

CENTRAL WISCONSIN JOINT AIRPORT BOARD MEETING AGENDA

Conference Room B – East Terminal Upper Level, Mosinee, Wisconsin

April 8, 2025 - 8:00 a.m.

2024-2026 Board Members: Chair Chris Dickinson - Marathon County, Vice Chair Julie Morrow - Portage County, Dave Ladick - Portage County, Tom Seubert - Marathon County, Kurt Kluck - Marathon County, Rick Rettler - Portage County, Nicholas Endres - Marathon County

Mission Statement: *Provide premier access to the world through aviation and be a catalyst for economic growth in our communities.* **Vision Statement:** *To be the airport of choice for central and northern Wisconsin.*

The monthly meeting of the Central Wisconsin Joint Airport Board will have the option for members and the public to call-in via telephone conference. Airport Board members and the public may join the meeting by calling 1-469-480-4192 and enter Conference ID 586 086 871#. The conference line will be open to calls five (5) minutes prior to the meeting start time listed above.

- 1) Call to Order by Chair Dickinson at 8:00 a.m.
 - a) Pledge of Allegiance
- 2) Approval of Minutes of the March 11, 2025 Board Meeting
- 3) Public Comment Period: 15-minute time limit
- 4) Staff Reports
 - a) Director Report
 - i) Air Service Update
 - ii) Statistical Report
 - iii) Flight Schedule
 - iv) Marketing Update
 - b) Financial Reports
 - i) Revenues and Expenses
 - ii) Budget Comparison
 - iii) PFC Update
 - c) Operations and Project Reports
 - i) Update on Airport Operations
 - ii) Update on Transient Hangar Project
 - iii) Update on GA Terminal Project
- 5) Ovation
 - a) Fixed Base Operator Report
- 6) Next Scheduled Meeting Date: May 13, 2025 at 8:00 a.m.
- 7) Adjournment

Any person planning to attend this meeting who needs some type of special accommodation to participate should call the County Clerk's Office at 715-261-1500 or e-mail countyclerk@co.marathon.wi.us one business day before the meeting.

CENTRAL WISCONSIN JOINT AIRPORT BOARD MEETING MINUTES

CENTRAL WISCONSIN AIRPORT TERMINAL

Conference Room B – East Terminal Upper Level, Mosinee, Wisconsin

March 11, 2025 - 8:00 a.m.

Airport Board:	Chris Dickinson, Chair Dave Ladick Rick Rettler Nicholas Endres	Julie Morrow, Vice Chair - Excused Kurt Kluck Thomas Seubert
Staff:	Brian Grefe, Airport Director Julie Ulrick, Badging Coordinator Jim Fredericksen, Operations Supervisor	Mark Cihlar, Assistant Airport Director Dave Drozd, Finance Director
Visitors:	Karl Kemper, Becher Hoppe Jason Brickl, Ovation Kayleigh Tarbet, Advance Aviation – via phone	Josh Harris, Ovation Christina Cole, Advance Aviation – via phone

Call to Order: Meeting called to order by Chair Dickinson at 8:00 a.m.

Approval of Minutes: *Motion by Ladick, second by Kluck to approve the minutes of the January 14, 2025 board meeting. Motion carried unanimously.*

Public Comment Period: None.

Welcome New Airport Board Member Nicholas Endres:

Nicholas Endres was introduced and welcomed to the Joint Airport Board. Supervisor Endres represents District 24 of Marathon County.

Review and Possible Action on Central Wisconsin Airport Marketing for 2025:

The 2025 marketing budget was intentionally decreased from \$80,000 in 2024 to \$50,000 in 2025 due to the reduction in flights, with the plan to adjust that amount if needed. American recently announced they will be upgauging aircraft to the 65-seat E170 aircraft, a 30% increase in total available seats on American. Advance Aviation provided a recommendation on a bolstered marketing strategy going forward, including additional paid social ads and targeted ads based on individuals with travel intent. Staff recommend increasing the 2025 marketing budget by \$35,800, bringing the total marketing budget to \$85,800. ***Motion by Ladick to amend the proposed marketing budget increase from \$35,800 to \$50,000 for a total 2025 marketing budget of \$100,000, second by Rettler. Discussion. Motion carried on a roll call vote as follows: Yes - Ladick, Kluck, Rettler, Seubert, Endres. No - Dickinson.***

