

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

June 1, 2017 - 10:00 AM - Administration Office Conference Room

A. CALL TO ORDER

The meeting was called to order at 10:02am. Director Miller and Executive Director La Pier were in attendance. Chair Nelson was unable to attend.

B. COMMUNICATIONS/ANNOUNCEMENTS/INFORMATIONAL ITEMS

None.

C. PUBLIC COMMENTS

None.

D. REGULAR AGENDA – ACTION ITEMS

Review 1. Marketing, Advertising & Promotions

Executive Director La Pier shared the latest radio commercial prepared for the airport by Chidlaw Marketing. The commercial will be one in a series being developed for use as part of the KRML promotion as well as other radio stations later.

Director Miller asked about the upcoming Chamber Rodeo Mixer. La Pier reported the plans for the mixer and indicated that KRML would be broadcasting their "Pub Talk" program live during the event. The Salinas Chamber and the Monterey Peninsula Chamber are responsible for marketing the event.

Review 2. Passenger Comment Cards

Director Miller commented that most of the negative comments received were related to baggage services and the time it took for checked bags to be made available. La Pier reported that it appeared that most of the concerns involved United Ground Express and appeared to be the result of scheduling and staffing. He reported that the Operations team would continue their discussions with UGE representatives to encourage them to address the issue.

Review 3. Air Service Update

Executive Director La Pier reported that he was scheduled to attend the ACI-NA JumpStart Air Service Conference in Providence, R.I. June 4 through June 8. There was discussion regarding the number of airline meetings scheduled during the conference and the direction of those meetings.

Discussion 4. Schedule Next Meeting

E. ADJOURNMENT

The meeting was adjourned at 10:42am.

Minutes Approved at the Regular
Meeting of July 12, 2017



Matthew Nelson, Chair

ATTEST

Michael La Pier, AAE
District Secretary