



COUNTY OF HUMBOLDT

AGENDA ITEM NO.

For the meeting of: May 28, 2013

Date: May 16, 2013

To: Board of Supervisors

From: *(N)* Thomas K. Mattson, Director of Public Works

Subject: Suggestions for New Airport Name

RECOMMENDATION(S):

That the Board of Supervisors:

1. Review the recommendations of the Airport Advisory Committee regarding the proposed name change for the Arcata-Eureka Airport (ACV);
2. Determine which name, if any, should be selected; and
3. Direct staff to begin the name change process if a new name is selected by the Board.

SOURCE OF FUNDING:

Community Donations and Aviation Fund

DISCUSSION:

On January 15, 2013, the Board of Supervisors discussed and provided direction to the Public Works Department regarding changing the name of the Arcata-Eureka Airport. The concept of changing the name was being led by the Redwood Region Economic Development Corporation as one method of branding our area and enhancing economic activity.

Prepared by Thomas K. Mattson

CAO Approval

REVIEW:

Auditor _____ County Counsel _____ Personnel _____ Risk Manager _____ Other _____

TYPE OF ITEM:

____ Consent
 X _____ Departmental
 _____ Public Hearing
 _____ Other _____

BOARD OF SUPERVISORS, COUNTY OF HUMBOLDT

Upon motion of Supervisor _____ Seconded by Supervisor _____

Ayes
 Nays
 Abstain
 Absent

PREVIOUS ACTION/REFERRAL:

Board Order No. B-1

Meeting of: January 15, 2013

and carried by those members present, the Board hereby approves the recommended action contained in this Board report.

Dated: _____

By: _____

Kathy Hayes, Clerk of the Board

As a result of the Board discussion, it was determined that the public should be encouraged to submit proposed names for the Airport. The Board further requested that a recommended name should include both the words "Humboldt" and "Redwoods". The Redwood Region Economic Development Corporation subsequently set up an email account specifically for members of the public to propose new names for the Arcata-Eureka airport. Those proposed names were then forwarded to the Humboldt County Airport Advisory Committee (AAC) for review and discussion.

The AAC reviewed the names submitted for renaming the airport at their regularly scheduled meeting on February 26, 2013. In addition to the names submitted by the public, the Aviation Advisory Committee proposed three new names for consideration by the Board. The additional names recommended were not prioritized by the AAC, but are listed below for your consideration as stated in a letter from the AAC to the Board (Attachment 1).

California Redwood Coast Airport
California Coastal Redwoods Airport
California Redwood Coast – Humboldt County Airport

Of the three, the last one listed above is the only one containing the two words the Board determined should be in any new name for the airport.

A complete listing of all the names submitted by the public is included as Attachment 2 to this report.

There are two official signs at the airport that would need to be revised. Minor repainting of the exterior walls may be required and four California Department of Transportation signs on State Highway 101 will need revision.

FINANCIAL IMPACT:

The estimated cost to change the airport name is \$20,000 inclusive of staff time, replacement and installation of signs. Except for staff time, there is no budget in the Aviation Fund for permits, materials, installation and associated costs. The Aviation Division is relying on community donations for these costs.

The requested action conforms to the Board of Supervisors' Core Roles of encouraging local enterprise and ensuring proper operations of markets.

OTHER AGENCY INVOLVEMENT:

Redwood Region Economic Development Corporation, California Department of Transportation, Federal Aviation Administration

ALTERNATIVES TO STAFF RECOMMENDATIONS:

The Board could choose to not change the name of the airport.

ATTACHMENTS:

Attachment 1 – Letter from AAC to Board of Supervisors
Attachment 2 - List of suggested names provided by the Public



Humboldt County Aviation Advisory Committee

3561 Boeing Avenue, McKinleyville, CA 95519

707-839-5401

Jacquelyn Hulsey, Airport Manager

February 26, 2013

Chairman
David Ravetti
Vice Chairman
Chuck Goodwin
Secretary
Richard Fenton

Members:
George Jutila, M.D.
Kyle Gabel
Alistar McCrone
Erik Hakenen

Humboldt County Board of Supervisors
825 Fifth Street, Room 111
Eureka, California

Dear Honorable Board of Supervisors:

The Humboldt County Aviation Advisory Committee is pleased to forward to you our recommendations for a possible new name for the Arcata – Eureka Airport, (ACV).

The following names were chosen by Committee members with public input from the multitude of offerings submitted via the Redwood Region Economic Development Corporation's public "Name the Airport" web site. They are offered for your consideration in no ranking or order, as each had significant support.

