

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

July 11, 2023 – 1:30 PM

## NOTICE REGARDING A RETURN TO IN-PERSON PUBLIC PARTICIPATION AT MONTEREY PENINSULA AIRPORT DISTRICT BOARD AND 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 Board Meeting in person and request to speak to the Board when the Chair calls for public comment. In general, remote comments will not be allowed, except as outlined in the limited circumstances below.

The Monterey Peninsula Airport District will continue to broadcast the Board Meetings via Zoom video conference for viewing by the public. To view the Board meeting via Zoom video conference, please visit [www.zoom.us/join](http://www.zoom.us/join) and enter the following Meeting ID: **836 8449 0296**. The password for this meeting is: **20230711**. If you do not have access to the internet, you may listen telephonically by calling (253) 215-8782 and entering the same Meeting ID and password.

In the event that a Board Member utilizes the procedure outlined in AB 2449 to attend a meeting, only then will remote public comments be allowed. Under those circumstances, when the Chair calls for public comment, attendees can queue to speak with the "Raise Hand" feature. On the Zoom application, click the "Raise Hand" button. On the phone, press \*9. The Secretary to the Board will call speaker names and unmute speaker microphones. You will have up to 3 minutes to provide your oral comments, pursuant to Board policy.

Members of the public who desire to make a public comment can send an email to [info@montereyairport.com](mailto: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 Board 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 Meeting was called to order at 1:36 PM. Director Pick, Executive Director La Pier, and Acting Board Secretary Adams were present. Director Sawhney joined the meeting at 1:43 PM.*

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

*None*

### **C. REGULAR AGENDA – ACTION ITEMS**

Discussion 1. Landrum & Brown June 2023 Report

*Executive Director La Pier remarked that across the country the 4<sup>th</sup> of July was the busiest day ever for TSA. He reviewed the Landrum & Brown Air Service Report noting that San Jose's demand is not rebounding as well as other Bay Area markets and we continue to take some market share from them. He noted the scheduled capacity report shows there are fewer departures, but seat capacity is up. This is due to the larger aircraft being put into service to partially combat the pilot shortage.*

Discussion 2. Air Carrier Service Development Update

*Executive Director La Pier reported preliminary June enplanements are the highest ever at almost 25,000. He noted that even though departures are down, passengers are up.*

*Chair Sawhney joined the meeting at this point.*

*Executive Director La Pier gave a report on possible seasonal service with one of the ultra-low cost carriers. He also reported he will be meeting with a major airline here in August to discuss opportunities for new service.*

*Executive Director La Pier answered questions about the Cancellations and Delays report stating there were some operations issues that affected Allegiant's schedule in June and severe weather in Dallas affected some American flights.*

### Discussion 3. Local Marketing and Outreach Update

*Director Sawhney asked about the new creative being developed for marketing and PR. Executive Director La Pier stated Creative refers to television advertisements and there is new messaging to emphasize the idea of convenience and ease in using Monterey Regional Airport.*

*Executive Director La Pier discussed possible future PR, advertisements, and sponsorships. He noted we renewed our Monterey Bay Football Club sponsorship.*

*Executive Director La Pier pointed out the growth in organic visitors to our web site is a good indicator that we are reaching more people with our PR and social media paid and boosted ads.*

*Director Sawhney suggested partnering with MCCVB and other hospitality associations to utilize some of their photography of the area.*

*Executive Director La Pier reported we will start to refresh the commercial website now that the budget has been approved. In addition, staff just got approval from Apple for the new app for MRY to be released and that will be advertised soon.*

### Discussion 4. Passenger Comments, Services and Amenities Update

*In relation to Terminal Feedback, Executive Director La Pier noted it was difficult to find a television channel that was acceptable to all passengers.*

### Discussion 5. Community Noise Concerns Update


*Executive Director La Pier referred to the one complaint about the early morning noise and said it was likely the diesel engines that start up to power the aircraft go on about that time. If it is a very quiet morning it can be heard quite far away. The new terminal will have jet bridges that will have electricity to power the plane and that is when this noise will go away.*

*Director Pick asked for an update on the cell phone data the Airport purchased with Visit Carmel. Executive Director La Pier responded they are still refining the product to suit our needs. We did use some of the data for Jumpstart Conference but the data driven dashboard is still being modified to create specific reports. The report is based on area codes but it knows if the phone resides here even if it is not an 831 area code.*

## **E. ADJOURNMENT**

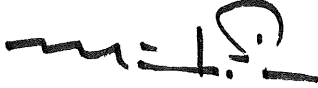
*The meeting adjourned at 2:10 PM.*

Approved at the  
Meeting of July 19, 2023



Mary Ann Leffel, Chair Pro Tem

ATTEST



Michael La Pier, AAE  
District Secretary