



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

**Thursday
September 11, 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 REGULAR MEETING HELD AUGUST 28, 2025**
- 2. 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**
- 3. GENERAL MANAGER'S REPORT**
- 4. FINANCE REPORT**
 - a) Demand Register**

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 will establish a time limit for receipt of testimony. The board reserves the right to establish further time limits for receipt of testimony.
6. **RESOLUTION 951. A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SANTA MARIA PUBLIC AIRPORT DISTRICT ADOPTING THE APPROPRIATIONS SUBJECT TO LIMITATION FOR FISCAL YEAR 2025-2026 UNDER CALIFORNIA CONSTITUTION ARTICLE XIII B (AS AMENDED) AND IMPLEMENTING STATUTES.**
7. **AUTHORIZATION FOR THE PRESIDENT AND SECRETARY TO EXECUTE THE SERVICE AGREEMENT FOR TERMINAL ADVERTISING BETWEEN THE DISTRICT AND FUSE CONNECT, LLC.**
8. **AUTHORIZATION FOR THE PRESIDENT AND SECRETARY TO EXECUTE THE CONTRACT BETWEEN THE DISTRICT AND ADVANCE AVIATION, LLC FOR AIR SERVICE MARKETING.**
9. **AUTHORIZATION FOR ONE STAFF MEMBER TO ATTEND THE 2025 MARKETING AND COMMUNICATIONS CONFERENCE TO BE HELD DECEMBER 2-4, 2025, IN KANSAS CITY, MO.**
10. **AUTHORIZATION FOR ONE STAFF MEMBER TO ATTEND THE 2026 AIR SERVICE DATA SEMINAR TO BE HELD JANUARY 26-28, 2026, IN NEW ORLEANS, LA.**
11. **AUTHORIZATION FOR THE GENERAL MANAGER TO EXECUTE THE CHANGE ORDER FOR THE U.S. CUSTOMS UPGRADES: BUILDING & SITE CIVIL BETWEEN THE DISTRICT AND NEWTON CONSTRUCTION & MANAGEMENT, INC.**
12. **AUTHORIZATION FOR THE PRESIDENT AND SECRETARY TO EXECUTE THE CONSULTING SERVICE AGREEMENT BETWEEN THE DISTRICT AND VERONEKA READE.**
13. **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.**
14. **DIRECTORS' COMMENTS.**
15. **ADJOURNMENT.**

MINUTES OF THE REGULAR BOARD
MEETING OF THE BOARD OF DIRECTORS
OF THE SANTA MARIA PUBLIC AIRPORT
DISTRICT HELD AUGUST 28, 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 Moreno, Brown, and Clayton. General Manager, Pehl, and District Counsel George. Directors Adams & Guy were absent.

1. MINUTES OF THE SPECIAL MEETING HELD August 14, 2025. Director Brown made a Motion to approve the minutes of the special meeting held August 14, 2025. Director Clayton Seconded, and it was carried by a 3-0 vote.
2. MINUTES OF THE REGULAR MEETING HELD August 14, 2025. Director Brown made a Motion to approve the minutes of the regular meeting held August 14, 2025. Director Clayton Seconded, and it was carried by a 3-0 vote.
- 3 COMMITTEE REPORT(S):
 - a) EXECUTIVE – No meeting scheduled.
 - 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.
4. GENERAL MANAGER’S REPORT: General Manager Pehl provided an update on the Runway Rehabilitation Project and noted recent media coverage of ongoing airport projects. He reported that work on the solar project has officially begun. He also discussed a meeting he attended with NBAA, which will support marketing efforts for the new Customs facility and help connect with the appropriate groups to raise awareness. Additionally, he noted that EconAlliance will be hosting the Cross-Industry Infrastructure Forum on the 3rd.
5. The General Manager presented the Demand Register to the Board for review and approval.
 - a) Demand Register. The Demand Register, covering warrants 073937 through 073975 in the amount of \$101,099.45, was recommended for approval as presented. Director Brown made a Motion to accept the Demand Register as presented. Director Clayton Seconded, and it was carried by a 3-0 vote.
 - b) Budget vs. Actual. Received and filed.
 - c) Financial Statements. Received and filed.

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 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.

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. Discussion was held and direction was given to negotiate with Advance Aviation.
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. This item was tabled.
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. Director Clayton made a Motion to approve. Director Brown Seconded, and it was carried by a 3-0 vote.
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. Director Moreno made a Motion to select Dorinne Lee Johnson. Director Clayton Seconded, and it was carried by a 3-0 vote.
12. Closed Session. At 6:48 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 7:11 p.m., the Board and staff reconvened to Open Public Session.

There were no reportable actions.

13. Directors' Comments. Director Brown had no comment.

Director Clayton stated there were many projects going on at the airport and he appreciated the effort by staff to get them done.

Director Moreno stated there were a lot of great things happening right now.
14. Adjournment: President Moreno asked for a Motion to adjourn to a Regular Meeting to be held on September 11, 2025, 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 Regular Meeting of the Board of Directors of the Santa Maria Public Airport District is hereby adjourned at 7:12 p.m. on August 28, 2025.

Ignacio Moreno, President

Steven Brown, Secretary

2025-2026

**DEMAND REGISTER
SANTA MARIA PUBLIC AIRPORT DISTRICT**

Full consideration has been received by the Santa Maria Public Airport District for each demand, numbers 073976 to 074014 and electronic payments on Pacific Premier Bank and in the total amount of \$500,398.94.

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 073976 to 074014 and electronic payments on Pacific Premier Bank in the total amount of \$500,398.94 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 SEPTEMBER 11, 2025.

STEVE BROWN
SECRETARY

Santa Maria Public Airport District

Demand Register

Check Number	Check Date	Vendor Name	Check Amount	Description
* 73976	8/27/2025	Adamski Moroski	\$8,358.50	Legal Counsel Services
* 73977	8/27/2025	AT&T	\$185.32	Telephone Service
* 73978	8/27/2025	Aviation Management Consulting Group	\$15,140.00	Rent & Fee Study
* 73979	8/27/2025	B&B Steel & Supply of SM	\$301.24	Vehicle Maintenance
* 73980	8/27/2025	Bomar Security & Investigation	\$5,536.00	Security Service
* 73981	8/27/2025	City of Santa Maria	\$532.00	Construction Meter Fees
* 73982	8/27/2025	City of Santa Maria-Util Div	\$13,249.86	Utilities - Water
* 73983	8/27/2025	Eubank, Bob & Kristine	\$356.00	Tenant Refund
* 73984	8/27/2025	Grainger	\$385.79	Shop Supplies
* 73985	8/27/2025	Gsolutionz, Inc.	\$406.83	Voice Svcs - August 2025
* 73986	8/27/2025	Hayward Lumber Company	\$60.01	Admin / FBO Maintenance
* 73987	8/27/2025	J B Dewar, Inc	\$777.58	Unleaded/Diesel Fuel
* 73988	8/27/2025	Mission Linen Service	\$157.93	Uniform Service
* 73989	8/27/2025	Morlee, Matthew	\$315.00	Tenant Refund
* 73990	8/27/2025	Napa Auto Parts	\$103.25	Vehicle Maintenance
* 73991	8/27/2025	PrintMasters & Bob's Rubber Stamps	\$101.13	New Office Stamp
* 73992	8/27/2025	Rick's Car Care Inc.	\$2,061.10	Vehicle Maintenance
* 73993	8/27/2025	Safety-Kleen	\$282.00	Misc Hangar Maintenance
* 73994	8/27/2025	Tower Patrol	\$3,257.06	D3 Security Trailer 8/15-9/14/25
* 73995	9/4/2025	Adams, Chuck	\$100.00	Director's Fees
* 73996	9/4/2025	American Industrial Supply	\$218.21	Shop Supplies
* 73997	9/4/2025	Banana's Towing	\$255.00	Towing Services
* 73998	9/4/2025	Brown, Steve	\$300.00	Director's Fees
* 73999	9/4/2025	Berchtold Equipment Co.	\$180,116.09	Tractor and Rotary Cutters
* 74000	9/4/2025	Fence Factory	\$494.27	Fencing and Gates - Landing Area
* 74001	9/4/2025	Fenton, Kerry	\$649.49	Travel/Marketing Reimbursement
* 74002	9/4/2025	Ferguson US Holdings, Inc.	\$141.05	Terminal Maintenance
* 74003	9/4/2025	Guy, Anthony Ted	\$300.00	Director's Fees
* 74004	9/4/2025	Home Depot	\$1,072.74	Vehicle Maint./Pavement Maint.
* 74005	9/4/2025	JD Humann Landscaping, Inc	\$4,349.40	Irrigation Repairs - Sprinklers
* 74006	9/4/2025	McMaster-Carr	\$337.37	Shop Supplies/Terminal Maintenance
* 74007	9/4/2025	Mission Linen Service	\$157.93	Uniform Service
* 74008	9/4/2025	Moreno, Ignacio	\$300.00	Director's Fees
* 74009	9/4/2025	ROKLIN Systems Incorporated	\$2,403.38	FloMix - 20 units
* 74010	9/4/2025	RRM Design Group	\$10,872.25	SMX Bus. Park Spec. Plan Amendment
* 74011	9/4/2025	SM Valley Chamber of Commerce	\$9,525.00	Annual Membership
* 74012	9/4/2025	Tartaglia Engineering	\$97,505.05	Taxiway Charlie Storm Drain Repair
* 74013	9/4/2025	The Widroe Group, Inc.	\$28,800.00	Consulting Services - Final
* 74014	9/4/2025	Tri-Counties Plant Service	\$275.00	Interior Plant Service - Terminal

