

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

**February 9, 2021 - 2:00 PM**

**SPECIAL AND URGENT NOTICE ELIMINATING IN-PERSON PUBLIC PARTICIPATION AT MONTEREY PENINSULA AIRPORT DISTRICT BOARD MEETINGS**

Due to the directives contained in the Governor's Declarations of Emergency for the State of California (Executive Orders N-25-20 and N-29-20) and the Governor's Stay at Home Order (Executive Order N-33-20), the Board of Directors of the Monterey Peninsula Airport District is required to limit in-person attendance at the upcoming Board Committee meeting. Members of the public may utilize alternative measures established by the Monterey Peninsula Airport District to listen to Board meeting and/or to communicate your opinions to the Board Members. To participate in the Board meeting via Zoom video conference, please visit [www.zoom.us/join](http://www.zoom.us/join) and enter the following Meeting ID: **895 1991 7098**. The password for this meeting is: **20210209**. 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.

Members of the public who wish to provide comment on an item on the agenda may do so during the meeting prior to the item being considered by the Board.

**A. CALL TO ORDER**

*The meeting was called to order at 2:02 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 reviewed with the committee the planning for the first flight to Seattle on Alaska Airlines on Thursday February 11, 2021. He indicated that Mr. Franco Finn of Alaska Airlines would be attending and would be available to the media for comment beginning at 1:00 PM. The first arrival is scheduled for 1:45 PM with a 2:30 PM departure back to Seattle. Director Cursio asked what other plans had been made. La Pier indicated the airport would be decorating the ticket counter area and the gate would be decorated with a balloon arch. Music will be played in the gate area and Mr. Finn would be conducting some games and giveaways for the departing passengers. Alaska and the Airport are assembling a "swag bag" to give to the departing passengers and champagne would be available to the passengers.*

*La Pier reminded the committee that the United Denver service was to resume that same day. Director Sabo asked questions about that service and the current status of United flights in the market. La Pier indicated that United would be flying its current one flight daily schedule to Los Angeles until further notice and had indicated to him that the entire state of California was performing poorly in terms of passenger traffic and that the schedule would return to a more normal one once the passenger volumes statewide start to recover.*

*General discussion regarding overall passenger traffic ensued. Director Sabo pointed out that, based on the passenger traffic levels La Pier shared with the committee, it appears we are running about 30% of our normal traffic levels. La Pier agreed; traffic for the month of January experienced a 29% load factor. He further indicated that the entire airport industry had seen a significant downturn in traffic in January and, from the information he had from other airports indicated that most airports had seen traffic pull back to similar load factors as we saw in January.*

Discussion 2. Marketing Update

*La Pier shared with the committee two television commercials, one promoting the new Seattle service and the other promoting the new Portland service. Director Sabo asked if there were plans for print ads as well. La Pier indicated that we placed a ½ page ad in the Herald AT&T supplement and that plans were underway to place an ad in the Californian and the Pine Cone. He also reported that the social media campaign behind the new destinations was underway.*

*La Pier informed the committee that the amended budget that will be presented to the full Board includes a marketing investment for the Seattle flight of \$60,000.00 as committed to during the air service development efforts with Alaska. He also indicated that he included \$20,000.00 in the amended budget to promote the new Portland service as well. Director Sabo asked if Allegiant had requested any incentives for the service. La Pier reported that there was initially no request but that Allegiant, upon learning about the airport marketing effort underway, requested that the \$20,000.00 be shared directly with them so they could direct the marketing. La Pier indicated he had declined that request. Director Cursio expressed his concern that doing so would set a bad precedence and he was not in favor of taking that step. The committee and the Executive Director agreed.*

Review 3. Passenger Comment Cards

*Two passenger comments were received.*

Review 4. Noise Complaint Report

*The noise complaint report was reviewed by the committee. Director Sabo reported that the new arrangement with FAA Tower and NorCal seemed to be working well as it relates to air carriers but the concern about corporate aircraft remained. He reported that the Pasadera community was pleased with the steps taken. Director Cursio noted that no complaints were received from Pasadera during the month.*

*Executive Director La Pier indicated that his staff was working closely with the Tower Manager and, in an effort to clarify the approach in use on the ATIS system, the tower was going to begin referring specifically to the Raceway Visual Approach rather than just stating visual approach is in use. The hope is that in doing so pilots would follow the entire published raceway visual approach and its established fix points. In doing so, perhaps the number of corporate aircraft flying over Pasadera in good weather conditions can be managed. Director Sabo expressed his support for that move.*

Discussion 5. Future Committee Agenda

*Scheduling of the next meeting was deferred.*

*Due to scheduling constraints limiting the meeting time, the Committee was unable to discuss Passenger Comments, the status of passenger services/amenities in addition to possible modifications to future Committee Agendas.*

E. ADJOURNMENT

*The meeting adjourned at 3:02 PM.*

Minutes Approved at the  
Meeting of February 17, 2021



Gary Cursio, Chair

ATTEST



Michael La Pier, AAE  
District Secretary