

# The Dallas Morning News

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## Publishers

George Bannerman Dealey 1885-1940

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## LETTERS

### Wording is crucial here

Re: "Leppert hitting rough patch — Keeping council united through Love Field, budget a tough test," by Gromer Jeffers Jr., Monday column.

Jeffers' column repeats the inaccurate and damaging notion that the negotiations over the food and beverage concessions at Love Field concern a "no bid" contract. What is proposed is an extension and renewal of a contract that was awarded through a proposal process, an extension during the period that Love Field is under construction and a renewal and relocation of our space in the new facility.

During a period of construction, it is in the city's interest to have contractors with an excellent operating track record, strong financials, local ownership, a success rate with top brands and a commitment to minority participation. Further, we have proposed to invest millions of dollars to improve the existing space at Love Field. Between 40 and 60 percent of the new concession space will be up for bid, and we look forward to competing against any and all comers.

The extension resulted from intense discussion and negotiation, including the investment we were willing to make. The city staff consulted outside experts and the practices of other airports in making its final recommendation, which the city's Transportation and Environment Committee approved unanimously.

Choice of words affects what people think. *The Dallas Morning News* should know that and be extremely careful how language is used.

*Vicki Allen, vice president,  
Dallas Love Field Joint Venture Ltd., Dallas*

Thursday, **August 5, 2010**