



**SANTA MARIA PUBLIC AIRPORT DISTRICT  
BOARD OF DIRECTORS**

**Thursday  
August 28, 2025**

**Administration Building  
Airport Boardroom  
6:00 P.M.**

**REGULAR MEETING  
A G E N D A**

*This agenda is prepared and posted pursuant to the requirements of the California Government Code Section 54954.2. By listing a topic on this agenda, the Santa Maria Public Airport District has expressed its intent to discuss and act on each item. The Santa Maria Public Airport District welcomes orderly participation at its meetings from all members of the public. This includes assistance under the Americans with Disabilities Act to provide an equally effective opportunity for individuals with a disability to participate in and benefit from District activities. To request assistance with disability accommodation, please call (805) 922-1726. Notification at least 48 hours prior to the meeting would enable the Santa Maria Public Airport District to make reasonable arrangements to ensure accessibility to this meeting.*

**CALL TO ORDER**

**PLEDGE OF ALLEGIANCE**

**ROLL CALL: Moreno, Adams, Brown, Clayton, Guy**

- 1. MINUTES OF THE SPECIAL MEETING HELD AUGUST 14, 2025**
- 2. MINUTES OF THE REGULAR MEETING HELD AUGUST 14, 2025**
- 3. COMMITTEE REPORT(S):**
  - a) EXECUTIVE
  - b) ADMINISTRATION & FINANCIAL
  - c) SAFETY & SECURITY
  - d) REAL ESTATE
  - e) AIRPORT PLANNING & CAPITAL IMPROVEMENT
  - f) GOVERNMENT AFFAIRS
  - g) MARKETING & PROMOTIONS
  - h) GENERAL AVIATION
- 4. GENERAL MANAGER'S REPORT**
- 5. FINANCE REPORT**
  - a) Demand Register
  - b) Budget vs. Actual
  - c) Financial Statements
  - d) Delinquent Tenant

6. **PUBLIC SESSION:** Statements from the floor will be heard during public session. Request to Speak forms are provided for those wishing to address the board. After completing the form, please give it to the Clerk. Requests requiring board action will be referred to staff and brought on the next appropriate agenda. Members of the public are cordially invited to speak on agenda items as they occur. Staff reports covering agenda items are available for review in the offices of the General Manager on the Tuesday prior to each meeting. The Board will establish a time limit for receipt of testimony. The board reserves the right to establish further time limits for receipt of testimony.
7. **PRESENTATION BY CHRISTINA COLE AND KAREN SHERWOOD WITH ADVANCE AVIATION, REGARDING MARKETING FOR AIR SERVICE.**
8. **DISCUSSION AND DIRECTION TO STAFF REGARDING MARKETING FOR AIR SERVICE.**
9. **AUTHORIZATION FOR THE PRESIDENT AND SECRETARY TO EXECUTE THE SERVICE AGREEMENT FOR TERMINAL ADVERTISING BETWEEN THE DISTRICT AND FUSE CONNECT, LLC, PENDING REVIEW AND APPROVAL BY LEGAL COUNSEL.**
10. **AUTHORIZATION FOR THE PRESIDENT AND SECRETARY TO EXECUTE THE FIRST AMENDMENT OF SERVICE AGREEMENT BETWEEN THE DISTRICT AND TARTAGLIA ENGINEERING FOR THE LANDSIDE IMPROVEMENT PROJECT.**
11. **CAST A VOTE FOR THE RUNOFF ELECTION FOR ONE REGULAR SPECIAL DISTRICT MEMBER TO SANTA BARBARA LAFCO AND AUTHORIZATION FOR THE PRESIDENT TO WRITE IN THE VOTE ON BEHALF OF THE DISTRICT.**
12. **CLOSED SESSION.** The Board will hold a Closed Session to discuss the following item(s):
  - a) **Public Employment – Legal Counsel pursuant to Gov. Code Section 54957.**
13. **DIRECTORS' COMMENTS.**
14. **ADJOURNMENT.**

MINUTES OF THE SPECIAL BOARD  
MEETING OF THE BOARD OF DIRECTORS  
OF THE SANTA MARIA PUBLIC AIRPORT  
DISTRICT HELD AUGUST 14, 2025

The Board of Directors of the Santa Maria Public Airport District held a Special Meeting at the regular meeting place at 5:50 p.m. Present were Directors Brown, Guy, and Clayton, General Manager, Pehl, and District Counsel, George. Directors Moreno and Adams were absent.

1. PUBLIC SESSION FOR ITEMS ON THE AGENDA: Statements from the floor will be heard during public session. Request to Speak forms are provided for those wishing to address the board. After completing the form, please give it to the Clerk. The Board will establish a time limit for receipt of testimony.  
  
No one requested to speak.
2. Authorization for the President and Secretary to execute the First Amendment to Common Interest Agreement between the County of Santa Barbara, the City of Santa Maria, and the District. Director Clayton made a Motion to approve. Director Guy Seconded, and it was carried by the following roll call vote. Directors Brown, Guy, and Clayton voted "Yes".
3. Authorization for the President and Secretary to execute the First Amendment to Agreement for Services of Independent Contractor between the District, the County of Santa Barbara, the City of Santa Maria, and Langan, CA, Inc. Director Guy made a Motion to approve. Director Brown Seconded, and it was carried by the following roll call vote. Directors Brown, Guy, and Clayton voted "Yes".
4. Authorization for the President to execute the Second Amendment to Term Sheet between the Central Coast Regional Water Quality Control Board, County of Santa Barbara, City of Santa Maria, and the District for the SEMCO Site Cleanup and Abatement Order and Petitions for Write of Mandate. Director Clayton made a Motion to approve. Director Guy Seconded, and it was carried by the following roll call vote. Directors Brown, Guy, and Clayton voted "Yes".
5. ADJOURNMENT. Acting President Brown asked for a Motion to adjourn to a Regular Meeting to be held on August 14, 2025, at 6:00 p.m. at the regular meeting place. Director Brown made that Motion, Director Clayton Seconded, and it was carried by a 3-0 vote.

ORDER OF ADJOURNMENT

This Special Meeting of the Board of Directors of the Santa Maria Public Airport District is hereby adjourned at 5:57 p.m. on August 14, 2025.

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Ignacio Moreno, President

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Steve Brown, Secretary

MINUTES OF THE REGULAR BOARD  
MEETING OF THE BOARD OF DIRECTORS  
OF THE SANTA MARIA PUBLIC AIRPORT  
DISTRICT HELD AUGUST 14, 2025

The Board of Directors of the Santa Maria Public Airport District held a Regular Meeting at the regular meeting place at 6:00 p.m. Present were Directors Brown, Guy, and Clayton. General Manager, Pehl, and District Counsel George. Directors Moreno and Adams were absent.

1. MINUTES OF THE REGULAR MEETING HELD July 24, 2025. Director Clayton made a Motion to approve the minutes of the regular meeting held July 24, 2025. Director Guy Seconded, and it was carried by a 3-0 vote.
2. COMMITTEE REPORT(S):
  - a) EXECUTIVE – The committee met to set the agenda.
  - b) ADMINISTRATION & FINANCIAL – No meeting scheduled.
  - c) SAFETY & SECURITY – No meeting scheduled.
  - d) REAL ESTATE – No meeting scheduled.
  - e) AIRPORT PLANNING & CAPITAL IMPROVEMENT– No meeting scheduled.
  - f) GOVERNMENT AFFAIRS – No meeting scheduled.
  - g) MARKETING & PROMOTIONS – The committee met to discuss the marketing plan for air service.
  - h) GENERAL AVIATION – No meeting scheduled.
  - i) Legal Counsel – The committee met to review proposals for District Counsel.
3. GENERAL MANAGER’S REPORT: General Manager Pehl discussed the upcoming Runway Rehabilitation project starting August 18<sup>th</sup>.
4. The General Manager presented the Demand Register to the Board for review and approval.
  - a) Demand Register. The Demand Register, covering warrants 073906 through 073936 in the amount of \$274,699.33, was recommended for approval as presented. Director Guy made a Motion to accept the Demand Register as presented. Director Clayton Seconded, and it was carried by a 3-0 vote.
5. PUBLIC SESSION: Statements from the floor will be heard during public session. Request to Speak forms are provided for those wishing to address the board. After completing the form, please give it to the Clerk. Requests requiring board action will be referred to staff and brought on the next appropriate agenda. Members of the public are cordially invited to speak on agenda items as they occur. Staff reports covering agenda items are available for review in the offices of the General Manager on the Tuesday prior to each meeting. The Board has established a three-minute time limit for receipt of testimony. The board reserves the right to establish further time limits for receipt of testimony.

No one requested to speak.

6. Resolution 951. A Resolution of the Board of Directors of the Santa Maria Public Airport District adopting the appropriations subject to limitations for fiscal year 2025-2026 under California Constitution Article XIII B (as amended) and Implementing Statutes. This will be in front of the public until the Board meeting scheduled for September 11<sup>th</sup>.
7. Authorization for the President and Secretary to execute the Consulting Service Agreement between the District and Tartaglia Engineering for the Conservation Easement. Director Clayton made a Motion to approve. Director Guy Seconded, and it was carried by a 3-0 vote.
8. Authorization for the President and Secretary to execute the First Amendment of Service Agreement between the District and Tartaglia Engineering for the Landside Improvement Project. This item was tabled until the next meeting.
9. Authorization for the President and Secretary to execute the Fourth Amendment of Service Agreement between the District and Tartaglia Engineering for U.S. Customs Building Upgrades. Director Clayton made a Motion to approve. Director Guy Seconded, and it was carried by a 3-0 vote.
10. Authorization for the President and Secretary to execute the Fifth Amendment of Service Agreement between the District and Ravatt Albrecht and Associates for Professional Services for the U.S. Customs Building Remodel. Director Clayton made a Motion to approve. Director Guy Seconded, and it was carried by a 3-0 vote.
11. Authorization for the General Manager to attend the ACA Conference to be held September 15-19, 2025, in South Lake Tahoe, CA. Director Clayton made a Motion to approve. Director Guy Seconded, and it was carried by a 3-0 vote.
12. Closed Session. At 6:18 p.m. the Board went into Closed Session to discuss the following item(s):
  - a) Public Employment – Legal Counsel pursuant to Gov. Code Section 54957.At 6:50 p.m., the Board and staff reconvened to Open Public Session.

There were no reportable actions.
13. Directors' Comments. Director Guy attended Display Days at the Santa Maria Museum of Flight and described the experience as incredible. He noted the enthusiasm of the pilots, the friendliness of staff, and the impressive resources available at the airport. He encouraged staff to explore opportunities to further promote Display Days and expressed that he left extremely impressed.

Director Clayton expressed appreciation that the SEMCO lawsuit has been resolved.

Director Brown highlighted the success of the EconAlliance Golf Tournament and noted the significant benefit of the District's sponsorship in helping to promote the new American Airlines service."
14. Adjournment: Acting President Brown asked for a Motion to adjourn to a Regular Meeting to be held on August 28, 2025, at the regular meeting place. Director Clayton made that Motion, Director Guy Seconded, and it was carried by a 3-0 vote.

ORDER OF ADJOURNMENT

This Regular Meeting of the Board of Directors of the Santa Maria Public Airport District is hereby adjourned at 6:53 p.m. on August 14, 2025.

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Ignacio Moreno, President

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Steven Brown, Secretary

**DEMAND REGISTER  
SANTA MARIA PUBLIC AIRPORT DISTRICT**

Full consideration has been received by the Santa Maria Public Airport District for each demand, numbers 073937 to 073975 and electronic payments on Pacific Premier Bank and in the total amount of \$101,099.45.

\_\_\_\_\_  
MARTIN PEHL  
GENERAL MANAGER

\_\_\_\_\_  
DATE

The undersigned certifies that the attached register of audited demands of the Santa Maria Public Airport District for each demand, numbers 073937 to 073975 and electronic payments on Pacific Premier Bank in the total amount of \$101,099.45 has been approved as being in conformity with the budget approved by the Santa Maria Public Airport District and funds are available for their payment.

\_\_\_\_\_  
KATYA HAUSSLER  
ACCOUNTING CLERK

\_\_\_\_\_  
DATE

THE BOARD OF DIRECTORS OF THE SANTA MARIA PUBLIC AIRPORT DISTRICT APPROVED PAYMENT OF THE ATTACHED WARRANTS AT THE MEETING OF AUGUST 28, 2025.

\_\_\_\_\_  
STEVE BROWN  
SECRETARY

**Santa Maria Public Airport District**

**Demand Register**

Check Number	Check Date	Vendor Name	Check Amount	Description
* 73937	8/14/2025	1200 Aero	\$2,000.00	Airport Ops Monitoring Subscription
* 73938	8/14/2025	Adams, Chuck	\$600.00	Director's Fees
* 73939	8/14/2025	Advantage Answering Plus	\$845.19	Answering Service
* 73940	8/14/2025	AT&T	\$144.75	Telephone Service
* 73941	8/14/2025	AWP Safety	\$862.57	Pavement Maint. - Terminal
* 73942	8/14/2025	Brown, Steve	\$500.00	Director's Fees
* 73943	8/14/2025	CCI Office Technologies	\$241.07	Postage Machine Cartridge
* 73944	8/14/2025	Central City Tool Supply, Inc.	\$22.24	Terminal Pavement Maint.
* 73945	8/14/2025	City of Santa Maria	\$4,540.00	Temp. Refuse Svc Request - AirFest
* 73946	8/14/2025	CNH Industrial Accounts	\$2,144.67	Vehicle Maintenance
* 73947	8/14/2025	Coast Networx	\$210.00	Network Support Services
* 73948	8/14/2025	Comcast	\$1,405.08	Cable/Internet/Digital Voice
* 73949	8/14/2025	Comcast Business	\$2,216.60	Internet Service
* 73950	8/14/2025	Digital West	\$950.65	Network Services - Terminal
* 73951	8/14/2025	Ferguson US Holdings, Inc.	\$838.46	Hangar Maintenance
* 73952	8/14/2025	Glas, Robert Sean	\$250.00	Tenant Refund
* 73953	8/14/2025	Groveman Hiete LLP	\$433.00	Legal Consulting
* 73954	8/14/2025	Gsolutionz, Inc.	\$91.70	GPS Cloud Services
* 73955	8/14/2025	Guy, Anthony Ted	\$100.00	Director's Fees
* 73956	8/14/2025	Haute Social by Hayley	\$1,275.00	Airport Advertising
* 73957	8/14/2025	HR Your Way, Inc.	\$535.17	Recruitment Services
* 73958	8/14/2025	Hunt Group Consultants	\$3,975.00	Airport Consulting Services
* 73959	8/14/2025	JD Humann Landscaping, Inc	\$4,955.00	Landscaping - Terminal
* 73960	8/14/2025	Keylock Security Specialists	\$200.00	New Badging Printer
* 73961	8/14/2025	MarTeeny Designs	\$550.00	Website Maintenance
* 73962	8/14/2025	McMaster-Carr	\$131.55	Terminal Pavement Maintenance
* 73963	8/14/2025	Mission Linen Service	\$425.15	Uniform Service
* 73964	8/14/2025	Moreno, Ignacio	\$500.00	Director's Fees
* 73965	8/14/2025	Pacific Telemanagement Services	\$463.00	Pay Phone Svcs - Terminal
* 73966	8/14/2025	ROKLIN Systems Incorporated	\$2,403.38	Pavement Maint.- Landing Area
* 73967	8/14/2025	S Lombardi & Assoc., Inc.	\$1,280.00	Airport Advertising
* 73968	8/14/2025	Santa Barbara Cnty Special District Assoc.	\$80.00	Dinner Meeting
* 73969	8/14/2025	Shred 2 You, Inc.	\$181.44	Shredding Services
* 73970	8/14/2025	Smith's Alarms & Electronics Inc.	\$630.00	Electronic Security System
* 73971	8/14/2025	Sousa Tire Service, LLC	\$10,770.03	ARFF Truck Tires
* 73972	8/14/2025	Turner, Theresa	\$112.00	Tenant Refund
* 73973	8/14/2025	U.S. Bank Equipment Finance	\$573.14	RICOH Printer Lease
* 73974	8/14/2025	Verizon Wireless	\$1,292.11	Mobile Devices
* 73975	8/14/2025	VTC Enterprises	\$84.00	Trash - Paper Recycling
		Subtotal	<u>\$48,811.95</u>	

**Santa Maria Public Airport District**

**Demand Register**

Check Number	Check Date	Vendor Name	Check Amount	Description
ACH	8/12/2025	CalPers	\$7,700.17	Employee Retirement
ACH	8/13/2025	Empower Retirement	\$4,732.44	Employee Paid Retirement
ACH	8/14/2025	Paychex	\$27,352.31	Payroll
ACH	8/14/2025	Paychex	\$7,412.96	Payroll Taxes
ACH	8/14/2025	Ready Refresh	\$50.05	Water Delivery
ACH	8/14/2025	Frontier	\$1,109.58	Telephone Service
ACH	8/14/2025	PG&E	\$3,168.52	Terminal/Admin/Hangar Electricity
ACH	8/14/2025	The Gas Company	\$260.06	Utilities - Gas
ACH	8/15/2025	Paychex	\$193.41	Paychex Invoice
ACH	8/21/2025	Ultrex	\$20.02	Equipment Lease - Usage Charge
ACH	8/21/2025	De Lage	\$83.74	Copier
ACH	8/25/2025	Aflac	\$204.24	Employee Voluntary Insurance
		Subtotal	<u>\$52,287.50</u>	
		Total	<u><u>\$101,099.45</u></u>	

