

ADMINISTRATIVE REPORT

TO: John M Bramble, City Manager
FROM: Ronald K. Elliott, Airport Superintendent
DATE: February 17, 2009
SUBJECT: **Airport Name Change**

RECOMMENDATION: Adopt Resolution 2009-____,

A Resolution of the City Council of the City Of Merced, California, Changing the Name of the Merced Municipal Airport to Merced Regional Airport.

POSSIBLE ACTIONS:

1. Adopt the motion as recommended by the Airport Authority; or,
2. Modify the action: or,
3. Direct further staff work to modify; or,
4. Deny the action.

AUTHORITY: Charter of the City of Merced, Section 200.

DISCUSSION

TJA Advertising is working on the marketing plan for the Small Community Air Service Development Program (SCASDP) Grant. During initial discussions with TJA Advertising the idea of changing Merced Municipal Airport's name has come up as a possible marketing option to better "brand" the City's airport, and making it more identifiable as a commercial airport. A more appropriate name for consideration is Merced Regional Airport.

If such a change is made, the appropriate time is now, prior to the expense of developing marketing materials for the Airport. This includes signage and a billboard. Only one or two road signs will require change, involving minimal expense.

Merced's Airport has been called "Merced Municipal Airport" since its present location was established, although the airfield itself has had a separate name as "Macready Field". This proposal changes the name of the Airport, but the name of the airfield itself would remain Macready Field.

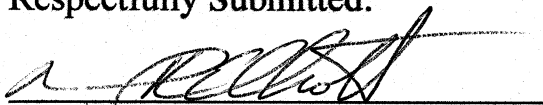
To ensure compliance with any federal guidelines, City staff has coordinated with the Federal Aviation Administration (FAA) Airports District Office in San Francisco, as well as the FAA Flight Procedures office in Renton, WA. In addition, the FAA HQ Safety Data Program Office has also been contacted. No regulatory obstacles or required processes were identified. All three FAA offices support the name change or acknowledge its benefit.

SUMMARY/RECOMMENDATION:

Staff recommends the City Council adopt the resolution to change the name of "Merced Municipal Airport" to "Merced Regional Airport." Airport staff believes changing the Airport's name to Merced Regional Airport would maximize the benefits of the marketing plan being developed by TJA Advertising.

At its meeting of January 15, 2009, the Airport Authority voted unanimously to recommend the name change.

Respectfully Submitted:



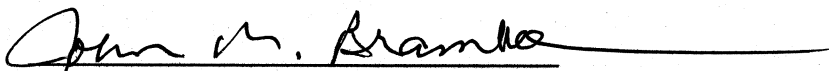
Ronald K. Elliott
Airport Superintendent

Reviewed and approved:



William D. Cahill
Assistant City Manager

Reviewed and approved:



John M. Bramble
City Manager

Attachment:

Resolution

RESOLUTION NO. 2009-_____

**A RESOLUTION OF THE CITY COUNCIL OF
THE CITY OF MERCED, CALIFORNIA,
CHANGING THE NAME OF THE MERCED
MUNICIPAL AIRPORT TO MERCED REGIONAL
AIRPORT**

WHEREAS, The Merced Municipal Airport is the only commercial airport in the region, which extends from North Fresno to South Modesto; and,

WHEREAS, Changing the name of the Merced Municipal Airport to the Merced Regional Airport would more accurately described the services provided at the airport; and,

WHEREAS, Changing the name of the Merced Municipal Airport to the Merced Regional Airport would allow the City to better compete for federal grants and other monies for airport use.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MERCED DOES HEREBY RESOLVE, DETERMINE, FIND, AND ORDER AS FOLLOWS:

SECTION 1. The Merced Municipal Airport shall now be named the Merced Regional Airport.

SECTION 2. The City Manager shall execute all necessary documents to complete the name change.

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PASSED AND ADOPTED by the City Council of the City of Merced at a regular meeting held on the ____ day of _____ 2009, by the following vote:

AYES: Council Members:

NOES: Council Members:

ABSENT: Council Members:

ABSTAIN: Council Members:

APPROVED:

Mayor

ATTEST:
CITY CLERK

BY: _____
Assistant/Deputy City Clerk

(SEAL)

APPROVED AS TO FORM:

J. Isaac Escobedo *1-6-09*
City Attorney Date