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New aviation authority chairwoman wants to 'dazzle, delight'



By Will Robinson – Reporter, Jacksonville Business Journal

October 4, 2017

Business
Journal

[Giselle Carson](#), a business immigration attorney and former president of the Jacksonville Bar Association, was unanimously elected chairwoman of the [Jacksonville Aviation Authority](#) Sept. 25.

Carson has been a board member since her appointment by Governor [Rick Scott](#) in March 2014. She is replacing [Patrick Kilbane](#) as chair of the seven-member board. Kilbane will remain a board member.

Carson spoke with the Business Journal about what she hopes to accomplish as chairwoman.

What does being elected chairwoman mean to you?

It's a Wonderful opportunity. I'm grateful for their confidence in me. I've progressively taken various roles on the board, culminating into this role as chairman. Being able to say I contribute to that is just awesome, and I'm grateful for the opportunity.

What are some things you hope to build on at JAA?

I believe that the management team is extremely knowledgable. That really makes the role of chairperson much easier. I look forward to continue to build on what they're already doing.

JAA is the front door of the city in many ways as people travel into the city. I want to dazzle and delight our community and our visitors. I want them to be wowed by the efficiency and the friendly service.

What are some challenges the aviation authority is facing?

I don't know that this is necessarily a challenge, but it's something that is going to be a focus of the board. That is the continuous growth at Cecil (Airport). That area is growing significantly. The Amazon facility is near there. It certainly brings more activity to the area. So that's going to be a focus and an area that I'm going to be dealing with in the next year.

What experiences have prepared you for this role?

I think part of the reason the governor appointed me to (the board) is because I bring in a diverse representation to the board (as the first Hispanic female board member). I think I bring diversity to the board in how we see things and think about things.

I think those leadership roles (president of Jacksonville Bar Association and president of First Coast Hispanic Chamber of Commerce) and community relations and experiences will help me contribute to the board and JAA.