

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

**July 6, 2015 – 9:00 AM**

**Board Room - Terminal Building  
Monterey Regional Airport**

(Unless you are a public safety official, please turn off your cell phone or place it on vibrate mode during the meeting. Thank you for your compliance.)

**A. CALL TO ORDER**

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

**C. PUBLIC COMMENTS**

(Any person may address the Committee at this time. Presentations should not exceed three (3) minutes, should be directed to an item **NOT** on today's agenda, and should be within the jurisdiction of the Monterey Peninsula Airport District Board. Though not required, the Monterey Peninsula Airport District Board appreciates your cooperation in completing a speaker request form available on the staff table. Please give the completed form to the Monterey Peninsula Airport District Secretary. Comments concerning matters set forth on this agenda will be heard at the time the matter is considered.)

**D. REGULAR AGENDA – ACTION ITEMS**

- |            |    |   |
|------------|----|---|
| Review     | 1. | Marketing, Advertising & Promotions                 |
| Review     | 2. | Air Service   |
| Discussion | 3. | Leakage Study                                       |
| Review     | 4. | Community Alliance for Promotion of Inbound Flights |
| Review     | 5. | Public Relations                                    |
| Discussion | 6. | Airport 75 <sup>th</sup> Anniversary                |
| Review     | 7. | Customer Service Ideas, Feedback & Reports          |
| Discussion | 8. | Schedule next meeting                               |

**E. ADJOURNMENT**

**AGENDA DEADLINE**

This is the final Agenda that has been posted on the bulletin board outside the District Offices in the Terminal Building at the Monterey Peninsula Airport no less than 72 hours prior to the meeting.