

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

November 8, 2022 – 2:00 PM

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

Due to the expiration of certain directives contained in the Governor's Declaration of Emergency for the State of California (Executive Order N-29-20), the Board of Directors of the Monterey Peninsula Airport District will return to hold meetings at the Airport Board Room, with in-person attendance.

Due to recent increase in the transmission of the Omicron variant of the Coronavirus, and, as a result of the directives issued by the State of California and the Monterey County Public Health Officer intended to prevent the transmission of the coronavirus, the Airport may utilize the procedures outlined in AB361 to utilize alternative measures related to the conduct of remote meetings and remote comments by members of the public.

Members of the public may participate in the Board meeting via Zoom video conference. To view the Board meeting via Zoom video conference, please visit www.zoom.us/join and enter the following Meeting ID: **822 8605 1504**. The password for this meeting is: **20221108**. 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.

REMOTE PUBLIC COMMENTS

To make a public comment, the following options are available:

1. Before the Meeting via Email: Written comments can be emailed to info@montereyairport.com. 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 Board for consideration and will be compiled as part of the record.
2. During the Meeting via Oral Comments: When the Chair calls for public comment, attendees can queue to speak with the "Raise Hand" feature. On the Zoom application, click the "Raise Hand" button. On the phone, press *9. The Secretary to the Board will call speaker names and unmute speaker microphones. You will have up to 3 minutes to provide your oral comments, pursuant to Board policy.

Public comments may also be made in person. Members of the public may attend the Board Meeting in person and request to speak to the Board when the Chair calls for public comment.

A. CALL TO ORDER

The meeting of the Air Carrier Service – Marketing – Community Relations Committee was called to order at 2:30 PM. Director Miller and Director Pick, Executive Director La Pier, and Acting Board Secretary Adams were present.

B. COMMUNICATIONS/ANNOUNCEMENTS/INFORMATIONAL ITEMS

No Announcements.

C. PUBLIC COMMENTS

No Public Comment.

D. REGULAR AGENDA – ACTION ITEMS

Review 1. Air Carrier & Charter Service Update

There were no questions about Air Carrier & Charter Service Reports.

Review 2. Air Carrier Service Development Update

Executive Director La Pier reported on a meeting he had with our air service consultant, Mike Bown, and two hospitality associations regarding a potential purchase of cell phone GPS data and other collaborative efforts for air service development. Executive Director La Pier reviewed the pricing model for the data, which is based on adding modules to a base product and stated we could get what we need for the base price. Both associations are interested in sharing the data and costs, although at this time only one would be prepared to do so prior to the end of the year.

Director Pick asked how the data is received. Executive Director La Pier stated it is a dashboard tailored to our needs and our air service consultant will have access also.

Executive Director La Pier further reported on the meeting stating the group discussed prioritization of markets to focus on collaboratively.

Discussion 3. Local Marketing and Outreach Update

Executive Director La Pier reported the Airport will be represented in a prominent spot at the Monterey Bay Half Marathon exhibit hall this coming weekend. The Airport will be sponsoring live music from 2:00 PM to 4:00 PM daily in the hall, at the same time the United lounge is serving cocktails.

Executive Director La Pier stated he will be on KRML Radio "Pub Talk" tomorrow and will highlight the new mainline American Airlines flight opportunities to Dallas.

Director Pick asked for an update on the Chidlaw Marketing Agreement that would include Public Relations Services. Executive Director La Pier stated the scope of work has been updated to include social media monitoring, as suggested during the strategic planning session. The full agreement will come before the Board at the regular meeting next week.

Discussion 4. Passenger Comments, Services and Amenities Update

There were no questions about the Terminal Feedback Report.

Discussion 5. Community Noise Concerns Update

Director Miller noted there are only 9 noise complaints as compared to 18 a year ago.

E. ADJOURNMENT

The meeting adjourned at 3:08 PM.

Approved at the
Meeting of November 16, 2022


Carl M. Miller, Chair

ATTEST



Michael La Pier, AAE
District Secretary