**Santa Maria Public Airport District**

**Budget vs. Actual - YTD**

As of July 31, 2025

	<u>YTD</u>	<u>YTD BUD</u>	<u>VARIANCE</u>	<u>% VARIANCE</u>
61000-Landing fees	957.00	6,060.34	(5,103.34)	(84.2 %)
61100-Tiedowns	2,326.00	2,325.75	0.25	.0 %
61200-Fuel Flowage Fees	17,997.18	10,920.00	7,077.18	64.8 %
62000-T-Hangar	51,639.00	52,307.50	(668.50)	(1.3 %)
62100-Corporate Hangar	38,463.00	38,420.25	42.75	.1 %
62200-Owner Build Hangar	1,997.00	1,997.00	0.00	.0 %
63000-T-Hangar Storage	4,346.00	4,345.59	0.41	.0 %
64100-Main Hangar	12,105.00	12,104.59	0.41	.0 %
64200-Commercial Aviation	38,818.67	36,105.25	2,713.42	7.5 %
64300-Land Lease - Commercial Aviation	8,184.00	8,184.00	0.00	.0 %
65000-Car Rental	11,887.31	14,989.09	(3,101.78)	(20.7 %)
65100-Terminal Space Lease	14,188.68	14,369.25	(180.57)	(1.3 %)
66100-Agricultural Lease	154,563.25	151,211.67	3,351.58	2.2 %
66200-Non Aviation Land Leases	33,503.75	33,727.92	(224.17)	(.7 %)
66300-Cell Tower Lease	5,110.00	5,351.92	(241.92)	(4.5 %)
66400-Mobile Home Parks	47,920.65	50,206.84	(2,286.19)	(4.6 %)
67000-Administrative Income	1,921.00	2,395.42	(474.42)	(19.8 %)
69100-Interest and Investment Earnings	13,783.80	18,500.00	(4,716.20)	(25.5 %)
69110-AIP Reimbursement	0.00	362,567.25	(362,567.25)	(100.0 %)
69120-PFC Revenue	0.00	4,736.59	(4,736.59)	(100.0 %)
69200-Tax Revenues	0.00	212,275.00	(212,275.00)	(100.0 %)
<b>Total Income</b>	<b>459,711.29</b>	<b>1,043,101.22</b>	<b>(583,389.93)</b>	<b>(55.9 %)</b>
80000-G&A	3,602.25	1,332.75	2,269.50	170.3 %
80001-MHP - Maintenance	575.00	1,960.00	(1,385.00)	(70.7 %)
80002-MHP - MHP Liability Insurance	2,350.00	1,333.09	1,016.91	76.3 %
80003-MHP - Property Management	0.00	2,350.00	(2,350.00)	(100.0 %)
80004-MHP - Salaries/ Employee Related Expenses	11,019.39	10,796.17	223.22	2.1 %
80005-MHP - Utilities	18,757.53	19,575.00	(817.47)	(4.2 %)
80100-Salaries- Administration	41,869.68	45,074.09	(3,204.41)	(7.1 %)
80101-Salaries - Maintenance & Operations	43,410.97	46,934.17	(3,523.20)	(7.5 %)
80102-Employee Benefits - Other	6,368.46	5,279.75	1,088.71	20.6 %
80104-Employee Benefits - Medical	23,074.57	25,486.59	(2,412.02)	(9.5 %)
80105-Medicare Tax	1,933.82	1,459.75	474.07	32.5 %
80106-PERS Retirement	22,339.83	32,883.75	(10,543.92)	(32.1 %)
81000-ARFF Services	0.00	82,750.00	(82,750.00)	(100.0 %)
81100-Electricity	26,931.82	21,047.29	5,884.53	28.0 %
81200-Natural Gas	260.06	676.09	(416.03)	(61.5 %)
81300-Water	(406.72)	11,746.68	(12,153.40)	(103.5 %)
81600-Communications	7,768.52	6,336.92	1,431.60	22.6 %
81601-Communications - Alarm	1,588.62	1,522.18	66.44	4.4 %
81602-Communications - Wireless	1,786.78	2,072.84	(286.06)	(13.8 %)
81603-Communications - Access Control	0.00	126.92	(126.92)	(100.0 %)
82400-Supplies Office	4,363.99	3,750.01	613.98	16.4 %
82410-Supplies Shop	4,235.56	2,916.67	1,318.89	45.2 %
82500-Fuel Expense	1,158.70	3,750.00	(2,591.30)	(69.1 %)
83000-Maintenance - Misc	275.00	1,791.69	(1,516.69)	(84.7 %)
83001-Maintenance - Lighting	190.49	2,208.35	(2,017.86)	(91.4 %)
83002-Maintenance - Generator	0.00	622.59	(622.59)	(100.0 %)
83003-Maintenance - Pavement	2,065.48	2,833.35	(767.87)	(27.1 %)
83004-Maintenance - Weed/Wildlife	2,968.75	6,122.34	(3,153.59)	(51.5 %)
83005-Maintenance - Fencing & Gates	582.73	1,608.35	(1,025.62)	(63.8 %)
83006-Maintenance - Building	13,199.22	6,308.94	6,890.28	109.2 %
83007-Maintenance - Fire Alarm	413.16	548.26	(135.10)	(24.6 %)
83008-Maintenance - Drainage	0.00	1,250.01	(1,250.01)	(100.0 %)
83100-Signs	1,048.40	708.35	340.05	48.0 %
84000-Equipment Lease	1,117.57	833.34	284.23	34.1 %
84500-Janitorial	11,545.50	11,545.50	0.00	.0 %
84700-Landscaping	4,955.00	5,466.85	(511.85)	(9.4 %)

85000-Vehicle Maintenance	14,130.37	6,416.67	7,713.70	120.2 %
85400-Dues and Membership	18,510.98	8,090.50	10,420.48	128.8 %
86000-Advertising	4,812.69	6,250.00	(1,437.31)	(23.0 %)
86001-Consulting - Admin	5,907.17	9,347.59	(3,440.42)	(36.8 %)
86002-Consulting Professional	23,685.00	12,834.59	10,850.41	84.5 %
86003-Consulting - Legal	8,791.50	8,333.34	458.16	5.5 %
86004-Consulting - Security	11,724.75	41,644.75	(29,920.00)	(71.8 %)
86005-Bank Fees	0.00	200.00	(200.00)	(100.0 %)
86006-Computer Software	2,653.90	13,834.67	(11,180.77)	(80.8 %)
86007-Customs	0.00	10,416.67	(10,416.67)	(100.0 %)
86015-Depreciation - Hangar Area	0.00	2,458.34	(2,458.34)	(100.0 %)
86025-Depreciation - Landing Area	0.00	201,000.00	(201,000.00)	(100.0 %)
86035-Depreciation - FBO	0.00	1,500.00	(1,500.00)	(100.0 %)
86045-Depreciation - Revenue Gen Land	0.00	25,833.34	(25,833.34)	(100.0 %)
86055- Depreciation - Terminal Area	0.00	31,250.00	(31,250.00)	(100.0 %)
86100-Depreciation - Administration	0.00	2,750.00	(2,750.00)	(100.0 %)
86200-Insurance	0.00	45,682.25	(45,682.25)	(100.0 %)
86500-Permits	1,113.16	1,000.00	113.16	11.3 %
86600-Education and Recognition	2,149.78	2,485.84	(336.06)	(13.5 %)
86700-Business Travel	421.92	2,500.00	(2,078.08)	(83.1 %)
86800-Fire Fighting Training	0.00	2,250.00	(2,250.00)	(100.0 %)
88001-Airfest Expense - Sponsorship	0.00	6,250.00	(6,250.00)	(100.0 %)
88609-Conservation Easement	0.00	87,500.00	(87,500.00)	(100.0 %)
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Total Expenses	355,251.35	902,837.18	(547,585.83)	(60.7 %)
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Net Income	104,459.94	140,264.04	(35,804.10)	4.7 %
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Santa Maria Public Airport District

Profit & Loss

As of July 31, 2025

	YTD	PTD	PTD AVG	% AVG/PTD
Revenues from Operations				
Landing Area				
Landing fees and tiedowns	3,283.00	3,283.00	3,283.00	100.0 %
Fuel flowage fees	17,997.18	17,997.18	17,997.18	100.0 %
Subtotal	21,280.18	21,280.18	21,280.18	100.0 %
Hangar area				
T-Hangar	51,639.00	51,639.00	51,639.00	100.0 %
Corporate T-Hangars	38,463.00	38,463.00	38,463.00	100.0 %
T-Hangar Storage Units	4,346.00	4,346.00	4,346.00	100.0 %
Owner Build Hangars	1,997.00	1,997.00	1,997.00	100.0 %
Subtotal	96,445.00	96,445.00	96,445.00	100.0 %
FBO Area				
Main Hangar	12,105.00	12,105.00	12,105.00	100.0 %
Commercial Hangars	38,818.67	38,818.67	38,818.67	100.0 %
Land Leases	8,184.00	8,184.00	8,184.00	100.0 %
Subtotal	59,107.67	59,107.67	59,107.67	100.0 %
Terminal Area				
Car Rental	11,887.31	11,887.31	11,887.31	100.0 %
Terminal Space Lease	14,188.68	14,188.68	14,188.68	100.0 %
TSA LEO Reimbursement	0.00	0.00	0.00	
Subtotal	26,075.99	26,075.99	26,075.99	100.0 %
Revenue generating land				
Non Aviation Land Leases	33,503.75	33,503.75	33,503.75	100.0 %
Agricultural Leases	154,563.25	154,563.25	154,563.25	100.0 %
Cell Towers	5,110.00	5,110.00	5,110.00	100.0 %
Airport Mobile Home Park	47,920.65	47,920.65	47,920.65	100.0 %
Subtotal	241,097.65	241,097.65	241,097.65	100.0 %
Administrative				
Badging Income			0.00	
Miscellaneous Income	1,921.00	1,921.00	1,921.00	100.0 %
Plans and Specs	0.00	0.00	0.00	
Cares Grant Revenue	0.00	0.00	0.00	
Subtotal	1,921.00	1,921.00	1,921.00	100.0 %
Total Revenue from operations	445,927.49	445,927.49	445,927.49	100.0 %
			0.00	

## Santa Maria Public Airport District

## Profit &amp; Loss

As of July 31, 2025

	YTD	PTD	PTD AVG	% AVG/PTD
Operating Expenses:				
Landing Area	8,695.26	8,695.26	8,695.26	100.0 %
Hangar Area	6,360.30	6,360.30	6,360.30	100.0 %
FBO Area	6,954.99	6,954.99	6,954.99	100.0 %
Terminal Area	41,530.46	41,530.46	41,530.46	100.0 %
Revenue generating land	36,221.74	36,221.74	36,221.74	100.0 %
Salaries and Benefits	140,384.23	140,384.23	140,384.23	100.0 %
Utilities	8,730.16	8,730.16	8,730.16	100.0 %
Supplies	9,758.25	9,758.25	9,758.25	100.0 %
Maintenance and Repairs	16,845.11	16,845.11	16,845.11	100.0 %
Contractual Services	41,037.57	41,037.57	41,037.57	100.0 %
Real Estate Commission	0.00	0.00	0.00	
ARFF Services	0.00	0.00	0.00	
Security Services	11,724.75	11,724.75	11,724.75	100.0 %
Dues and Subscriptions	18,510.98	18,510.98	18,510.98	100.0 %
Advertising	4,812.69	4,812.69	4,812.69	100.0 %
Depreciation	0.00	0.00	0.00	
Insurance	0.00	0.00	0.00	
Election Expense	0.00	0.00	0.00	
Business Travel	421.92	421.92	421.92	100.0 %
Fire Fighting Training	0.00	0.00	0.00	
Rent Credit	0.00	0.00	0.00	
Air Show Expense	0.00	0.00	0.00	
Conservation Easement	0.00	0.00	0.00	
Other Miscellaneous Expense	3,262.94	3,262.94	3,262.94	100.0 %
<b>Total Expenses</b>	<b>355,251.35</b>	<b>355,251.35</b>	<b>355,251.35</b>	<b>100.0 %</b>
<hr/>				
Operating income (loss)	90,676.14	90,676.14	90,676.14	100.0 %
<hr/>				
Non-Operating Revenues (Expenses):				
PFC Revenue	0.00	0.00	0.00	
Interest Income	13,783.80	13,783.80	13,783.80	100.0 %
Tax Revenues	0.00	0.00	0.00	
AIP Reimbursement	0.00	0.00	0.00	
Gain on Land Sale	0.00	0.00	0.00	
<b>Total non-operating rev (exp)</b>	<b>13,783.80</b>	<b>13,783.80</b>	<b>13,783.80</b>	<b>100.0 %</b>
<hr/>				
<b>Net Income</b>	<b>104,459.94</b>	<b>104,459.94</b>	<b>104,459.94</b>	<b>100.0 %</b>

Current Assets:

Cash and cash equivalents	4,573,066
Restricted - cash and cash equivalents	418,226
Certificate-of-deposit	8,000
Accounts receivable - customers and tenants, net	491,024
Prepaid expenses and deposits	<u>10,659,929</u>
Total current assets	<u>16,150,245</u>

Non-current assets:

Note receivable	0
Interest Receivable	0
Capital assets, not being depreciated	8,112,758
Depreciable capital assets	26,094,135
Deferred other post-employment benefits outflows	9,240
Deferred pension outflows	<u>945,818</u>
Total non-current assets	<u>35,161,952</u>

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Total assets	<u>51,312,197</u>
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Current Liabilities:

Accounts payable and accrued expenses	392,611
Accrued wages and related payables	9,915
Unearned Revenue (customer prepaid)	558,078
Hangar and other deposits	115,402
Long-term liabilities - due in one year:	
Compensated absences	43,436
Land improvements payable	<u>8,574</u>
Total current liabilities	<u>1,128,016</u>

Long-term liabilities - due in more than one year

Compensated absences	130,307
Land improvements payable	48,588
Total other post-employment benefits liability	321,302
Net pension liability	2,566,217
Deferred pension inflows	<u>72,640</u>
Total long term liabilities	<u>3,139,055</u>

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Total Liabilities	<u>4,267,071</u>
-------------------	------------------

Net position:

Retained Earnings	46,940,665
Change in Net Position	<u>104,460</u>
Total net position	<u>47,045,125</u>

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Total liabilities and net position	<u>51,312,197</u>
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SCOPE OF WORK & DELIVERABLES  
BUILDING AWARENESS AND BOOKINGS FOR AA-PHX  
MARKETING AND CREATIVE SUPPORT  
FROM ADVANCE AVIATION

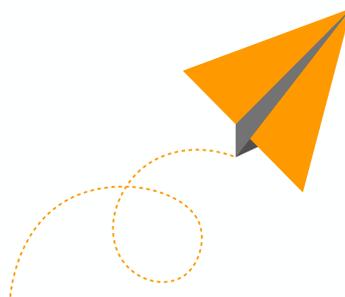
# Santa Maria Airport





# Table of Contents

Executive Summary.....	3
Qualifications and Experience.....	4
Relevant Experience.....	5
Our Capabilities / Creative Services.....	6
Peerless Data Insights / Market Intelligence.....	7
Measuring Success.....	8
Your Team.....	9
Case Studies / Creative Showcase.....	14
Approach and Methodology.....	20
Strategic Approach.....	21
Target Audiences.....	22
Demographic Personas.....	23
Media Planning & Placement.....	25
Traditional Media.....	26
Our Creative Process.....	27
Proposed Budget and Cost Breakdown.....	28
Contract Agreement.....	36
References.....	37





# Executive Summary

## Advance Aviation

### Your Strategic Marketing Partner at SMX

Goal: Implement a two-year tailored, high-impact marketing strategy designed to elevate Santa Maria Airport's (SMX) reach, visibility, and growth for American Airlines new service to Phoenix Sky Harbor International Airport (PHX).

Advance Aviation, a specialized division of Advance Local Media LLC, is uniquely positioned to be the strategic marketing partner for Santa Maria Airport (SMX).

Powered by Advance Local, the 8th largest news and information media company in the U.S., we deliver unparalleled reach and precision in aviation marketing.

With over a decade of experience supporting more than 100 airports nationwide, our firm brings deep industry expertise and strategic insight to every engagement. We leverage critical market intelligence, nurture trusted community relationships, and deliver continuous analysis of regional aviation trends. This foundation enables us to develop culturally resonant, data-driven marketing strategies designed to position SMX as the region's most affordable and convenient travel gateway.

**Advance Aviation** understands the unique needs of both general aviation (GA) and commercially served airports. We offer comprehensive marketing strategies that position these airports as vital economic engines within their communities. Our services are designed to strengthen stakeholder engagement, boost airport utilization, and attract new investment. Through targeted outreach, strategic branding, and effective communication, we help airports build a strong regional presence—driving increased economic impact and supporting sustainable, long-term growth.

Advance Aviation is committed to serving Santa Maria Airport (SMX) as a seamless extension of your team. Our mission is to support SMX's growth through strategic marketing campaigns that drive passenger engagement, promote community loyalty, and increase visibility in key markets.

With extensive experience in both inbound and outbound travel campaigns, we develop tailored marketing strategies that align with airport goals—whether it's increasing passenger retention, promoting special events, or building airline interest. We understand the nuances of regional travel behavior and apply proven methods to drive measurable results.

As recognized industry experts, our team is actively involved with Christina Cole and Kayleigh Tarbet frequently guest speaking at major annual aviation conferences including Routes Americas, TakeOff North America, WAMA (WAC), ACI Northeast JumpStart, AAEA Annual Conferences, and past Volaire Air Service Forums. These connections keep our strategies aligned with current trends and airline expectations.

As Team Leader, Christina Cole collaborates directly with you and your Air Service Consultant during one-on-one airline meetings at ASD conferences, acting as a true extension of your airport team. She is committed to supporting route success and driving long-term airport growth through customized marketing and strategic initiatives. Christina's office is wherever your airport needs her—she is always ready to champion your goals and deliver results.

### Company Headquarters:

Advance Local

1 World Trade Center New York, NY 10007

### Location of Proposer's Offices:

Advance Media NY— Advance Aviation  
220 South Warren St., Syracuse, NY 13202



# Qualifications and Experience

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# Relevant Experience

Our ongoing investment in the aviation industry—through robust travel data, active participation in aviation conferences, and compelling storytelling—sets us apart in helping airport partners overcome their toughest challenges and reach their goals. We continuously monitor and optimize our campaigns to ensure alignment with ROI and growth expectations. Guided by current market and industry conditions, we adapt quickly, recalibrating creative strategy and shifting tactics as needed to stay ahead. Christina Cole, our team leader, will serve as the primary contact for all communications and strategic discussions. **Christina’s “office” is anywhere her airport partners are located.**



**About Advance Aviation**  
Advance Aviation is driven by a deep passion for the aviation industry. **Led by Christina Cole—an experienced aviation marketer and frequent keynote speaker alongside Kayleigh Tarbet—our core team of five experts brings extensive industry knowledge and proven success. Backed by 14 skilled marketing professionals, we deliver strategic, results-driven marketing solutions tailored specifically for aviation.**

## TWO RELEVANT CASE STUDIES

### CASE STUDY | GREATER BINGHAMTON AIRPORT

See page 17. **Introduce new service with Avelo. Deliverables: targeted multi-tiered digital campaign, traditional media management and implementation, radio promotion with ticket giveaways for Avelo to MCO, organization and implementation of coaster promotion at local breweries offering Avelo discounted fares developed new logo, implemented rebrand, built and host new website.**

### CASE STUDY | CENTRAL WISCONSIN AIRPORT

See page 17. **Deliverables: targeted multi-tiered digital campaign and creative development for both a business (bleisure) and leisure focused campaign.**

Our greatest achievement as an aviation-focused firm has been the lasting impact we've made with our airport partners and the longevity of these partnerships. Through our successful, targeted marketing strategies, we've been able to significantly expand the Advance Aviation brand, establishing a strong presence across the country. We are proud to have worked with over 150 airports to date.

Our airport partners are in **every region** of the country.





# Our Capabilities



**MARKETING STRATEGY**



**BROADCAST TELEVISION**



**STREAMING AUDIO**



**CONTENT MARKETING**



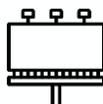
**TELEVISION STREAMING**



**VIDEO MARKETING**



**SEO / SEM**



**BILLBOARD OOH**



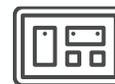
**SOCIAL MEDIA MARKETING**



**MARKET RESEARCH**



**MOBILE LOCATION BASED MARKETING**



**ONLINE DISPLAY**



**Videography**  
(Including Drone)



**Photography**  
(Including Drone)



**Interactive 3D Tours**



**Video Production**



**Creative Concepting and Consulting**



**Landing Page Development**



**Social Media Creative / Influencer Campaigns**



**Custom Illustrations**



**Copywriting**



**Logo Design & Brand Style Guides**



**Interactive Web-Based Maps**



**General Graphic Design Services**

## Creative Services

Our award-winning creative team takes pride in its exceptional creative capabilities – transcending boundaries and redefining possibilities. With a team of visionary minds, we craft campaigns that are captivating, strategic, innovative, and meticulously tailored to resonate with audiences on a profound level. Listed here, you'll find a highlight of our creative specialties.



