

CUSTOMER SERVICE ACTION COUNCIL MINUTES

Thursday, June 8th, 2023

10:00 AM – 11:00 AM

Terminal 1: Commission Chambers

Number of attendees: 45

- | | |
|----------------------------------|-----------------|
| 1. Welcome & Introductions | Roy Fuhrmann |
| 2. Public Service Announcements | Katlyn Schenck |
| 3. Committee Updates | Roy Fuhrmann |
| 4. Customer Experience Updates | Phil Burke |
| 5. Construction Updates | Puneet Vedi |
| 6. Travelers Assistance Overview | Jonathan Turner |
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1. Welcome and Introductions Roy Fuhrmann

2. Public Service Announcements Katlyn Schenck



MSP Airport Managers and Supervisors

Recognize your employees or volunteers as MSP All-Stars today!

At MSP Airport, caring for our customers has always been a team effort. Now managers and supervisors have an opportunity to publicly recognize their top performing players by identifying them as an MSP All-Star.

As recognition for making the MSP experience great for both passengers and colleagues, this program will have your All-Star's image, name, title and company name featured on the digital screens that accompany the flight information monitors in the terminals.

The process is simple:

- 1 Identify the MSP employees or volunteers you believe should be recognized based on the criteria listed to the right, and have them fill out a [photo release form](#)
- 2 Obtain their approval to display their image and recognize them publicly in the airport terminals
- 3 Obtain headshot images of the individuals for use on the digital screens
- 4 Fill out and submit the [MSP All-Stars form online](#)

We'll take it from there!

When considering who to recognize, keep the following criteria in mind.

Does this person consistently exhibit one or more of the following behaviors...

- ★ Takes steps to assure the safety and security of travelers and fellow airport workers
- ★ Proactively seeks opportunities to assist customers outside their normal duties
- ★ Promotes teamwork across the airport community
- ★ Provides excellent service to MSP's travelers



MSP ALL-STAR TEAM



Meron Taddese
Human Resources Manager
Airport Retail Group

msp

Public Service Announcements

2023 CAMP PROGRAM

JUNE - AUGUST

1,000's of unaccompanied minors traveling through MSP

Help campers find their rally point on the Upper Mezzanine

Note: Camp Thunderbird rally point will be located at Ground Transportation in the Silver Ramp.



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Join the Metropolitan Airports Commission on July 11 at the next **EXPERIENCEmsp** event and...

- Learn how the MAC engages and supports MSP's surrounding communities
- Receive an update on the MSP Airport Long-Term Planning process and how you can provide comments during the upcoming public comment period
- Enjoy displays from airport functions and partners

4:30 p.m. | Open House

5:30 p.m. | Long-Term Planning Presentation

8:30 p.m. | Event Close



SCAN THIS
QR CODE NOW

Get all the details at: mspairport.com/long-term-plan



3. Committee Updates

Roy Fuhrmann

Committee	Chair	Update
Forum	Abby Kes No Update	 
Travelers Advisory (TAC)	Phil Burke No Update	 <p>Last met: Monday, May 8th</p> 

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**Travelers
Advisory with
Disabilities
(TDAC)**

Phil Burke

TDAC will next meet
June 12th



Next meeting:
Monday, June 12th



Benchmarking

Phil Burke



**Building on
Success**

Angela Enroth
The T2 employee
lounge is now open!



MSP Jobs

Jay Noseworthy

No Update










**Thanks to all that
participated in the job
fair!**

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MSP Nice	Katlyn Schenck A reminder to continue to send in your unsolicited customer compliment stories before the end of the year!	<div><p>Remember to recognize your employees who receive customer compliments!</p><p>The MSP Nice Award consists of:</p><ul style="list-style-type: none">• Framed certificate of recognition• Service Professional Pin • \$25 Target gift card </div>
MSP Nice Celebration	Kerry Forbes Save the date- January 10 th , 2024! Interested in joining the committee? We meet after CSAC every month!	
Airport Customer Service Hero	Continue to send in your nominations for the 2023 Customer Service Hero. Nominations are accepted year round.	<div><h3>AIRPORT CUSTOMER SERVICE HERO</h3><p>Nominations are open now for the 2023 Customer Service Hero!</p><p>Simply provide their <u>name</u>, <u>company</u> and <u>why</u> you believe they should win to: HERO@mspmac.org</p><ul style="list-style-type: none">• Up to three winners are selected every year• Awards are presented at a Commission meeting<ul style="list-style-type: none">• Personalized crystal trophy• Check for \$1,000</div>

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4. Customer Experience Updates- Phil Burke

Phil provided an update on local events in the Twin Cities and their partnership with MSP.

