

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

August 8, 2022 – 1:00 PM

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

Due to the expiration of certain directives contained in the Governor's Declaration of Emergency for the State of California (Executive Order N-29-20), the Board of Directors of the Monterey Peninsula Airport District will return to hold meetings at the Airport Board Room, with in-person attendance.

Due to recent increase in the transmission of the Omicron variant of the Coronavirus, and, as a result of the directives issued by the State of California and the Monterey County Public Health Officer intended to prevent the transmission of the coronavirus, the Airport may utilize the procedures outlined in AB361 to utilize alternative measures related to the conduct of remote meetings and remote comments by members of the public.

Members of the public may participate in the Board meeting via Zoom video conference. To view the Board meeting via Zoom video conference, please visit www.zoom.us/join and enter the following Meeting ID: **876 7579 4184**. The password for this meeting is: **20220808**. If you do not have access to the internet, you may also participate telephonically by calling (253) 215-8782 and entering the same Meeting ID and password.

REMOTE PUBLIC COMMENTS

To make a public comment, the following options are available:

1. Before the Meeting via Email: Written comments can be emailed to info@montereyairport.com. 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.
2. During the Meeting via Oral Comments: 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.

Public comments may also be made in person. 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.

A. CALL TO ORDER

The meeting of the Air Carrier Service – Marketing – Community Relations Committee was called to order at 1:02 PM. Director Miller, Director Pick and Executive Director La Pier were in attendance.

B. COMMUNICATIONS/ANNOUNCEMENTS/INFORMATIONAL ITEMS

None.

C. PUBLIC COMMENTS

None.

D. REGULAR AGENDA – ACTION ITEMS

Discuss 1. Future Air Service Committee Meeting Schedule

This item was tabled until a later date so committee members can consult their calendars. It was agreed that it might be best for the committee to remain flexible in scheduling given travel demands.

Review 2. Air Carrier & Charter Service Update

No Discussion.

Review 3. Air Carrier Service Development Update

Executive Director La Pier provided an update on the current status of discussions with aha! Airlines about new service opportunities. He indicated he again thought a decision was imminent.

Executive Director La Pier provided a status update on discussions about a visit by a Canadian airline to Monterey. The effort to finalize and plan is being done jointly with the MCCVB and Visit Carmel. La Pier indicated that MCCVB had discussed this potential visit with the Economic Development Committee of the County as part of their overall effort to secure as much as \$300,000 in future funding for air service development.

Discussion 4. Local Marketing and Outreach Update

Executive Director La Pier reviewed with the committee the newly signed sponsorship agreement with Big Sur Marathon for both the Half Marathon and the full Marathon in 2023. Director Pick commented that the sponsorship was the subject of discussion at the Marathon Board meeting and that it had been warmly received. La Pier indicated the airport will again partner with United Airlines on this sponsorship as has been done in previous years.

Executive Director La Pier also discussed the sponsorship of an upcoming concert at Folktale Vineyards with KTOM radio. He indicated the radio station had provided more than 50 on-air radio advertisement opportunities as well as live on-air mentions about the show and the sponsorship by MRY. The sponsorship cost \$5,000 and is targeted at the Salinas market since KTOM is the #1 radio station in that market.

Discussion 5. Passenger Comments, Services and Amenities Update

The passenger comment card report was reviewed by the committee. Executive Director La Pier indicated he would refer a comment regarding rental car availability to Operations and Properties for discussions with the tenant.

Discussion 6. Community Noise Concerns Update

The noise concerns report was reviewed with the committee.

E. ADJOURNMENT

The meeting was adjourned at 1:42 PM.

Approved at the
Meeting of August 17, 2022



Carl M. Miller, Chair

ATTEST



Michael La Pier, AAE
District Secretary