

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

**November 12, 2024 – 10:00 AM – 11:00 AM Pacific Time**

**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](mailto: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 10:00 AM. Director Leffel, Director Pick, Executive Director La Pier, Deputy Executive Director Morello, Deputy Executive Director Robare and Acting Board Secretary Adams were present.*

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

*Director Pick reported he attended the Monterey Bay Half Marathon Expo where both the Monterey Regional Airport and Alaska Airlines sponsored booths. The Airport provided an opportunity for the public to make signs to cheer on their runners and it was very well attended.*

**C. REGULAR AGENDA – ACTION ITEMS**

Discuss      1. Noise Report

*Deputy Director Robare reviewed the Noise Comment Log. Executive Director La Pier noted the large influx of comments was due in part to a public call out on how to file noise complaints, along with higher military aircraft activity, and the 5:00 AM departure. He stated that the early morning noise referenced in some of the comments is created by the GPU's, the ground power units that provide electricity to the aircraft while it is parked at the gate. At the new terminal building GPU's will be replaced by APU's (auxiliary power units) that are electric and noise free.*

*Executive Director La Pier reported there have been changes to the Airport's commercial website to give quicker access to the Noise Management page and to add a page that outlines the roles and responsibilities of the Airport, the FAA & ATC, and the Airlines.*

*Mr. Uwe Grobecker, a member of the Public, asked if the Airport will be arranging a question-and-answer session with the FAA for the public to attend. Director Leffel answered that was not planned. Director Pick added that the public is able to contact FAA directly.*

*Director Leffel reported that she has been giving presentations to neighborhood associations and she will continue to reach out to the Monterey Vista group to schedule time at their meeting. Directors discussed the content of the community outreach presentation.*

*Director Leffel requested that a report be given at the November Regular board meeting regarding the efforts the Airport is making in response to the Monterey County Civil Grand Jury 2023/24 Report – Monterey Regional Airport – Understanding Noise.*

Discuss      2. Monterey Regional Airport Quarterly Performance Report

*Deputy Executive Director Robare reviewed the Monterey Regional Airport Quarterly Performance Update 2Q24, prepared by SEH, the Airport's airline consultant. Items of note included seat capacity being up 20-30% going into the winter months, Monterey (MRY) passengers and airline revenues being up 14% over Q2 of 2023, solid load factors apart from the San Francisco (SFO) route, and that MRYP retained 40% of bookings within a 15-mile radius in July 2024 vs. 32% in July 2023.*

*Executive Director La Pier answered questions from Directors regarding the SFO route.*

*Deputy Executive Director Morello answered questions from Directors regarding social media advertising for the Denver route. She commented that flights both to and from Denver are very solidly booked.*

*Mr. Uwe Grobecker, a member of the Public, commented regarding the last flight scheduled from SFO to MRY, and suggested changing that flight to arrive the next morning since it often cancels due to weather. He further stated that it was giving the airport a bad reputation due to its unreliability.*

*Director Pick asked if a flight departed from SFO but is diverted to another airport would it be shown as a cancelled or delayed flight. Deputy Executive Director Robare answered it would be included in the monthly Commercial Flights On-Time vs. Delayed Report. Director Pick asked how late a flight must be to be recorded as delayed. Deputy Executive Director Morello answered 10 minutes or more.*

*Mr. Uwe Grobecker, a member of the Public, questioned the Commercial Flights Cancellation reports that show zero for SFO when he believes there were cancelled flights.*

*Director Leffel stated that Staff can give advice and suggestions to the airlines, but the airlines ultimately set the flight schedule.*

Discuss      3. Air Carrier Service & Development Update

*Executive Director La Pier stated there is nothing to report on air carrier service development as this is not the time of year the Airlines are focused on that. Staff will be partnering with Pebble Beach and the Hyatt Corporation to address the MRY to Chicago market with the airlines.*

Discuss      4. Local Marketing and Digital Outreach Update

*Deputy Executive Director Morello reviewed the Digital Media Analytics report for October 2024. She reported the airport has always done cooperative marketing with Visit Carmel and that is partly why they are always the #1 referring web page. For the October cooperative with Visit Carmel a new platform, Mountain Connected TV, provided access to streaming networks. TV commercial spots ran in 5 fly markets and over 60 thousand households viewed the commercial spots that ran in each market.*

*Deputy Executive Director Morello reported that starting in October social media posts included a "Metamorphosis Monday" to highlight the construction activity related to the replacement terminal.*

Discuss      5. Passenger Comments, Services and Amenities Update

*Directors discussed the October Terminal Feedback.*

*Mr. Uwe Grobecker, a member of the Public, stated he was happy to hear Director Leffel would be willing to give a presentation to their neighborhood association and would discuss timing with them at their next meeting.*

**D. ADJOURNMENT**

*The meeting adjourned at 10:41 AM.*

Approved at the  
Meeting of November 20, 2024



Mary Ann Leffel, Chair

ATTEST



Michael La Pier  
District Secretary