Subtotal

\$389,738.83

Santa Maria Public Airport District

Demand Register

Check Number	Check Date	Vendor Name	Check Amount	Description
ACH	8/25/2025	Amazon Capital Services	\$5,074.51	Terminal Maintenance/Office Equipment
ACH	8/26/2025	CalPers	\$7,728.17	Employee Retirement
ACH	8/26/2025	Umpqua Bank	\$9,266.08	Airport Advertising, Security Consulting
ACH	8/28/2025	Paychex	\$27,352.35	Payroll
ACH	8/28/2025	Paychex	\$7,412.92	Payroll Taxes
ACH	8/29/2025	Paychex	\$192.61	Paychex Invoice
ACH	9/2/2025	Empower Retirement	\$4,732.44	Employee Paid Retirement
ACH	9/2/2025	Frontier Communications	\$341.15	Telephone Service
ACH	9/2/2025	Ready Refresh	\$119.31	Water Delivery
ACH	9/3/2025	Principal	\$2,438.93	Employee Dental/Life/Disability Insurance
ACH	9/3/2025	CalPers	\$19,239.83	Unfunded Liability
ACH	9/4/2025	Clark Pest Control	\$3,240.75	Weed/Wildlife Abatement
ACH	9/8/2025	PG&E	\$23,521.06	Terminal/Admin/Hangar Electricity
		Subtotal	<u>\$110,660.11</u>	
		Total	<u><u>\$500,398.94</u></u>	

RESOLUTION 951

**A RESOLUTION OF THE BOARD OF DIRECTORS
OF THE SANTA MARIA PUBLIC AIRPORT
DISTRICT ADOPTING THE APPROPRIATIONS
SUBJECT TO LIMITATION FOR FISCAL YEAR
2025-2026 UNDER CALIFORNIA CONSTITUTION
ARTICLE XIIIB (AS AMENDED) AND
IMPLEMENTING STATUTES**

WHEREAS, Article XIIIB of the California Constitution provides that beginning with the 1980-1981 fiscal year, an appropriations limit for each local government shall be established for each fiscal year.

WHEREAS, Government Code Section 7910 provides that each year the governing body of each local jurisdiction shall by resolution establish its appropriations limit for the following fiscal year pursuant to Article XIIIB of the California Constitution at a regularly scheduled meeting or noticed special meeting; that 15 days prior to such meeting documentation used in the determination of the appropriations limit shall be available to the public.

WHEREAS, Article XIIIB of the California Constitution was amended by Proposition 111 to change the price and population factors that may be used by a local jurisdiction in setting the appropriations limit.

THEREFORE, BE IT RESOLVED, that the sum of \$9,281,909.00 is the appropriations limit of the Santa Maria Public Airport District subject to California Constitution Article XIIIB for fiscal year 2025-2026.

IT IS FURTHER RESOLVED, that the calculations establishing the foregoing appropriations subject to the limitations imposed by Article XIIIB of the California Constitution (as amended), which were made available to the public at least 15 days prior to the date of the meeting at which this resolution was adopted, are as follows:

Factor for percentage change in California

Capita personal income pursuant to

Government Code Section 79011.0644

Factor for annual population percentage

Change for State of California

Determined by Department of Finance,

State of California, pursuant to Revenue

and Taxation Code Section 2228(a)(iii) 1.0028

Ratio change in above factors: $1.0644 \times 1.0028 = 1.0674$
Appropriations limits of District
For Fiscal year 2025-2026

2024-2025 appropriations limits of District as
established by Resolution 933 8,669,318

Addition to District's appropriation limit
For property tax administration fee
Imposed by Senate Bill 2557 $\frac{26,652}{8,695,970}$

Multiplied by above factors change ratio $\frac{x 1.0674}{}$

2025 – 2026 appropriations limit \$9,281,909

PASSED AND ADOPTED at the Regular, meeting of the Board of Directors
of the Santa Maria Public Airport District held August 14, 2025, on Motion by:

AYES:

NOES:

ABSENT:

ABSTAINED:

Ignacio Moreno, President

Steve Brown, Secretary

In-Terminal Advertising Program Management Permit – Santa Maria Airport

THIS IN-TERMINAL ADVERTISING PROGRAM MANAGEMENT PERMIT (“**Permit**”) is made and entered into by and between Santa Maria Public Airport District, a California special district formed under the California Airport District Act, Cal. Pub. Util. Code section 22001 et seq. (“**District**”), and Fuse Connect, LLC, a California limited liability company (“**Permittee**”). In consideration of the mutual covenants and agreements herein contained, the parties hereto agree as follows:

1. PREMISES: The District hereby grants Permittee the exclusive use of the following locations for advertising at the Santa Maria Airport (SMX) (the “**Premises**” or “**Airport**”):

- Digital Screens mutually agreed upon by the parties;
- Available blank walls mutually agreed upon by both parties for static advertising; and
- Physical floor locations mutually agreed upon by both parties for activations, e.g., Car Display.

Additional locations or opportunities, subject to approval by the General Manager of the District, may be incorporated into this Permit as they become available. The Permittee is granted a First Right of Refusal should opportunities arise to manage In-Terminal Advertising Programs across the District’s other airport locations, if any.

2. USE OF PREMISES: Permittee shall use the Premises, which are permitted in an as-is condition, for the sole purpose of providing Airport patrons with digital, static, and interactive advertisement content (the “**Advertising Program**”). Permittee shall not use or allow the Premises to be used in whole or in part for any purpose other than as set forth herein, without first obtaining the written consent of District’s General Manager or designee (hereinafter, “**General Manager**”). All aspects of the Advertising Program, including but not limited to advertisement placement, mounting, size, and type shall be approved by the General Manager, in writing, prior to its installation. The Advertising Program shall be well maintained and available for patron viewing within the Premises, seven (7) days per week, for the entire Term of this Permit. No permanent

signs, names, or placards shall be inscribed, painted or affixed upon the Premises, without prior written consent of the General Manager.

All Permittee displayed content shall be in compliance with the District's advertising policy. Permittee shall solely be responsible for providing of all services, equipment, supplies, and personnel for the installation and maintenance of the Advertising Program, including and not limited to all associated costs and expenses. Notwithstanding, District shall be responsible for providing necessary preparation work, including electrical work, mounting and wiring for any additional locations or opportunities mutually agreed to by the parties following the designation of the initial locations set forth in Section 1. Permittee shall not commit any nuisance, unlawful act or waste at the Premises and agrees to take all reasonable precautions to protect its property and the Premises from damage, theft, vandalism and other such hazards and liabilities.

3. DISPLAY ADVERTISING FEE: Permittee shall pay the District beginning on the Commencement Date (as defined herein), a monthly display advertising fee ("**Display Advertising Fee**") equal to forty percent (40%) of all Advertising Revenue (as defined below) for the preceding month, generated from all advertising displays which is the subject of this Permit. For the purposes of this Permit, "**Advertising Revenues**" means all gross revenues received or derived from the sale of advertising space or content at the Premises by Permittee (including digital, static, and interactive advertising) or otherwise attributable to the Advertising Program. Advertising Revenue shall not be reduced by bank charges, uncollected or uncollectible credit accounts, charges made by collection agencies, bad debt losses, or any commission or other amount paid out or rebated by the Permittee to others with respect to any sale of display advertisements. The Display Advertising Fee shall be paid monthly in arrears by Permittee, due on the 15th of the month following the monthly reporting period, **payable to the District, and paid at 3217 Terminal Drive, Santa Maria, CA 93455**. Statements and fees shall be submitted to the District monthly not later than the 15th of the month for the preceding month. Said compensation will become delinquent if not received by the 16th day of each month as described above, and shall be subject to a late penalty of ten percent (10%) of the amount due, or ten dollars (\$10), whichever is greater, which shall be added to the principle then due and owing. If still unpaid for 30 days after the delinquency date the legal rate of interest shall apply.

4. MONTHLY PERFORMANCE STATEMENTS: Permittee shall submit to the District a Monthly Performance Statement of Gross Advertising Revenue with a Percentage Fee Computation (“**Monthly Performance Statement**”) along with system-generated supporting documentation detailing individual sales, by the fifteenth (15th) day of each month following the month covered by the Monthly Performance Statement. The accuracy of the Monthly Performance Statement shall be certified by the affidavit of Permittee’s Chief Financial Officer or their designee.

5. TERM: The “**Term**” for this Permit shall be three (3) years with two optional one (1) year extensions. The initial term shall start on October 1, 2025 (“**Commencement Date**”) and end on September 30, 2028, subject however to earlier termination or suspension of this Permit as provided herein. In the event Permittee shall continue in possession of the Premises after the expiration of the initial Term, and the completion of the optional extensions, such possession shall not be considered a renewal of this Permit but a tenancy from month-to-month and shall be governed by the conditions and covenants contained in this Permit.