Review and Possible Action on GA Terminal Building Material Selections:

Various material samples were on display for the GA terminal project, from exterior panel materials and color schemes to interior flooring and wall coverings. The facility will lean towards a more modern look and feel to provide a premium guest experience, while providing durability and longevity. The total project cost came in at \$3.65 million, less than the initial estimate of \$4 million. ***Motion by Rettler, second by Ladick to approve the recommended material selections as presented. Motion carried unanimously.***

Review and Possible Action on Sponsor Only Funding for the General Aviation Terminal Building:

The GA terminal building is planned to be funded with a combination of AIP Entitlement funding and all remaining Infrastructure Investment and Jobs Act (IIJA) funding after the transient hangar is fully funded. There is one more year of IIJA funding in 2026 that is not yet available, but should be in November of 2025. 2026 IIJA funding is expected to be approximately \$1.3 million. CWA staff are recommending the airport commit airport funds in 2025 to fully fund the GA terminal project with intent to apply for 2026 IIJA funding for reimbursement. The committed

funds would prevent a lengthy delay to starting the project. ***Motion by Kluck, second by Ladick to approve the Airport Director committing sponsor only funds to the BOA in 2025 to fully fund the GA Terminal Project after total project costs are known. Motion carried unanimously.***

Review and Possible Action on Permanent Utility Easement with Wisconsin Public Service:

The proposed utility easement with Wisconsin Public Service (WPS) is for running electrical and gas service to the new GFO Aviation hangar. Similar easements on airport parcels are in place and are required by WPS to install. Marathon County Corporation Counsel has reviewed the easement and the easement would be registered on the deed of the property. ***Motion by Kluck, second by Rettler to approve Resolution R-01-2025 for the permanent utility easement with WPS. Motion carried unanimously.***

Staff Reports:

Director Report – Brian Grefe

Air Service Update – The Routes America Air Service Development Conference was held in February and airline meetings with legacy and low cost carriers were held. The overall tone was more optimistic than other recent meetings. Another air service development conference will be attended in April.

Statistical Report – The February statistical report shows total operations down 10.0% on the month, down 6.6% on the year. ATC operations are down 43.8% on the month, down 27.9% on the year. Enplanements ended down at 19.3% on the month and down 20.9% on the year. Load factors ranged from 74.0% to 74.3%.

Flight Schedule – The flight schedule shows the first E170 flight for American and two upcoming charters scheduled for March.

Art Update – The final art selections for the Art in Flight exhibit are being installed today. An electrician will be brought in to install proper lighting once installation is complete.

Financial Reports – Dave Drozd:

Revenues and Expenses – Last year, January and February financials were unavailable, making this year's reports somewhat deceiving. Staff are working on revenue mapping with the county to get budget categories more detailed.

Budget Comparison – The February budget summary shows revenues slightly over expenses by \$3,352.

PFC Update – Approval of new PFC Application 6 was received, PFC Amendments 4 and 5 are still in progress with the FAA. Some eligible fees that were paid will be reimbursed in 2025.

Operations & Project Reports – Mark Cihlar:

Update on Airport Operations – Airport maintenance staff experienced a few equipment breakdowns and some staff illnesses, but managed to handle recent winter weather events well. A new OMT-II has been hired, Dean Garski, who is beginning his training. The Marathon County Parks Department was contacted to see if they would have any interested employees to work landside at the airport during winter weather events. Two parks employees were interested and they came to assist. Their landside help worked out very well. Maintenance will be transitioning into summer projects, such as airfield painting and asphalt repairs.

Update on Transient Hangar Project – Bids for the transient hangar project were opened in January. Urban Construction of Wausau was the low bidder at \$2.8 million. Estimated project costs were at \$3.2 million. The grant will be applied for and construction could start as early as June of this year.

Ovation – Fixed Base Operator Report:

Ovation stated they've had a positive experience working on the new GA terminal project. They have also been seeing an uptick in traffic and appreciate the airport keeping the runways in good condition. There has been an increase in charters recently and their training aircraft is back. They are still looking for second trainer aircraft, with no success as of yet.

Next Scheduled Meeting Date: April 8, 2025 at 8:00 a.m.

