	56	1,189.66
723920.RUNW	Public Utilities Runway Lights	.00	4,500.00	4,500.00	.00	.00	2,587.61	1,912.39	58	4,762.95
723920.THAN	Public Utilities T-Hangars	.00	2,400.00	2,400.00	.00	.00	2,029.42	370.58	85	3,471.65
723955.0	Misc. General	.00	3,000.00	3,000.00	.00	.00	798.61	2,201.39	27	2,309.60
723955.55	Misc. Election Costs	.00	.00	.00	.00	.00	.00	.00	+++	9,529.01
723961.0	Dues & Subscriptions General	.00	.00	.00	.00	.00	70.00	(70.00)	+++	70.00
723963.2	Write-Offs W/O Uncoll Property Taxes	.00	.00	.00	.00	.00	.00	.00	+++	18.76
723964.2	Refunds Property Tax Prior Years	.00	.00	.00	.00	.00	23.06	(23.06)	+++	768.90
730971.0	Land General	.00	925,000.00	925,000.00	.00	.00	.00	925,000.00	0	.00
730974.0	Land Improvements General	.00	.00	.00	.00	.00	18,988.98	(18,988.98)	+++	798,364.94
730975.0	Buildings & Structures General	.00	484,000.00	484,000.00	.00	.00	3,600.00	480,400.00	1	.00
770956.0	Contingency General	.00	10,000.00	10,000.00	.00	.00	.00	10,000.00	0	.00
<b>Department 540 - Airport Operations Totals</b>		<b>\$0.00</b>	<b>\$1,748,600.00</b>	<b>\$1,748,600.00</b>	<b>\$7,218.33</b>	<b>\$1,800.00</b>	<b>\$240,295.33</b>	<b>\$1,506,504.67</b>	<b>14%</b>	<b>\$1,120,425.71</b>
<b>EXPENSE TOTALS</b>		<b>\$0.00</b>	<b>\$1,748,600.00</b>	<b>\$1,748,600.00</b>	<b>\$7,218.33</b>	<b>\$1,800.00</b>	<b>\$240,295.33</b>	<b>\$1,506,504.67</b>	<b>14%</b>	<b>\$1,120,425.71</b>
<b>Fund Z01 - WMAA (Airport) General Fund Totals</b>										
<b>REVENUE TOTALS</b>		<b>.00</b>	<b>1,828,150.00</b>	<b>1,828,150.00</b>	<b>.00</b>	<b>.00</b>	<b>423,055.69</b>	<b>1,405,094.31</b>	<b>23</b>	<b>1,019,571.15</b>
<b>EXPENSE TOTALS</b>		<b>.00</b>	<b>1,748,600.00</b>	<b>1,748,600.00</b>	<b>7,218.33</b>	<b>1,800.00</b>	<b>240,295.33</b>	<b>1,506,504.67</b>	<b>14</b>	<b>1,120,425.71</b>
<b>Fund Z01 - WMAA (Airport) General Fund Totals</b>		<b>\$0.00</b>	<b>\$79,550.00</b>	<b>\$79,550.00</b>	<b>(\$7,218.33)</b>	<b>(\$1,800.00)</b>	<b>\$182,760.36</b>	<b>(\$101,410.36)</b>		<b>(\$100,854.56)</b>
<b>Grand Totals</b>										
<b>REVENUE TOTALS</b>		<b>.00</b>	<b>1,828,150.00</b>	<b>1,828,150.00</b>	<b>.00</b>	<b>.00</b>	<b>423,055.69</b>	<b>1,405,094.31</b>	<b>23</b>	<b>1,019,571.15</b>
<b>EXPENSE TOTALS</b>		<b>.00</b>	<b>1,748,600.00</b>	<b>1,748,600.00</b>	<b>7,218.33</b>	<b>1,800.00</b>	<b>240,295.33</b>	<b>1,506,504.67</b>	<b>14</b>	<b>1,120,425.71</b>
<b>Grand Totals</b>		<b>\$0.00</b>	<b>\$79,550.00</b>	<b>\$79,550.00</b>	<b>(\$7,218.33)</b>	<b>(\$1,800.00)</b>	<b>\$182,760.36</b>	<b>(\$101,410.36)</b>		<b>(\$100,854.56)</b>





