

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

December 7, 2017 - 10:00 AM - Administration Office Conference Room

A. CALL TO ORDER

The meeting was called to order by Director Miller at 10:06am. Chairman Nelson and Executive Director La Pier were in attendance. Also in attendance was a member of the public, Tex Irwin.

B. COMMUNICATIONS/ANNOUNCEMENTS/INFORMATIONAL ITEMS

None.

C. PUBLIC COMMENTS

Mr. Irwin introduced himself and indicated he was in attendance as the result of seeing the meeting notice posted outside the Airport offices. He is a former Airport District Board member and was curious about what was happening at the airport in general. He had no specific comments and expressed no issues or concerns.

D. REGULAR AGENDA – ACTION ITEMS

Review 1. Air Service Development

Executive Director La Pier reported that he and Director Leffel had attended a meeting with Alaska Airlines officials in Seattle. No immediate action was required of the airport as the result of that meeting nor was any immediate action on the part of Alaska Airlines anticipated as the result.

General discussion regarding air service development occurred. No decisions were made.

Discussion 2. Small Community Air Service Development Program (SCASDP) Grant Application

Executive Director La Pier reported the final version of the application to the United States Department of Transportation for a Small Community Air Service Development Grant (SCASDP) was being completed and the document would be filed with DOT by the end of the week, well before the December 15, 2017 deadline. He distributed a copy of the draft final application for discussion. A review of the document and general discussion occurred.

Discussion 3. Leakage Study

Executive Director La Pier distributed a copy of the Airline Passenger Leakage Study results provided by Mead & Hunt. The findings of the study were reviewed with the Committee.

After discussion, Director Miller asked that the study be provided to the full Board as part of a presentation at the next Board meeting. Executive Director La Pier indicate he would place that item on the regular Board Agenda.

Review 4. Marketing, Advertising & Promotions

No marketing, advertising or promotions matters were presented to the committee. A general discussion regarding the overall program occurred. No decisions were made.

Discussion 5. Art at the Airport Sponsorship

Executive Director La Pier reported the Art at the Airport program would again be sponsored by Central Coast Federal Credit Union. The \$10,000.00 sponsorship would cover over 50% of the budgeted cost for the program. The balance was to be funded from the airport operating fund.

Review 6. Passenger Comment Cards

Passenger Comments were reviewed by the Committee. It was noted by Director Miller that the number of comments were fewer than normal, both positive and negative.

Review 7. Noise Complaint Report

The Noise Complaint Report was reviewed by the Committee. No specific comments or concerns were raised.

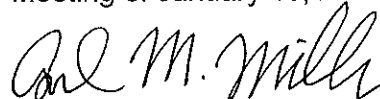
Discussion 8. Schedule Next Meeting

The next meeting was scheduled January 8, 2018 at 3:00pm

E. ADJOURNMENT

The meeting adjourned at 10:54am

Minutes Approved at the Regular
Meeting of January 10, 2018



Carl Miller, Chair

ATTEST



Michael La Pier, AAE
District Secretary