6. NON-EXCLUSIVE RIGHTS: Permittee may not have or enjoy, and may not grant, any exclusive rights of any kind which are forbidden by any applicable and pertinent law, statute, ordinance, rule or regulation of any governmental entity or agency. It is understood and agreed that nothing herein contained shall be construed to grant or authorize granting of an exclusive right within the meaning of Title 49 U.S.C.A. Section 40103 (e) and Section 47107 (a) (4). The Federal Aviation Administration (FAA) Rider (“**Exhibit A**”) hereto is incorporated herein and made a part hereof.

7. REPAIR OF DAMAGE: Permittee shall regularly monitor each display for its appearance and shall repair and maintain the same at all times. Permittee shall promptly repair any and all damage to the Premises associated with the Advertising Program. Should Permittee fail or neglect to maintain or make repairs, as necessary to protect the health, safety, or welfare of individuals using the Premises, or fails or neglects to make a repair required to protect the structural integrity and/or cosmetic appearance of the Premises, District may, after written notice to Permittee, make said repair and charge Permittee for same, and Permittee shall pay said charges on demand.

8. LAWS: Permittee shall at all times observe and comply with all present and future laws, statutes, ordinances, regulations, rules, resolutions, or other binding enactments of any governmental authority. Permittee agrees to observe, obey, and abide by all directives of the General Manager, rules and regulations for the common and joint use of Premises and for maintenance and conduct of Permittee's service which are now or may hereafter be imposed by District, Federal Aviation Administration, or any other governmental agency having jurisdiction at the Premises.

9. INSURANCE: Permittee shall obtain and maintain for the entire Term, including during the optional extensions, of the Permit and shall not use the Premises or perform any work under this Permit until after Permittee has obtained insurance complying with the provisions of this section. Said policies shall be issued by companies authorized to do business in the State of California. The following coverage shall be obtained and maintained by the Permittee:

(a) Commercial Liability Insurance. Commercial general liability insurance shall include, but not be limited to, bodily injury and death liability, property damage liability and premises liability in the total amount of One Million Dollars (\$1,000,000).

(b) Workers' Compensation Insurance. Permittee is required to be insured against liability for workers' compensation or to undertake self-insurance.

(c) Additional Insureds to be Covered. The District, its directors and officers shall be named as additional insureds. The policy shall provide that the Permittee's insurance will operate as primary insurance and that no other insurance maintained by the District, or additional insureds, will be called upon to contribute to a loss hereunder.

(d) Certificate of Coverage. Prior to commencing work under this Permit, Permittee shall furnish the District with a copy of the Certificate of Insurance for all policies. The certificate of insurances shall include a certification that the policies will not be canceled or reduced in coverage or changed in any other material aspect without thirty (30) days prior written notice to the District. Upon written request by the District, the Permittee shall provide a copy of the complete insurance policies.

10. INDEMNITY: To the fullest extent permitted by law, Permittee shall indemnify, defend, and hold harmless the Company and its directors, officers, agents, employees, representatives, and volunteers from and against all suits, proceedings, liens, actions, penalties, liability, loss, damage, expense, cost, claims or demands of any nature (including attorney's fees and costs of litigation) of every nature which District may incur, sustain or be subjected to arising out of or in connection with Permittee's, including its officers, agents, employees, guests, customers, licensees or invitees', performance or attempted performance of any obligation or duty provided for or relating to this Permit, the Advertising Program and/or the Premises, provided, however, that Permittee is not hereby indemnifying and holding the District harmless for liability of loss occasioned, caused or suffered by the sole active negligence or willful misconduct of the District.

11. NOTICE: All notices, demands, or communication may be served upon District or Permittee by personal service or by mailing the same in the United States Mail, postage prepaid, and directed as follows:

District: Santa Maria Public Airport District
Attn: General Manager
3217 Terminal Dr.
Santa Maria, CA 93455

Permittee: Fuse Connect, LLC
Attn: Scott Jacobson
8502 E Chapman Ave, Suite #645
Orange, CA 92869

Either District or Permittee may change such address by notifying the other in writing and said address shall continue as the notification address until further written notice.

12. POSSESSORY INTEREST: This Permit may create a possessory interest subject to taxation and Permittee will be required to pay any and all taxes levied on such interest prior to delinquency.

13. WAIVER: Permittee waives any and all claims for damages that may be caused by the District in re-entering and taking possession of the Premises, and all claims for damages that may result from the destruction of or injury to the Premises, and all claims for damages to or loss of such property belonging to Permittee as may be in or upon the Premises at the time of such re-entering. Permittee waives any and all claims against the District for loss or damages to any property of Permittee from any cause arising at any time, except for damage to Permittee's installed and owned digital equipment which is caused by the sole negligence of the District.

14. IMMEDIATE SUSPENSION AND TERMINATION CLAUSE: If Permittee causes an occurrence on the Premises which seriously threatens or damages the health, safety and or welfare of the public, the General Manager may, upon written notice to Permittee, immediately suspend all of Permittee's activities on the Premises and terminate this Permit, without recourse against the District. If Permittee defaults on any term or condition of this Permit, the District may terminate this Permit without notice.

UPON EXPIRATION OR TERMINATION OF THIS PERMIT, PERMITTEE, AT PERMITTEE'S SOLE EXPENSE, SHALL REMOVE, WITHIN THIRTY (30) DAYS AFTER EXPIRATION OR TERMINATION, THE DISPLAY ADVERTISEMENTS AND RESTORE THE PREMISES TO THE SAME CONDITION AS BEFORE THE DISPLAY ADVERTISEMENTS' INSTALLATION.

15. GENERAL PROVISIONS:

- A. This Permit is of a personal nature and Permittee shall not assign, sublet, mortgage, pledge or otherwise transfer this Permit.
- B. This Permit is executed and delivered in California and the validity, enforceability and interpretation of any of its clauses shall be determined and governed by the laws of the State of California. Any action or proceeding arising from, out of or in relation to this Permit shall be brought in the Superior Court, County of Santa Barbara, State of California.
- C. Permittee enters into this Permit solely and exclusively as an independent contractor and not as a partner, employee or other agent of the District.

- D. If any term, covenant, condition, or provision of this Permit is held by a court of competent jurisdiction to be invalid, void or unenforceable, the remainder of the provisions hereof shall remain in full force and effect and shall in no way be affected, impaired, or invalidated thereby.
- E. Permittee shall have the nonexclusive right to utilize existing District public parking facilities and spaces subject to all applicable fees.
- F. This Permit embodies the whole agreement between the parties hereto as it pertains to the Premises and there are no promised terms, conditions, or obligations. Any alterations, changes or modifications to this Permit must be in writing and executed by both Permittee and District.
- G. Each person signing this Permit, for or on behalf of one of the parties hereto, represents, warrants, and guarantees to the other person that he/she is duly authorized and has legal power and/or authority to sign.
- H. This Permit may be executed in counterparts, each of which shall be deemed to be an original instrument, but all of which shall constitute one and the same agreement.

16. GENERAL CIVIL RIGHTS, ACDBE PROGRAM: It is the policy of the District to practice nondiscrimination based on race, color, sex or national origin in the award or performance of this Agreement. Permittee agrees to comply with pertinent statutes, Executive Orders and such rules as are promulgated to ensure that no person shall, on the grounds of race, creed, color, national origin, sex, age, or disability be excluded from participating in any activity conducted with or benefiting from federal assistance. This provision obligates Permittee for the period during which federal assistance is extended to the Airport through the Airport Improvement Program. This provision is in addition to that required to Title VI of the Civil Rights Act of 1964.

In cases where federal assistance provides, or is in the form of personal property, real property or interest therein, structures or improvements thereon, this provision obligates the party or any transferee for the longer of the following periods: (a) the period during which the property is used by the airport or any transferee for a purpose for which federal assistance is extended, or for another purpose involving the provision of similar services or benefits; or (b) the period during which the Company or any transferee retains ownership or possession of the property.

This Permit is subject to the requirements of the U.S. Department of Transportation's regulations, 49 CFR Part 23. Permittee agrees that it will not discriminate against any business owner because of the owner's race, color, national origin, or sex in connection with the award or performance of any concession agreement, management contract, or subcontract, purchase or Permit agreement, or other agreement covered by 49 CFR Part 23. Permittee agrees to include the above statements in any subsequent contract covered by 49 CFR Part 23, that it enters and cause those businesses to similarly include the statements in further agreements.

17. CORPORATE AUTHORITY: Any individual executing this Permit on behalf of Permittee represents and warrants that he is duly authorized to execute and deliver this Permit on behalf of said Permittee, and that this Permit is binding upon said Permittee in accordance with its terms and covenants. If Permittee is a corporation, Permittee agrees to sign a Corporate Certificate.

