

**SPECIAL MEETING OF JACKSON MUNICIPAL
AIRPORT AUTHORITY BOARD OF COMMISSIONERS
MARCH 8, 2016**

I. CALL TO ORDER/ROLL CALL/DECLARATION OF QUORUM

The Board of Commissioners (the “Board”) of the Jackson Municipal Airport Authority (the “Authority” and “JMAA”) convened its March 8, 2016 Special Meeting in the Community Room, Main Terminal Building, Jackson-Medgar Wiley Evers International Airport (“JAN”), in Jackson, Mississippi, at 2:00 p.m., on Tuesday, March 8, 2016 (the “Meeting”), pursuant to proper notice. A copy of the Notice is attached as an Exhibit to the March 8, 2016 Special Meeting Minutes.

Chairman Rosie L.T. Pridgen, Ph.D., presided, called the Meeting to order at 2:00 p.m. and called the roll of Commissioners.

The following Commissioners were present, in person, during roll call for a quorum at the Special Board Meeting:

Rosie L.T. Pridgen, Ph.D., Commissioner and Chairman
Pastor James L. Henley, Jr., Commissioner and Vice Chairman
Vernon W. Hartley, Sr., Commissioner
Evelyn O. Reed, Commissioner
LaWanda D. Harris, Commissioner

Chairman Dr. Pridgen, announced that a quorum was present at the Special Meeting, as required by the Bylaws of the Authority, and announced that the Meeting would proceed with discussion of the Agenda (the “Agenda”) for the Special Meeting of the Board scheduled for 2:00 p.m. on Tuesday, March 8, 2016 in the Community Room, Main Terminal Building, Jackson-Medgar Wiley Evers International Airport (“JAN”), in Jackson, Mississippi. The following other persons were also present at the Meeting:

Carl D. Newman, A.A.E., JMAA Chief Executive Officer
Perry Miller, JMAA Chief Operating Officer
John L. Walker, Esq., Walker Group, PC Attorneys at Law
Kevin Bass, Esq., Walker Group, PC Attorneys at Law
John Richard May, Jr., Esq., The May Law Firm, PLLC Attorneys at Law
And persons listed on [EXHIBIT A: Sign in Sheet for 3-8-16](#)

II. INVOCATION

Vice Chairman Pastor Henley gave the Invocation.

III. ACCEPTANCE OF NOTICE

- A. Notice of the Special Meeting of the Board of Commissioners (“The Board”) of the Jackson Municipal Airport Authority (“JMAA”) March 8, 2016 at 2:00 p.m.

RESOLUTION CY-2016-25

APPROVAL OF THE NOTICE OF THE MARCH 8, 2016 SPECIAL MEETING

After discussion and review, the motion made by Commissioner Hartley, seconded by Commissioner Reed, and approved by unanimous vote, the following resolution was made and entered.

RESOLVED, that the Board hereby approves the Notice of the March 8, 2016 Special Meeting and directs that said notice be filed in the appropriate minute book and records of the Authority.

Yeas: Hartley, Harris, Henley, Pridgen, Reed

Nays: None

Abstentions: None

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IV. PUBLIC COMMENTS

None

V. REPORTS

A. Chairman Dr. Pridgen

Chairman Dr. Pridgen greeted all persons in attendance at the meeting. She announced that the Board, on last week, approved a Strategic Plan for JMAA. The purpose of the plan is to establish the future course for JMAA by identifying goals, objectives and initiatives that will help the organization follow that course as internal and external conditions change. She provided the Mission Statement and Vision for JMAA, and reviewed the specifics of JMAA’s Mission Values. The Mission Values consist of Customer Focus, Continuous Improvement, Communication, Collaboration and Commitment, referred to as the five (5) Cs. She explained that these components of the Strategic Plan will continue to be the standards by which JMAA defines, redefines, and refines excellence every day. Further, that the standards are just as important today as they were last week and will be of greater importance in the future.

She urged the Commissioners and JMAA Staff Members to continue to be guided by our principles to help continue ensuring that JMAA service is second to none, despite the current distractions.

She then thanked the Mississippi Hinds County Senate delegation, Senators John

Horne, David Blount, Sollie B. Norwood and Hillman Frazier for presenting powerful, sensible, legal and logical arguments against passing Senate Bill 2162. She encouraged all to continue being diligent during this takeover legislation process and remained focused on continuing to do what the Commissioners and Staff have been charged to do.

Chairman Dr. Pridgen then yielded to Mr. Newman.

B. Chief Executive Officer

1. Mr. Carl D. Newman, A.A.E., CEO, announced that in the interest of time he will allow the meeting to move forward.

VI. ACTION ITEMS

A. OTHER MATTERS

1. Consideration of a Public Relations Consultant.

Chairman Dr. Pridgen announced that each Board Member had a folder that included information as to each of the following consultant candidates.