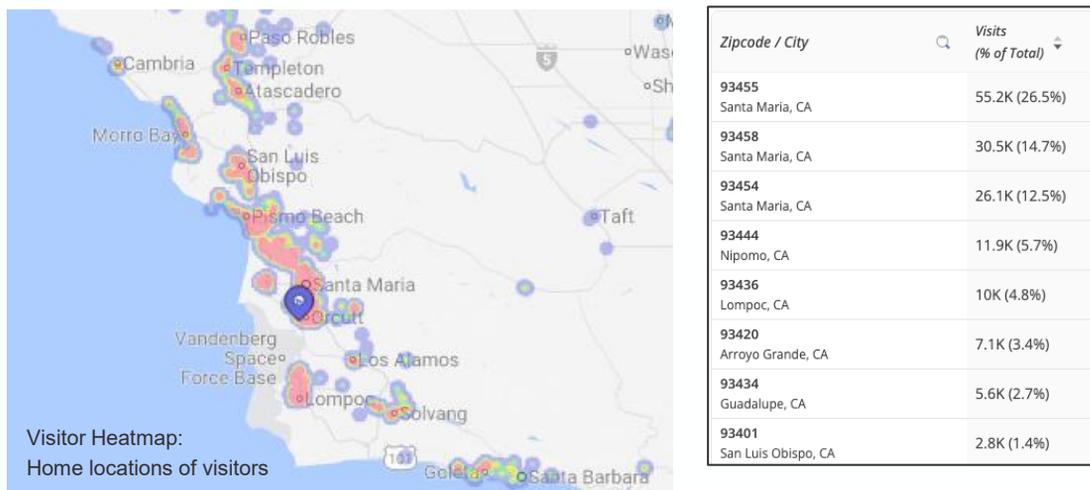
# Peerless Data Insights

We can **identify custom travel audiences** and **serve targeted messaging** across various platforms including Google search, digital video, OTT platforms, mobile display ads, streaming audio, and re-messaging. **Advance is one of the few marketing agencies that owns its own Data Management Platform (DMP).** This DMP uses many third-party data sources such as **Acxiom, Teracai, Experian, etc.** and a rich base of first-party data. We use our DMP to collect, analyze and enrich data from our own publisher site visitors. We also collect behavioral data from around the globe. The platform tracks 250,000+ different behavioral signals from 60+ data providers to observe 2+ billion devices every month. This deep understanding of behavioral activity allows us to identify and reach ideal customers more effectively for our clients.



## Market Intelligence

Our strategy recommendations and optimization tactics are guided by collaboration with your marketing team and supported by our extensive, proprietary first and third-party data sets.



One such competitive advantage is market intelligence mapping. We marry market research with our audience data to create data intelligence – researching where travelers come from when visiting destinations within the preferred regions. Our effective approach involves identifying geography, demographics, behaviors, and intent to understand the trip booking process. This audience segmentation strategy allows your brand to provide a more personalized experience to potential travelers.

Utilizing market intelligence, our team analyzes specific personas traveling through the Santa Maria Airport. This new technology leverages privacy-compliant mobile device movement data, highlighting detailed information about visitors, including their travel patterns and visitation trends at the point of interest level.



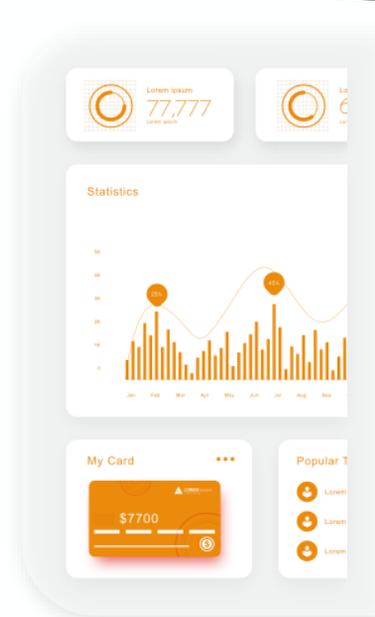
# Measuring Success

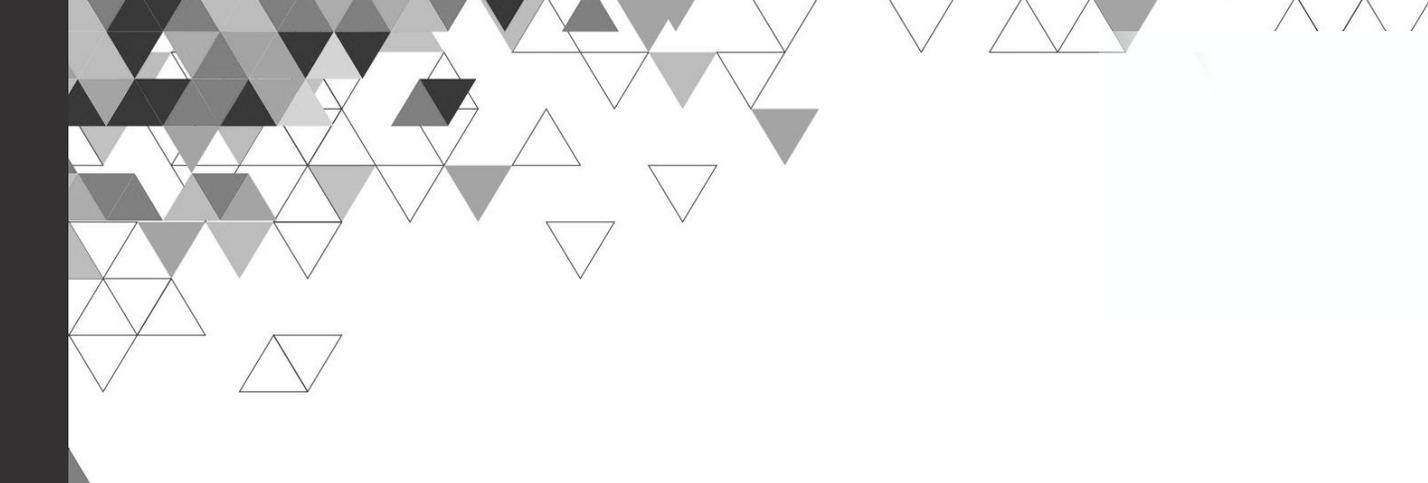
We measure campaign success directly tied to your goals and objectives. We do this by first ensuring that all aspects of your campaign and your website are set up with UTM codes and tagging, tracking and conversion pixels. Next, we use a suite of measurement technologies to monitor performance of all tactics, ad creative, website engagement, and key website conversion points. These tools include Google Analytics, Google Tag Manager, Facebook Business Manager, TikTok Ad Manager, MatchCraft, and more.

As our Advance Aviation Customer Success team monitors your campaigns, optimizations will be made in real-time to improve engagement and goal attainment across platforms. Creative will be A/B tested to determine the best messaging and most compelling calls to action.

Advance Aviation reports on findings during regularly scheduled reporting meetings conducted either in-person or via virtual meeting. We will meet with you monthly to make sure you are comfortable with how your campaign is running and how your marketing dollars are being invested to best achieve your goals.

Key members of the SMX team will obtain full access to our proprietary campaign analytics dashboard for full transparency.





# Your Team

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# Christina Cole

SENIOR AVIATION BRAND STRATEGIST

Christina brings 25 years of marketing expertise to her role as the leader of Advance Aviation, a firm dedicated exclusively to helping airports across the country grow enplanements, reduce passenger leakage, and build strong local support for air service. She is a regular speaker at aviation industry conferences and plays an active role in one-on-one airline meetings alongside the agency's Airport Partners of Record. Christina frequently travels to meet with partner airports, providing hands-on support and attending in-person board meetings when needed to strengthen strategic relationships and drive results.



## Education

**SUNY Onondaga**, 1999

## Experience

**Advance Aviation**, New York, New York

**Senior Digital Aviation Brand Consultant**, 2015 – Present

- Team Leader for Advance Aviation, an integrated aviation focused team, driving awareness and engagement for airports across the country.
- Advance Aviation is one of Advance Local's four top-producing revenue verticals.
- Strategize and implement marketing and creative strategies to impact enplanements, load factors and passenger retention for airport partners.
- Featured speaker at aviation conferences across the country highlighting marketing trends and forecasts within the aviation industry.

**Sinclair Broadcasting**, Syracuse, NY

**Television/Digital Account Executive**, 2010 – 2015

- Account Executive with NBC3, CBS5, and CW6 managing large account list consisting of a variety of clients on a local and regional level.
- Responsible for servicing and growing existing account list while actively generating new business for both television and digital platforms.
- Consistently achieved budgets
- Handled all aspects of business including developing customized marketing plans focusing on creative strategy, digital strategy, promotions and media schedules.
- Collaborative teamwork and brainstorming involving upper management, news, and on-air talent to implement comprehensive on-air, on-site, and on-line promotions.

**iHeart Media**, Syracuse, NY

**Account Executive/New Business Development Specialist**, 2009 – 2010

- Account Executive and New Business Development Specialist for many of the highest rated top radio stations in the Syracuse market.
- Specialized in programs specific to non-traditional revenue platforms.

**Citadel Communications (now Cumulus)**, Syracuse, NY

**Account Executive/New Business Development Specialist**

- Account Executive and New Business Development Specialist for the highest rated top 40 radio station and two additional stations in the Syracuse market.
- Specialized within the beverage industry creating and implementing strategic, comprehensive promotional plans designed to increase incremental case sales for key accounts with local distributor Onondaga Beverage.
- Increased brand awareness and sales for key brands such as Labatt USA, Coors Brewing Company, Heineken, and Corona.



# Kayleigh Tarbet

ART DIRECTOR

Kayleigh is an award-winning Art Director with over 14 years of experience leading creative projects that align with brand identity and deliver results. Known for her innovative approach and data-driven strategy, she supports aviation clients through high-impact design across platforms. Kayleigh frequently travels with Christina to partner airports, providing hands-on support and strengthening key relationships through in-person collaboration. Her creative designs have been recognized for multiple national and international awards.



## EDUCATION

### **State University of New York College at Oswego**

Bachelor of Arts, Graphic Design (BA), 2010

Minor in Business Administration and Marketing

## EXPERIENCE

### **Advance Aviation/Advance Media New York, Syracuse, NY**

**Art Director**, October 2024 - present

- Leads the conceptualization and execution of creative projects, ensuring that design assets not only align with each brand's identity but also meet the highest standards of quality, creativity, and consistency across all platforms.

### **Advance Aviation/Advance Media New York, Syracuse, NY**

**Senior Graphic Design and Marketing Specialist**, May 2019 – September 2024

- Team lead for landing pages; develop complete creative campaign strategies and design for a frictionless experience for potential customers which increases conversions.
- Creative lead for Advance Aviation team.
- Collaborate with colleagues to design creative solutions that drive results based on client KPIs.
- Meet with clients to present design concepts, as well as help sell creative services.
- Main responsibilities: creative direction, landing page development, digital and print production logo design, brand development, photography, video production, and social media marketing.

### **Syracuse Media Group, Syracuse, NY**

**Creative Consultant**, May 2014 – May 2019

- Collaborate with colleagues to develop creative strategy that is in line with client goals.
- Design and optimize landing pages that correspond to marketing campaigns.
- Responsibilities include, but not limited to: digital ad production, web design, video production, social media, print ad production, logo design, brand development, unique presentation design consultation and creative direction.

### **Cayuga Media, Auburn, NY**

**Graphic Designer**, 2010 – 2014

- Collaborate with sales representatives to develop cohesive branding initiatives.
- Design effective and engaging advertising campaigns for both print and digital media.

# Karen Sherwood

DIRECTOR OF AGENCY MEDIA



With more than 30 years of media experience, Karen brings deep industry knowledge to her role, working closely with our aviation partners to negotiate impactful sponsorships and strategic traditional media placements. Her expertise makes her uniquely qualified to help airport partners develop comprehensive marketing plans that integrate strong digital-first strategies with traditional media. As a core member of the Advance Aviation Team, Karen collaborates closely with Christina to deliver tailored, results-driven solutions.



## EDUCATION

### **State University of New York College at Oswego**

Bachelor of Arts, Art

## EXPERIENCE

### **Advance Aviation / Advance Media New York, Syracuse, NY**

**Director of Agency Media**, March 2024 through present

- Media Strategy Development: Oversee the creation of media strategies and proposals, encompassing both traditional and digital media. Plans scale from local to national.
- Proactive media strategy resource – communicate and coordinate client marketing plans with current media trends, technology developments, and targeting techniques.
- Project Management: Lead project management for high-level firm accounts, including campaign deadlines, creative deliverables, and collaboration with key departments.

### **Advance Media New York, Syracuse, NY**

**Senior Graphic Design and Marketing Specialist**, January 2018 – March 2024

- Lead designer for AMNY firm-level B2B and B2C accounts.
- Created omni-channel creative across digital display, email, print, video, social, radio, and out-of-home.
- Managed campaign strategy and social media content on platforms including Facebook, Instagram, TikTok, Twitter, LinkedIn, YouTube, and Pinterest.
- Video direction and production and script writing.

### **Syracuse Media Group (2012-2015) / Advance Media New York (2015-2018), Syracuse, NY**

**Creative Consultant**, December 2012-January 2018

- Designer for The Post-Standard loyalty program promotion, coordinating with circulation and content teams.
- Lead designer for AMNY firm-level B2B and B2C accounts, omni-channel creative across digital display, email, print, video, social, radio, and out-of-home.
- Managed campaign strategy and social media content on platforms including Facebook, Instagram, TikTok, Twitter, LinkedIn, YouTube, and Pinterest.
- Video production and script writing,

### **The Post-Standard, Syracuse, NY**

**Graphic Artist**, August 1998-December 2012

Designer for advertising -- print newspaper and Central New York Sports magazine.

Design promotional assets for The Post-Standard.



# Gerard Carroll

SENIOR DIRECTOR OF ADVERTISING



**Gerard** is an accomplished sales manager and a results-driven leader with a proven track record in achieving ambitious goals, solving complex problems, and driving customer satisfaction. With years of experience in sales and team leadership, he excels at motivating teams and delivering measurable outcomes. Gerard takes pride in serving as a brand ambassador for **Advance Aviation**, where he represents the company's values and commitment to excellence.

## EDUCATION

### **Le Moyne College**

MBA, Business Administration, 2001

### **State University of New York College at Oswego**

BS, Marketing, 1986

## EXPERIENCE

### **Advance Aviation / Advance Media New York, Syracuse, NY**

**Senior Director of Advertising**, February 2014 through present

- Spearhead an advertising department focusing on full-service solutions
- Lead vertical strategies for Travel and Tourism, Aviation, Recruitment, and more.

### **The Post-Standard, Syracuse, NY**

**Assistant Advertising Director Classified/Online Sales**, Jun 2006 – January 2014

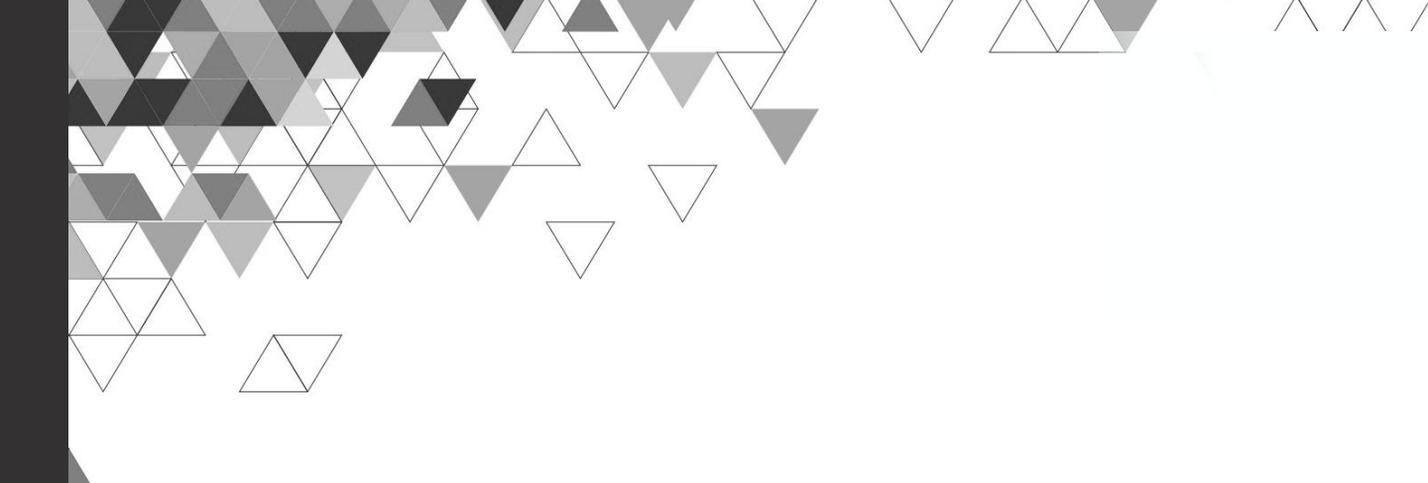
- Oversee all operations of The Post-Standard's phone room, classified outside sales and all online advertising sales for Post-Standard Media. Online sales appear on our affiliate website Syracuse.com. The Post-Standard Media sales team also sells the Microsoft Media Network and search engine marketing.

### **Various Positions**, Jul 1986 - Jun 2003 (17 years)

- Held various positions including Zoned Account Executive, Special Sections Manager, Auto Sales Manager and Retail Sales Manager.

## **Skills**

Advertising Sales • Online Marketing • SEM • Newspaper • Online Advertising • SEO • Mobile Advertising • Print Ads • Newspapers • Marketing Communications



## Case Studies / Creative Showcase

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In 2024, our team was brought on to announce and promote the launch of American Airlines service at Provo Airport—an expansion that unlocked countless new travel opportunities for the community, including access to international destinations.

Building on the strong foundation PVU had already established, we developed a leisure-focused campaign anchored by a memorable, rhyming tagline: **“Anywhere you want to go – Fly Provo!”**

Visually, the creative highlighted the wide variety of destinations available, appealing to every type of traveler—from weekend explorers to global adventurers—while placing a clear emphasis on international travel, a key priority for the airport.



**View Landing Page & Video**



**“Advance Aviation** delivers results. With their expertise, PVU launched the strategic digital marketing campaign **‘Anywhere You Want to Go, Fly Provo!’** This game-changing initiative turned our ‘someday’ dream into today’s reality, soaring to new heights with nearly 900,000 passengers choosing PVU.” – **Nicole Martin, Director of Communication and Marketing, Provo City**



WATERLOO  
REGIONAL AIRPORT

# WATERLOO REGIONAL AIRPORT

ALO

Advance Aviation has been the firm of Record for ALO since 2020. In 2021, ALO wanted a rebrand that better incorporated their airport code, embodied a sense of movement, and reflected an image that would appeal to their community in a more vibrant and bold way than their current branding. After much research and collaboration with many members from the community and the airport's Board, this final design was developed, incorporating a color palette that provided the brand with the vibrance it was seeking; using colors that are closely associated with trust, reliability, growth and quality and a design that creates a dynamic flow of motion. That same year, Advance Aviation completely rebuilt ALO's website, which we host and manage for them. ALO needed a website that had better UX (use experience), and ease of functionality & navigation with clear call outs to "Book Now".

URL: <https://flyalo.com/>



WATERLOO  
REGIONAL AIRPORT





## GREATER BINGHAMTON AIRPORT BGM

As BGM's Agency of Record for 8 years now, we have developed and managed digital-first (but not digital-only) campaigns to boost load factors and enplanements for BGM's Delta to DTW service and we successfully introduced Avelo's nonstop MCO route to the community. The first video we produced for Avelo's campaign—marking the airline's very first video—went on to win a Gold First Place



<https://www.youtube.com/watch?v=v57OLNDFYDs>

In 2019, Delta saw a dramatic increase in enplanements, achieving load factors in the high 90s, up from the low 60s when our partnership began in 2018. This growth marked a significant shift in the airline's performance before the pandemic, highlighting a strong surge in demand and operational success.



## CENTRAL WISCONSIN AIRPORT CWA



**“Advance Aviation is leading a paradigm shift in what it means to be a complete aviation marketing partner.” – Brian Grefe, Airport Director, CWA**

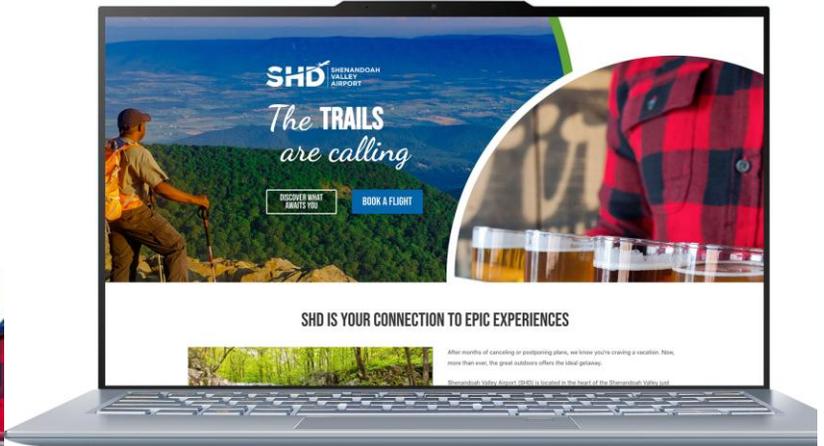
The “Treat Yourself” campaign resulted in a 95% load factor with DL and AA for the summer of 2023.