18. ENTIRE AGREEMENT AND MODIFICATIONS: This Permit supersedes all previous use permits and constitutes the entire understanding of the parties hereto. Permittee shall be entitled to no other benefits than those specified herein. No changes, amendments, or modifications shall be effective unless in writing and signed, in advance of the effective date of the change, amendment or modification, by both parties. Permittee specifically acknowledges that in entering into this Permit, Permittee relies solely upon the provisions contained in the Permit and no other use permit or oral discussions prior to entering this Permit.

[Signature on next page.]

IN WITNESS WHEREOF, District and Permittee have executed this Permit as of the the last day and year listed below.

DISTRICT:
SANTA MARIA AIRPORT

By: _____
Nash Moreno
President

Date: _____

By: _____
Steve Brown
Secretary

Date: _____

Approved as to content for the District:

By: _____
Martin Pehl
General Manager

Date: _____

Approved as to form for the District:

By: _____
Josh George
District Counsel

Date: _____

PERMITTE:
FUSE CONNECT, LLC

By: _____
Scott Jacobsen
Chief Executive Office

Date: _____

CONSULTING SERVICE AGREEMENT
MARKETING AND CREATIVE SUPPORT PROJECT
FOR THE SANTA MARIA PUBLIC AIRPORT DISTRICT

By this Agreement, dated September 11, 2025, between SANTA MARIA PUBLIC AIRPORT DISTRICT (herein called "District") and Advance Media New York DBA Advance Aviation (herein called "Consultant"), District retains Consultant to perform certain engineering and design services.

WITNESSETH

In consideration of the mutual covenants, conditions, and promises contained herein below, District and Consultant agree as follows:

1. SCOPE OF AGREEMENT

District hereby hires Consultant to provide the services as defined in Exhibit "A" attached hereto and incorporated by this reference entitled "Consultant's Scope of Project and Compensation". Consultant agrees to perform said services and accept the compensation set forth in said Exhibit "A".

2. TIME OF PERFORMANCE

Performance of the services hereunder by Consultant will commence retroactively from September 5, 2025, with time of completion on or before October 31, 2027.

3. COMPENSATION

District shall compensate Consultant in accordance with the terms, rates, and conditions of Exhibit "A" attached hereto and incorporated by this reference. The parties will work together to determine precise services to be performed but compensation shall not exceed \$250,000.00. Billing shall be on a monthly basis

4. MATERIALS AND DOCUMENTS

District shall be the owner of all drawings, mylars, reproducibles, plans, specifications, test reports, and other documents, data and work products produced or resulting from the services of Consultant. Consultant may retain copies for its files.

Consultant shall bear the cost and expense of all facilities, equipment, materials, supplies, documents, publications and other expenses or items used or needed or incurred by Consultant in the performance of the services hereunder, except as otherwise specifically provided.

5. ASSIGNMENT

This Agreement or any interest herein shall not be assigned by Consultant.

6. INDEPENDENT CONTRACTOR

The parties intend that Consultant shall be an independent contractor in performing the services provided by this Agreement. District is interested only in the results to be achieved, and the conduct and control of the work will lie solely with Consultant. Consultant is not to be considered an agent or employee of District for any purpose, and the officers, employees and agents of Consultant are not entitled to any of the benefits that District provides for its employees, including worker's compensation insurance. It is understood that Consultant is free to contract for similar services to be provided to others while under contract with the District, provided there is no actual or perceived conflict of interest. District's General Manager shall have the right, in his sole discretion, to determine if a conflict of interest exists.

7. PRIOR APPROVAL OF DISTRICT

Consultant shall not incur any obligations or provide any services for District without first obtaining approval therefore from a majority of District's Board of Directors at a publicly noticed meeting of the Board or from District's General Manager. The District's General Manager is authorized to review and approve Consultant's bills.

8. CONSULTANT' RECORDS

Full and complete records of Consultant's services and expenses and records between District and Consultant shall be kept and maintained by Consultant and shall be retained by Consultant for three (3) years after District makes final payment to Consultant hereunder. District, the FAA, the Comptroller General of the United States, or any of their duly authorized representatives shall have access to any books of account, documents, papers, and records of Consultant which are directly pertinent to Consultant's work hereunder.

9. TERMINATION

This Agreement may be terminated by either party without cause upon the giving of thirty (30) days written notice to the other. In the event of such termination by the District, Consultant shall not be entitled to further compensation from District, other than for services previously approved and completed.

10. SUSPENSION OR ABANDONMENT OF PROJECT

District may at any time suspend or abandon any project or any part thereof. In the event District should determine to suspend or abandon all or any part of any project, it shall give written notice thereof to Consultant, who shall immediately terminate all work upon that portion of the project suspended or abandoned in the notice. Within thirty (30) days of the date of notice of suspension or abandonment, District shall pay to Consultant, as full and final settlement, compensation for all of Consultant's services performed and costs and expenses incurred prior to receipt of notice of suspension or abandonment in a prorated amount equal to the proportion that the Consultant's services rendered to the date of receipt of such notice bears to the total compensation the Consultant would have received in accordance with Exhibit "A" had the project been completed.

11. INSURANCE Consultant shall, at Consultant's expense, take out and maintain during the duration of this Agreement, the following types and amount of insurance insuring Consultant and Consultant's officers and employees:

Automotive and Public Liability and Property Damage Insurance: Automobile liability and comprehensive general liability insurance, including public liability, property damage liability, and contractual liability coverage, providing bodily injury, death and property damage liability limits of not less than \$1,000,000 for each accident or occurrence.

Professional Errors and Omissions Insurance. Professional errors and omissions insurance with liability limits of not less than \$1,000,000 per occurrence.

Before or concurrently with the execution of this Agreement, Consultant shall file with the District a certificate or certificates of insurance, issued by the insurance carrier, covering the specified insurance. Each such certificate shall bear an endorsement precluding the cancellation, or reduction in coverage, of any policy before the expiration of thirty (30) days after the District shall have received notification by registered or certified mail from the insurance carrier. Each certificate and policy shall bear an endorsement providing contractual liability coverage for this Agreement. District shall be named an additional insured for each policy, without offset to any insurance policies of District.

12. INDEMNITY

Consultant shall defend (with counsel acceptable to District), indemnify and hold harmless District, its directors, officers, employees, agents and representatives from and against any and all suits, proceedings, liens, actions, penalties, liability, loss, expense, claims or demands of any nature including costs and expenses for legal services and cause of action of whatever character which District may incur, sustain or be subjected to arising out of or in any way connected with the services or work to be performed by Consultant, or arising from the negligence, act or omission of Consultant, its officers and employees, provided, however, that Consultant is not hereby indemnifying and holding District harmless for liability or loss occasioned, caused or suffered by the sole active negligence of District or its willful misconduct.

13. EXTRA SERVICES

There will be no payment for extra services by Consultant unless it is expressly authorized by the District's General Manager or a majority of the Board of Directors. Compensation for any extra services shall be in accordance with Exhibit "A" attached hereto and incorporated by this reference.

14. RIGHT TO AMEND

This Agreement shall be subordinate to the provisions of any existing or future agreement between District and the United States by which District obtains federally-owned surplus property or federal aid for the improvement, operation, and/or maintenance of the airport. If the Federal Aviation Administration or any other federal agency requires modifications or changes in this Agreement as a condition for the granting of funds for the improvement of the air terminal or lands and improvements covered by its laws, rules, or regulations, Consultant agrees to consent to the amendments, modifications, revisions, supplements, or deletions of any of the terms, conditions, or requirements of this Agreement as may be required to obtain such funds. This right to amend will not affect payment to Consultant for previously approved expenses and completed services.

15. NOTICES

All notices required herein shall be in writing and may be given by personal delivery or by registered or certified mail, postage prepaid, and addressed to District at 3217 Terminal Drive, Santa Maria, California 93455, and to Consultant at 220 S. Warren Street, Syracuse, NY, 13202. Any party may at any time change its address for such notice by giving written notice of such change to the other parties. Any notice provided for herein shall be deemed delivered upon being addressed and deposited as aforesaid at any United States Post Office or branch or substation or in any United States mailbox, or at time of personal delivery.

16. DIPSPUTES AND ATTORNEY'S FEES

In the event either party hereto commences any legal action or proceeding against the other party to perform or keep any term, covenant or condition of this Agreement to be kept or performed by the other party, the party prevailing in such action shall be entitled to recover court costs and a reasonable attorney's fee to be fixed by the court. Any such action shall be venued solely in the State Courts for the County of Santa Barbara and the parties consent to jurisdiction and venue in that court. This agreement shall be governed by the laws of the State of California.

17. OTHER CONSULTANTING SERVICES

District reserves the right to contract with Consultant or other Consulting firms for Consulting on a project-by-project or other basis.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be fully executed.

Dated: September 11, 2025

Approved as to form on behalf of District:

DISTRICT:

General Manager

Ignacio Moreno, President

Approved as to form:

Steve Brown, Secretary

District Counsel

Consultant:

Christina Cole
Senior Aviation Brand Strategist
Advances Media New York DBA
Advance Aviation



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:** VSFB, 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.

**CDS Bootstrappers**

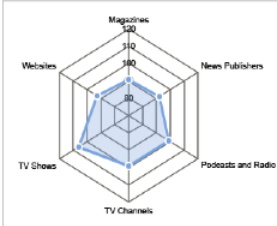


























































































Head of Household Age
45-54 years

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).

