

**Corporate Committee Meeting  
September 19, 2010  
San Diego, CA**

**I. Welcome and Introductions**

**II. SAAMS Discussion**

Brian Reed led the discussion, recapping the history of the Spatial Airport Asset Management System (SAAMS) product, which addresses GIS for airports, and expressing the concerns of several Corporate Committee members concerning its implementation. The discussion contained contributions from AAAE staff, including Jim Bennett, AAAE Chair, Spencer Dickerson, AAAE Staff Vice President as well as Pat Osborne, who manages the product for AAAE. Also represented were vendor partner David Tamir from AECOM and Tom Mochty from Woolpert.

It is the intent of the SAAMS product to provide GIS tools over the web at a fraction of the cost of custom applications. This has created concern from members of the consulting community that provide custom GIS solutions.

Through a course of communication between Brian Reed on behalf of the Corporate Committee and the AAAE Executive Board, three issues were tabled for discussion:

- 1) Fairness of the vendor selection process
- 2) Competition with consulting firms, many of them members or target members of the Corporate Committee
- 3) Conflict of interest concerning representation in ongoing regulatory affairs

All three items were discussed and the official response is published in the attached letter to the Corporate Committee from Chip Barclay.

In summary, AAAE defended their 10 year investment in the IT infrastructure that supports the SAAMS product and the integration of AECOM (vendor chosen for product) to provide a solution for smaller airports who do not have the capacity to implement comprehensive GIS solutions. A request for proposal was issued and selection was based on proposals submitted. They recognize that competition is a sensitive area, and as an organization, do not intend to offer professional services as a general consultant to airports. AAAE feels that SAAMS represents minimal opportunity for conflict of interest with regulatory policy. If conflict does arise, their position is to support member benefit over any effect on a business line.

### **III. AAAE Web Site Corporate Committee Information**

Attendees were informed of the newly created content on the AAAE web site, dedicated to the Corporate Committee. The site contains current Committee roster as well as meeting minutes and will serve as a place to host relevant content for the committee..

### **IV. Corporate Committee Mission Statement**

There was a review of the mission statement as follows:

The mission of the AAAE Corporate Committee is to foster communication, participation and value with corporate members and AAAE

### **V. 2010 – 2011 Goals Progress**

Updated progress on the committee goals was delivered by representative member of the Steering Group assigned to each.

#### **1. Provide corporate members input at the policy level by being members on the full Board (Brian Reed)**

- Corporate Committee report was delivered to the Board at the meeting held earlier that day
- Regular attendance at all AAAE Board of Directors meetings

#### **2. Increase participation on the other AAAE Committees, conferences and meetings to provide assistance and airport member interaction (Lisa Pyles)**

- Monitoring committee activity to gather intel on issues relevant to Corporate committee
- Next step is to expand beyond event sponsorship
- Conference Committee is part of every conference and it is where moderators come up and speakers are chosen

#### **3. Work with AAAE staff to expand programs that encourage interaction with select airport members (Stacy Hollowell)**

- Create member profiles and post on web site
- Determine whether we can use our page to host pod cat materials or similar
- Feature profile in Airports Today newsletter (have identified placement with editor)
  - Need to establish some guidelines for inclusion

#### **4. Work with corporate members to expand membership to increase participation opportunities, sponsorships and corporate dues (Carlos Maeda)**

- Bring in more monies from additional corporate members
- Developed promotional marketing to show benefits as corporate members and would like to send to non members from the Corporate Committee

- Need to track results
- Recommend that it comes from Brian Reed and Jim Bennett

**5. Work with AAAE staff to identify enhanced services for corporate members**  
(Keith Mawson)

- Need to reduce competition with corporate members
  - SAAMS example

**6. Enhance communication of corporate information valuable to airport members**  
(Claudia Holliway, covered by Brian Reed)

- Printed report to board on how to audit and develop consultant overheads
- Send ideas to Brian regarding stuff for next opportunity

**VI. Next Meeting**

Next meeting of the Corporate Committee will take place at the AAAE Planning, Design and Construction Conference in Denver, CO, February 23 – 25, 2011. Exact date, time and meeting location will be announced prior to the meeting.