

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

March 13, 2024 – 2:00 PM

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

Due to the expiration of the COVID-19 California State of Emergency, the Monterey Peninsula Airport District will return to holding meetings at the Airport Board Room, with in-person attendance. Members of the public may attend the Committee Meeting in person and request to speak to the Committee Members when the Chair calls for public comment.

Alternatively, members of the public who desire to provide input as to any item can send an email to info@montereyairport.com and 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 Committee Members for consideration and will be compiled as part of the record.

A. CALL TO ORDER

The meeting of the Air Carrier Service – Marketing – Community Relations Committee of the Monterey Peninsula Airport District was called to order at 2:02 PM. Directors Leffel & Pick, Executive Director La Pier, Deputy Executive Director Morello, and Acting Board Secretary Adams were present.

B. COMMUNICATIONS/ANNOUNCEMENTS/INFORMATIONAL ITEMS

None.

C. REGULAR AGENDA – ACTION ITEMS

Discuss 1. Air Carrier Service Development Update

Executive Director La Pier reported January and February 2024 passenger counts were more than 18% above the same months in 2023, or just under 6,000 passengers more.

Executive Director La Pier advised a second round-trip per day flight will be added to Dallas, San Diego, and Denver in April or May, depending on the market.

Executive Director La Pier distributed a document that forecasted enplaned passengers in FY 2025 and will be used for FY 2025 budgeting. There was a discussion about past enplanements, the rate of growth year over year, and the expected growth.

There was a discussion about marketing efforts for the Sun Country Minneapolis seasonal route. Deputy Executive Director Morello reported a press release was sent to local outlets and staff are working on a video commercial. See Monterey is doing some collaborative marketing by running press releases in the Minneapolis market and working with their travel groups to bring tourists to Monterey. There will also be social media pushes in both markets. Executive Director La Pier stated service begins August 8, 2024, which is the week before "car week". Deputy Executive Director Morello confirmed we will do a gate event when the first flight arrives.

Executive Director La Pier reported he and two other staff members will attend the Jumpstart Conference in May, where meetings with air carriers will take place.

Discuss 2. Local Marketing and Digital Outreach Update

Executive Director La Pier noted there were no paid digital media ads in February and explained that we'll use those savings to increase the spending in March for the Minneapolis Sun Country advertising campaign.

Deputy Executive Director Morello answered questions about the source of the data and the format of the Digital Media Analytics report.

Discuss 3. Passenger Comments, Services and Amenities Update

Deputy Executive Director Morello noted the raised bar chairs mentioned in the comment had been replaced.

Discuss 4. Community Noise Concerns Update

It was noted the number of noise complaints had gone down by half year over year.

D. ADJOURNMENT

The meeting adjourned at 2:50 PM.

Approved at the
Meeting of March 20, 2024



Mary Ann Leffel, Chair

ATTEST



Michael La Pier
District Secretary