<div>Channels</div> <div></div>	<div>Top News Preferences</div> <table><tr><td></td><td>Newsday</td><td>335</td></tr><tr><td></td><td>The Epoch Times</td><td>124</td></tr><tr><td></td><td>Inman News</td><td>123</td></tr><tr><td></td><td>Telegraph Breaking News</td><td>119</td></tr></table>		Newsday	335		The Epoch Times	124		Inman News	123		Telegraph Breaking News	119	<div>Top Online Magazines</div> <table><tr><td></td><td>Alternative Press</td><td>150</td></tr><tr><td></td><td>The Hockey News</td><td>148</td></tr><tr><td></td><td>Maxim</td><td>125</td></tr><tr><td></td><td>Health Magazine</td><td>122</td></tr><tr><td></td><td>PCMag</td><td>121</td></tr></table>		Alternative Press	150		The Hockey News	148		Maxim	125		Health Magazine	122		PCMag	121	<div>Top Podcasts & Radio Stations</div> <table><tr><td></td><td>Morning Show with Boomer & Gio</td><td>249</td></tr><tr><td></td><td>Mets Booth</td><td>219</td></tr><tr><td></td><td>Opie Radio Podcast</td><td>183</td></tr><tr><td></td><td>TSN Hockey</td><td>159</td></tr><tr><td></td><td>Barstool Radio</td><td>138</td></tr></table>		Morning Show with Boomer & Gio	249		Mets Booth	219		Opie Radio Podcast	183		TSN Hockey	159		Barstool Radio	138												
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**B04 Babies Burbs & Blessings**

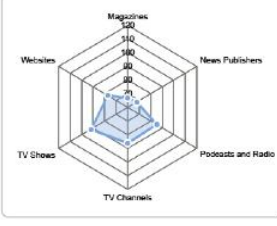





























































































Head of Household Age
35-44 years

Est. Household Income
\$100k - \$125k

[Live Taxonomy](#)


 **Media Following**

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Demographics

**E03**
Generational Go Getters

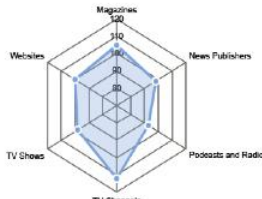



































































































Head of Household Age
35-44 years

Est. Household Income
\$75k - \$100k

[Live Taxonomy](#)

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Persona 

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**E04**
Fashion Fusion

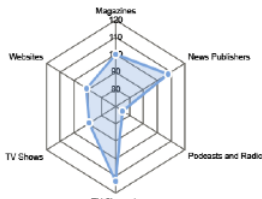






































































































Head of Household Age
45-54 years

Est. Household Income
\$60k - \$75k

[Live Taxonomy](#)

 **Media Following**

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Persona 

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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



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)

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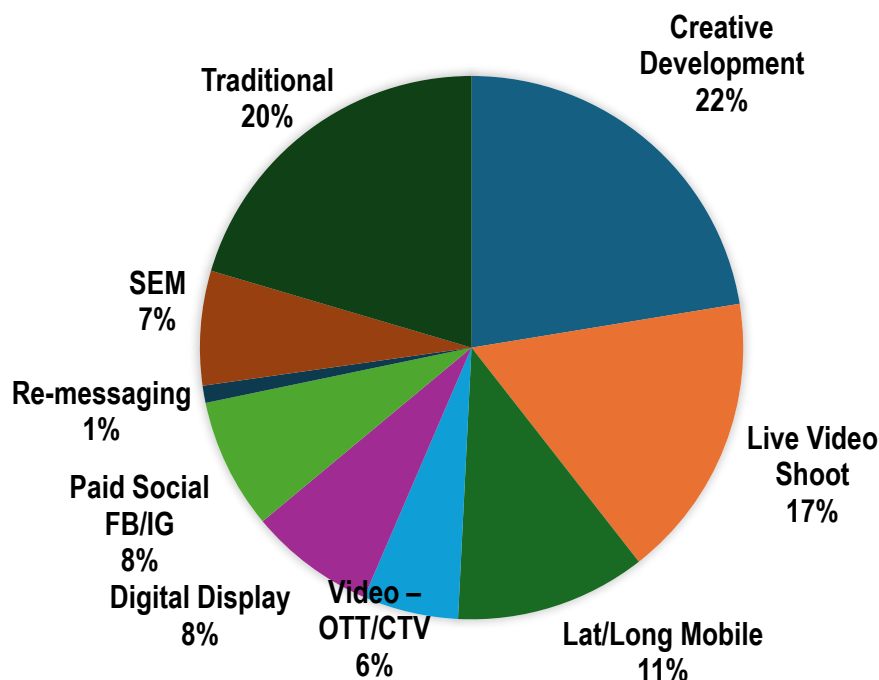
Creative Development	\$39,500
Live Shoot at SMX	\$30,000

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
TOTAL	\$176,200





Budget Strategy

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

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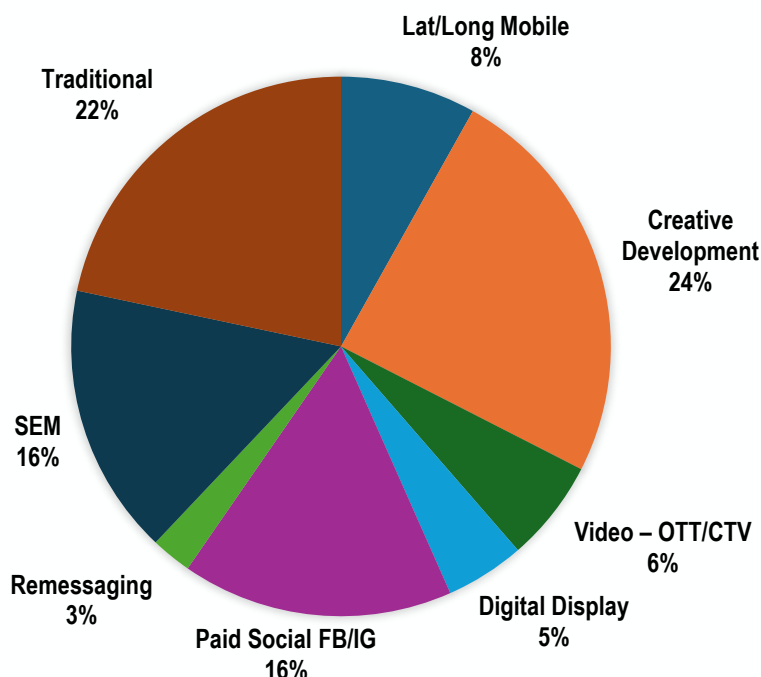
Digital Advertising - Consistent monthly implementation per tactic

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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TOTAL	\$73,800
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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 2168
Grand Rapids, MI 49501-2168

CLIENT NAME
123 MAIN STREET
SYRACUSE, NY 13202

CLIENT NAME
12345678
12345678

Invoice # 15500
Date 03/31/2024
Due Upon Receipt
Current Invoice Due \$8,300.00

Payments & Billing Inquire
Denise Ford, +1 616-254-200
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	\$1,000.00
/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
Payments(s) \$0.00
Credit(s) \$0.00
Current Invoice Due \$8,300.00
Total Account Balance* \$8,300.00
*Includes Current Invoice Due and any unpaid Prior Period Invoices (if any)



September 11, 2025

Board of Directors
Santa Maria Public Airport District
3217 Terminal Drive
Santa Maria, CA 93455

Subject

Authorization for one staff member to attend the 2025 Marketing and Communications Conference to be held December 2-4, 2025, in Kansas City, MO.

Summary

This conference brings together all aspects of airport marketing, communications and customer experience – airside and landside – and offers unrivaled opportunities for meeting and networking with fellow MarComCX professionals.

Budget

		Attendees	Days	Rate	Total
Fees:	Registration	1		\$1,150.00	\$1,150.00
	Air Transportation	1		\$1,013.00	\$1,013.00
	Ground Transportation	1		\$150.00	\$150.00
	Lodging	1	3	\$206.00	\$618.00
	Meals	1	4	\$100.00	\$400.00
	Total:				\$3,331.00

Overall Impact:

2025-2026 Budget for Business Travel	\$30,000.00
Previously Approved Business Travel	\$9,178.60
Current Balance for Business Travel	\$20,821.40
Amount of this Request	\$3,331.00
Balance Remaining if Approved	\$17,490.40

Recommendation

Staff recommends the Board approve this conference.



September 11, 2025

Board of Directors
Santa Maria Public Airport District
3217 Terminal Drive
Santa Maria, CA 93455

Subject

Authorization for one staff member to attend the 2026 Air Service Data Seminar to be held January 26-28, 2026, in New Orleans, LA.

Summary

Learn first-hand the information that route and network planners, air service consultants and airport development professionals value most to maximize your airport's Air Service Development meetings.

