

MINUTES OF THE AIR CARRIER SERVICE - MARKETING - COMMUNITY RELATIONS COMMITTEE MEETING OF THE MONTEREY PENINSULA AIRPORT DISTRICT BOARD OF DIRECTORS

April 10, 2024 – 9:00 AM

NOTICE REGARDING A RETURN TO IN-PERSON PUBLIC PARTICIPATION AT MONTEREY PENINSULA AIRPORT DISTRICT COMMITTEE MEETINGS

Due to the expiration of the COVID-19 California State of Emergency, the Monterey Peninsula Airport District will return to holding meetings at the Airport Board Room, with in-person attendance. Members of the public may attend the Committee Meeting in person and request to speak to the Committee Members when the Chair calls for public comment.

Alternatively, members of the public who desire to provide input as to any item can send an email to info@montereyairport.com and include the following subject line: "Public Comment Item # (insert the agenda item number relevant to your comment)." Written comments should be received by 8:00 AM on the day of the meeting. All submitted comments will be provided to the Committee Members for consideration and will be compiled as part of the record.

A. CALL TO ORDER

The meeting of the Air Carrier Service – Marketing – Community Relations Committee of the Monterey Peninsula Airport District was called to order at 9:00 AM. Directors Leffel and Pick, Deputy Executive Director Morello, Deputy Executive Director Robare, and Acting Board Secretary Adams were in attendance. Director Pick attended via videoconference from the alternate address noticed on the agenda.

B. COMMUNICATIONS/ANNOUNCEMENTS/INFORMATIONAL ITEMS

None.

C. REGULAR AGENDA – ACTION ITEMS

Discuss 1. Emergency Communications Plan

Deputy Executive Director Morello explained there was an emergency communication plan that included dissemination of information from operations to leadership, marketing & PR, and to the Board of Directors. There was a discussion about what constitutes a crisis that warrants emergency communication to the Board. Director Pick suggested when a situation generates media attention, the board should receive a communication message. Director Leffel agreed that is a good baseline for when to communicate irregular operations.

Deputy Executive Director Morello explained the FAA required emergency communication plans are continually updated, especially when the organizational chart is revised, and at least once a year there are simulation drills.

Discuss 2. Air Carrier Service & Development Update

Deputy Executive Director Morello reported United Airlines has returned to two flights per day to Denver and next week Alaska Airlines will return to two flights a day to San Diego. The United flight to San Francisco will resume the late-night arrival and morning departure in late May.

Discuss 3. Local Marketing and Digital Outreach Update

Deputy Executive Director Morello reviewed the paid social media advertising that focused on Minneapolis, San Diego, and Denver service. Sun Country was a top referral to our website, indicating

interest from the Minneapolis market in the new route to MRY. She noted Sun Country will focus on the MRY market 60 days prior to the first flights; most likely in June. Deputy Executive Director Morello also gave an overview of the collaboration with See Monterey for the Minneapolis group market outreach.

Deputy Executive Director Robare answered questions regarding cell phone data analytics that can assist with understanding passenger travel trends. She gave an overview of the benefits of the recently purchased software and noted there will be a presentation during the April Regular Board meeting.

Discuss 4. Passenger Comments, Services and Amenities Update

There was a discussion about recognition for employees that go above and beyond for our customers.

Discuss 5. Community Noise Concerns Update

There was a review of the March Noise Comment Log.

There was a discussion about community outreach and presentations by Directors as well as airport Staff.

D. ADJOURNMENT

The meeting was adjourned at 9:55 AM.

Approved at the
Meeting of April 24, 2024



Mary Ann Leffel, Chair

ATTEST



Michael La Pier
District Secretary