2025 marked the fifth year of our partnership and Agency of Record designation with Central Wisconsin Airport (CWA). In 2023, our team launched the “Treat Yourself” campaign aimed at leisure travelers, highlighting the convenience and comfort of flying from CWA to MSP on a larger dual-class Delta Air Lines aircraft. This effort was paired with a complementary campaign focused on the business community, promoting bleisure travel and positioning CWA as the smart choice for both work and relaxation.



Shenandoah Valley Airport is in beautiful northern Virginia. This landing page was used as part of a digital marketing campaign that focused on encouraging inbound traffic to Fly SHD when traveling to the area. It was meant to inspire people to get away to a place where they could explore the great outdoors and enjoy area craft breweries and wine trails. It used gorgeous imagery that enticed travelers likely to want to be outside and discover area attractions. This campaign first ran when COVID started to ease up and people were considering traveling again. It was reimplemented in 2022 and we are launching another campaign featuring the current airline serving SHD, Contour.

**2022 Hermes Creative Awards  
International Winner – Gold  
Category: Landing Page**



**View campaign :30 video**  
<https://flyshd.campaignlp.com>



*summer*  
**IS CALLING**

FLY ALO  
CLOSE. QUICK.  
CONNECTED.

**WATERLOO**  
REGIONAL AIRPORT

American Airlines

**BOOK TODAY**

Look Closer.  
Gainesville  
Surprises.

**FLY GNV**  
FOR HIDDEN GEMS • WILD  
BEAUTY • BIG ENERGY

**GAINESVILLE REGIONAL**  
**AIRPORT**

**LEARN MORE**

A LOT LESS  
"ARE WE  
THERE  
YET?"

**BARKLEY**  
REGIONAL  
AIRPORT

**UNITED**

Operated by SkyWest Airlines

SMALLER IS BETTER

**LEARN MORE**

**GFK**

Grand Forks International Airport

THE  
SHORTCUT  
WORTH  
TAKING

**FLY LOCAL**

**LEARN MORE**

**BLAZE YOUR TRAIL**  
THROUGH THE RANGE

**DELTA**

Operated by SkyWest Airlines

**RANGE**  
REGIONAL  
AIRPORT

**FIND ADVENTURE**

**TEXARKANA**  
You've just been upgraded!

**TEXARKANA**  
REGIONAL AIRPORT

**TEXARKANA**  
A SUB OF GOODWINS

THERE'S A NEW WAY TO TXK

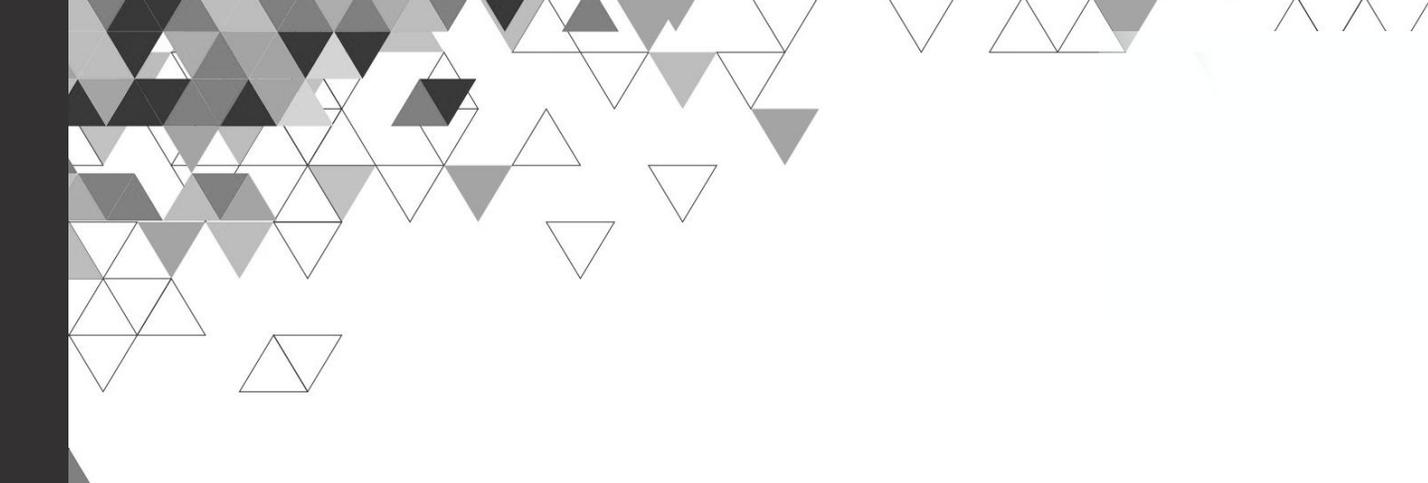
**EXPLORE THE  
NEW TERMINAL**

**NORTHEAST WYOMING**  
REGIONAL AIRPORT

**UNITED**

Operated by SkyWest Airlines

**FLY from HOME**



# Approach and Methodology

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# Strategic Approach

Advance Aviation is well-equipped to support SMX's strategic marketing planning efforts in collaboration with designated SMX team members and stakeholders. Our approach centers around fostering a deep understanding of the airport's landscape, geographical draws, unique positioning, airline services, opportunities, challenges, and business goals.

- 1 We have access to and leverage premium intelligence tools to gain further insights about our clients' target markets. These tools include Nielsen, Kantar, Borrell, Placer.ai and others. They help us to measure the effectiveness of our campaigns, optimize our media mix and identify new opportunities for growth.
- 2 We marry the market knowledge with our trade knowledge working with clients in the Aviation and Travel and Tourism industries. These strategies are digital-centric, but not digital-only that focus on reaching SMX's target market (both outbound and inbound) efficiently.
- 3 We leverage propriety, first-party data from sources that our organization owns. These sources provide us with rich and relevant data on the travel behavior, preferences and needs of consumers across the country. We use this data to create targeted and personalized campaigns that resonate with our clients' audiences.
- 4 We set clear lines of communication with all stakeholders for transparency on all aspects of our campaign. This includes milestone reporting recaps in addition to dashboard-level access to your campaigns.

Advance Aviation focuses on a comprehensive funnel approach that follows a potential traveler from the moment they begin to consider planning a trip, ("dreaming phase") to the time they spend researching a destination, to ultimately making their decision and choosing for their flight booking. Creative Development and Strategy is the anchor for the entire program.

We believe that our process set us apart from other agencies and highlights our experience with development and execution of data-driven strategic marketing plans.

## Sponsorships and Events

Our goal for potential sponsorships and events are to increase enplanements, targeting business travelers, build brand awareness and recognition and engagement. ROI and attribution will be carefully considered to weigh all opportunities.

1. Partner with SMX's ASD & Marketing Team to execute promotion and communications about sponsorships and events.
2. Strategically manage messaging and communication to elevate the airport's presence within the business community, focusing on SMX's larger corporate employers (VSFB, SpaceX, NASA).
3. Explore promoting the airport as a premier venue for non-aviation business meetings and social events.
4. Cultivate and build relationships with local media outlets to consistently promote the Fly SMX brand, building visibility and engagement within the community.
5. Support and expand partnerships with key organizations and SMX's CVB / DMO.



# Target Audiences

•**Business Travelers:** VSBF, Space X, NASA

•**Educational Institutions:** Better travel support for faculty and students at nearby public and private Universities & Colleges (e.g., Santa Barbara Business University of California, University of California, California Polytechnic University, Colleges of Law, etc.)

•**General Public:** All travelers will enjoy the connectivity on American Airlines expansive network and the ease and stress-free experience of flying SMX

## AA-PHX - Why It Matters

•**Increased Capacity:** Supports more flights and future growth for SMX and the community.

•**Consistent Daily Service:** Opens doors to new future routes and an improved experience.

•**Future-Proofing:** Ensures SMX stays competitive and resilient.

## Demographics SNAPSHOT

**Babies, Burbs & Blessings:** 35-44 HHI \$100K-\$125K

Younger upper middle class suburban families that take faith and parenting seriously.

Interests: fitness, Country music, true crime podcasts.

**Bootstrappers:** 45-54 HHI \$75K-\$100K

Upper-middle income families, working management roles in service, blue-collar and admin.

They have the highest income to education ratio of all segments (many do not have college degrees). Interests: TV – TLC, Disney, Animal Planet.

**Generational Go-Getters:** 35-44 HHI \$75K-\$100K

Large Hispanic families working service and blue-collar jobs in dense urban areas.

Many have 7+ people in a single household. They watch ESPN Deportes, Disney, and Adult Swim, enjoy rap music and are heavy social users (WhatsApp, Instagram, Snapchat)

**Fashion Fusion:** 45-54 HHI \$60K-\$75K

Fashionable blue-collar Hispanic families in affordable urban neighborhoods.

They follow E! News, watch ESPN Deportes, Disney, and are heavy users of WhatsApp and Instagram.



# Demographics

By analyzing anonymous mobile device data, our demographic tool creates profiles of airport visitors, with age, income, family status and identifies their psychographic traits, such as their lifestyle, interests, and brand affinities.

**C05 Bootstrappers** | Head of Household Age: 45-54 years | Est. Household Income: \$75k - \$100k | [Live Taxonomy](#)

**Media Following** | Indexes measure this segment's propensity to follow channels and personalities on social media compared to the national average (100).

<b>Channels</b> 	<b>Top News Preferences</b> <ul style="list-style-type: none"> <li>Newsday: 335</li> <li>The Epoch Times: 124</li> <li>Inman News: 123</li> <li>Telegraph Breaking News: 119</li> </ul>	<b>Top Online Magazines</b> <ul style="list-style-type: none"> <li>Alternative Press: 150</li> <li>The Hockey News: 148</li> <li>Maxim: 125</li> <li>Health Magazine: 122</li> <li>PCMag: 121</li> </ul>	<b>Top Podcasts &amp; Radio Stations</b> <ul style="list-style-type: none"> <li>Morning Show with Boomer &amp; Gio: 249</li> <li>Mets Booth: 219</li> <li>Opie Radio Podcast: 183</li> <li>TSN Hockey: 159</li> <li>Barstool Radio: 138</li> </ul>
<b>Top TV Channels</b> <ul style="list-style-type: none"> <li>NHL Network: 161</li> <li>WHYY: 144</li> <li>TSN: 139</li> <li>SYFY: 130</li> <li>NBC Sports EDGE Football: 125</li> </ul>	<b>Top TV Shows</b> <ul style="list-style-type: none"> <li>Elvis Duran Show: 179</li> <li>Funhouse: 164</li> <li>NHL on NBC Sports: 146</li> <li>Stern Show: 144</li> </ul>	<b>Top Websites</b> <ul style="list-style-type: none"> <li>Nerdist: 131</li> <li>The Independent Author Network: 129</li> <li>Search Engine Land: 128</li> <li>Yahoo Fantasy Sports: 127</li> </ul>	<b>Top Blogs</b> <ul style="list-style-type: none"> <li>The Independent Author Network: 129</li> <li>Search Engine Land: 128</li> <li>Novelicious: 123</li> <li>PFF Fantasy Football: 113</li> <li>Winning Writers: 111</li> </ul>

**B04 Babies Burbs & Blessings** | Head of Household Age: 35-44 years | Est. Household Income: \$100k - \$125k | [Live Taxonomy](#)

**Media Following** | Indexes measure this segment's propensity to follow channels and personalities on social media compared to the national average (100).

<b>Channels</b> 	<b>Top News Preferences</b> <ul style="list-style-type: none"> <li>Newsmax: 126</li> <li>One America News: 125</li> <li>USA TODAY Sports: 125</li> <li>RSBN: 121</li> <li>Conservative Review: 120</li> </ul>	<b>Top Online Magazines</b> <ul style="list-style-type: none"> <li>EdTech K-12 Magazine: 143</li> <li>Golf Digest: 141</li> <li>Baseball America: 138</li> <li>Christianity Today: 135</li> <li>Relevant: 131</li> </ul>	<b>Top Podcasts &amp; Radio Stations</b> <ul style="list-style-type: none"> <li>Fore Play: 161</li> <li>The Ramsey Show: 155</li> <li>The Will Cain Show: 154</li> <li>Office Ladies: The Podcast: 147</li> <li>Fantasy Footballers: 147</li> </ul>
<b>Top TV Channels</b> <ul style="list-style-type: none"> <li>Big Ten Network: 167</li> <li>FOX College Football: 162</li> <li>SEC Network: 145</li> <li>NBC Sports EDGE Football: 141</li> <li>ESPNU: 139</li> </ul>	<b>Top TV Shows</b> <ul style="list-style-type: none"> <li>Dan Patrick Show: 168</li> <li>Bachelor in Paradise: 154</li> <li>College GameDay: 152</li> <li>The Bachelor: 150</li> <li>ESPN College Football: 148</li> </ul>	<b>Top Websites</b> <ul style="list-style-type: none"> <li>FootballScoop Staff: 175</li> <li>theCHIVE: 164</li> <li>MaxPreps: 151</li> <li>The Gospel Coalition: 150</li> <li>Rivals: 148</li> </ul>	<b>Top Blogs</b> <ul style="list-style-type: none"> <li>The Gospel Coalition: 150</li> <li>PFF Fantasy Football: 136</li> <li>Pro Football Rumors: 133</li> <li>MindShift: 132</li> <li>ProFootballTalk: 124</li> </ul>



# Demographics

**E03** **Generational Go Getters**    Head of Household Age: **35-44 years**    Est. Household Income: **\$75k - \$100k**    [Live Taxonomy](#)

**Media Following**    Indexes measure this segment's propensity to follow channels and personalities on social media compared to the national average (100).

Channels	Top News Preferences	Top Online Magazines	Top Podcasts & Radio Stations																																						
	<table border="1"> <tr><td>Univision Noticias</td><td>470</td></tr> <tr><td>El Pais</td><td>365</td></tr> <tr><td>Newsday</td><td>338</td></tr> <tr><td>AJ+</td><td>162</td></tr> <tr><td>Guardian World</td><td>152</td></tr> </table>	Univision Noticias	470	El Pais	365	Newsday	338	AJ+	162	Guardian World	152	<table border="1"> <tr><td>Hypebeast</td><td>250</td></tr> <tr><td>Complex Music</td><td>195</td></tr> <tr><td>NME</td><td>191</td></tr> <tr><td>XXL Magazine</td><td>187</td></tr> <tr><td>HipHopDX</td><td>182</td></tr> </table>	Hypebeast	250	Complex Music	195	NME	191	XXL Magazine	187	HipHopDX	182	<table border="1"> <tr><td>Latino USA</td><td>378</td></tr> <tr><td>Kane</td><td>271</td></tr> <tr><td>Big Tigger</td><td>207</td></tr> <tr><td>B/R Football</td><td>203</td></tr> </table>	Latino USA	378	Kane	271	Big Tigger	207	B/R Football	203										
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**E04** **Fashion Fusion**    Head of Household Age: **45-54 years**    Est. Household Income: **\$60k - \$75k**    [Live Taxonomy](#)

**Media Following**    Indexes measure this segment's propensity to follow channels and personalities on social media compared to the national average (100).

Channels	Top News Preferences	Top Online Magazines	Top Podcasts & Radio Stations																																								
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# Media Planning & Placement

We will collaborate with SMX and key stakeholders to strategically allocate the media budget, maximizing reach and impact. Our objective is to drive awareness and bookings for AA-PHX, operated by SkyWest Airlines, by promoting the ease, convenience, and value of flying locally through Santa Maria Airport. This effort aims to increase brand recognition, boost enplanements, and reduce passenger leakage to nearby airports. Our recommended media mix is informed by proven results from our work with aviation clients, CVBs/DMOs, and passenger rail systems nationwide.

While each medium offers unique strengths, maximizing ROI and attribution requires thoughtful, strategic selection. We will implement a **digital-first, but not digital-only** strategy to deliver relevant, timely messaging to SMX's target audiences through the following targeting approaches and tactical recommendations:

- **Mobile (Location-Based) Targeting**

We track mobile device IDs that pass-through competitor airports (LAX, SBP, SBA, BUR). When those devices later appear within SMX's catchment area, we deliver targeted messaging promoting the convenience and benefits of flying SMX. This approach encourages local travelers to reconsider their airport choice and targets key businesses to boost business travel from SMX.

- **Behavioral Targeted Video Marketing**

YouTube TrueView ads and YouTube Shorts provide effective video marketing, ensuring you only pay for completed views. We target in-market consumers with keyword optimization to drive awareness and bookings. Additionally, OTT ads on streaming platforms like TV, PC, and mobile devices reach your target travel intent audience with precision. OTT/CTV now represents the largest audience of TV viewership. *88% of American households own internet-connected TV devices.*

- **Behavioral / Contextual / Social Display Targeting**

**Behavioral:** Targets users based on browsing history and behaviors (online/offline), like site visits and purchases.

**Contextual:** Shows ads in relevant places and times based on page content.

**Social Display:** Converts your social media posts into display banner ads across the web.

- **Creative & Site Re-messaging**

A re-messaging pixel tracks visitors who interact with your ads or came to the website but don't click through or book. These users will continue to see your ads on other websites as they browse online.

- **Social Media**

We use best practices in paid social strategy with custom creative and advanced targeting on Facebook and Instagram. We build your audiences with profiling data supplied through Meta. Our goal is to create actionable profiles like look-alike audiences and conversion campaigns.

- **SEM**

We leverage our proprietary SEM tool and expert strategists to maximize clicks and conversions within budget. Our strategy targets key phrases, driving traffic and conversions. Advance Aviation's SEM campaigns consistently exceed industry benchmarks, delivering strong ROI.

- **Traditional Media**

**OOH Digital Billboards** (high traffic areas close to the airport) / **Radio** / **Print** / **Sponsorships:** We will research availability in the market and recommend top opportunities for SMX to consider.



# Media Planning & Placement

## TRADITIONAL MEDIA



### LOCAL BROADCAST TV

Our broadcast TV plan will target local audiences with a compelling message about the new flight. Local TV is crucial because it builds trust and creates a sense of community pride, reaching a broad demographic that complements our precision-focused digital campaigns

Programming will be focused on local news.

### LOCAL RADIO

Our local radio strategy will reach listeners during key commuting times with exciting news about the new flight. Local radio is crucial for our digitally focused plan because it creates a sense of community pride and immediacy, leveraging a trusted local voice to drive awareness and encourage online flight searches.



### BILLBOARDS – DIGITAL OUT-OF-HOME

Digital Out-of-Home (DOOH) advertising is a key component of this marketing plan because it delivers high-impact, messaging that ensures consistent visibility to your target audience.

This competitive conquering campaign will target screens inside LAX, San Luis Obispo and Santa Barbara Airports.



# Our Creative Process

## For Advertising Campaign Assets

At Advance Aviation, we have a dedicated and award-winning creative team of designers, illustrators, video producers, copywriters, and audio specialists. Our strength lies in our deep expertise in travel, tourism, and regional airport marketing across the country. We see airports not just as transportation hubs, but as gateways to experiences, connections, and opportunities.

For Santa Maria Airport, we would channel this expertise into a compelling, community-focused campaign to **announce and promote the new American Airlines service**. Our efforts would begin with immersive research into SMX's unique character, community pride, and traveler demographics, allowing us to craft messaging that resonates locally while inspiring travel beyond. Through thoughtful storytelling and consistent visual branding, we would showcase the convenience, expanded connectivity, and new possibilities that American Airlines brings to SMX, creating momentum and enthusiasm throughout the region.

Guided by seasoned leadership, our team will produce a variety of multimedia assets designed for maximum flexibility. Every touchpoint will reflect the welcoming tone and core benefits of flying SMX, while building excitement and awareness of the new American Airlines service.