Budget

		Attendees	Days	Rate	Total
Fees:	Registration	1		\$1,050.00	\$1,050.00
	Air Transportation	1		\$626.00	\$626.00
	Ground Transportation	1		\$175.00	\$175.00
	Lodging	1	3	\$291.00	\$875.00
	Meals	1	4	\$100.00	\$400.00
	Total:				\$3,126.00

Overall Impact:

2025-2026 Budget for Business Travel	\$30,000.00
Previously Approved Business Travel	\$12,509.60
Current Balance for Business Travel	\$17,490.40
Amount of this Request	\$3,126.00
Balance Remaining if Approved	\$14,364.40

Recommendation

Staff recommends the Board approve this conference.

MEMO
September 8, 2025

TO: Martin Pehl: Santa Maria Airport
CC: Kerry Fenton, Ric Tokoph: Santa Maria Airport
Jim Albrecht, Jessica Carlon: Ravatt Albrecht and Associates
Noli Gamiao: Tartaglia Engineering
PROJECT: US Customs Upgrades
SUBJECT: Project Update
FROM: John A. Smith, Tartaglia Engineering

Project Status:

Work on the US Customs Station at Santa Maria Airport is wrapping up. A few recent highlights:

1. The Security Contractor (Controlled key) has wrapped up most of his work. Remaining items include:
 - A. With input from USCBP, positioning the adjustable surveillance cameras to “home” positions.
 - B. Installing a video station once the desk and other furnishings are installed.
 - C. Performing an alarm test with the monitoring center.
 - D. Removing the door hardware over-ride and engaging the USCBP locks in the two doors.
 - E. Testing and training of all security systems.
2. The Building Contractor (Newton Construction) is in the process of completing several items, including:
 - A. Removal and replacement of the Search Room / Hold Room door.
 - B. Installing a modified cage in the Secured Storage Room.
3. Both contractors have several housekeeping items that remain:
 - A. Providing marked up, as-built plans of the completed effort.
 - B. Copies of all city permits and permit signoff cards.
 - C. Assurance that all certified payrolls have been provided for themselves and their subcontractors.
 - D. Returning of all District badges and locks.
 - E. Participate in a Preliminary Final and Final Inspection with USCBP.
4. As mentioned, there is one remaining Change Order, in the amount of \$3,457.65. This change order covers the cost to remove and replace the Search Room / Hold Room door, as directed by USCBP. In a larger Customs Station footprint, each room function has its own standard door. During the design and construction process, the designation of this combination space changed several times, from Search Room to Hold Room, and back. At the time of submittals a Search Room door was submitted, approved, and installed. Unfortunately, the space designation changed to Hold Room, requiring the door to be replaced.
5. In addition to the contractual obligations of the team making the US Customs a reality, the District is tasked with providing interior furnishings to complete the effort. Ravatt Albrecht provided a draft summary schedule of required items. Tartaglia Engineering performed an initial search and generated the enclosed item list and associated budget. Staff will be preparing a shopping list with brand, model number, color, texture, etc., and providing this to USCBP for approval. Once the list is approved, items will be purchased, delivered, and installed. Then the facility can be considered complete.

6. A progress meeting is scheduled for this week. Items of discussion will include:
 - A. Status of construction / improvements.
 - B. Status of furnishings, including a timeline for submittals, approvals, ordering and delivering of materials.
 - C. Preliminary final inspection.
 - D. Testing and training of all security systems.
 - E. Final inspection with canine support (County Sheriff to provide).

Action Items:

1. Approve the Change Order for Newton Construction, in the amount of \$3,457.65, to remove and replace the Search Room / Hold Room door.
2. Authorize the identified budget of \$16,500.00 for District staff to proceed with submittals and ordering and receiving furnishings.

Enclosures:

1. Notice of Substantial Complete – Security
2. Project Punch List – Security
3. Notice of Substantial Complete – Building & Site Civil
4. Project Punch List – Building & Site Civil
5. Change Order No. 4, Newton Construction (Building & Site Civil)
6. Furnishing Schedule and Budget

TARTAGLIA ENGINEERING

P.O. Box 476, Pismo Beach, CA 93448

Phone: (805) 466-5660 • civilengineers@tartaglia-engineering.com

Martin Pehl, General Manager
Santa Maria Public Airport District
3217 Terminal Drive
Santa Maria, CA 93455

August 29, 2025

File: 22-69

Project: **Security**: 3335 Corsair Circle (US Customs)
Subject: Project Completion

Dear Mr. Pehl:

A Preliminary Final Inspection of the **Security**: 3335 Corsair Circle project (the US Customs Building) was performed Thursday afternoon, August 28, 2025. Representatives of Tartaglia Engineering and Controlled Key Systems, Inc., were in attendance (Controlled Key participated remotely). To the best of my knowledge, information, and belief, based on this Preliminary Final Inspection and ongoing construction observations during construction by Tartaglia Engineering, the construction of the improvements is now substantially complete.

The project had a 45 calendar-day construction contract period. Day 1 was February 17, 2025. The initial contract completion date was April 2, 2025. Controlled Key moved into the work site on Day 1 (April 2) and remained engaged for the duration effort. The work occurred in two general phases: rough-in, and final. The rough-in occurred very fast. Once complete, Controlled Key vacated the site to allow other contractors on the site to return and perform their contractual obligations. Controlled key returned in a timely manner, performing all the work of this contract, and additional work added through Change Order, to a level of substantially complete before their adjusted completion date of September 4. Based on this preliminary final inspection, Controlled Key Systems, Inc., provided high quality work in a timely manner.

As always, I am available should you have any questions regarding the project or this correspondence. Thank you.

Sincerely,

John A. Smith, PE

John A. Smith, PE
Principal

Enclosure: Project Punch List

US Customs Upgrades: Security	Santa Maria Airport (Santa Maria Public Airport District)	PUNCH LIST
3335 Corsair Circle	Controlled Key Systems, Inc.	

August 29, 2025. The following items are to be addressed before retention payment.

No.	Description	Contract or Change Order/T&M	8/29/2025 Status
1	Remove all excess materials, packaging and other solid wastes from within the building, back apron area, and contractor yard.	Contract	Open
2	Install video workstation in the Office, once furniture is installed.	Contract	
3	Test the alarm system with the Mega Center and confirm operational.	Contract	
4	Provide required training of all systems including Access Control, Video Surveillance, and Intrusion Detection systems to the USCBP Station Officer (when appointed) and to Airport District staff.	Contract	
5	With input from USCPB, establish surveillance camera "home" views, and door groups.	Contract	
6	Remove sanitary and solid waste facilities.	Contract	
7	Provide marked up, as-built plans documenting the installation of your equipment and systems.	Contract	
8	Participate in any remaining periodic progress meetings and a site inspection with USCBP (remote is acceptable).	Contract	
9	Provide all outstanding certified payroll statements from Controlled Key Systems, Inc., and any subcontractor that served your contract on this project.	Contract	
10	Confirm all financial obligations at the City of Santa Maria Building Department (if any) have been addressed for permits, plan reviews, and inspections.	Contract	
11	Return all Airport District locks.	Contract	
12	Return all Airport District badges.	Contract	
13	Engage the door locks at the appropriate time, placing them into USCBP operational control. Activity to occur concurrent with canine inspection.	Contract	

TARTAGLIA ENGINEERING

P.O. Box 476, Pismo Beach, CA 93448

Phone: (805) 466-5660 • civilengineers@tartaglia-engineering.com

Martin Pehl, General Manager
Santa Maria Public Airport District
3217 Terminal Drive
Santa Maria, CA 93455

August 29, 2025

File: 22-69

Project: Building & Site Civil: 3335 Corsair Circle (US Customs)
Subject: Project Completion

Dear Mr. Pehl:

A Preliminary Final Inspection of the Building & Site Civil: 3335 Corsair Circle project (the US Customs Building) was performed Thursday afternoon, August 28, 2025. Representatives of Tartaglia Engineering and Newton Construction were in attendance. To the best of my knowledge, information, and belief, based on this Preliminary Final Inspection and ongoing construction observations during construction by Tartaglia Engineering, the construction of the improvements is now substantially complete.

The project had a 150 calendar-day construction contract period. Day 1 was June 24, 2024. The initial contract completion date was November 20, 2024. The Newton Construction team mobilized on Day 1 and remained engaged for the duration effort, until this Preliminary Final Inspection. The work of the Newton contract was impacted numerous times as the design team proceeded through efforts to design, bid, and administer the access control, video surveillance, and security components of this facility in accordance with USCBP standards and requirements. Contract work periods were periodically suspended while the contractor waited for completion of the next security effort. In addition, additional work was added to the scope and with that, there was a negotiated allocation of contract days as necessary for pricing, ordering, receiving, and installing or construction the additional work. The final addition extended project completion to October 6, 2025. Based on this preliminary final inspection, Newton Construction & Management, Inc., provided quality work and completed the effort in a timely manner.

As always, I am available should you have any questions regarding the project or this correspondence. Thank you.

Sincerely,

John A. Smith, PE

John A. Smith, PE
Principal

Enclosure: Project Punch List

US Customs Upgrades: Building & Site Civil	Santa Maria Airport (Santa Maria Public Airport District)	PUNCH LIST
3335 Corsair Circle	Newton Construction & Manag., Inc.	

August 29, 2025. The following items are to be addressed before retention payment.