California Redwood Coast Airport

California Coastal Redwoods Airport

California Redwood Coast – Humboldt County Airport

The inclusion of "California" was felt to be important for National and International web searches, as well as, "Coastal Redwoods" or "Redwood Coast" in order to define our specific part of California and the trees that we have here in Humboldt County.

Thank you for the opportunity to participate in this process. We wish you all the best in determining the best course of action for the good of the airport and the Humboldt County region.

Sincerely,

David N. Ravetti
Chairman
Humboldt County Aviation Advisory Committee

Airport Name Suggestions February 25, 2013

| # of Votes Name | # of Votes Name |
|--|--|
| 1 1955 AUHS grad. Jim Taylor, who went on to be awarded the Medal of Honor in Vietnam | 5 Humboldt County Regional Airport |
| 5 Airport of the Humboldt Redwood | 1 Humboldt County/Big Redwoods Regional Airport |
| 1 Alexander von Humboldt Airport. | 1 Humboldt County/Redwoods Airport |
| 1 Arcata Redwoods | 1 Humboldt County's Airport of the Redwoods |
| 1 Big Trees Humboldt Airport | 1 Humboldt County's Runway To The Redwood |
| 1 California Coastal Redwoods Regional Airport | 1 Humboldt Emerald County Airport |
| 1 California Far North Coastal Airport | 2 Humboldt Emerald Redwoods Airport |
| 2 California North Coast Regional Airport | 1 Humboldt Old-Growth Redwood Airport |
| 1 California Redwoods - Humboldt County Airport | 1 Humboldt Pacific Redwood Airport ---HPR |
| 1 California Redwoods Regional Airport | 2 Humboldt Redwood Airport |
| 1 Coast Redwoods - Humboldt County Airport | 1 Humboldt Redwood Community Airport |
| 1 Dave Zebo Memorial Airport | 9 Humboldt Redwood Regional Airport |
| 2 Eureka/Redwoods Regional Airport | 1 Humboldt Redwood Skyway Airport |
| 1 Flights @ Humboldt Redwoods | 1 Humboldt Redwoods - California Gateway Airport |
| 1 Gateway to the Pacific RA | 1 Humboldt Redwoods Air Gate |
| 1 Getaway Gateway Regional Airport | 8 Humboldt Redwoods Airport |
| 1 Hobart Ray Brown Memorial Regional Airport | 2 Humboldt Redwoods Coastal Airport |
| 1 Homeless Hippie Haven Airport | 1 Humboldt Redwoods Express |
| 1 HRA- Humboldt Redwoods Airport | 1 Humboldt Redwoods Field |
| Humboldt (County) Foggy Redwood High (or "Heights") Airport | 1 Humboldt Redwoods Flight |
| 1 Humboldt @ Redwoods Airport | 1 Humboldt Redwoods Local Airport |
| 1 Humboldt <3 Redwoods Airport | 1 Humboldt Redwoods Municipal Airport |
| 1 Humboldt 1st Generation Redwood Airport | Humboldt Redwoods Nation International & Interstellar Airport |
| 1 Humboldt Aiport Of The Redwoods | 1 Humboldt Redwoods Neighborhood Airport |
| 1 Humboldt Air | 1 Humboldt Redwoods Pacific View Airport |
| 1 Humboldt Bay Airport | 24 Humboldt Redwoods Regional Airport |
| 1 Humboldt Bay Emerald Coast Airport | 1 Humboldt Redwoods Whole Paycheck Airport |
| 1 Humboldt Bay International Airport | 3 Humboldt Regional Airport |
| 1 Humboldt Bay Redwood Coast Airport | 1 Humboldt Regional Airport of the Redwoods |
| 1 Humboldt Bay Redwoods Regional Airport | 1 Humboldt Saves Redwoods Airport |
| 1 Humboldt Bay Regional Airport | 1 Humboldt Sequioa Redwood Airport |
| 1 Humboldt California Coastal Airport | 1 Humboldt Redwood Airport |
| 1 Humboldt Coast Redwoods Regional Airport | 1 Humboldt Redwoods Regional Airport |
| 1 Humboldt Community Airport | 1 Humboldt/Redwood Coast Regional Airport |
| 1 Humboldt County - Redwood Field | 2 Humboldt/Redwood Municipal Airport |
| 7 Humboldt County Airport | 2 Humboldt/Redwood Regional Airport |
| 1 Humboldt County Emerald Redwoods Airport | 1 Humboldt-Eureka Airport |
| 1 Humboldt County Giant Redwoods Airport | 1 Humboldtia International Airport |
| 1 Humboldt County Redwood Airport | 1 Humboldt-Redwood Empire Regional Airport |
| 1 Humboldt County Redwood Regional Airport. | 1 Humboldt-Redwood Grove Regional Airport |
| 1 Humboldt County Redwoods Airport | 1 Humboldt-Redwoods Airport |