Let's not just promote flights—let's launch a story of opportunity, connection, and community pride that elevates Santa Maria Airport together.





# Proposed Budget / Cost Breakout

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# Budget Strategy

## CREATIVE SERVICE DELIVERABLES - OVERVIEW

### Outbound Campaign Strategy:

This campaign is designed to engage both business and leisure travelers within the local community, building strong awareness and heightened engagement for SMX. The creative strategy will emphasize the ease and convenience of flying local while showcasing seamless connections available on American Airlines expansive network.

Key messaging will highlight the advantages of choosing local air travel, including shorter drive times, free parking, and a stress-free travel experience— all while accessing a global network through a trusted airline partner.

This campaign is designed to build community pride, grow passenger numbers, and emphasize the importance of supporting local air service.

**Phase 1 – Service Launch:** Leverage existing materials to announce the new route, with a focus on the added connectivity it brings to the community.

**Phase 2 – Service Momentum:** Incorporate assets from the live shoot to expand on the advantages of flying local, reinforcing convenience and reliability.

**Phase 3 – Service Sustainment (if applicable):** Utilize additional live-shoot assets to refresh the creative, keeping the message fresh while continuing to highlight the benefits of local air service and enhanced connectivity.

### Inbound Campaign Strategy:

An inbound campaign for Santa Maria Airport would focus on **drawing travelers from outside the local area to fly into SMX** by highlighting the unique appeal of the Central Coast as a destination. The messaging would showcase the region's signature experiences—coastal beauty, wine country, culinary scene, and relaxed small-town charm—while emphasizing the ease and convenience of arriving via SMX.

The campaign would position the airport as the perfect entry point to explore the Central Coast, framing it as a welcoming, stress-free alternative to larger regional airports. By pairing visually rich storytelling with compelling calls to action, the goal would be to inspire travelers to choose SMX when booking trips, whether for leisure, business, or events, ultimately increasing inbound passenger numbers and boosting the local economy.

Partnering with local tourism organizations would be ideal for developing authentic, visually rich content that captures the spirit of the area and amplifies reach to target markets.



# Budget Strategy

**CREATIVE SERVICE DELIVERABLES – OPTION 1: ESSENTIAL FRAMEWORK - \$49,000**

**Outbound Campaign (with 2 Refreshes) - using existing assets & stock**

**Initial Campaign - (no square/vertical social videos): \$18,000**

- **English Version – \$13,000**

- Concepting/Direction
- :30 sec videos (with QR code version for OTT)
- Set of display ads (Banner, leaderboard, mobile tile, social display) & FB/IG ads (3 sizes)
- DOOH (Digital out of Home) Assets (1 additional video size, 4 static sizes)
- Custom Campaign Landing Page

- **Spanish Version - \$5,000**

- Translations
- Ad Versioning
- Voiceover & Video Versioning
- Landing Page Language Toggle

**Each Refresh Total: \$15,500**

- English and Spanish campaign refresh including all the above deliverables.



# Budget Strategy

CREATIVE SERVICE DELIVERABLES – OPTION 2: STRATEGIC GROWTH - \$77,500 – 87,500

## Outbound Campaign (with 2 Refreshes) & Live Shoot

### Live Shoot – \$20 - 30K\*

Our crew would travel out to SMX to conduct a live commercial shoot at the airport. The shoot will showcase the travel experience, highlighting the ease and convenience of flying local. While there, we will also gather various B-roll and photo assets to use throughout future campaigns.

- Creative Concept Development & Planning
- On-Site Production Day - Crew of (2) – One-Day Shoot (8 hours)
- Travel & Logistics to Santa Maria, CA
- Casting & Talent Coordination, if necessary
- Postproduction & Asset Creation - to prepare for use in future campaigns

*\*The final investment will be determined once all details are finalized—such as whether talent needs to be hired.*

### Initial Outbound Campaign - \$21,500

- **English Version – \$15,500**
  - Concepting/Direction
  - :30 sec videos (with QR code version for OTT)
  - Social Versioned Videos (Square & Vertical)
  - Set of display ads (Banner, leaderboard, mobile tile, social display) & FB/IG ads (3 sizes)
  - DOOH (Digital out of Home) Assets (1 additional video size, 4 static sizes)
  - Custom Campaign Landing Page
- **Spanish Version - \$6,000**
  - Translations
  - Ad Versioning
  - Voiceover & Video Versioning
  - Landing Page Language Toggle

### Each Refresh Total: \$18,000

- English and Spanish campaign refresh including all the above deliverables.



# Budget Strategy

CREATIVE SERVICE DELIVERABLES – OPTION 3: DUAL-CAMPAIGN IMPACT - 103,000-113,000

## Outbound Campaign (with 1 Refresh), Live Shoot & Inbound Campaign (with 1 Refresh)

### Live Shoot – \$20 - 30K\*

- Creative Concept Development & Planning
- On-Site Production Day - Crew of (2) – One-Day Shoot (8 hours)
- Travel & Logistics to Santa Maria, CA
- Casting & Talent Coordination, if necessary
- Postproduction & Asset Creation - to prepare for use in future campaigns

*\*The final investment will be determined once all details are finalized—such as whether talent needs to be hired.*

### Initial Outbound Campaign: \$21,500

- **English Version – \$15,500**
  - Concepting/Direction
  - :30 sec videos (with QR code version for OTT)
  - Social Versioned Videos (Square & Vertical)
  - Set of display ads (Banner, leaderboard, mobile tile, social display) & FB/IG ads (3 sizes)
  - DOOH (Digital out of Home) Assets (1 additional video size, 4 static sizes)
  - Custom Campaign Landing Page
- **Spanish Version - \$6,000**
  - Translations & Ad Versioning
  - Voiceover & Video Versioning
  - Landing Page Language Toggle

### Each Refresh Total: \$18,000

- English and Spanish campaign refresh including all the above deliverables.

### Initial Inbound Campaign: \$23,000

- **English Version – \$17,000**
  - Concepting/Direction
  - :30 sec videos (with QR code version for OTT)
  - Social Versioned Videos (Square & Vertical)
  - Set of display ads (Banner, leaderboard, mobile tile, social display) & FB/IG ads (3 sizes)
  - DOOH (Digital out of Home) Assets (1 additional video size, 4 static sizes)
  - Custom Campaign Landing Page
- **Spanish Version - \$6,000**
  - Translations & Ad Versioning
  - Voiceover & Video Versioning
  - Landing Page Language Toggle

### Each Refresh Total: \$20,500

- English and Spanish campaign refresh including all the above deliverables.



# Budget Strategy Total 2-year working budget of \$250,000

## Phase I High Level Overview – September 25' - August 26' (12 months)

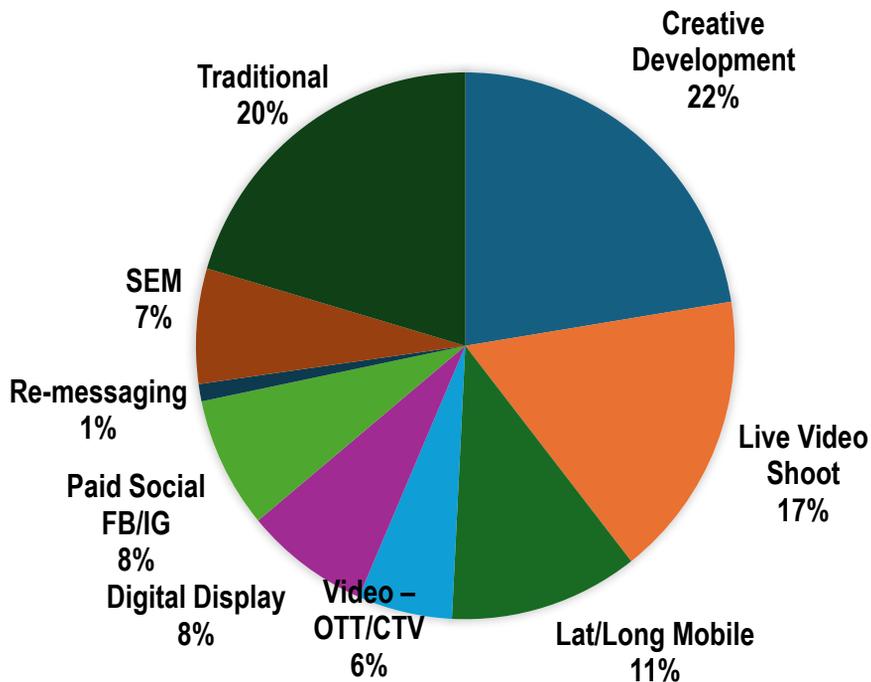
<b>Market Intelligence</b>   Regional insights and persona/audience segmentation	Included
<b>Creative Development</b>	\$39,500
<b>Live Shoot at SMX</b>	\$30,000

### Digital Advertising - Consistent monthly implementation per tactic

Location Based (Lat/Long) Mobile Targeting of leakage airports (10 months)	\$20,000
Behavioral Targeted Video Marketing – OTT/CTV (Streaming) (9 months)	\$10,000
Behavioral / Contextual / Social Display Targeting (11 months)	\$13,200
Paid Social Media / FB/IG (Meta) (12 months)	\$13,700
Creative & Site Re-messaging (12 months)	\$1,800
Search Engine Marketing (SEM – Google Ad Words / Paid Search) (12 months)	\$12,000

### Traditional Advertising / Community Relations Opportunities

Broadcast TV, radio, print, digital billboards, sponsorships	\$36,000
<b>TOTAL</b>	<b>\$176,200</b>





# Budget Strategy

## Phase II High Level Overview - October 26' – September 27' (12 months)

<b>Market Intelligence</b>   Regional insights and persona/audience segmentation	Included
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<b>Creative Development (Creative Refresh)</b>	\$18,000
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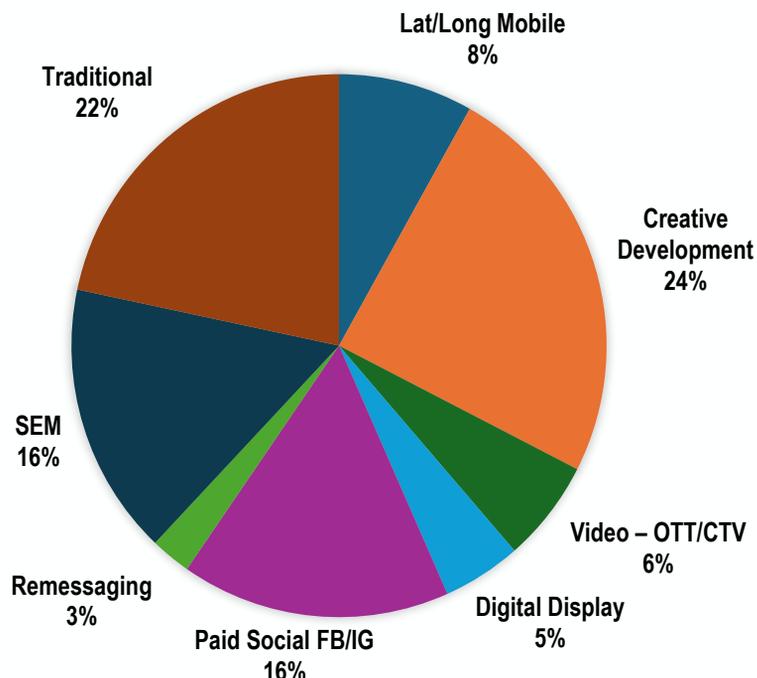
### Digital Advertising - Consistent monthly implementation per tactic

Location Based (Lat/Long) Mobile Targeting of leakage airports (3 months)	\$6,000
Behavioral Targeted Video Marketing – OTT/CTV (Streaming) (3 months)	\$4,500
Behavioral / Contextual / Social Display Targeting (4 months)	\$3,500
Paid Social Media / FB/IG (Meta) (12 months)	\$12,000
Creative & Site Re-messaging (12 months)	\$1,800
Search Engine Marketing (SEM – Google Ad Words / Paid Search) (12 months)	\$12,000

### Traditional Advertising / Community Relations Opportunities

Broadcast TV, radio, print, digital billboards, sponsorships	\$16,000
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<b>TOTAL</b>	<b>\$73,800</b>
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# Rate Structure

## We do not charge a retainer fee.

You will receive a quote to review and approve for each project/deliverable in advance, so you'll have complete confidence in the value of what you're receiving.

We do not charge hourly billing rates in our excess of our agency work for employees dedicated to this project. We do not charge a monthly or annual retainer, instead quoting specific deliverables in advance. You'll find our costs per deliverable to be at or often significantly below other agencies.

- For digital media and creative services, CPM or project fee will be included and clearly noted for transparency.
- CPMs vary by product and not every product is purchased on a CPM basis. Advance Aviation guarantees competitive rates and promises upon deliverables, which are clearly noted.
- For traditional media such as billboards, newspaper, broadcast or cable tv, broadcast radio, standard 15% agency commissions will be included and clearly noted for transparency.

Any contract will commence and expire within the agreed upon dates, unless terminated earlier as permitted in the agreement, with 30-day written notice. Our agency will begin work within five (5) days of contract execution.

## **All rates will be held for the duration of the contract period and extensions.**

Our invoicing is monthly with payment due within 30-days of receiving the invoice.

We offer mailed delivery, emailed, and an invoicing portal for you to have direct access to your monthly billing statements.

**ADVANCE**  
MEDIA | NEW YORK

PO Box 2166  
Grand Rapids, MI 49501-2166

Client: CLIENT NAME  
Billed Account #: 12345678  
Client Account #: 12345678

Invoice #: 15000  
Date: 03/31/2024  
Due: Upon Receipt  
Current Invoice Due: \$8,300.00

CLIENT NAME  
123 MAIN STREET  
SYRACUSE, NY 13202

Payments & Billing Inquire  
Denise Ford, +1 016-254-200  
dford@advancelocal.co

date	Order #	Description	Amount
/01/2024	SO-10000# FI-0012345	Local Site Video in Story	\$1,000.00
/1/2024	SO-10000# FI-0067890	Local Site Display	\$1,800.00
/19/2024	SO-10000# FI-0024680	Paid Social Facebook and Instagram	\$1,500.00
/19/2024	SO-10000# FI-0013579	Local Site Display NY Upstate	\$800.00
/21/2024	SO-10000# FI-0088888	Local Site Display Social	\$1,500.00
/28/2024	SO-20000# FI-0013202	Paid Search	\$2,500.00

Current Invoice	\$8,300.00
Payment(s)	\$0.00
Credit(s)	\$0.00
<b>Current Invoice Due</b>	<b>\$8,300.00</b>
Total Account Balance*	\$8,300.00

\*Includes Current Invoice Due and any unpaid Prior Period Amounts, if any.



# Contract Agreement

**IN WITNESS WHEREOF**, the parties have executed this Agreement as of the dates written below.

By: Sata Maria Airport (SMX)

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

Title: \_\_\_\_\_

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

By: Advance Media New York DBA Advance Aviation

Name: Christina Cole

Title: Senior Aviation Brand Strategist

Date: 8.13.25



# References

## **Mark Heefner, C.M.**

Commissioner of Aviation  
Greater Binghamton (NY) Airport (BGM)  
607-763-4452

[mark.heefner@broomecounty.us](mailto:mark.heefner@broomecounty.us)

Description: Full service digital and traditional marketing, including creative services, logo re-design and website design

Length of Relationship: 9 years

## **Brian J. Grefe, A.A.A.E.**

Airport Director  
Central Wisconsin Airport (CWA)  
715-204-2885

[bgrefe@fly-cwa.org](mailto:bgrefe@fly-cwa.org)

Description: Full service digital and traditional marketing, including creative services

Length of Relationship: 5 years

## **Nicole Martin**

Director of Communication and Marketing at Provo City  
Provo International Airport (PVU)  
801-361-3937

[nmartin@provo.gov](mailto:nmartin@provo.gov)

Description: Full service digital and traditional marketing, including creative services

Length of Relationship: 1 year

## **Maya Paveza**

Digital Content Manager / DRBA Communications & Marketing / Wilmington Airport (ILG)  
302.377.2582

[maya.Paveza@DRBA.NET](mailto:maya.Paveza@DRBA.NET)

Description: Full service digital and traditional marketing, including creative services

Length of Relationship: 17 months

**Proposal for In-Terminal Advertising Management at Santa Maria Airport (SMX)**  
**Submitted by: Fuse Connect LLC**

## Key Deal Terms Summary

SMX Proposal Options				
#	Revenue Split - SMX/FUSE	Revenue Split Details	*Committed CapEX	Contract Length
2	40/60	40% revenue split for SMX	Fue to commit to CapEx (amount to be determined after walkthrough)*	5 year + one 5-year extension
*Locations to be mutually agreed upon				

- **Capital Investment:**  
 FUSE commits funds to costs associated with installing any new advertising displays. Locations to be mutually agreed upon.
  - **Space Preparation:**  
 SMX provides necessary prep work including electrical, data, mounting and wiring for any new locations mutually agreed upon.
  - **Tentative Start Date:**  
 October 1, 2025
  - **Financial Reporting:**  
 Monthly performance reports and revenue payments provided by FUSE.
  - **Insurance & Compliance:**  
 FUSE will furnish required insurance, licenses, and documentation in compliance with SMX requirements.
-

## About Fuse

FUSE Connect LLC is thrilled to present our proposal to partner with **Santa Maria Airport (SMX)** to manage and grow its in-terminal advertising program. With a focus on enhancing the passenger experience and increasing non-aeronautical revenue, FUSE brings a proven track record of success from similar regional airports. FUSE currently oversees advertising programs at:

- **Ontario International Airport** (7.2 million passengers)
- **Palm Springs Airport** (3.4 million passengers)
- **Santa Barbara Airport** (1.3 million passengers)
- **San Luis Obispo Airport** (770,000 passengers)
- **Medford Oregon Airport** (1.1 million passengers)
- **Glacier Park International Airport** (1 million passengers)
- **Salem Oregon Airport** (100,000 passengers)
- **ACI JET San Luis Obispo** (FBO)

**FUSE is a certified MBE (Minority Business Enterprise)**

We are confident that our approach, tailored to SMX's growth and community values, will make a meaningful impact.

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## Operational Support & Community Commitment

FUSE will maintain a presence in the Greater Santa Maria community to support airport operations, engage advertisers, and foster meaningful local partnerships. Our team is committed to a seamless, high-quality advertising experience that supports both SMX's brand and its business goals.

## Reporting & Transparency

- **Monthly reports** outlining advertiser activity, campaign metrics, and revenue

- **Monthly payments** to SMX reflecting shared revenue
- 

## Financial Highlights

- **Cap Ex partner** — Infrastructure investment with FUSE
  - **Revenue share** offers a dependable income stream
  - **Scalable growth model** allows the program to evolve with the airport
  - **Enhanced passenger experience** through curated, community-connected messaging
- 

## Conclusion

FUSE is enthusiastic about the opportunity to partner with **Santa Maria Airport**. Our experience with regional airports and commitment to integrity, innovation, and community makes us an ideal steward for SMX's advertising platform.

We are confident this partnership will boost SMX's visibility, expand local engagement, and drive sustainable revenue growth. We look forward to building something exceptional together.

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**FIRST AMENDMENT OF CONSULTING SERVICE AGREEMENT  
(PRELIMINARY, DESIGN, BIDDING, CONSTRUCTION, AND COMPLETION PHASE)  
SERVICES FOR THE LANDSIDE IMPROVEMENT PROJECT  
AT THE SANTA MARIA PUBLIC AIRPORT DISTRICT**

RE: By this Service Agreement ("Agreement") dated May 23, 2024, by and between SANTA MARIA PUBLIC AIRPORT DISTRICT, a public airport district of the State of California ("District") and TARTAGLIA ENGINEERING a sole proprietorship owned by John A. Smith, (herein called "Engineer"), District retains Engineer to perform certain engineering and design services.