Adjournment: *9:57 a.m. Motion by Kluck, second by Siebert to adjourn. Motion carried unanimously.*

Following adjournment, a tour was offered to Airport Board members of the completed air traffic control tower project. No official airport business will be discussed during the tour.

Julie Ulrick, Recording Secretary

Central Wisconsin Airport – Flight Schedule

April 8, 2025



<u>Arrivals – Delta</u>				<u>Departures – Delta</u>			
4982	15:45	from MSP	CRJ	5384	07:00	to MSP	CRJ
4934	20:55	from MSP	CRJ	4982	16:25	to MSP	CRJ



<u>Arrivals – American</u>				<u>Departures – American</u>			
3618	10:49	from ORD	E170	3920	06:06	to ORD	E170
5967	14:38	from ORD	ERJ145	3961	11:21	to ORD	E170
3918	22:09	from ORD	E170	5967	15:06	to ORD	ERJ145

Upcoming Charter Schedule

June 7th – Sun Country to Laughlin

MSP = Minneapolis
 ORD = Chicago O’Hare

Total CWA Flights Daily = 5

We continue our targeted digital campaign with creative messaging and branding focused on CWA’s service to Chicago and Minneapolis highlighting the connectivity people can enjoy right from their hometown airport vs. driving to Milwaukee, Chicago Minneapolis, Madison, or Appleton. We brand the airport as a connection to the world, while highlighting the top benefits of flying with a smaller airport such as short terminal lines, smaller crowds, and efficient parking. We highlight people can enjoy first class service to MSP with Delta on a larger plane.

Audience Target:

We target a custom travel audience that consists of business travel, domestic travel, international travel, vacation travel, hotel bookings, travel enthusiasts, travel insurance, travel accessories, travel content, and interest in airline travel within CWA’s core catchment. We contextually target users while they are on travel sites. (This is the placement of a display advertisement on websites that are directly relevant to travel intenders). The content within the ad is, therefore, related to the content on the site/page.

We take a funnel approach –

Top of the funnel being an awareness strategy and tactics (BT and C/T targeted display and Video) middle of the funnel being engagement (Paid Social with FB/IG) and conversions (Re-messaging and Search Engine Marketing). This funnel approach follows a potential traveler from the very first time they begin to consider planning a trip, (“dreaming phase”) to the time they spend researching a destination, to making their decision and booking their flight. Creative Development and Strategy is the anchor for the entire program.

Mobile – Location Based Targeted Display

We capture the mobile app device IDs for mobile phones that pass-through CWA’s leakage airports and then appear inside CWA’s catchment area telling us these people live or work near CWA. We target MSP, MKE, ORD, MSN and ATW capturing the mobile IDs of phones in these airports and then serve CWA’s messaging once those mobile IDs were back within our target geo.

1. We additionally target key area businesses to encourage commitment for business travelers to fly CWA.
 2. We additionally ran a campaign targeting Central and Northern WI second homeowners traveling to the area from Chicago.
- Total Impressions served: 83,788
 - Clicks to site: 1,184
 - CTR: 1.14% (internal aviation benchmark CTR is .59%)

Creatives:



Mobile – Location Based Targeted Display (by creative)

Bleisure

- Impressions served: 54,695
- Clicks: 663 / CTR: 1.21%

Travel Better

- Impressions served: 29,093
- Clicks: 521 / CTR: 1.79%

Behavioral / Contextual Display, & Re-messaging campaign:

- Total Impressions served: 81,527
- Clicks: 83 / CTR: .10% (internal aviation benchmark CTR is .06%)

Display Performance by Creative

Bleisure

- Total Impressions served: 43,360
- Clicks: 46 / CTR: .10%

Travel Better

- Total Impressions served: 38,167
- Clicks: 37 / CTR: .09%



Social Display Campaign:

- **Total Impressions served: 6,046**
- **Clicks: 58**
- **CTR: .96% (internal aviation benchmark CTR is .45%)**



Connected TV (OTT) Performance:

- **Impressions served: 11,940**
- **Completed Views: 11,741**
- **Completed View Rate: 98.34% (internal aviation benchmark for completed views is 90%)**