1. Daniels Group
2. Ad Marketing and Communications Consulting
3. Jefferson Stevens, Inc.
4. Yellow Brick Concepts
5. Podesta Group
6. Dash Media

At the conclusion of the presentations, the Commissioners discussed the various Consultant candidates.

Based on the discussion by the Board, Podesta Group ranked first and Yellow Brick Media ranked second.

RESOLUTION CY-2016-26

RESOLUTION AUTHORIZING JMAA'S STAFF TO DEVELOP A SCOPE OF WORK FOR A PUBLIC RELATIONS CONSULTANT AND NEGOTIATE AN AGREEMENT WITH A POTENTIAL PUBLIC RELATIONS CONSULTANT

Upon motion by Commissioner Hartley, seconded by Commissioner Reed, the following **RESOLUTION** was made and approved by majority vote (4-1-0).

WHEREAS, the JMAA Board of Commissioners desires for JMAA's Staff to develop a scope of work for a public relations consultant; and

WHEREAS, JMAA's Staff shall negotiate with the Podesta Group to perform the public relations consultant's scope of work for a monthly retainer, not to exceed \$20,000 per month, for a three (3) month period; and

WHEREAS, in the event negotiations with the Podesta Group fail, JMAA's Staff shall negotiate with Yellow Brick Media Consulting to perform the public relations consultant's scope of work for the previously stated, not to exceed monthly retainer amount of \$20,000 per month, for a three (3) month period; and

NOW BE IT THEREFORE, RESOLVED that a public relations consultant's scope of work shall be developed by JMAA's Staff; and

NOW BE IT THEREFORE, FURTHER RESOLVED that JMAA's Staff shall negotiate with the Podesta Group to perform the public relations consultant's scope of work for a monthly retainer, not to exceed \$20,000 per month, for a three (3) month period; and

NOW BE IT THEREFORE, FURTHER RESOLVED that in the event negotiations with the Podesta Group fail, JMAA's Staff shall negotiate with Yellow Brick Media Consulting to perform the public relations consultant's scope of work for a retainer amount, not to exceed \$20,000 per month, for a three (3) month period.

Yeas: Harris, Hartley, Pridgen, Reed

Nays: Henley

Abstentions: None

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The Board then held discussion concerning the duties and objectives of the Public Relations Consultant as to the potential media campaign. Chairman Dr. Pridgen then announced that she would consider a motion to create a subcommittee of the Board concerning this issue.

RESOLUTION CY-2016-27

RESOLUTION CREATING A SUBCOMMITTEE OF THE BOARD OF COMMISSIONERS CONSISTING OF CHAIRMAN DR. PRIDGEN AND COMMISSIONER HARRIS TO WORK WITH JMAA'S STAFF AS TO RETAINING AND DIRECTING A PUBLIC RELATIONS CONSULTANT AND CREATING A PUBLIC RELATIONS CAMPAIGN

Upon motion by Commissioner Hartley, seconded by Commissioner Reed, the following **RESOLUTION** was made and approved by majority vote (4-1-0).

WHEREAS, the JMAA Board of Commissioners agree that a subcommittee of the Board should be formed, composed of two Commissioners to work with JMAA's Staff to develop a scope of work for a public relations consultant and craft a public relations campaign; and

WHEREAS, the Board of Commissioners of JMAA appoints Chairman Rosie L.T. Pridgen, Ph.D., and Commissioner LaWanda D. Harris to work with JMAA's Staff to develop a scope of work for a public relations consultant and craft a public relations campaign.

NOW BE IT THEREFORE, RESOLVED, that Chairman Rosie L.T. Pridgen, Ph.D., and Commissioner LaWanda D. Harris are appointed as a subcommittee of the Board to work with JMAA's Staff to develop a scope of work for a Public Relations Consultant and craft a public relations campaign.

Yeas: Harris, Hartley, Pridgen, Reed

Nays: Henley

Abstentions: None

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VII. ADJOURNMENT

Thereafter, it was moved by Commissioner Hartley, seconded by Commissioner Reed, and unanimously resolved (5-0-0) that the Special Meeting of the Board be ADJOURNED at 5:58 p.m.

Respectfully submitted,

Rosie L.T. Pridgen, Ph.D., Commissioner and Chairman

Pastor James L. Henley, Jr., Commissioner and Vice Chairman

Ms. LaWanda D. Harris, Commissioner

Mr. Vernon W. Hartley, Sr., Commissioner

Ms. Evelyn O. Reed, Commissioner