

**August 16, 2010**

*(Sent via e-mail to Members of the Dallas City Council)*

Dear Friends,

I am writing you about the Bid/No Bid Concessions at the Love Field expansion. I had a meeting with Gilbert Aranza of Star Concessions today after learning about this issue from Jeff Bryan who lives in our neighborhood - last week. I've run into more people who are concerned that our city is alienating one of the best minority owned businesses operating today.

There is a lot of conversation about fairness and transparency - and rightfully so, but here is a guy who is taking all the financial risks while the expansion is under way and we're trying to run him off with either rebidding 100% of the services or rebidding each concession (the more insane choice).

1 or 2 operators can use economies of scales to lower his cost of business. If you've been at the Plaza of the Americas or the underground shopping at B of A tower - you know what I mean. There are scores of small operators who struggle daily to make a profit and suffering because of it - average at best.

The staff proposal keeps a local entrepreneur in place who has won accolades from J.D. Power - no less - for customer service. The only adjustment is to bid our ½ of the concessions to keep it financially competitive. Plus, you have an experienced operator that can get you through the construction.

I've watched my city over the last 30 years loose it's luster at Market Hall. We used to be host to 25 conventions a year. In Stark Taylor's day, when tourists needed a ride to a convention from downtown, the city put bunny ears on a bus, painted them and got the traffic moving again. The West End is dead, our new Victory Center is dying - our City is struggling presenting its best image.

Love Field is and will be - for some - their 1<sup>st</sup> impression of Dallas. I worked for Marriott inflight services during a summer while in college. It's institutionalized fast food - nothing spectacular. The experience at Love Field right now IS spectacular - this guy Gilbert was the first in the country to place branded eateries in an airport and has the skins on the wall to back up his commitment to service. It's minority owned, his staff is paid more than his competitors and they are friendly.

Please consider choices 2 & 3 - the 50 - 50 or the 55 - 45 proposal on Wednesday - embrace one of your city's best food and beverage operations. Save us please from Dobbs Airport Services or Aramark - or even Marriott.

Thank you

***Marsue and Bill Williams***