No.	Description	Contract or Change Order/T&M	8/29/2025 Status
1	Remove all excess materials, packaging and other solid wastes from within the building, back apron area, and contractor yard.	Contract	Open
2	Complete the removal and replacement of the Search Room / Hold Room Door.	Contract	
3	Install Fire Extinguisher in Storage Room based on recent direction.	Contract	
4	Install modified Cage in Safe / Storage Room based on recent direction.	Contract	
5	Remove sanitary and solid waste facilities.	Contract	
6	Provide marked up, as-built plans documenting the installation of your equipment and systems.	Contract	
7	Provide copies of all City of Santa Maria "Approved", stamped plans, and copies of all Inspection Sign-Off Cards.	Contract	
8	Participate in any remaining periodic progress meetings and a Punch List Walk through with USCBP, address any minor remaining items that may develop.	Contract	
9	Provide all outstanding certified payroll statements from Newton Construction & Management, Inc., and any subcontractor that served your contract on this project.	Contract	
10	Confirm all financial obligations at the City of Santa Maria Building Department (if any) have been addressed for permits, plan reviews, and inspections.	Contract	
11	Return all Airport District locks.	Contract	
12	Return all Airport District badges.	Contract	
13	Participate in the final USCBP inspection to include canine. Handover to USCBP operational control. Activity to occur concurrently with canine inspection.	Contract	

	Santa Maria Airport	Change Order No. 4
	US Customs Upgrades: Building and Site Civil	August 25, 2025

Owner:	Santa Maria Public Airport District 3217 Terminal Drive, Santa Maria, CA 93455
Contractor:	Newton Construction & Management, Inc. 2436 Broad Street, San Luis Obispo, CA 93401

CONTRACT COST SUMMARY Refer to the Description of Work for Details	
ITEM	AMOUNT
Original Contract Amount:	\$694,000.00
Net Cost Change By Previous Change Orders:	\$122,308.07
Contract Sum Prior to This Change Order:	\$816,308.07
Amount of Change (Increase) , This Change Order:	\$3,457.65
Net Contract Sum Including This Change Order:	\$819,765.72

CONTRACT TIME SUMMARY	
ITEM	
Original Contract Time (<u>Calendar Days</u>):	150
Net Contract Time Change By Previous Change Orders:	130
Contract Time Prior to This Change Order:	280
Amount of Contract Time Change (Increase) , This Change Order:	40
Net Contract Time Including This Change Order:	320
Day One:	June 24, 2024
Initial Contract Completion Date:	November 20, 2024
Days authorized for non-work periods between 10/24/24 & 7/6/25	147
Revised Contract Completion Date: (reflecting Change Orders and authorized stop-work periods)	October 6, 2025

	Santa Maria Airport	Change Order No. 4
	US Customs Upgrades: Building and Site Civil	August 25, 2025

DESCRIPTION OF WORK

The Contract shall be amended in accordance with the following changes in scope of required work and payment therefor as follows:

ITEM	DESCRIPTION	Need verified and confirmed through site visit and contract review	REFERENCE	PRICE	TIME (working days)
4.01	Remove and replace the Search Room door. The time identified covers the period required to order, receive, and install the door.	Yes	Proposed CE # 27 (attached)	\$3,457.65	40 days
	Total			\$3,457.65	40 days

Reason for Changes:

4.01

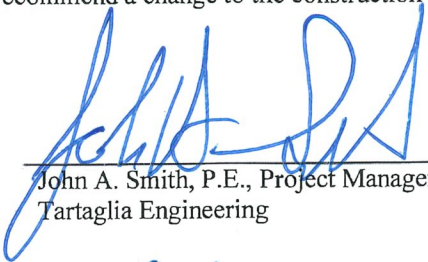
Overall space requirements for a standard US Customs Station, in accordance with USCBP design guidelines, exceed the footprint of the building at Santa Maria. As a result, some functions / dedicated spaces are not included in the District's facility (ie: canine support room, animal quarantine, bird quarantine), while other single purpose spaces are cohabitating. In the case of the Search Room, it is now doubling as the Detention or Hold Room. With USCBP, the designation of this space changed several times throughout the design and construction process. The installed door meets Search Room standards but does not meet Hold Room standards, the current / final designation of the space.


	Santa Maria Airport	Change Order No. 4
	US Customs Upgrades: Building and Site Civil	August 25, 2025

APPROVALS

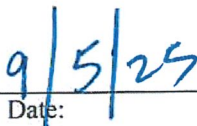
(Not valid unless signed by all listed below)

I have reviewed all supplemental documentation supporting this additional work requested and provided, and certify that all work will be or has been completed in accordance with the contract documents and direction provided, and hereby recommend a change to the construction contract in overall compensation and contract time as outlined herein:


 John A. Smith, P.E., Project Manager,
 Tartaglia Engineering


 Date:


 Eric Newton, Owner
 Newton Construction and Management, Inc.


 Date:

Martin Pehl, General Manager,
 Santa Maria Airport

Date:

NEWTON CONSTRUCTION & MANAGEMENT, INC.
CHANGE ESTIMATE BREAKDOWN



PROJECT: US Customs Building SM Airport
PROJECT #: 24010
AREA: Search Room
SOURCE: Client Request
SCHEDULE:

Additional work days required:

DATE: 07-Jul-25
PROPOSED CE #: 27
REVISION # : 0

Schedule will be impacted if not acted on by:

DESCRIPTION: Pursuant to US Customs request, NCM will remove, install, and paint a new door in the Search Room.

Pricing is as Follows:

ITEM	DESCRIPTION	QTY	UNIT	SUB/EQUIP UNIT COST	SUB/EQUIP EXTENDED COST	MATERIAL UNIT COST	MATERIAL EXTENDED COST	LABOR UNIT HOUR	LABOR EXTENDED HOURS
1	NCM remove existing door	2	EA		\$		\$ -	1.00	2.0
2	NCM Install new door	4	EA		\$		\$	1.00	4.0
3	Disposal Fee	1	LS		\$ 150.00		\$ -		-
4	Paint new door	6	EA		\$ -	50.00	\$ 50.00	1.00	6.0
5	New Door	1	LS		\$ 1,500.00		\$ -		-
				Equipment Total	\$ 1,650	Sub Total	\$ 50.00	Total Hours	12.00
						Sales Tax	\$ 4.00	Labor Rate	\$ 105.00
						Material Total	\$ 54.00	Labor Total	\$ 1,260
						Net Change		\$	2,964.00
						O/P Prime	10.00%	\$	296.40
						O/P Subcontractor	5.00%	\$	163.02
						Bond/insurance	1.00%	\$	34.23
						TOTAL	\$		3,457.65

Exclusions:

DoorWays

doors | frames | hardware
supply for commercial builders

755B Buckley Road | SLO, CA 93401 | 805.783.2432

Proposal #

24015
C03

CHANGE ORDER PROPOSAL

Project Name: SMX US Customs Building Remodel
Location: 3335 Corsair Cricle; Santa Maria, CA 93455
Client: Bidders
Architect: Ravatt Architecture

Description of Proposed Changes: Replace door #8 w/ door prepped to match existing & 12x12 privacy screen vision lite.
\$1,500ea. 8 week lead time.

PO 005294-24010 Amount:	\$27,200.00
Previously Approved CO1:	\$1,000.00
Add Proposed by CO2:	\$500.00
Add Proposed by CO3:	\$1,500.00
Revised PO 005294-24010 Amount:	\$30,200.00

Includes (8) frames, doors, and doors hardware per enclosed schedules.

Includes Sales Tax.

FOB Jobsite curb ONLY.

Acknowledges plans/specs dated 10/20/2023.

Proposal is good for 60 days; subject to revision thereafter.

DoorWays is a material supplier ONLY; NO RETENTION ALLOWED.

NO MATERIAL WILL BE ORDERED UNTIL RECEIPT OF APPROVED DOCUMENTS.

CHANGE ORDERS REQUIRE A SEPARATE APPROVED CHANGE PROPOSAL

All stock returns are subject 25% RE-STOCKING.

Special order items are NON-RETURNABLE and may require a deposit.

ALL FIRST TIME SALES REQUIRE 50% DEPOSIT PRIOR TO ORDER OF MATERIAL.

Payment is NET30 Days; Interest will accrue at 1.5% daily on 30 day past-due and >.

INVOICES PAID PAST TERMS DATE, USING A CREDIT CARD WILL

HAVE A 3% FEE ADDED TO COVER CREDIT CARD SURCHARGES.