Video Performance by Creative

Bleisure

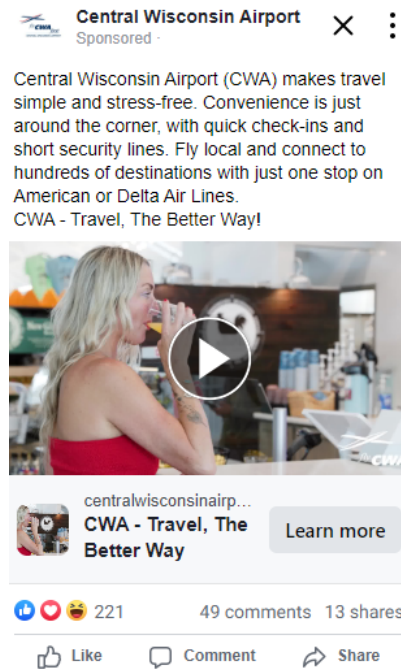
- Total Impressions Served: 6,302
- Video Completion Rate: 98.63%

Travel Better

- Total Impressions served: 5,638
- Video Completion Rate: 98.95%

Paid Social (FB/IG) Campaign:

- Impressions served: 211,118
- Clicks to site: 3,257
- Link CTR: 1.54% (internal aviation benchmark CTR is .69%)
- Post Engagements (likes, comments, shares): 28,156





CENTRAL WISCONSIN AIRPORT

Central Wisconsin Airport Sponsored

Working remotely doesn't have to mean being stuck in a cramped room at home. Take the office to the beach, the mountains, or a new city! Skip the drive, lines & wait times - Fly CWA



centralwisconsinairport-cwa.c...
Mix Business & Leisure
Like Never Before [Learn more](#)

3
Like Comment Share

Central Wisconsin Airport Sponsored

Central Wisconsin Airport (CWA) makes travel simple and stress-free. Convenience is just around the corner, with quick check-ins and short security lines. Fly local and connect to hundreds of destinations with just one stop on American or Delta Air Lines.
CWA - Travel, The Better Way!



centralwisconsinairport-cwa.c...
CWA - Travel, The Better
Way [Learn more](#)

32 13 comments
Like Comment Share

Paid Social (FB/IG) Campaign by Current Creative:

Video – Travel Better

- Impressions served: 141,515
- Clicks to site: 2,638
- Link CTR: 1.86% (internal aviation benchmark CTR is .69%)
- Post Engagements (likes, comments, shares): 23,454

Static – Travel Better

- Impressions served: 29,101
- Clicks to site: 327
- Link CTR: 1.12% (internal aviation benchmark CTR is .69%)
- Post Engagements (likes, comments, shares): 366

Video - Bleisure

- Impressions served: 15,065
- Clicks to site: 111
- Link CTR: 0.74% (internal aviation benchmark CTR is .69%)
- Post Engagements (likes, comments, shares): 1,663

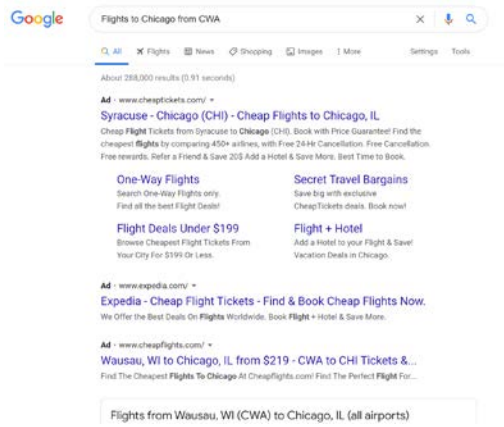
Static - Bleisure

- Impressions served: 12,102
- Clicks to site: 62
- Link CTR: .51% (internal aviation benchmark CTR is .69%)
- Post Engagements (likes, comments, shares): 69



Search Engine Marketing Campaign:

- Impressions served: 21,704
- Clicks to site: 4,069
- CTR: 18.75% (internal aviation benchmark CTR is 1.91%)
- Impression Share: 14.17%



Landing Page Engagement & Conversions:

- In 2025 we had 468 "Book Now" actions from our Landing Pages, and 4,896 total visits.

