

**Boca Raton Airport Authority  
Strategic Business Plan Workshop Minutes  
March 12, 2020  
903 NW 35<sup>th</sup> Ave  
Boca Raton, FL 33531  
Boca Raton Airport Administration Building**

The Boca Raton Airport Authority held a Board Workshop on March 12, 2020 at 1:30 P.M. The workshop was open to the public.

**MEMBERS IN ATTENDANCE**

Melvin Pollack	Chair
Randy Nobles	Vice-Chair
James R. Nau	Secretary/Treasurer
Cheryl Budd	Board Member
Gene Folden	Board Member
Mitchell Fogel	Board Member
Bob Tucker	Board Member - ABSENT

**COUNSEL**

Amy Petrick, Esquire – Lewis Longman & Walker

**STAFF IN ATTENDANCE**

Clara Bennett,	Executive Director
Scott Kohut	Deputy Director
Ariadna Camilo	Finance and Administration Manager
Christine Landers	Business Manager
Travis Bryan	Operations Manager
Robert Abbott	Operations and Finance Analyst
William Urbanek	Operations Coordinator
Robert Pratt	Operations and Admin. Coordinator

**Welcome and Introduction**

Mr. Pollack called the meeting to order at 1:30 pm and welcomed everyone to the Workshop.

Ms. Bennett introduced the Strategic Business Plan Update and explained the purpose of the Strategic Business Plan and how it is used to guide the business of the Airport.

Ms. Budd provided an overview of the milestones achieved by the planning committee so far. Ms. Budd encouraged the Board to provide input and ask questions throughout the process.

Ms. Bennett provided a summary of the Airport's efforts with regards to the COVID-19 situation, including those of Airport Management, Airport tenants and Customs and Border Protection.

Mr. Lucette outlined the workshop agenda and goals.

Mr. Lucette provided an update on the stormwater review and noted that the final report should be completed soon.

Mr. Lucette reviewed the Mission Statement, and the changes suggested at the February 19, 2020 Board Meeting. The Members of the Board were satisfied with the changes.

Mr. Lucette introduced Mr. Michael Audino, Audino & Associates to facilitate the remainder of the workshop.

Mr. Audino advised that the two goals for the workshop were to present the strategic issues and get the Board input on the strategic initiatives. He encouraged all members to interact, ask questions and provide input throughout the meeting.

### **1. Strategic Issues Presentation**

Mr. Lucette reviewed the findings of the SWOT analysis and the feedback received from the tenants and external stakeholders. As part of this process, there were seven strategic issues identified. Mr. Lucette presented an overview of each issue.

Mr. Audino reviewed each of the strategic issues identified and the Board Members provided input on each issue.

### **2. Strategic Initiatives Formulation**

Mr. Audino reviewed the Formulating Strategic Initiatives worksheet and asked that Board Members complete the worksheet.

Mr. Audino requested that each Board Member create strategic initiatives, identify which strategic issues they address, and note any challenges that may arise in completing the initiatives.

A discussion ensued.

### **3. Next Steps**

Mr. Audino asked the Board to look over the initiatives that were identified and select their top three, ranking them in order of importance from one to three. Mr. Audino stated that following the workshop, these would be evaluated and used for the next step in the strategic planning process.


Mr. Audino thanked everyone for their time and input and reminded them of the importance of the work being done.

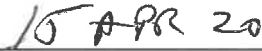
#### 4. Public Comment

Mr. Nate Delaney, Sales Director, Cirrus Aircraft provided his thoughts on the current issues that are affecting the aviation industry.

#### ADJOURNMENT

Meeting adjourned at 4:19 p.m.

  
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Melvin Pollack, Chair

  
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Date