# Fund Equity Changes Report

Through 03/03/14

Detail Listing

Exclude Rollup Account

Account	Account Description	Beginning Balance	YTD Credits	YTD Debits	Current Balance	Prior Year Fund Equity Adjustment	YTD Revenues	YTD Expenses	Estimate Fund Balance
Fund Category	<b>GOVERNMENTAL</b>								
Fund Type	<b>GENERAL FUND</b>								
Fund	<b>Z01 - WMAA (Airport) General Fund</b>								
341390.E	Fund Balance - Assigned (By Action) For Emergencies	25,000.00	.00	.00	25,000.00				
341390.R	Fund Balance - Assigned (By Action) For Capital Acquisitions	142,421.00	.00	.00	142,421.00				
342390	Fund Balance-Unassigned	596,705.61	.00	.00	596,705.61				
345390.C	Fund Balance Committed (By Resolution) For Capital Projects	.00	.00	.00	.00				
345390.E	Fund Balance Committed (By Resolution) For Emergencies	.00	.00	.00	.00				
Fund	<b>Z01 - WMAA (Airport) General Fund Totals</b>	<b>\$764,126.61</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$764,126.61</b>	<b>\$0.00</b>	<b>\$423,055.69</b>	<b>\$240,295.33</b>	<b>\$946,886.97</b>
Fund Type	<b>GENERAL FUND Totals</b>	<b>\$764,126.61</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$764,126.61</b>	<b>\$0.00</b>	<b>\$423,055.69</b>	<b>\$240,295.33</b>	<b>\$946,886.97</b>
Fund Category	<b>GOVERNMENTAL Totals</b>	<b>\$764,126.61</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$764,126.61</b>	<b>\$0.00</b>	<b>\$423,055.69</b>	<b>\$240,295.33</b>	<b>\$946,886.97</b>
	<b>Grand Totals</b>	<b>\$764,126.61</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$764,126.61</b>	<b>\$0.00</b>	<b>\$423,055.69</b>	<b>\$240,295.33</b>	<b>\$946,886.97</b>

City of Holland  
**Payment Batch Register**  
 Bank Account: CITY AP - PAYABLES ACCOUNT  
 Batch Date: 02/26/2014

Type	Date	Number Source	Payee Name	EFT Bank/Account	Transaction Amount
<b>Bank Account: CITY AP - PAYABLES ACCOUNT</b>					
Check	02/27/2014	17873 Accounts Payable	CATERING CONCEPTS		103.25
	Invoice		Date	Description	Amount
		2141402	02/14/2014	WMAA - LUNCH FOR MEETING AT AIRPORT 2/10/14	103.25
Check	02/27/2014	17874 Accounts Payable	CUNNINGHAM DALMAN P.C.		205.03
	Invoice		Date	Description	Amount
		206773	02/20/2014	WMRA - PROFESSIONAL SERVICES FOR JANUARY 2014 REGENT BLVD	205.03
Check	02/27/2014	17875 Accounts Payable	FIFTH THIRD BANK - CREDIT CARD		165.00
	Invoice		Date	Description	Amount
		40396569	02/27/2014	WMRA - CHARGE TO CITY CC FOR MAAE CONFERENCE	165.00
Check	02/27/2014	17876 Accounts Payable	HOLLAND BOARD OF PUBLIC WORKS		1,347.93
	Invoice		Date	Description	Amount
		2014-00002510	02/27/2014	WMRA - MONTHLY UTILITY BILLINGS	1,347.93
Check	02/27/2014	17877 Accounts Payable	HOLLAND SENTINEL		486.32
	Invoice		Date	Description	Amount
		DEC 2013	02/27/2014	WMRA - MONTHLY PUBLISHINGS	486.32
Check	02/27/2014	17878 Accounts Payable	KAREN SCHOLTEN		119.40
	Invoice		Date	Description	Amount
		2014-00002512	02/27/2014	WMRA WEBSITE HOSTING FOR 1 YEAR WITH DREAM HOST	119.40
Check	02/27/2014	17879 Accounts Payable	MELISSA WAHMHOF-TREASURER OFC		15.34
	Invoice		Date	Description	Amount
		302	02/27/2014	WMRA - REPLENISH PETTY CASH	15.34
Check	02/27/2014	17880 Accounts Payable	STOREY, JAMES		123.76
	Invoice		Date	Description	Amount
		2014-00002511	02/27/2014	REIMBURSEMENT FOR TRAVEL EXPENSE FOR MAAE CONFERENCE	123.76
CITY AP PAYABLES ACCOUNT Totals:			Transactions: 8		\$2,566.03
Checks:		8	\$2,566.03		

City of Holland  
**Payment Batch Register**  
 Bank Account: CITY AP - PAYABLES ACCOUNT  
 Batch Date: 02/12/2014

Type	Date	Number Source	Payee Name	EFT Bank/Account	Transaction Amount
<b>Bank Account: CITY AP - PAYABLES ACCOUNT</b>					
Check	02/13/2014	17627 Accounts Payable	HOLLAND BOARD OF PUBLIC WORKS		146.00
	Invoice	Date	Description		Amount
	83950	01/31/2014	WMRA UTILITIES PAYMNT		146.00
Check	02/13/2014	17628 Accounts Payable	KAREN SCHOLTEN		100.00
	Invoice	Date	Description		Amount
	2014-00002398	02/13/2014	REIMBURSE FOR APPL FEES FOR THE TULIP TIME MUZIEKPARADE FLOAT		100.00
Check	02/13/2014	17629 Accounts Payable	TULIP CITY AIR SERVICE INC		36,609.44
	Invoice	Date	Description		Amount
	188180	01/31/2014	JAN 2014 MTC AGREEMENT		36,609.44
Check	02/13/2014	17630 Accounts Payable	KELLOGG HOTEL & CONFERENCE CTR		108.79
	Invoice	Date	Description		Amount
	2014-00002384	02/13/2014	2014 MAAE CONF-STOREY HOTEL RESERVATION-2/19-20/14		108.79
CITY AP PAYABLES ACCOUNT Totals:			Transactions: 4		\$36,964.23
Checks:	4		\$36,964.23		