

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

November 8, 2023 – 1:30 PM

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 1:40 PM. Directors Pick and Sawhney, Executive Director La Pier, and Deputy Executive Director Morello were present.

B. COMMUNICATIONS/ANNOUNCEMENTS/INFORMATIONAL ITEMS

None.

C. REGULAR AGENDA – ACTION ITEMS

Discussion 1. Small Community Air Service Development Program Grant

Executive Director La Pier gave an update on the status of the Small Community Air Service development program grant.

Discussion 2. Air Carrier Service Development Update

Executive Director La Pier remarked that the air service development strategy emphasizes our partnership with See Monterey for inbound traffic. There was a discussion about the uses of purchased cell phone data. Executive Director La Pier advised that our air service consultant will be utilizing the cell phone data during an upcoming airline meeting. Executive Director La Pier explained that the dashboard would be shown to the full board at a future board meeting.

There was a discussion about air service demand.

Discussion 3. Local Marketing and Digital Outreach Update

Executive Director La Pier commented that this is the first full month that Deputy Executive Director Morello is leading Marketing and Public Relations. He noted the number of people reached through digital media continues to climb.

Executive Director La Pier reported on our Big Sur Half Marathon sponsorship.

Discussion 4. Passenger Comments, Services and Amenities Update

There was a discussion about the Passenger Comments report.

Discussion 5. Community Noise Concerns Update

Executive Director La Pier remarked the noise complaints are relatively few considering military aircraft were landing and practicing from MRY for the Airshow in Salinas.

E. ADJOURNMENT

The meeting adjourned at 2:30 PM.

Approved at the
Meeting of December 13, 2023



Mary Ann Leffel, Chair Pro Tem

ATTEST



Chris Morello
Deputy Executive Director