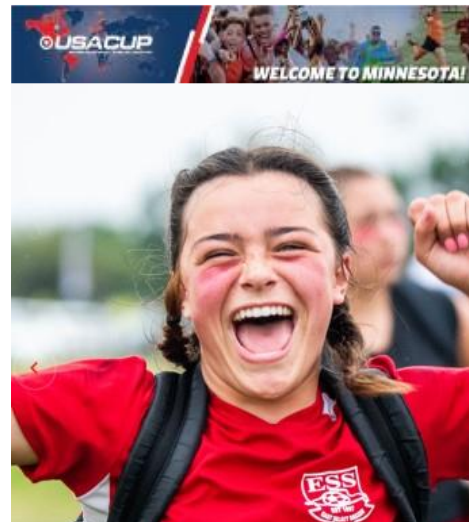
USA Volleyball Girls Junior National Championships June 14 – 17, 2023

- Connected via Meet Minneapolis
- 25,000 out-of-state visitors arriving via airport and ground transportation
- Digital Escalators down to arrivals on June 13 (main arrival day)
- In kind value in process



Target USA Cup July 14 – 22, 2023

- Annual event that MSP has partnered with the past several years
- 275 teams and 8,000 out-of-state visitors
- Digital Escalators down to arrivals, above welcome desks, above arrivals information booth, carousels, tourism wall
- Static– Silver ramp pillars
- In kind– A long list! See next page



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Target USA Cup July 14 – 22, 2023

- USA Cup is excited to offer the following in-kind opportunities to the MSP Airport in exchange for their support of the 2023 tournament:
 - All tournament signage and artwork display in the MSP Airport will include the MSP brand/logo
 - Logo and link from USA Cup website (specific pages: <https://www.usacup.org/exploreusacup/> and <https://www.usacup.org/>)
 - Logo inclusion in a minimum of 2 pre-event emails and 2 during event emails for the tournament
 - Opportunity to have signage and marketing materials at team check-in on Thursday, July 13 and Monday, July 17 (signage and materials provided by MSP)
 - Opportunity to have a 30-second ad included in the pre-event video reel at Opening Ceremonies on Tuesday, July 18
 - Full page in the official program guide and digital parent's guide – distributed to over 36,000
 - Inclusion in one social media shout-out at the beginning of the tournament featuring incoming players and MSP
 - Signage at Super Rink throughout the year
 - Signage at the golf course throughout the year
 - Logo and link on National Sports Center website throughout the year
 - Full page ad in digital parent's guide for all tournaments throughout the year
 - Explore social media and email marketing throughout the year

Meet Minneapolis Connect Marketplace August 22 – 24, 2023

- Partner with Meet Minneapolis
- 3,000 attendees: events rights holders, meeting planners, CVBs, hotels, etc.
- Digital escalators down to arrivals, above welcome desks (they were), arrivals information booth, carousels
- In-kind: TBD
 - List as major sponsor on newsletters, social media, email list of attendees

Meet Minneapolis
City by Nature

2023 CONNECT MARKETPLACE MINNEAPOLIS
Make waves. Create change.
AUG 22-24

What is Connect Marketplace?
Connect Marketplace is our industry's leading event for meeting planners and sports events rights holders. The 3-day event includes an exciting interactive and innovative tradeshow, 1-on-1 appointments with key decision makers, educational sessions on smart event solutions, and hosted entertainment events throughout the city. The main activities will take place at the Minneapolis Convention Center from August 22 – 24, 2023.

Who attends Connect?
3,000 attendees, including 1,500 Meeting Planners & Sports Events Planners

- To be eligible to attend, meeting planners must be actively sourcing meetings and events
- 86% are actively sourcing events in the Midwest
- Each planner is sourcing an average of 6.3 events
- All Event Types: Planners represent corporate, association, sports and specialty markets
- 300+ suppliers, hotels, venues, event experience companies and more will be in town for the tradeshow

The Spotlight is on Minneapolis
Connect Marketplace is a rare opportunity to have more than 1,500 customers in Minneapolis to see our city – including more meeting planners who have not considered us for their events in the past. Meet Minneapolis is making sure these meeting professionals will have a great time and put Minneapolis on their short list for their next conference or event. Connect Marketplace will be a game-changer opportunity that will benefit our tourism and hospitality industry in August and well into the future.

