

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

May 13, 2019 - 1:00 PM - Administration Office Conference Room

A. CALL TO ORDER

The meeting was called to order at 1:04 PM. Director Cursio, Director Sabo and Executive Director La Pier were 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 provided the Committee with copies of the recently completed Air Fare Analysis completed by Mead and Hunt. The analysis compared average available fares for both leisure and business available at Monterey with similar fares at San Jose and San Francisco. He pointed out to the Committee that the difference between leisure based fares at Monterey were competitive with those available at both larger markets and that this positive news was something the airport had been working with our airline partners on for some time. He did indicate that the business fares available seemed to be out of line with other markets and may be a principal reason for yield challenges the airlines may be experiencing in Monterey.

Director Cursio expressed his pleasure with the fact that leisure based fares were competitive since one of the principal industries in the region, hospitality, have been asking for that for some time. Director Sabo asked what the airport can do to address yield concerns expressed by one of the carriers. La Pier indicated he was working with the carrier in an attempt to have them introduce larger aircraft with a first class section. The carrier is the only carrier in the market that does not currently offer a first class product on a regular basis in the Monterey market. First class seats generate higher yield for the carrier. He also indicated he had shared the results of the analysis with the carrier and was awaiting their response.

The Committee asked La Pier to continue to monitor fares and to work with the carrier to find ways to improve yield performance.

Executive Director La Pier informed the committee that the U.S. DOT had finally released the Request for Proposals for the Small Community Air Service Development Program and that he had retained the services of Mead and Hunt to prepare a proposal for submission requesting \$250,000.00 for marketing to support air service overall with a focus on Denver and Dallas service. Director Cursio asked if the MCCVB was going to participate in the application. La Pier indicated he had met earlier with the Vice President of the MCCVB and they agreed to work together to position existing MCCVB budgeted marketing dollars as the local, non-airport matching share of the grant request. Discussion was had regarding the overall positive relationship that has developed with the MCCVB.

Review 2. Passenger Comment Cards

Director Sabo noted that the passenger comment report was nearly all positive, with the exception of one comment regarding the availability of food past security.

Review 3. Noise Complaint Report

Director Sabo asked about the status of the Charted Visual Approach with FAA. La Pier indicated the approach was currently being environmentally studied by the FAA and that once that analysis was complete, the FAA would share with the airport the draft of the approach. Since FAA is in control of the entire process, La Pier indicated he was unaware of a firm timeline for completion.

Director Sabo indicated his continued displeasure with the compliance of Aerodynamics Aviation flight school with the voluntary noise abatement program at the airport. He reported that he continues to be concerned about the number of touch and go operations being performed. La Pier indicated his staff continues to work with Aerodynamics and expressed his concern that we are being asked to create an environment that would cause Aerodynamics to leave the airport. Discussion ensued. No recommendation was formulated.

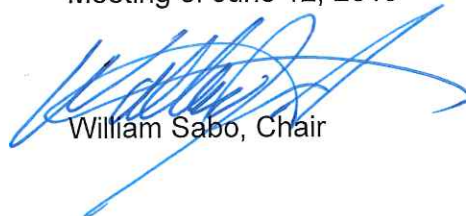
Discussion 4. Schedule Next Meeting

No date was selected for the next meeting.

E. ADJOURNMENT

The meeting adjourned at 2:09 PM

Minutes Approved at the
Meeting of June 12, 2019



William Sabo, Chair

ATTEST



Michael La Pier, AAE
District Secretary