The SANTA MARIA PUBLIC AIRPORT DISTRICT ("District") and TARTAGLIA ENGINEERING. ("Engineer"), agree to amend the Agreement retroactively effective May 2, 2025, as follows:

**1. SCOPE OF AGREEMENT.** District hereby amends scope of Engineer to provide the services as defined in Exhibit "A" attached hereto and incorporated by this reference entitled "Amendment 1". Engineer agrees to perform said services and accept the compensation set forth in said Exhibit "A".

**2. TIME OF PERFORMANCE.** The time to complete the services is extended from May 1, 2025, to March 31, 2026.

**3. COMPENSATION.** District shall amend the compensation to Consultant in the amount of \$111,200.00 for additional services listed in Exhibit "A" attached hereto. The total amount of the contract is \$350,771.00

All of the terms, covenants, conditions, provisions and agreements of said Agreement, as amended, shall remain in full force and effect.

Dated: **August 28, 2025**

DISTRICT:

Approved as to content for  
District:

SANTA MARIA PUBLIC AIRPORT DISTRICT

\_\_\_\_\_  
General Manager

\_\_\_\_\_  
Ignacio Moreno, President

Approved as to form for District

\_\_\_\_\_  
Steve Brown, Secretary

\_\_\_\_\_  
District Counsel

ENGINEER:  
TARTAGLIA ENGINEERING

\_\_\_\_\_  
John A. Smith, P.E.  
Principal

## **SCOPE OF PROJECT**

### Background:

Tartaglia Engineering entered into a Professional Services Agreement with the Santa Maria Public Airport District in May 2024. The scope of that project is the public driving roads and lanes along the Skyway Drive frontage of the airport including the full length of Airpark Drive, Hangar Street, Liberator Street, Terminal Drive, including the major drive lanes of the Terminal Parking Lot and the road to the Tower Gate and Administration Building. Proposed improvements and rehabilitation strategies include crack fill and slurry seal, pavement mil and overlay, localized removal and reconstruction of individual failed paved areas and full-depth reconstruction. The extent of the work area within the current Agreement is shown on Exhibit A, included in this Amendment 1.

It was the Districts' plan and intention that the work of this Agreement was to be funded by FAA BIL/AIG grants. In the early summer of 2025, with federal grant funding on-again, off-again, it became apparent that grant funding was back but the District's BIL/AIG grant funding was going to be directed to the Rehabilitation of Runway 12-30, with no budget for landside streets. While the need for pavement rehabilitation of these roads and lanes remains unchanged, the work will be modulated based on the availability of funds.

In July the District announced the start of twice-daily commercial service, beginning October 15<sup>th</sup> of this year. Congratulations! In anticipation of an increase in parking lot usage, Tartaglia Engineering, together with the District, decided to pursue a parking lot improvement effort before the parking areas fill up. The footprint of this effort was decided to be the area of disturbance related to the overhead canopy solar installation. Under a single, extended parking lot closure, the solar team will complete and vacate the site, and the parking lot contractor will move right in. final re-opening of the lot will occur after solar is in-place and the paved surface has been rehabilitated.

In addition, the District has elected to relocate Fed-Ex operations to a former transient tie-down area northwest of the control tower.

The **Parking Lot and Apron Rehabilitation Project** has been initiated to address the paved surfaces of that portion of the Terminal Parking Lot designated for solar canopy installation, along with the old transient ramp tie-down area. Professional services including Preliminary Engineering, Engineering Design, Bidding, Construction Support, and Conclusion efforts are included in this Amendment for this project.

This is a "hurry-up" schedule, with Preliminary and Design to be complete within 30 days, Bidding and Construction to occur just as quickly as possible. Parking lot improvements are to fall in line after the solar project is complete and before commercial airline service starts. With the solar effort continuing to October 17, the "window of completion" is 3-days. The design team has now focused on starting construction after the Air Show and completing all terminal parking improvements before Thanksgiving. The Tartaglia Team will jump back to the original scoped "Landside Improvement Project" after the work of this focused effort is complete.

The extent of the work area to be addressed with the Parking Lot and Apron Rehabilitation Project is shown on Exhibit B, included in this Amendment 1.

Scope of Project:

The Parking Lot and Apron Rehabilitation Project focuses on pavement rehabilitation of the portion of the terminal parking lot to be occupied by solar canopies. In addition, improvements are focused on the transient tie-down apron to the northwest of the control tower. This is a pavement-focused effort completely, with no effort directed to ADA improvements.

Specific items of the construction work within the Parking Lot:

1. Sawcut, demolition, and removal of localized failed pavement areas.
2. Full-depth reconstruction of those failed areas.
3. Crack fill and seal.
4. Pavement marking obliteration to 50%.
5. Application of an asphalt emulsion seal coat.
6. Application of new pavement markings (parking stalls).

Specific items of the construction work within the Apron:

1. Removal and disposal of several legacy concrete tie-down anchors (not active anchors).
2. Pavement marking obliteration to 50%.
3. Application of a 2-coat asphalt emulsion seal coat.
4. Application of new pavement markings (airfield markings including new Fed-Ex tie-down stall markings).

**The estimated cost of construction is \$200,000.**

## **SCOPE OF SERVICES**

Services to be provided by Tartaglia Engineering may include, but not necessarily be limited to, the following:

### **1. PRELIMINARY PHASE**

- A. Provide project management, communication, invoicing, and overall coordination of Tartaglia Engineering and associated subconsultants through the work of this phase.
- B. Participate in a scoping meeting and conference calls to gain an understanding of project goals.
- C. Inventory existing facilities and conditions, including a site investigation to gain an understanding of existing pavement distress and the proposed solar development plans. Gain a working knowledge of existing facilities and design constraints.
- D. Perform a field topographic survey of the two project areas. Using existing datum, establish local project survey control, and generate a topographic survey that identifies all existing improvements within project limits, and characterize the surface grades, slopes, and cross-slopes for paved and graded surfaces.
- E. Prepare a preliminary summary of project approach (construction), proposed phasing and sequencing, and preliminary construction cost estimate.

## **2. DESIGN PHASE**

In an accelerated format, provide and perform the Preliminary and Design services as quickly as possible to get this out to bid.

- A. Provide project management, communication, invoicing, and overall coordination of Tartaglia Engineering and associated subconsultants through the work of this phase.
- B. Prepare project improvement plans, to include the following, at a minimum:
  - Cover sheet with project description, sheet schedule and approval blocks.
  - Project layout plan identifying project elements.
  - Project phasing plan.
  - Demolition and construction plans, including pavement rehabilitation strategies for each work area, including markings.
  - Details.

Present plans to the District at 95%, and bid-ready stages of completion.

- C. Prepare specifications and contract documents to include the following, at a minimum:
  - Notice Inviting Sealed Bids.
  - Bid Proposal.
  - Contract.
  - General Provisions.
  - Special Provisions.
  - Technical Specifications.

Tartaglia will prepare specification booklets to include District-provided materials including District standard boiler plate specifications and contract. Present draft specifications at 95% complete plan submissions, and complete documents with the bid-ready plans.

- D. Prepare a Construction Safety and Phasing Plan for the work to occur inside the secured airport perimeter (Apron Rehabilitation).
- E. Complete an application for Construction Permit with the City of Santa Maria. Process project plans through the city for permit.
- F. Prepare a Construction Cost Estimate after District approves the documents, prior to proceeding with the public bidding.
- G. Perform all final revisions to plans and specifications based on input and review by the District.

## **3. BIDDING PHASE**

At the appropriate time, based on direction provided by the District, proceed with public bidding of the Parking Lot and Apron Improvement contract.

- A. Provide project management, communication, invoicing, and overall coordination of Tartaglia Engineering and associated subconsultants through the work of this phase.

- B. Prepare and provide the Notice Inviting Sealed Bids to the District for posting on the District website, to Public Purchase for posting on the bidding service website, and to the Santa Maria Times for publication in the local newspaper.
- C. Establish project listing on the Public Purchase Web Portal. Provide documents for their distribution to interested contractors.
- D. Be available to answer contractor questions throughout the Bidding Phase, providing timely, unbiased, and thorough responses. Generate and distribute addenda if and as necessary.
- E. Chair, run, and take minutes at a Mandatory Pre-Bid Job Walk. Include a walking tour of the site.
- F. Review contractors bids received on the Public Purchase website. Generate a summary of bids received and a detailed spreadsheet that includes all line item pricing, and listed subcontractors. Review DBE-provided documentation. Prepare a preliminary correspondence to the District identifying the "apparent low bidder" for each project. Prepare a second communication to the District to include a "recommendation for award of contract".

#### **4. CONSTRUCTION PHASE**

Unlike the Main Agreement, the nature and extent of construction work of this Amendment is well understood. As such, it is possible to prepare and provide professional services scope of work for the Construction Phase.

Construction duration based on award of construction contract: 23 Working Days. The professional effort will include:

- A. Provide project management, communication, invoicing, and overall coordination of Tartaglia Engineering and associated subconsultants through the work of this phase.
- B. Schedule, chair, and take minutes at a Pre-Construction Conference:
- C. Construction contract management:
  - Assist District in the preparation of contracts.
  - Active communication between all parties of interest including the District, contractor, and tenants. Provide project updates and advance scheduling information in a format suitable for District dissemination to parties of interest.
  - Support the District in securing DIR registration for the project and in assuring contractor responsibilities for DIR registration and upload of payroll statements.
  - Actively manage, respond to, and document through log record all Requests For Information (RFI's), and other contractor-initiated communication, along with official responses.
  - Material submittal review: 10 Submittals are anticipated for this project.
  - Monitoring of contractor progress relative to the contract time for performance and contractor-provided, engineer-approved base line schedule.
  - Attendance at weekly construction progress meetings. Generate progressive meeting minutes.
  - Manage issues during construction as they develop. Render opinion regarding contract obligation, additional work based on unforeseen conditions or circumstances, District-initiated modification or change, etc. Prepare and issue Requests For Proposals (RFP's),

receive and negotiate cost proposals, prepare Change Orders, and gain District approval of same.

- Review and approval of contractor periodic progress payments.
- Receive, document, and verify DBE levels of participation.
- Periodic review of the CSPP to confirm effectiveness.
- Participate in preliminary and final inspections. Prepare and distribute Punch List.
- Prepare final correspondence to the Airport District for final acceptance. Prepare and submit Notice of Project Final Acceptance.

D. Construction observation:

**\*Fee work-up assumptions for construction observation:**

- Total of 23 shifts.
  - All work will be day shifts (no night work for this project).
  - Tartaglia will serve the project at a 75% capacity. Some days will require full time inspection, while other days will only require part time observation.
  - Two half days, one before and one following, for support.
- 
- Active inspection of all contractor operations.
  - Field engineering and interpretation of plan and specification.
  - Engaging dialog with the contractor through 'look-ahead' tailgate meetings:
    - Issues and opportunities.
    - Phasing and sequencing.
    - Delineation, and FOD check.
    - Perimeter security issues, and gate access protocol.
    - Identify expectations for performance.
  - Daily inspection reports to include the following, at a minimum:
    - Day, date, and contract day.
    - Weather and working conditions (twice each shift).
    - Men and equipment. Material delivered.
    - Work accomplished.
    - Materials testing.
  - Scheduling and coordination of all construction materials testing for Quality Assurance.
  - Site inspection for compliance with CSPP. Provide input regarding any necessary modifications to the plan.
  - Monitor contractor performance regarding site access, path of travel, escort, vehicle and equipment delineation, etc.
  - Photo documentation of all activities.
  - Review material certifications (weight tickets, material tags, etc., for compliance with approved submittals).
  - Review contractor-prepared "As-Built" marked up drawings.
  - Establish individual pay items quantities through field measurement or from material delivery tickets.
  - Complete contractor compensation adjustment worksheets based on performance.
  - Determine periodic pay and final pay quantities.
  - Participate in preliminary and final inspections, with input to the Punch List.

E. Construction Materials Testing:

Materials testing to be performed by Earth Systems Pacific, for the following items:

- Earthwork, subgrade preparation
- Aggregate Base
- Asphalt Pavement

**5. COMPLETION PHASE**

- A. Provide project management, communication, invoicing, and overall coordination of Tartaglia Engineering and associated subconsultants through the work of this phase.
- B. Establish final pay quantities and final compensation to contractor, including any adjustments based on performance. Prepare Balancing Change Order.
- C. Receive the contractor-prepared, marked-up as built plans. With Inspector input, revise electronic file version of the project plans to reflect the completed project.
- D. Assure complete contractor vacation of the airport and yard, removal of any contractor locks, removal of all excess materials and disposal facilities for solid and sanitary waste, etc.
- E. Prepare a final documentation summary of the project, including a descriptive summary of the project completion process, photo documentation and all materials testing results. Provide final accounting documentation for the contractor and professional support team.

The following deliverables are due at the conclusion of the Completion Phase:

- Project accounting including final contractor pay quantities and balancing change order.
- Project photos.
- As-Built plans.
- Material submittals.
- All construction progress reports.
- Tartaglia Engineering letter certifying the project as complete.

**TIME FOR PERFORMANCE**

Tartaglia Engineering will provide and perform the work of the Preliminary, Design, and Bidding Phases in accordance with the schedule discussed with staff.

<b>Phase / Activity</b>	<b>Duration</b>
Preliminary and Design Phases	Thirty (30) calendar-days
Bidding Phase	In-line with the public bidding process
Construction Phase	Five weeks
Completion Phase	Within 30 days of construction complete and accepted

**COMPENSATION SUMMARY**

All services identified in the Scope of Services Section of this Exhibit, on a Time and Materials Basis, Not to Exceed:

Seven thousand one hundred dollars	<b>(\$7,100.00)</b>	<b>Preliminary Phase</b>
Twenty-seven thousand eight hundred dollars	<b>(\$27,800.00)</b>	<b>Design Phase</b>
Nine thousand seven hundred dollars	<b>(\$9,700.00)</b>	<b>Bidding Phase</b>
Fifty-six thousand seven hundred dollars	<b>(\$56,700.00)</b>	<b>Construction Phase</b>
Nine thousand nine hundred dollars	<b>(\$9,900.00)</b>	<b>Completion Phase</b>
<b>Total Amendment 1 Compensation, Not to Exceed:</b>	<b>\$111,200.00</b>	

**TARTAGLIA ENGINEERING HOURLY RATE SCHEDULE**

<u>Position</u>	<u>Hourly Rate</u>
Principal-In-Charge.....	\$240.00
Licensed Land Surveyor .....	\$179.00
Registered Civil Engineer .....	\$188.00
Project Manager .....	\$157.00
Environmental Coordinator / CPESC .....	\$123.00
Engineer / Survey Technician III.....	\$141.00
Engineer / Survey Technician II .....	\$114.00
Engineer / Survey Technician I.....	\$92.00
Clerical.....	\$76.00
Professional Travel Time.....	\$114.00
Inspector: Day, Straight Time.....	\$168.00
Day, Overtime.....	\$197.00
Night, Straight Time .....	\$182.00
Night, Overtime.....	\$201.00
(Minimum night shift = 4 hours)	
Survey Party: One Man.....	\$250.00
Two Man .....	\$344.00

***(Compensation to field surveyors performing construction staking and layout, and to construction inspectors, shall be in accordance with prevailing wage requirements.)***

Direct expenses shall be reimbursed as follows:

Mileage .....	\$0.65 per mile
Per diem .....	\$224.00 per man-day
Reproduction, postage, express mail shipping, advertising.....	At Cost
Sub-consultant services.....	At Cost
Supplies including monuments and construction staking material.....	At Cost
Permit, plan check, and agency inspection fees.....	At Cost

Tartaglia Engineering DIR# 1000049201

Fee Schedule subject to change after ~~December 31, 2024~~ **December 31, 2025**

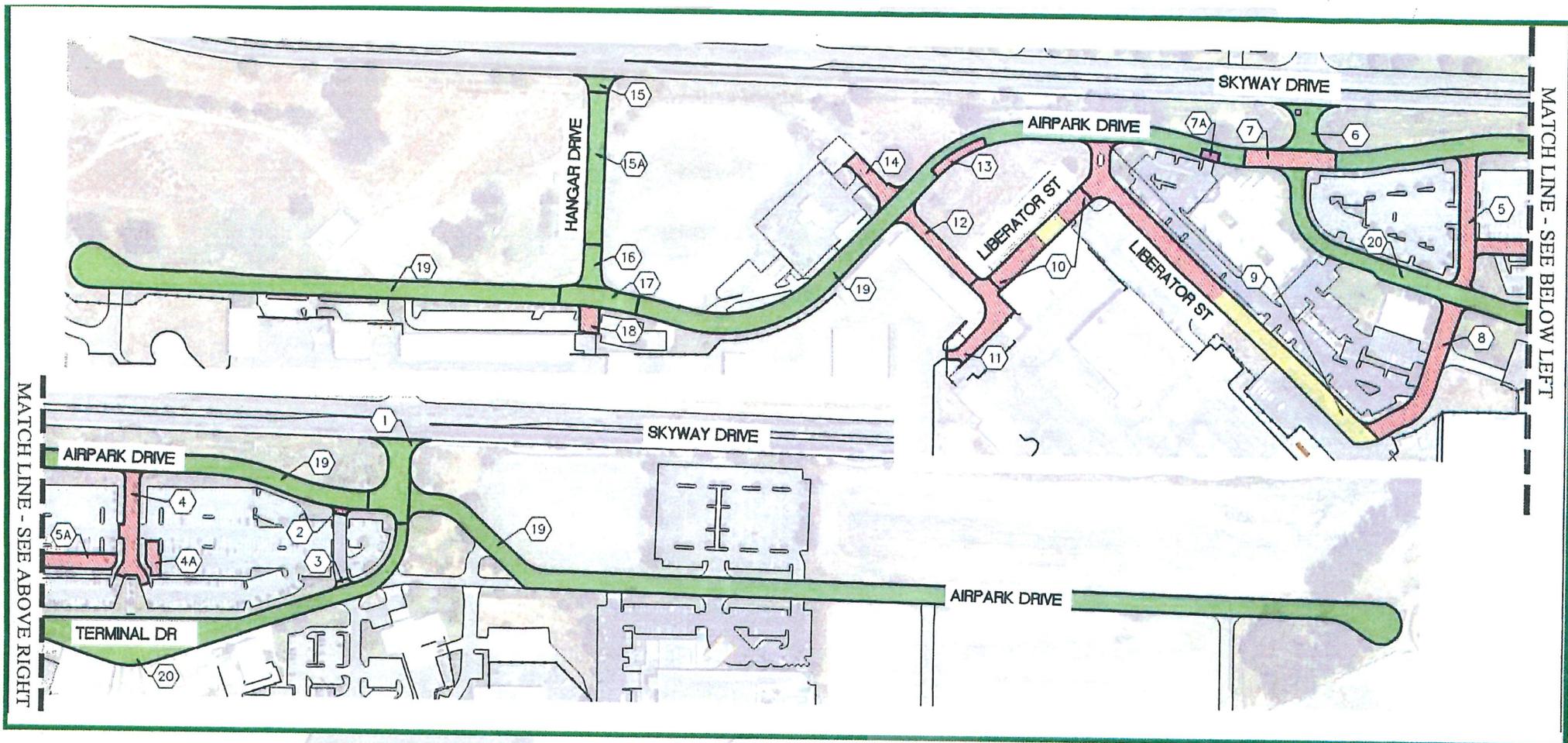
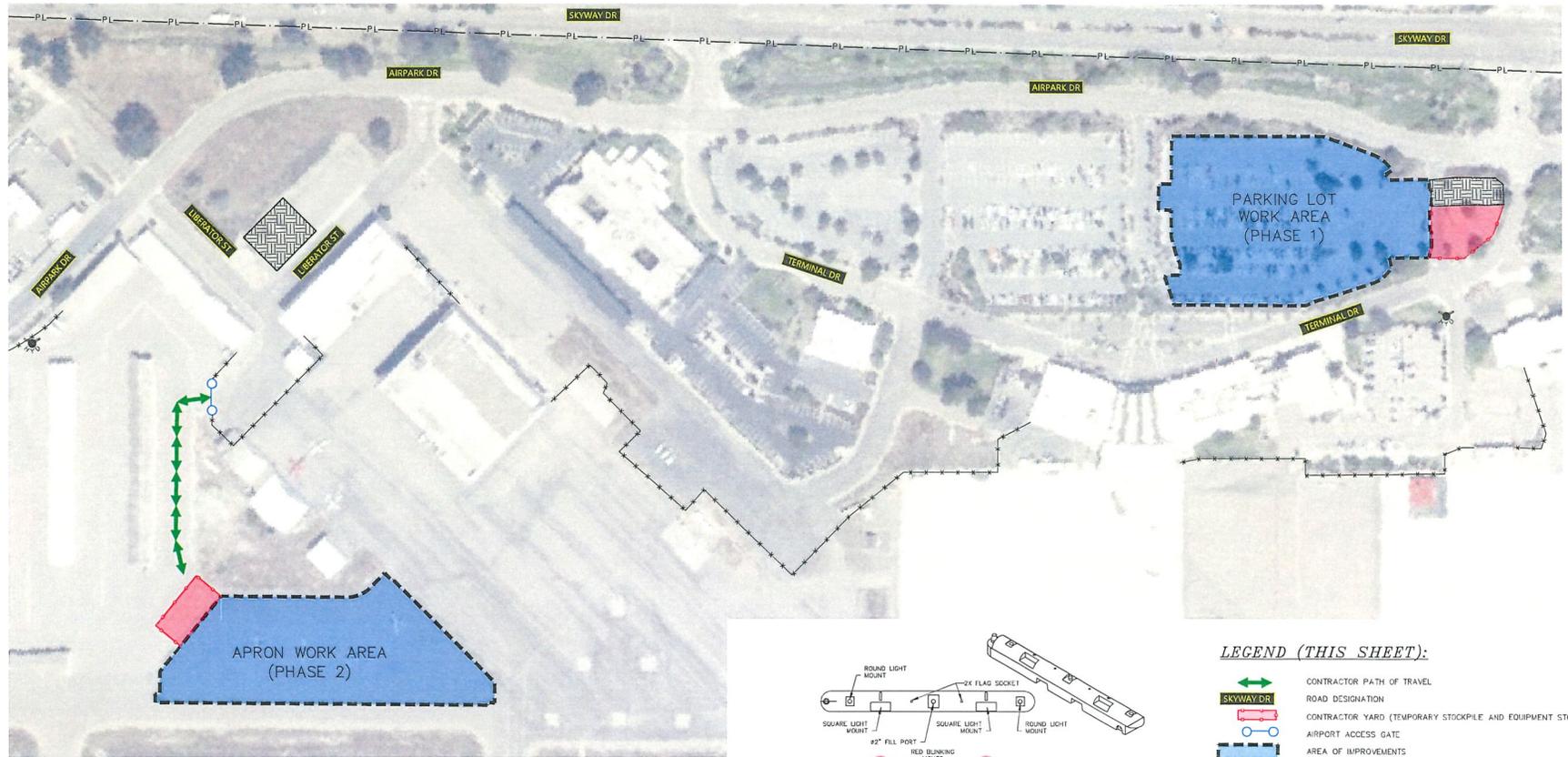
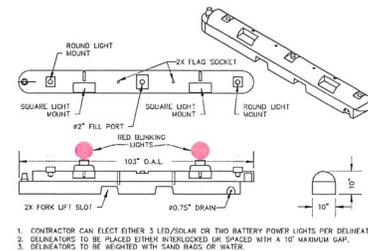