EXCLUSIONS: Off-loading; Installation; Modification to existing;
Windows; Aluminum Storefront; Keying; Access control; Signage;

Brandon Smith
brandon@doorways-slo.com
mobile: (805) 471 - 0500

Approved By: _____

Date: _____

Santa Maria Airport

US Customs				District-Provided Furnishings			Unit	Total
Item	Description	Location	Qty.	Brand	Model	Features	Pricing	Pricing
1	Hand-held air-band radio	Process Counter	1	ICOM	IC-A16 Transceiver	6W, battery pack, battery charger, AC adaptor, belt clip, handstrap, keyboard back-light, frequency lock.	\$300.00	\$300.00
2	55-gallon, orange, trash can	1 in Secure Storage, 1 in Shed	2	Global Industrial	Model #: WB240464BOR	55-gallon, orange, with lid	\$150.00	\$150.00
3	Side chair	Office	2	NBF Signature Series	226446	Rivet Guest Chair	\$339.00	\$678.00
4	Desk chair, regular height	Office	2	NBF Signature Series	56985	Avanti Faux Leather Exec. Chair	\$559.00	\$1,118.00
5	Desk chair, tall	Processing Counter	1	NBF Signature Series	50972	Linear Collection Memory Foam Stool	\$619.00	\$619.00
6	Desk	Office	1	Sauder Comm. Ext.	14761	Via Executive Bowfront U Shaped desk	\$2,449.00	\$2,449.00
7	Side desk	Office	1	Sauder Comm. Ext.	14761	Via Executive Bowfront U Shaped desk		
8	Credenza	Office	1	Sauder Comm. Ext.	14761	Via Executive Bowfront U Shaped desk		
9	Lateral, 4-drawer file	Office	1	HON	Hon 600	36"W X 18" D	\$1,400.00	\$1,400.00
10	Lockable wardrobe closet, 48" high (min.)	Office	1	Hertz Furniture	IRW-1084-CL		\$4,802.00	\$4,802.00
11	Counter with shelves above and below	Office	1	NBF Signature Series	228526	Rivet 71" Credenza with Hutch	\$3,000.00	\$3,000.00
12	Printer / Scanner	Office	1	HP	Office Jet Pro 9135e Wireless Color All-In-One Printer, Scan, Copy, Fax		\$500.00	\$500.00
13	Eye wash	Office	1	Newton to provide. Unit has been approved by CBP.				\$0.00
14	TV, wall-mount (situational awareness)	1 in Office, 1 in Process	2	District has. 45" to be installed in office, 55" to be installed in Processing.				\$0.00
15	Refrigerator	Office	1	Existing, no change				\$0.00
16	Microwave	Office	1	Existing, no change				\$0.00
Estimated Total								\$14,566.00
Contingency (10%)								\$1,456.60
Total Budget (rounded)								\$16,500.00

AGREEMENT FOR TEMPORARY EMPLOYMENT OF A RETIRED ANNUITANT

THIS AGREEMENT, effective October 1, 2025, is by and between the SANTA MARIA PUBLIC AIRPORT DISTRICT (“District”), and VERONEKA READE (“Retired Annuitant”).

A. Retired Annuitant served as Manager of Administration and Finance for over 20 years, which such position is critically important for the District.

B. District requires extra help to perform work of a specialized skill for a limited duration until the General Manager recruits and appoints a new Manager of Administration and Finance.

C. Retired Annuitant has significant experience in this position, making her well qualified to serve in the position in an interim capacity, and District wishes to have Retired Annuitant perform these necessary on-going duties and functions for a limited duration.

D. Section 21224 of the California Government Code authorizes the Retired Annuitant as a person with specialized skills needed in performing work of limited duration, provided: (1) the appointment does not exceed a combined total of 960 hours per fiscal year; (2) the compensation does not exceed the maximum monthly base salary paid to other employees performing comparable duties based on an hourly rate, and (3) the retired annuitant does not receive any benefit, incentive, compensation in lieu of benefits, or other form of compensation in addition to the hourly pay rate.

NOW THEREFORE, in consideration of the mutual terms, covenants, and conditions contained herein, the parties hereto agree as follows:

1. Effective Date and Term of Agreement. This Agreement shall be effective October 1, 2025 (“Effective Date”), and shall terminate automatically at midnight September 30, 2026.

2. Compensation and Scope of Services.

A. Appointment and Duties: Pursuant to this Agreement, Retired Annuitant shall temporarily perform the duties of Manager of Administration and Finance as well as any key special assignments as may be necessary as determined by the General Manager. Such employment is “at will” and is subject to the terms of this Agreement. The Retired Annuitant shall perform said duties at the pleasure of and under the direct supervision of the District’s General Manager.

B. Rate of Pay: Retired Annuitant shall be paid at the rate of \$57.16 per hour, which represents hourly rate of District’s current salary schedule for Manager of Administration and Finance. Payments will be made on regularly scheduled District payroll dates and shall be subject to all applicable payroll taxes and withholdings. Such compensation shall be the sole compensation for services under this Agreement.

C. Work Schedule and 960-Hour Limitation: Retired Annuitant is expected to devote the necessary time, within and outside normal business hours, to the business of the District. However, pursuant to Government Code section 21224, Retired Annuitant may work a maximum 960 hours per fiscal year for all public employers that contract with CalPERS for retirement benefits. The District retains the right to designate, reduce, change, or amend the number of hours assigned to Retired Annuitant consistent with workload and other needs. Retired Annuitant will be responsible for keeping track of hours worked. Retired Annuitant must submit a record of hours worked to the General Manager according to the same schedule and procedures as other District employees and/or Retired Annuitants. The District will provide Retired Annuitant with copies of the hours reports periodically submitted to CalPERS regarding hours worked under this Agreement.

D. Status: Retired Annuitant shall serve at the pleasure of the General Manager, subject to the terms and conditions hereof, and shall not acquire a property interest in employment or a right to continuing employment with the District. The terms, covenants, and conditions of Retired Annuitant's temporary employment with the District are expressly limited by and to the terms, covenants, and conditions of this Agreement.

E. Termination: Either party may terminate this Agreement without cause upon giving the other party not less than two weeks prior written notice. Notwithstanding anything to the contrary, Retired Annuitant shall, upon District's Notice of Termination, deliver to General Manager a written status report of all projects or matters in which Retired Annuitant is involved. In the event of termination, all rights and obligations of the parties hereto shall thereupon cease. The provisions of this paragraph shall not be deemed a limitation upon the respective rights or remedies of the parties hereto which may accrue to them.

3. Employment Status:

A. Benefits: Other than the compensation described above in Section 2, Retired Annuitant will receive no other benefits, incentives, compensation in lieu of benefits, or any other form of compensation. Retired Annuitant understands and agrees that the Retired Annuitant is not, and will not be, eligible to receive any benefits from the District.

B. No Property Right in Employment: Retired Annuitant understands and agrees that the terms of employment are governed only by this Agreement and that no right of regular employment for any specific term is created by this Agreement. Retired Annuitant further understands that the Retired Annuitant acquires no property interest in employment by virtue of this Agreement, that the employment is "at will" as defined by the laws of the State of California (meaning that employment may be terminated at any time for any reason or for no reason), and that the Retired Annuitant is not entitled to any pre- or post-deprivation administrative hearing or other due process upon termination or any disciplinary action.

C. Status: Retired Annuitant shall serve at the pleasure of the General Manager, subject to the terms and conditions hereof, and shall not acquire a property interest in employment or a right to continuing employment with the District. The terms, covenants, and conditions of

Retired Annuitant's employment with the District are expressly limited by and to the terms, covenants and conditions of this Agreement.

D. Standard of Performance: All services to be performed by Retired Annuitant pursuant to this Agreement shall be performed in accordance with all applicable ordinances, policies, and rules and regulations of the District.

4. CalPERS Retirement Benefits; Indemnification: The District makes no representation on the impact, if any, this Agreement shall or may have upon Retired Annuitant's CalPERS retirement benefits, status, duties, and/or obligations. Retired Annuitant acknowledges that in entering into this Agreement, Retired Annuitant has not relied upon any such representations in assessing the CalPERS-related impact of this temporary employment. Retired Annuitant releases the District from all CalPERS-related claims or liabilities that may arise in connection with Retired Annuitant's employment pursuant to this Agreement.

5. Conflict of Interest: Retired Annuitant agrees that during the term of this Agreement, Retired Annuitant will not maintain any financial interest or engage in any other contract employment, occupation, work, endeavor, or association, whether compensated for or not, that would in any way conflict with, or impair, Retired Annuitant's ability to perform the duties described in this Agreement.

6. General:

A. Non-Assignment of Agreement: This Agreement is intended to secure the individual services of the Retired Annuitant and is not assignable or transferable by Retired Annuitant to any third party.

B. Governing Law/Venue: This Agreement shall be interpreted according to the laws of the State of California. Venue for any action or proceeding regarding this Agreement shall be in Santa Barbara County.

C. Entire Agreement and Modification: This Agreement constitutes the entire understanding of the parties hereto. This Agreement supersedes any previous contracts, agreements, negotiations, or understandings, whether written or oral, between the parties. Retired Annuitant shall be entitled to no other compensation or benefits than those specified herein, and Retired Annuitant acknowledges that no representation, inducements or promises not contained in this Agreement have been made to Retired Annuitant to induce Retired Annuitant to enter into this Agreement.

D. Enforceability: If any term, covenant, condition, or provision of this Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remainder of the provisions hereof shall remain in full force and effect and shall in no way be affected, impaired, or invalidated thereby.

//

IN WITNESS WHEREOF, the parties hereto have executed this Agreement the day and year first hereinabove written.

RETIRED ANNUITANT:

**SANTA MARIA PUBLIC AIRPORT
DISTRICT:**

Veroneka Reade

Date: _____

By: _____
Title: _____

Date: _____