Meet Minneapolis will showcase:

- A hosted Dinning Recreation showcasing our newly renovated Pumphrey Plaza and Orchestra Hall, along with our one-of-a-kind Delta Pub
- A Minneapolis client event on our newly renovated Minneapolis Convention Center Plaza
- Tradeshow health and a full slate of client appointments in all the tracks offered
- 300+ suppliers entertaining clients throughout the city with our Restaurant and Venue Guide

Scan this QR code for more info about Minneapolis

Scan this QR code for more info about Connect Marketplace

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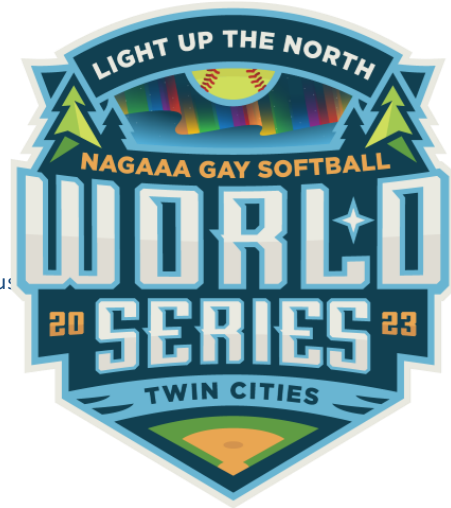
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NAGAAA Gay Softball World Series August 28 – September 2, 2023

- Connected via Meet Minneapolis
- 5,000 out-of-state visitors arriving via ground transportation and airport
- Digital escalators down to arrivals, above welcome desks, carousel
- In-kind TBD, but could be like Target USA Cup items
- Previous airports had no signage.



5. Construction Updates- Puneet VEDI

Please see the attached slides highlighting the June CSAC construction updates.

6. Travelers Assistance Overview- Jonathan Turner, Volunteer Coordinator

Jonathan shared who they are as a foundation, talked about what they do in Travelers Assistance, and shared about our volunteers.

The Airport Foundation is a non-profit organization and the only airport based foundation in the world and has been around for over 40 years! In the 1970s and early 80s, local leaders of the corporate, hospitality and aviation community recognized the importance of the MSP airport to the economic vitality of the region

In 1982, the "Metropolitan Public Airport Foundation" was established as a 501(c)(3) public charity with the mission to serve the MSP Airport community and the traveling public

In 2006, based on growing demands of the airport and travelers, Foundation is renamed the "Airport Foundation MSP" with expanded areas to include Arts & Culture, and additional traveler services

Today, the Travelers Assistance program at MSP remains the oldest and most comprehensive program of its kind in the world

We support and engage guests traveling through MSP Airport and continue to evolve in response to the ever-changing needs of the airport community

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Travelers Assistance



Travelers Assistance is the longest-running independently operated program of its kind in the world! Our volunteers make all the difference and they are the heart of our program – helping to assist travelers on a daily basis. We operate 7 days a week from 7am – 7pm. There are 12 booths, 11 @ T1 and 1 at T2.

- There are also Go Guides; Go Guides are mobile, roving volunteers. Go Guides are the

people we will call on if and when we get an unplanned request from the airport for assistance. Go Guides also help with a service we call Meet & Assists. Meet & Assist is 1:1, scheduled assistance for travelers who have special needs (for example: older, deaf, low vision, wheelchair) and need a hand navigating through the airport.

Animal Ambassadors MSP



airport foundation

The Animal Ambassadors delight travelers, reduces stress and enhances travelers' experience and is one of the top 3 largest airport animal therapy programs.

In addition to Information Booths, Go Guides, and Animal Ambassadors our volunteers also help in other areas

- Arts@MSP events, tours, and arts maintenance
- Special Events – state of the airport, and our annual golf tournament

- Customs and Border Protection - We have specially trained volunteers within the Federal Inspection area welcoming travelers and assisting US Customs.
- We also have volunteers that help with Navigating MSP, Workforce English classes, and Delta's annual North Pole Fantasy Flight

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Travelers Assistance is also the place you can find a variety of supplies for unexpected situations. Our volunteers are all directed to inform travelers where they can purchase supplies and our intent is to provide things people can't purchase in that moment.

We also receive requests from Delta when they have stranded passengers. Airport police and Customer Experience staff have access to these supplies if they are out of the office.



Our next meeting will be held Thursday, July 13th, 2023, in person at the Terminal 1 Commission Chambers.