Exhibit A  
Original Contract Extent of Work



**LEGEND (THIS SHEET):**

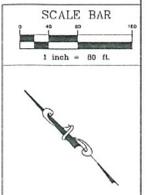
- CONTRACTOR PATH OF TRAVEL
- ROAD DESIGNATION
- CONTRACTOR YARD (TEMPORARY STOCKPILE AND EQUIPMENT STORAGE)
- AIRPORT ACCESS GATE
- AREA OF IMPROVEMENTS
- CONTRACTOR PERSONNEL VEHICLE PARKING AREA
- AIRPORT PROPERTY LINE
- SECURITY FENCE - AIRPORT OPERATIONS AREA
- HYDRANT



1. CONTRACTOR CAN ELECT EITHER 3 LED/SOLAR OR TWO BATTERY POWER LIGHTS PER DELINEATOR.
2. DELINEATORS TO BE PLACED EITHER INTERLOCKED OR SPACED WITH A 10' MAXIMUM GAP.
3. DELINEATORS TO BE WEIGHTED WITH SAND BAGS OR WATER.

**PHASING NOTES**

1. PHASE 1: VEHICLE PARKING
2. PHASE 2: AIRCRAFT APRON
3. CONTACT TIME LIMITATIONS PER PHASE: NO
4. IT IS ANTICIPATED CONTRACTOR WILL BE IN BOTH PHASES FOR A SHORT PERIOD OF TIME.
5. START AND COMPLETE PHASE 1 AS SOON AS POSSIBLE.
6. LIMIT DURATION OF PHASE 2 OCCUPANCY AS MUCH AS POSSIBLE.
7. SEAL COAT APPLICATION TO OCCUR FIRST IN PARKING LOT, THEN MOVE DIRECTLY TO THE APRON.



**A**  
2 CLOSURE DELINEATION - PHASE 1  
NOT TO SCALE

**B**  
LOW PROFILE LIGHTED DELINEATOR - PHASE 2  
NOT TO SCALE

UNDERGROUND SERVICE ALERT  
 DIAL 811  
 TWO WORKING DAYS BEFORE YOU DIG

# PROJECT LAYOUT PLAN

REV.	DESCRIPTION	DATE	APP.
1			
2			

**TARTAGLIA ENGINEERING**  
 SANTA MARIA PUBLIC AIRPORT  
 PARKING LOT & APRON REHABILITATION

DESIGN: VRA  
 DRAWN: MRA  
 CHECKED: JAS  
 DESIGNED: 95-47  
 DATE: 8/9/2023  
 SHEET: 2 OF 15

Exhibit B  
 Work Areas of Amendment 1

		Principal	Land Survey.	Civil Eng	Tech. III	Tech. II	Tech. I	Clerical	Survey 1-Man	Inspect. Day ST	Inspect. Night ST	Inspect. OT	Prof. Travel	Mileage	Per-Diem	Total
Task	Description	\$240.00	\$179.00	\$188.00	\$141.00	\$114.00	\$92.00	\$76.00	\$250.00	\$168.00	\$182.00	\$197.00	\$114.00	\$0.65	\$224.00	
<b>1 Preliminary Eng. Phase</b>																
A	Management of team & work	2.0														\$480.00
B	Scoping meeting & conference calls	2.0				2.0										\$708.00
C	Inventory & review materials			4.0												\$752.00
D	Topographic Survey		4.0		5.0		3.0		12.0							\$4,697.00
E	Prelim. design & summary			1.0		1.0		1.0								\$378.00
	Supplies, Postage															\$85.00
	<b>Sub-Total</b>															<b>\$7,100.00</b>
<b>2 Design Phase</b>																
A	Management of team & work	2.0														\$480.00
B	Prepare improvement plans	5.0	1.0	15.0	43.0	32.0	9.0									\$14,738.00
C	Prepare specs. / contract docs.	2.0		33.0												\$6,684.00
D	Prepare CSPP & process			4.0		11.0										\$2,006.00
E	Permit through the City of SM	1.0		3.0				2.0								\$956.00
F	Cost Estimate	1.0		4.0												\$992.00
G	Perform all revisions.	2.0	1.0	2.0		5.0										\$1,605.00
	Supplies, Prints, Postage															\$339.00
	<b>Sub-Total</b>															<b>\$27,800.00</b>
<b>3 Bidding Phase</b>																
A	Management of team and work	2.0		2.0				1.0								\$932.00
B	Provide Notice, Public Purchase			3.0	1.0											\$705.00
C	Answer questions	1.0		8.0	12.0	2.0										\$3,664.00
D	Pre-Bid Conference	3.0		8.0												\$2,224.00
E	Bid Review and Summary	2.0		4.0	2.0		2.0									\$1,698.00
	Supplies, Postage															\$477.00
	<b>Sub-Total</b>															<b>\$9,700.00</b>

		Principal	Land Survey.	Civil Eng	Tech. III	Tech. II	Tech. I	Clerical	Survey 1-Man	Inspect. Day ST	Inspect. Night ST	Inspect. OT	Prof. Travel	Mileage	Per-Diem	Total	
Task	Description	\$240.00	\$179.00	\$188.00	\$141.00	\$114.00	\$92.00	\$76.00	\$250.00	\$168.00	\$182.00	\$197.00	\$114.00	\$0.65	\$224.00		
<b>4 Construction Phase</b>																	
A	Management of team and work	2.0		6.0				4.0								\$1,912.00	
B	Pre-Construction Conference	3.0		8.0		3.0							4.0			\$3,022.00	
C	Construction management	8.0		35.0		9.0	7.0	5.0					13.0			\$12,032.00	
D	Construction observation									144.0				360.0		\$24,426.00	
E	Materials Testing	Performed By Earth Systems Pacific - Budget Number														\$15,000.00	
	Supplies, Postage															\$308.00	
	<b>Sub-Total</b>															<b>\$56,700.00</b>	
<b>5 Completion Phase</b>																	
A	Management of team and work	1.0		2.0				2.0								\$768.00	
B	Final pay quantity & adjustment	1.0		1.0		4.0		2.0		2.0						\$1,372.00	
C&D	As-Built plans, Close out	1.0		8.0	12.0			10.0		1.0						\$4,524.00	
E	Final Report and Documentation	1.0		12.0				4.0		1.0						\$3,032.00	
	Supplies, Postage															\$204.00	
	<b>Sub-Total</b>															<b>\$9,900.00</b>	
<b>Summary</b>																	
																Construction Cost Estimate	\$200,000.00
																<b>Preliminary, Design, and Bidding Phases Combined</b>	<b>\$44,600.00</b>
																<b>Construction and Completion Phases Combined</b>	<b>\$66,600.00</b>
<b>Total: Preliminary, Design, Bidding, Construction, and Completion Phase Services</b>																<b>\$111,200.00</b>	
<b>Notes and Assumptions</b>																	
1	Task items line up, one for one, with tasks identified in the Scope of Services portion of Exhibit A.																
2	Inspector mileage on site = 20 miles per day.																
3	Tartaglia does not mark-up third party invoicing, printing, shipping, supplies, etc.																
5	Assumed 23 construction shifts. Inspector will serve the project at 75% capacity.																

# LAFCO

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**Santa Barbara Local Agency Formation Commission**  
105 East Anapamu Street ♦ Santa Barbara CA 93101  
805/568-3391 ♦ FAX 805/568-2249  
www.sblafco.org ♦ lafco@sblafco.org

August 19, 2025

TO: Members of the Independent Special District Selection Committee

SUBJECT: Notice of Runoff Election for the Regular Special District Member to Santa Barbara LAFCO; **Ballots are due no later than 5:00 pm, September 19, 2025**

Attached please find a ballot for the Special District Selection Committee election for one of the two Regular Special District members on LAFCO. This is a runoff election between the two candidates receiving the highest number of votes in the mailed ballot election that ended on August 18, 2025. For an election to be valid, at least a quorum of the special districts must submit valid ballots. A quorum is 20 or more of the 38 independent special districts.

There were 24 votes cast for the Regular Special District member in the last election. Susan Klein-Rothschild received 11 votes (45.8%) and Dorinne Lee Johnson received 9 votes (37.5%). Pursuant to Section 9(c) of the Special District Selection Committee Bylaws, a winning candidate must receive a majority of the votes cast. Where no candidate receives a majority, the election must go to a runoff between the two candidates receiving the highest number of votes.

**Voting Period:** Attached you will find a ballot for the Regular Special District member, containing the names of two nominees receiving the highest number of votes. The voting period will be 30-days and will end on September 19, 2025 at 5:00 pm.

**Voting Process:** The Presiding Officer of each Independent Special District is authorized to vote. If the presiding officer is unable to participate in the election of the Special District Selection Committee, the legislative body of the district may appoint one of its members as an alternate to participate in the selection committee in the presiding officer's place.

Voting members should submit ballots directly to LAFCO, attention Executive Officer Mike Prater. Ballots may be mailed, hand delivered, faxed or emailed to LAFCO at the contact information shown below. Ballots must be received by the deadline; ballots postmarked on or before September 19 but received after the deadline are not sufficient.

Santa Barbara Local Agency Formation Commission  
105 East Anapamu Street, Room 407 Santa Barbara CA 93101  
Email Address: lafco@sblafco.org

Please contact the LAFCO office if you have any questions.

Sincerely,



Mike Prater  
Executive Officer

Enc.

INDEPENDENT SPECIAL DISTRICTS SELECTION COMMITTEE  
Submit No Later than 5:00 pm, Friday, September 19, 2025

**OFFICIAL BALLOT**

Runoff Election of Regular Special District Member on Santa Barbara LAFCO  
Vote for one of the following **Regular Special District Member** nominees:

<input type="checkbox"/>	Susan Klein-Rothschild – Goleta Water District
<input type="checkbox"/>	Dorinne Lee Johnson – Montecito Sanitary District

\_\_\_\_\_  
**Name of Independent Special District**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Print Name**

**Title (please check one)**

- Presiding Officer of the Special District Board
- Board member alternate designated by Special District Board to vote in this election. (Gov. Code sec. 56332(a).)

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

**Each returned ballot shall be signed by the presiding officer or his or her alternate as designated by the district governing body. (Gov. Code sec. 56332(a) & (c)(5).)**

The voting member should submit his or her ballot directly to LAFCO by hand or U.S. mail to Natasha Carbajal, Santa Barbara LAFCO, 105 East Anapamu Street, Room 407, Santa Barbara CA 93101, or via email to [lafco@sblafco.org](mailto:lafco@sblafco.org), or Fax to (805) 568-2249

**SANTA BARBARA  
LOCAL AGENCY FORMATION COMMISSION**

<p style="text-align: center;"><b>NOMINATION FOR <u>REGULAR</u> SPECIAL DISTRICT MEMBER</b></p> <p style="text-align: center;"><i>Return to:</i> Executive Officer Santa Barbara LAFCO 105 East Anapamu Street, Room 407 Santa Barbara CA 93101 or FAX to (805) 568-2249 or email to <a href="mailto:lafco@sblafco.org">lafco@sblafco.org</a></p>	<p>LAFCO STAFF USE</p> <p>Date Received: <u>7/8/25</u></p>
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Please print in ink or type

<b>POSITION SOUGHT:</b>	Regular Special District Member
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NAME OF NOMINEE: <u>Susan Klein-Rothschild</u>
NOMINEE'S DISTRICT: <u>Goleta Water District</u>
MAILING ADDRESS: <u>Goleta Water District</u> <u>4699 Hollister Avenue, Goleta CA 93110</u> <u>π</u> Phone: Bus. <u>805-964-6761</u> . Cell: _____

<p><b>SIGNATURE OF NOMINATOR:</b></p> <p><u>Goleta Water District</u> Name of Independent Special District</p> <p> Signature</p> <p><u>Lauren Hanson</u> Print Name</p> <p><b>Nominator Title (please check one)</b></p> <p><input checked="" type="checkbox"/> Presiding Officer of the Special District Board</p> <p><input type="checkbox"/> Presiding Officer's alternate as designated by Special District Board to vote or make a nomination in this election. (Gov. Code sec. 56332.)</p> <p><b>Date:</b> <u>7/8/25</u></p>
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ADDITIONAL INFORMATION: On this form or an accompanying letter, describe the nominee's personal interests, qualifications, experience, education, volunteer activities or community organization memberships that may bear on the nomination for the Regular Special District Member: This information will be distributed to all independent special districts.

Resumé accompanies.

# SUSAN KLEIN-ROTHSCHILD

<https://www.linkedin.com/in/susan-klein-rothschild-0a459749/>

7737 Jenna Drive, Goleta, CA

susankr@yahoo.com

805-699-0793

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## **EXECUTIVE LEADERSHIP SUMMARY**

A solution-oriented leader with a drive for quality and excellence. Applies interpersonal and analytical skills to support a healthy and balanced community.

## **CORE COMPETENCIES**

- Nurtures and mentors others at all levels within an organization
- Strategic planner with a global perspective, developing clear goals and action plans
- Cultivates positive relationships with key decision-makers, team members and stakeholders, engaging them in goal attainment
- Develops, implements and evaluates organizational policies and programs
- Effective verbal and written communications tailored to the intended audience
- Problem solver for complex system and interpersonal challenges with advanced skills in mediation, facilitation and conflict resolution
- Demonstrate strong ethics, respect and compassion

## **CAREER HIGHLIGHTS**

- Wrote grant application that was funded for \$2 million a year for five years in Colorado.
- Initiated systemic changes to achieve 44% increase in adoptions/year, 5% increase in kin/relative placements, and a new level of accountability throughout agency.
- Supervised a child and family treatment team and administered the Volunteer program at a Community Mental Health Center integrating Masters and PhD level interns.
- Led administrative response and served as Public Information Officer for the Public Health Department in multiple emergencies including fires and communicable disease outbreaks
- Created a new Sexual Abuse Response Team approach and protocols to support timely medical and legal response.
- Facilitated a process with a contentious Task Force and created a novel solution to a mandatory spay/neuter law that is now utilized in other jurisdictions.
- Member of Government Alliance on Race & Equity working on increasing access and communication with Spanish language customers.
- 2005 Department Director of the Year in Clark County.

## **CAREER PATH**

**Consultant**

**2020-present**

*Resolute Associates* - Consulting focusing on strategic and disaster planning

*PHC Global* – Consulting on interpersonal issues in a company focused on improving population well-being through collaborative efforts

*Together Women Rise* – Board member of national organization focused on gender equality

**Managing Director**  
***Stanford University***

**2018 – 2020**

Administrator for Executive Education programs in the Graduate School of Business providing leadership education to C-suite executives worldwide. Increased enrollment in Exec Ed programs with leaders from across the globe. Improved the organizational culture in Executive Education within the Graduate School of Business for professional staff and faculty. Created a centralized process to connect with and respond to potential Exec Ed participants across programs. Reorganized staffing to balance workloads and increase efficiency.

**Deputy Director**  
***Santa Barbara Public Health Department***

**2013 – 2018**

Responsible for program, fiscal, and human resource functions of department with 200 FTEs, a budget of \$28 million and a wide variety of county programs serving vulnerable populations. Developed a new county-wide program for the safe disposal of unwanted medications with key partners. Facilitated a process with internal and external stakeholders that implemented more than 400 recommendations to improve animal care. Led the collaborative public/private group Emergency Public Information Communicators (EPIC), a countywide organization and provided leadership through many local disasters and emergencies. Directed the development of a community assessment and improvement plan, with a survey of more than 3,000 residents, various data sources, and presentations of outcomes to more than 40 community groups.

**Assistant Deputy Director**  
***Santa Barbara Public Health Department***

**2007-2013**

Developed and managed people and projects to improve outcomes in a variety of organizational programs through leadership, human resources management, and strategic planning. Managed a budget of up to \$20 million. Collaborating with twenty partners, implemented new process for medical-legal exams following sexual assaults that resulted in timely forensic exams, and improved criminal prosecutions. Present regularly to the elected Board of Supervisors and various Advisory Boards and commissions in the community. Created and delivered a training and development program for supervisory staff at the organization. Led the public information and education campaign for H1N1 influenza including all forms of media and communication strategies.

**Director**  
***Clark County Department of Family Services***

**2002-2006**

Results driven leader with more than 500 staff and a \$132 million budget in a new, streamlined integrated child welfare agency. Oversight of all operations and activities in the organization including facilities, equipment, fiscal and human resources. Created positive, cooperative labor-management relationships through an Appreciative Inquiry approach. Built on systemic and personnel strengths, made changes to improve the safety, permanency, and well-being of children and families.