'Bleisure' Landing Page

- 1,321 visits
- 22 Delta clicks
- 21 AA clicks

'Travel Better' Landing Page

- 3,262 visits
- 174 Delta clicks
- 184 AA clicks



CENTRAL WISCONSIN AIRPORT



Mix Business and Leisure Like Never Before



It's time to think differently about the ways in which we work and how we balance our lives. Many of us are no longer commuting into an office to conduct our work for a daily basis but are instead working remotely, often from a makeshift space or cramped home office. Instead, imagine having an oceanfront backdrop while you work, and then enjoying a sunset on the beach afterward. Or taking the family on a mountain getaway and being able to go for a hike when you're taking a break from work.

Business travel has also returned. If you're traveling for work, consider adding on a few extra days to truly enjoy the destination - take in the sights, eat the local cuisine, and experience something new!

First Class is Now Available!

Upgrade your travel experience with first class on both American Airlines and Delta Air Lines, offering spacious seating and exceptional service.

American Airlines is now offering dual-class on its upgraded 737 aircraft on select flights to Chicago (MDW). Service to MSP on Delta Air Lines features a 75-seat dual-class aircraft.

Begin your journey at Central Wisconsin Airport (CWA) to save time, money, and a whole lot of hassle!

Save Time and Hassle. Fly CWA.

FIND FLIGHTS

The BETTER way to TRAVEL

Skip the LONG ... drive, lines, and wait times.



Skip the Drive

Conveniently located in Mosinee, WI which is roughly equidistant between Stevens Point and Wisconsin Central Wisconsin Airport (CWA) will save you the hassle of a long drive. Enjoy the convenience of flying CWA - get your trip started close to home!



Save Time

Your time is valuable. The faster and easier it is to get from your home or work to your flight, the less time and money you waste on driving, parking, security or navigating bag terminals. Get to your gate in minutes, not hours with fast, convenient check-in and security.



Save Money

We know travel expenses can add up quickly. By flying local, you'll have no need for overnight hotel stays and with discounted parking rates, travelers can save their money for things that matter the most.

Start your next flight to anywhere from CWA

FIND FLIGHTS

YOUR JOURNEY BEGINS HERE

Minutes from your home

The Central Wisconsin Airport (CWA) is a regional non-hub airport located in Mosinee, WI roughly equidistant between Stevens Point and Wisconsin. It is currently served by two airlines, Delta and American Airlines.

Enjoy a better guest experience with our recently remodeled concourse. Relax in a new seating area at your gate, make use of charging stations throughout the concourse as well as new state-of-the-art restrooms, and indulge in additional food options at the cafe.

With new daily flights to MSP on Delta Air Lines and daily service to ORD on American Airlines, begin your next journey to anywhere from here, CWA.



BOOK NOW ON AMERICAN

BOOK NOW ON DELTA



CENTRAL WISCONSIN AIRPORT
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CENTRAL WISCONSIN AIRPORT



CWA TRAVEL, THE BETTER WAY



Begin Your Adventure Here at CWA



At Central Wisconsin Airport (CWA), we make your journey smooth and stress-free from arrival to departure. Skip the chaos of large airports and experience effortless travel. Enjoy the convenience of our parking lot just steps from the terminal, along with power outlets and shower rooms. For a more relaxed and efficient travel experience, CWA is your ideal choice.

Central Wisconsin Airport (CWA) is your gateway to rich adventures! CWA offers seamless connections to hundreds of destinations through American Airlines and Delta Air Lines. Whether you're seeking mountain trails or beachside relaxation, CWA connects you to your dream destination with convenient connections to Chicago O'Hare and Minneapolis/St. Paul.

[FIND FLIGHTS](#)

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American Airlines is now offering dual class on its upgraded 737 next to select flights to Chicago O'Hare. Service to MSP on Delta Air Lines features a 19-seat dual-class aircraft.

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Flying Has Never Been Easier - Fly CWA

[FIND FLIGHTS](#)

The BETTER way to TRAVEL

Skip the LONG ... drive, lines, and wait times.



Skip the Drive

Get your trip started close to home! Conveniently located in Wisconsin, we offer an equally convenient location between Denver and Minneapolis. Central Wisconsin Airport (CWA) will save you time and the hassle of a long drive.



Save Time

Time is money. The earlier your journey from home or work to your flight, the less you spend on driving, parking, waiting in lines, and navigating through large terminals. With a short check-in and streamlined security, you'll reach your gate in minutes, not hours.