Airport Name Suggestions February 25, 2013

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| 1 Humboldt's Redwood International Airport | 1 Redwood Regional @ Humboldt |
| 1 Humport Redboldt Airwood | 1 Redwood Regional Airport |
| 1 In God We Trust RA | 1 Redwood Regional Airport! |
| 1 Incredibly Foggy Humboldt Redwoods Airport | 1 Redwood Regional Alexander von Humboldt Airport |
| 1 Jim Bernard - Humboldt County Regional Airport | 1 Redwood Shoreline – Humboldt County Airport |
| 1 Jim Bernard Field at Humboldt Regional Airport | 1 Redwood Wilderness Airport |
| 1 Lago International Sky Park | 1 Redwoods @ Humboldt Airport |
| 1 Leave it as is | 1 Redwoods Airport @ Humboldt |
| 1 Lost Coast Airport | 1 Redwoods Airport of Northern Humboldt |
| 1 Masonic Meth & Marijuana Metro Airport | 1 Redwoods and Rivers Airport of Humboldt County |
| 1 McKinleyville Dows Prairie Airport | 1 Redwoods and Rivers Regional (RRR) |
| 1 McKinleyville Regional | 1 Redwoods Coast |
| 1 North Coast Redwoods Regional Airport | 1 Redwoods Coast Regional Airport |
| 1 North Coast Regional Airport | 1 Redwoods Coast Regional Airport |
| North Coast Redwoods Regional Airport Humboldt | |
| 1 County, California | 1 Redwoods Express @ Humboldt |
| 1 Northern Redwoods Airport (NRA) | 1 Redwoods Express Humboldt |
| 1 Pacific Coast Redwoods- Humboldt County Airport | 1 Redwoods Express To Humboldt |
| 1 Pacific Gateway RA | 1 Redwoods Humboldt County Airport |
| 1 Pothole Regional Airport | 1 Redwoods Regional Airport |
| 1 Redwood Airport | 1 Redwoods Regional Airport of Humboldt |
| 1 Redwood Airport of Humboldt County (RAH) | 1 Security Inter National |
| 1 Redwood Airport or Redwood Wilderness Airport | 1 Security National Humboldt Redwoods Airport |
| 1 Redwood Coast – Humboldt Airport | 1 Sequoia Regional Airport |
| 3 Redwood Coast Airport | 1 Shining Sea RA |
| | |
| 1 Redwood Coast Airport - Humboldt County California | 1 Six Rivers Airport |
| 10 Redwood Coast Regional Airport | 1 Spirit of the Redwoods Airport |
| | |
| 1 Redwood Coast Regional Airport, Humboldt County, Ca. | 1 Stoned Shores of Sodom Airport |
| 1 Redwood Curtain (Airport) | 1 Stupid Humboldt Redwoods Renamed Airport |
| 1 Redwood Flights @ Humboldt Airport | 1 The Arcata-Eureka Airport in Mckinleyville |
| | The Big Flat Area Designed to Accommodate Planes |
| | Carrying Passengers Who May, Among Other Things, |
| | Want to Visit HSU or See Redwoods |
| 1 Redwood Humboldt Bay Airport | 1 The Humboldt County - Redwoods Airport |
| Redwood IHHS Memorial to Humboldt Supervisors' | 1 The Humboldt County Airport or THC |
| 1 Airport | 1 The Humboldt County, Redwood Gateway Airport |
| 1 Redwood Landing, Old Growth Humboldt | 1 The Humboldt Redwoods Flyway-Port |
| 1 Redwood Mist Airport | |
| 1 Redwood Mist Humboldt Airport | The Humboldt Redwoods-Good Luck-Because-United- |
| | and/or-SFO-Will-Royally-Screw-You,-Regional Airport |
| 1 Redwood National Airport | 1 The Julius Hooven Redwood Memorial Airport |
| 1 Redwood Park - Roosevelt Elk Airport of Humboldt | 1 Towering Trees RA |
| 1 Redwood Parks – Humboldt Bay Airport | 1 West Coast Redwoods - Humboldt County Airport |
| 1 Redwood Region – Humboldt County Airport | |

Airport Name Suggestions February 25, 2013

Organizational Suggestions

Eureka Chamber of Commerce:

Any combination of Redwood, Coast and California

RREDC:

Redwood Coast Airport

Arcata City Council:

California Redwood Coast Airport, Redwood Coast Regional Airport, or Redwood Coast Airport

McKinleyville Community Services District:

Redwood Coast Regional Airport

Humboldt County Convention & Visitors Bureau:

Redwood Coast Regional Airport