

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

**September 9, 2019 - 9:00 AM - Administration Office Conference Room**

**A. CALL TO ORDER**

*The meeting was called to order at 9:04 AM. Directors Cursio and Sabo were in attendance. Executive Director La Pier was in attendance.*

**B. COMMUNICATIONS/ANNOUNCEMENTS/INFORMATIONAL ITEMS**

*None.*

**C. PUBLIC COMMENTS**

*None.*

**D. REGULAR AGENDA – ACTION ITEMS**

Discussion 1. Air Service Update

*Executive Director La Pier reported that air service development meetings were now scheduled with Allegiant Airlines and Alaska Airlines. He indicated the meeting with Allegiant is scheduled for October 4th as part of the annual Allegiant Conference in Las Vegas. He also reported the meeting with Alaska Airlines is scheduled for October 11th at Alaska headquarters in Seattle.*

*La Pier informed the Board that he was engaging the services of Landrum and Brown to lead these air service development meetings. Director Cursio asked what Landrum and Brown will be doing for the airport. La Pier replied that Landrum and Brown will perform similarly to what the previous air service development consultant, Mead and Hunt, had done. He indicated he thought it would be good to take a fresh look at how we are presenting information and what information is being included inasmuch as we had made no significant progress in making our previous presentations compelling enough to cause either carrier to take a positive view toward service expansion.*

*Director Sabo asked what the different approach would look like. La Pier indicated that in the case of Allegiant, the approach was going to be aimed at convincing the carrier that Monterey is really a destination market, not an origin market. For example, the concept of moving people from markets like Tucson or Boise to Monterey would be the focus. Director Cursio commented that the hospitality industry in the region would be very supportive of this approach and asked what the next step would be. La Pier indicated he was hopeful that the next step would be to get Allegiant representatives in Monterey to meet with hospitality and the convention and visitors' groups in the region. The committee agreed that would be a positive next step and goal for the meeting.*

*Executive Director La Pier also provided an update on the new marketing campaign and shared a draft final version of a video commercial that was being finalized by Chidlaw Marketing. He also shared the latest update on the preparation of a new phone app being constructed for the airport by Alex Garcia and Chris Chidlaw. The hope is to launch the app before the holidays and use the new marketing campaign to get the word out.*

Director Cursio asked if the new commercial could be played for the full Board at the next Board meeting. La Pier indicated that was possible and he would have it ready to share during the Committee reports.

Review 2. Passenger Comment Cards

The passenger comment card report was reviewed by the Committee. Director Sabo asked about the status of carpet cleaning or replacement. La Pier indicated the airport now has a quote from a carpeting company to replace the existing carpeting in baggage claim, the car rental lobby, the central lobby in front of the Security Checkpoint and the ticketing lobby. The plan is to seek Board authorization to move forward with the replacement at the October Board meeting. He indicated the quote received was consistent with the project estimate in the Capital Improvements budget adopted by the Board.

Review 3. Noise Complaint Report

The Noise Complaint Report was reviewed and discussed. Director Sabo asked if the Charted Visual Approach was still on target for publication in October. La Pier indicated that to the best of his knowledge there were no changes to the publication schedule however the FAA has final decision-making authority.

Discussion 4. Schedule Next Meeting

The next meeting was scheduled for Monday, October 7<sup>th</sup> at 9:00 AM.

**E. ADJOURNMENT**

The meeting adjourned at 10:06 AM.

Minutes Approved at the  
Meeting of October 9, 2019



William Sabo, Chair

ATTEST



Michael La Pier, AAE  
District Secretary