Save Money

Travel costs can add up quickly. By choosing to fly locally, you can avoid overnight hotel expenses and benefit from discounted parking rates, allowing you to spend your money on what truly matters.

Close to Home, Convenient, and Easy - Fly CWA

[FIND FLIGHTS](#)

YOUR JOURNEY BEGINS HERE

Minutes from your home

The Central Wisconsin Airport (CWA) is a regional airport located in Wisconsin. It's roughly equidistant between Stevens Point and Wausau. It is currently served by two airlines, American Airlines and Delta Air Lines.

Enjoy a recently remodeled seating area at your gate with charging stations throughout the concourse and a cafe that offers a delicious menu, a variety of gifts and snacks, and a full service bar.

CWA - Travel, The Better Way



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[BOOK NOW ON DELTA](#)



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100 Clark Drive • Wausau, WI 54980

www.flycwa.com



FIN - Budget vs Actual for Organization

Company County of Marathon
 Organization Cost Center: 53510 CWA Operations
 Period FY2025 - March

Ledger Account	Original Budget	Actuals (Current Period)	Actuals (YTD)	Budget Remaining	Budget Used (%)
Revenues					
Parking Fees	1,200,000	93,592	234,082		
Airport Fees	2,230,000	258,325	535,196		
Advertising	55,000	0	0		
Other Public Charges for Services	0	0	14,752		
Local Departments	0	0	0		
Interest on Investments	24,000	0	0		
Property Sales	0	0	18,872		
Other Miscellaneous Revenues	170,000	0	0		
Transfer In from Other Funds	740,860	0	0		
Gain/Loss Sales of Fixed Assets	65,000	0	0		
Total Revenues	4,484,860	351,917	802,902	3,681,958	17.90%
Expenditures					
Personnel	2,115,039	146,327	390,517	1,724,522	18.46%
Salaries and Wages		105,003	277,338		
Employee Benefits		1,171	3,582		
Employer Contributions		40,153	109,597		
Contractual Services	936,000	49,291	212,440	723,560	22.70%
Professional Services		8,209	61,786		
Utility Services		24,258	81,532		
Repair and Maintenance Services - Other		2,621	22,670		
Special Services - IT		13,363	43,641		
Other Contractual Services		840	2,810		
Materials and Supplies	533,600	6,662	103,806	429,794	19.45%
Office Supplies		0	651		
Publications, Subscriptions and Dues		37	8,353		
Travel		0	3,175		
Operating Supplies		334	9,660		
Repair and Maintenance Supplies		3,909	37,224		
Other Repairs and Maintenance Supplies		2,105	5,102		
Other Supplies and Expense		277	39,640		
Building Materials	73,000	15	219	72,781	0.30%
Metal Products		15	219		
Wood Products		0	0		
Raw Materials		0	0		
Fabricated Materials		0	0		
Fixed Charges	125,000	0	24,080	100,920	19.26%
Insurance		0	24,080		
Capital Outlay	250,000	0	237,933	12,067	95.17%
Debt Service	452,221	0	0	452,221	0.00%
Total Expenditures	4,484,860	202,296	968,995	3,515,865	21.61%
Net Change		149,621	(166,093)		

2024-2025 CWA Budget Summary YTD - March

	<u>March YTD - 2025</u>	<u>March YTD - 2024</u>	<u>% CHANGE</u>
Federal Grants	\$0	\$461,197	
State Grants - Other	\$0	\$0	
Parking Fees	\$234,082	\$287,443	
Airport Fees	\$535,196	\$521,296	
Other Charges for Services	\$14,752	\$11,437	
Other Local Governments	\$0	\$0	
Property Sales	\$18,872	\$0	
Other Miscellaneous Revenues	\$0	\$0	
Total Revenues	\$802,902	\$1,281,373	-37.34%
Personnel Services	\$390,517	\$509,941	
Contractual Services	\$212,440	\$183,841	
Supplies and Expense	\$103,806	\$122,707	
Building Materials	\$219	\$451	
Fixed Charges-Insurance	\$24,080	\$497	
Capital Outlay	\$237,933	\$79,065	
Total Expenses	\$968,995	\$896,502	8.09%
Revenue over Expense	-\$166,093	\$384,871	