**President**  
***Susan Klein-Rothschild, Inc.***

**1994-2002**

Consulted with a focus on systems and organizational change, training, human services and organizational development. Led training and change management functions during planning, design, development and implementation of computer systems for child welfare agencies in Arizona, Nevada and Illinois. Conducted published research on the effectiveness of expedited permanency for young children. Developed training curriculum, conducted training workshops on leadership and facilitated meetings and seminars nationally.

### **Manager-Child Welfare Services**

***Colorado Department of Social Services***

***1991-1994***

Provided leadership and vision in an agency serving over 50,000 children annually. Negotiated a successful settlement agreement as an alternative to a class action lawsuit. Implemented short-term and long-term goals, objectives and tasks to make meaningful systems change including increasing revenue, removing systemic barriers, and providing clear direction to improve outcomes for families. Initiated the first statewide outcomes project for state organization.

### **CERTIFICATIONS**

<b>Mediation Training</b> , CDR Associates	1982
<b>Adoption Leadership Institute</b> , Spaulding for Children / National Child Welfare Leadership Center	1990
<b>Community Organizing</b> , PICO-People Improving Communities	2006
<b>Lean Six Sigma Green Belt Training</b> , Ventura CA	2017

### **EDUCATIONAL BACKGROUND**

#### **Bachelor Degree in Sociology**

California State University, Northridge 1977

#### **Master Degree of Social Work**

San Diego State University 1979

### **PUBLICATIONS**

**Accountability in Child Protective Services**, *Helping in Child Protective services*, Oxford University Press, 2004

**Preventing Foster Care Drift**, *Handbook of Preventive Interventions for Children and Adolescents*, John Wiley & Sons, 2004

**Getting Home on Time: Predicting Timely Permanence for Young Children**, *Child Welfare*, Volume LXXXI, March/ April 2002

**And How are the Children**, *The Final Report of the Governor's Task Force on Child Welfare*, Published by the State of Colorado, 2000

**Training New Child Welfare Staff on SACWIS Systems: Results and Lessons Learned from a 17- State Survey**, *Protecting Children*, American Humane Association publication, 1999

## **Susan Klein-Rothschild**

Susan Klein-Rothschild is committed to healthy and balanced communities in Santa Barbara County.

She has contributed to the health and well-being of Santa Barbara County communities in the following ways in the past year:

- Director on the Goleta Water District Board
- Volunteer on the Goleta Public Engagement Commission
- Facilitator for the Santa Barbara County Association of Governments Retreat
- Volunteer with local Community and Creek Clean-up events

Susan's prior contributions to support Santa Barbara communities include:

- Leader and Administrator with the Santa Barbara County Public Health Department where she spearheaded a new system for sexual assault examinations and new spay/neuter ordinance, both of which added efficiencies
- Facilitated meetings with a broad range of stakeholders countywide on proposed revisions to the winery ordinance
- Liaison between school systems across the county, (from pre-school through college level), and the County of Santa Barbara during the COVID pandemic
- Consultant with Resolute Associates providing disaster planning and training for the staff of the Housing Authority of the County of Santa Barbara and the Mental Wellness Center
- Volunteer Court Appointed Special Advocate (CASA) with a child in foster care living in Lompoc

**SANTA BARBARA  
LOCAL AGENCY FORMATION COMMISSION**

<p style="text-align: center;"><b>NOMINATION FOR REGULAR SPECIAL DISTRICT MEMBER</b></p> <p style="text-align: center;"><i>Return to:</i> Executive Officer Santa Barbara LAFCO 105 East Anapamu Street, Room 407 Santa Barbara CA 93101 or FAX to (805) 568-2249 or email to lafco@sblafco.org</p>	<p>LAFCO STAFF USE</p> <p>Date Received: <u>7/11/25</u></p>
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Please print in ink or type

POSITION SOUGHT:                      Regular Special District Member

NAME OF NOMINEE:    Dorinne Lee Johnson

NOMINEE'S DISTRICT: Montecito Sanitary District

MAILING ADDRESS:

1042 Monte Cristo Lane

Santa Barbara, CA 93108

Phone: Bus. 805-969-4200 . Cell: 310-850-8808

SIGNATURE OF NOMINATOR:

Montecito Sanitary District  
Name of Independent Special District

  
Signature

Ellwood T. Barrett II  
Print Name

**Nominator Title (please check one)**

- Presiding Officer of the Special District Board
- Presiding Officer's alternate as designated by Special District Board to vote or make a nomination in this election. (Gov. Code sec. 56332.)

**Date:**    7-9-2025



**Current Position:** Treasurer, Montecito Sanitary District (former Board President 2020-2022; first term 2020-2024). **Current Term:** 2024-2028

Dorinne Lee Johnson ran for and was elected to the Montecito Sanitary District Board in 2020 because she believes in protecting our ratepayers with honesty, clear communication, and transparency; she feels it is more crucial than ever to protect, preserve and enhance our semi-rural community and maximize our natural environment and resources for our future generations of Montecito.

Dorinne was born and raised in Northern California and moved to Montecito in 2003 with her husband George. Dorinne has extensive experience with over 30+ years in construction and fabrication technology. She had her own certified WBE, a "women-owned business enterprise" specializing in construction management, civil engineering, and environmental design. She earned her BFA degree from CCA in Environmental Design with an emphasis on Architectural Design and is a post-graduate alumnus of the Art Center College of Design in Pasadena, CA. Her award-winning projects and designs range from government to corporate facilities nationwide. A partial list of her past clients includes: Caltrans, Harris Engineering and Associates, Toyota Motor USA, Northrop Grumman, Chicago Merchandize Mart, and the University of Oregon.

Dorinne's first California state appointment was serving as a member of the California state public procurement committee, when she was appointed by Senator David Roberti, President Pro Tempore of the Senate and Chairman of the Rules Committee of the Senate. After the Northridge earthquake in 1994 Dorinne was appointed by State Treasurer, Matt Fong to serve on the Caltrans Minority Advisory Board for the architect engineers to help rebuild the Northridge community and Los Angeles. Dorinne also served on the City of Santa Monica Architectural Review Board (ARB) for a period of eight years.

Since moving to Santa Barbara County in 2003 she helped the Montecito community as the Chair of the Montecito Land Use committee during and after the debris flow in 2018-2025. Dorinne was appointed to the Santa Barbara County Historic Landmarks Commission (HLAC) in 2012 and the Montecito Board of Architectural Review (MBAR) in 2014 by Salud Carbajal, Santa Barbara County Board of Supervisors.

Dorinne has received awards for her service, including the Asian Business Association of California, President Choice Award for service to her community in 1996. In 2003 she was awarded the International Interior Design (IIDA) Design Award for her product and technology of her chair collection that was also featured in the movie "Something's Got to Give" with Jack Nicholson, Diane Keaton and Keanu Reeves. Dorinne has been published in Architectural Digest, the Chicago Show Daily and the Los Angeles Times.

July 11, 2025

Dear Executive Officer Mike Prater and Commissioners:

Thank you for the opportunity to submit my application for your consideration for the special district vacant seat on LAFCO. I am attaching your application form and a brief biography of my public service and work.

I believe I can offer a detailed perspective on this position because of my past experience on both sides in the public and private sector with my background in construction management and design for a combined 30 plus years of experience in our local communities and state level positions.

My experience has included working with Santa Barbara County serving on the Historical Landmark Commission (HLAC) and Architectural Review Board (MBAR) and helping with land use issues for the Montecito community on the Montecito Association Land Use Committee (MLUC) as Chair for two terms before and after the debris flow from 2018 to 2025. I work well with the County staff and our community neighbors.

I have lived in Santa Barbara County in Montecito since 2003 and would welcome the opportunity to offer my time and experience to this important position to serve and help with LAFCO's important work. Thank you for your consideration.

Sincerely,



Dorinne Lee Johnson  
Montecito Land Use Chair  
Montecito Sanitary District Board

Montecito, CA 93108

July 13, 2025

Mike Prater, Executive Officer

Santa Barbara LAFCO

105 East Anapamu Street, Room 407

Santa Barbara, CA 93101

Dear Mike,

The purpose of this letter is to support the candidacy of Dorinne Lee Johnson for Regular Special District Member for Santa Barbara LAFCO.

I have worked closely with Dorinne for the last 7 years, initially on the team supporting her election campaign for the Montecito Sanitary District. After her election, we have collaborated on matters of joint interest to Montecito Sanitary and Montecito Water District, where I am a Director.

Dorinne is intelligent, hard-working, and unfailing in doing the research and gaining deep understanding about all matters involving her position on the Montecito Association (including chair of the Land Use Committee) or the Montecito Sanitary District. She works tirelessly in the best interests of the community, and I believe she will be an excellent member of the Commission.

Thank you for considering Dorinne for this position.

Kenneth Coates

**From:** Floyd Wicks <floyd1647@gmail.com>  
**Sent:** Saturday, July 12, 2025 8:17 PM  
**To:** lafco@sblafco.org  
**Cc:** Floyd Wicks  
**Subject:** Dorinne Lee Johnson Recommended for LAFCO Board

Dear Mr. Prater,

My purpose in writing to you is to wholeheartedly endorse Dorinne Johnson as the Regular Special District Member of LAFCO. LAFCO's Mission Statement is quite succinct and is presented here for the purpose of focusing on the role of a Special District Member:

*The Local Agency Formation Commission is committed to serving the residents of Santa Barbara County and the State of California by discouraging urban sprawl and encouraging the orderly formation and development of local agencies based on local conditions and circumstances.*

Without a doubt, Dorinne Johnson is already engaged in fulfilling the LAFCO Mission, in her current role as Chair of the Montecito Association's Land Use Committee. She has taken on this leadership position with great enthusiasm and the Montecito community is the beneficiary of her tenacity and professionalism in that position. Further, Dorinne currently is also a Board member of the Montecito Sanitary District, having been elected to the MSD Board in 2020 and served as Board President during her first term. She was re-elected to the Board in 2024. Dorinne has a special interest in not only the Sanitary District, as she has attended numerous meetings of the Montecito Water District, where I'm serving in my 3rd term on the MWD Board.

Dorinne Johnson would make an excellent LAFCO Board Member, representing the Special Districts. In addition to being highly qualified, she is a genuinely nice person.

Best regards,

Floyd Wicks  
Montecito Water District Board Member

**From:** DANA NEWQUIST <sbdana@aol.com>  
**Sent:** Monday, July 14, 2025 6:52 AM  
**To:** lafco@sblafco.org; Dolores Johnson  
**Subject:** Dorianne Johnson

Dear Mr. Prater,

I am writing this letter in support of Dorianne Johnson as a Special District Member of LAFCO. Over the many years having been a Board Member of Montecito Association, Montecito Fire Protection District, and the Montecito Sanitary District, I have watched and worked with MS. Johnson on several projects. Currently we both serve on the Montecito Sanitary District whereby she is Treasurer and sits on the Finance Committee with me as Chair. The amount of diligence she puts into every issue/meeting is always helpful making correct decisions.

Due to being Chair of the Montecito Association "Land Use Committee", MS Johnson has knowledge on issues that encompass our entire Community and approaches her duties with passion.

Therefore, please accept my endorsement of Dorianne Johnson for Special District Member!

Dana Newquist

805-637-8641

Sent from my iPad

**From:** Doug Black <db@nblaw.us>  
**Sent:** Thursday, July 17, 2025 2:34 PM  
**To:** lafco@sblafco.org  
**Subject:** Consideration of Dorinne Lee Johnson for LAFCO Board

Dear Mr. Prater,

It is my pleasure to offer my strong and unequivocal support for Ms. Dorinne Johnson as a Regular Special District Member of LAFCO.

I have had the privilege of working alongside Ms. Johnson for over five years through the Montecito Association. During that time, she has consistently demonstrated tireless dedication to preserving, protecting, and enhancing the semi-rural character of our community. Her collaborative spirit and deep understanding of local conditions make her uniquely effective when working with local agencies.

As current President of the Montecito Association, I personally asked Ms. Johnson to Chair our Land Use Committee. Without hesitation, she responded, "Just let me know what I can do to help." Since then, she has far exceeded all expectations, offering thoughtful leadership, proactive engagement, and unwavering commitment to the responsibilities of the role.

Ms. Johnson is highly qualified and deeply respected within our community. I am confident she will be a valuable asset to LAFCO as a Regular Special District Member, and I recommend her without reservation.

All the best,

Doug Black  
President, Montecito Association



**Douglas M. Black**  
**NORDSTRANDBLACKPC**  
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# Montecito Sanitary District

1042 Monte Cristo Lane  
Santa Barbara, CA 93108

*A Public Service Agency*

PHONE: (805) 969-4200

[www.montsan.org](http://www.montsan.org)

[brahrer@montsan.org](mailto:brahrer@montsan.org)

July 17, 2025

Santa Barbara LAFCO  
105 East Anapamu Street, Room 407  
Santa Barbara, CA 93101

Via Email

To Whom It May Concern:

I heartily endorse Mrs. Johnson for the Regular Special District Member position for the Santa Barbara LAFCO Commission. She has years of experience with the Montecito Planning Commission and Land Use Committee. Mrs. Johnson works tirelessly for the community and logs countless hours in the evenings and weekends for the Montecito Sanitary District and other agencies. She is always fair in her judgements and procures huge amounts of data from her research to aid with her decisions.

Sincerely,

Woody Barrett  
President  
Board of Directors



# Montecito Sanitary District

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*A Public Service Agency*

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[brahrer@montsan.org](mailto:brahrer@montsan.org)

July 17, 2025

Santa Barbara LAFCO  
105 East Anapamu Street, Room 407  
Santa Barbara, CA 93101

Via Email

Dear Sir/Madam:

It gives me great pleasure to provide my highest recommendation for Dorinne Lee Johnson as a candidate for the LAFCO Regular Special District Member on the Commission.

I have known and worked closely with Dorinne for nearly three years, and I have learned that she is a dedicated and loyal public servant with the highest level of integrity.

I worked most closely with Dorinne in her capacity as the District's Treasurer and for her role as chair for the Joint Strategic Planning Committee with the Montecito Water District. This group worked closely together on behalf of the broader community to study and consider broad subjects such as water resources, recycling opportunities, new and emerging technologies, and consolidation. Dorinne has also taken the time to personally introduce me to key leaders in the community continually since my hiring as general manager.

These experiences demonstrate Dorinne's intellect, skills, and judgement in her interaction with others, and I believe that Dorinne is well-prepared to take on the new and exciting role of Special District Member on the LAFCO commission. Dorinne's objective of contributing to the broader good of the region is clear and determined, and she possesses the natural team leadership ability, commitment and passion that we all hope to see in our government leaders. Therefore, please know that Dorinne has my **strongest possible** recommendation for Special District Member at LAFCO.

If I can provide any additional information, please do not hesitate to contact me via phone at (D) 805-695-4210 or via email at [jweigold@montsan.org](mailto:jweigold@montsan.org)

Sincerely,

General Manager

**From:** Robert C Hazard Jr <bobhazard@gmail.com>  
**Sent:** Friday, July 18, 2025 12:31 PM  
**To:** lafco@sblafco.org  
**Cc:** Bob Hazard  
**Subject:** Endorsement Letter for Dorinne Lee Johnson as a Nominee for the Special District Vacant Seat on LAFCO Santa Barbara County

To: Mike Pater, Executive Officer, Santa Barbara County LAFCO

LAFCO Commissioners: **City Members: James Kyriaco, Alice Patino**, Chair, and **James Mosby**, *Alternate*; **County Members: Joan Hartmann, Bob Nelson**, and **Roy Lee**, *Alternate*; **Special District Members: Vacancy, Craig Geyer** and **Jorge Magana**, *Alternate*; **Public Members: Shane Stark**, Vice-Chair and **Jim Richardson**, *Alternate*

Date: July 17, 2025

Subject: Endorsement Letter for Dorinne Lee Johnson as a Nominee for the Special District Vacant Seat on LAFCO Santa Barbara County

The mission of the Local Agency Formation Commission (LAFCO) is to serve the residents of Santa Barbara County and the State of California by encouraging the orderly formation and development of local agencies based on local conditions and circumstances, while protecting against the development of urban sprawl.

I cannot conceive of a more worthy or qualified candidate for the position of Special District Member on the LAFCO Santa Barbara County Commission than **Dorinne Lee Johnson**. I have known Mrs. Johnson for some 20 years during my service as Associate Editor of the Montecito Journal focusing on community and agency consolidation issues in Montecito and Santa Barbara County.

Throughout the years I have had the opportunity to observe Mrs. Johnson's strong leadership, relationship-building, conflict resolution and political skills in a variety of local settings. She is consistently a careful listener, seeking points of agreement and/or collaboration between differing factions within the community while consistently encouraging the exploration of solutions that give all parties a sense that their opinions have been heard and recognized.

Mrs. Johnson's long history of no-nonsense, fact-based service to her community, her County and its constituents has benefitted a host of regional organizations, both public and private such as elected representatives, SBCAG, Caltrans planning for the 101, County Planning and Zoning and the County Board of Supervisors over the years.

Her leadership talents have been evident in her service at the Montecito Sanitary District Board (MSD); plus her ongoing study of the potential mutual interests of the Montecito Water District and the Summerland Sanitary District. Her interests in cooperative water security solutions to difficult regional cooperation has been extended to the Carpinteria Sanitary District and Water District, as well as the City of Santa Barbara's Water and Sanitary operations. Her community leadership has also strengthened the Montecito Association through her service as Chair of the Land Use Committee, service on the Historic Landmark Committee and service on the Architectural Review Board (MBAR).

Among her many leadership talents, Mrs. Johnson is a natural problem solver. Her continued search for a better way often leads to potential solutions that have not been considered by others. The Santa Barbara County community should be grateful for her guidance and her ability to work collaboratively with County staff, the County Board of Supervisors, the eight incorporated cities in Santa Barbara County and the 32 Special Districts.

Sincerely,

Bob Hazard  
Retired Associate Editor of the Montecito Journal

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EMAIL: [Assemblymember.Hart@assembly.ca.gov](mailto:Assemblymember.Hart@assembly.ca.gov)



COMMITTEES  
APPROPRIATIONS  
BUDGET  
TRANSPORTATION  
UTILITIES AND ENERGY  
WATER, PARKS, AND WILDLIFE  
CHAIR, BUDGET SUBCOMMITTEE NO. 7  
ON ACCOUNTABILITY AND OVERSIGHT  
JOINT LEGISLATIVE AUDIT COMMITTEE

July 18, 2025

Mike Prater, Executive Officer  
Santa Barbara County Local Agency Formation Commission  
Sent via email: [lafco@sblafco.org](mailto:lafco@sblafco.org)

Dear Executive Officer Prater,

I am writing to offer my strong support for Dorinne Lee Johnson's nomination to fill the special district seat on the Santa Barbara County Local Agency Formation Commission (LAFCO). Dorinne is an experienced, knowledgeable, and deeply engaged local official who would bring thoughtful, community-focused leadership to this important role.

As Treasurer of the Montecito Sanitary District—and former Board President—Dorinne has consistently demonstrated her commitment to fiscal responsibility, environmental stewardship, and public transparency. Her approach to governance is grounded in collaboration, long-term planning, and a deep respect for the unique character of our region.

Dorinne brings over 30 years of professional experience in construction management, civil engineering, and environmental design. Her background offers valuable perspective on infrastructure, land use, and regional development—all central to LAFCO's mission. Beyond her professional expertise, Dorinne has a distinguished record of public service in Santa Barbara County, including appointments to the Historic Landmarks Advisory Commission, Montecito Board of Architectural Review, and as Chair of the Montecito Land Use Committee.

Dorinne's dedication to good governance and her deep understanding of the needs and priorities of special districts make her exceptionally well-qualified to serve on LAFCO. I respectfully urge your full consideration of her candidacy.

Sincerely,

A handwritten signature in blue ink that reads "Gregg Hart". The signature is fluid and cursive, with the first name "Gregg" being larger and more prominent than the last name "Hart".

Assemblymember Gregg Hart