

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

**March 8, 2023 – 1:00 PM Pacific Time (4:00 PM Eastern Time)**

**Monterey Regional Airport  
200 Fred Kane Drive, Suite 200  
Monterey, CA  
2<sup>nd</sup> Floor Boardroom**

**and**

**Holiday Inn Miami Doral Area  
325 N.W. 87<sup>th</sup> Ave.  
Miami, FL  
Hotel Lobby**

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 Board Meeting in person and request to speak to the Board when the Chair calls for public comment. In general, remote comments will not be allowed, except as outlined in the limited circumstances below.

The Monterey Peninsula Airport District will continue to broadcast the Board Meetings via Zoom video conference for viewing by the public. To view the Board meeting via Zoom video conference, please visit [www.zoom.us/join](http://www.zoom.us/join) and enter the following Meeting ID: **868 5296 8755**. The password for this meeting is: **20220308**. If you do not have access to the internet, you may listen telephonically by calling (253) 215-8782 and entering the same Meeting ID and password.

In the event that a Board Member utilizes the procedure outlined in AB 2449 to attend a meeting, only then will remote public comments be allowed. Under those circumstances, 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.

Members of the public who desire to make a public comment 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 Board 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 Meeting was called to order at 1:07 PM. Directors Sawhney and Pick, Executive Director La Pier, Acting Board Secretary Adams, and Deputy Executive Director Morello were present. Director Pick participated from a remote location as noticed on the Agenda.*

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

*None.*

**C. PUBLIC COMMENTS**

*None.*

**D. REGULAR AGENDA – ACTION ITEMS**

Review 1. Chidlaw Marketing Quarterly Report

*Executive Director La Pier reviewed the February Public Relations Report provided by Chidlaw Marketing. Director Sawhney questioned the title of this Agenda Item, because the report is entitled February Public Relations Report. Executive Director La Pier stated the monthly report is part of the quarterly report. There are written monthly reports and then quarterly Chidlaw Marketing will report at the Board meeting and answer questions. Our Social Media Specialist will also attend that portion of the Board meeting. Director Sawhney referred to Agenda Item 4, asking if Local Marketing and Outreach*

*Update referred to the Digital Media Analytics Report. Executive Director La Pier stated yes. Director Sawhney expressed her desire to see the reports about marketing look more like each other saying it seems marketing is very divided. Executive Director La Pier stated the team is not divided; the PR and advertising team meets with the Social Media Specialist and himself monthly for coordination of calendar and messaging. Director Sawhney wants the reports to have the same branding and gave additional feedback on the layout of the report. Executive Director La Pier will consider that feedback going forward. Director Sawhney also asked that the board review the website saying it is disjointed to her. Executive Director La Pier did not agree it is a board function and his understanding is that Director Leffel wanted staff to review it, which they are doing.*

*Director Pick was complimentary about the increased press releases and media attention.*

*Directors discussed the Analytics report. Executive Director La Pier answered questions about the budget for social media and examples of digital media posts. Executive Director La Pier answered questions about the website, stating the commercial site is the montereyairport.com address and the business site is the montereyairport.specialdistrict.org address. He noted, however, the websites flow between each other seamlessly. Director Sawhney suggested the Board get a construct overview at a future Board meeting. Executive Director La Pier answered that we welcome comments and suggestions for the site, but he did not believe a formal review at a Board meeting was necessary since staff are currently entertaining a refresh for the commercial site. Director Pick agreed this was not something the board needed to review; the full board can direct staff to take care of it or it can be dealt with one on one.*

*Directors discussed the media coverage. Director Sawhney asked questions about the demographics and reach of television and radio outlets. Director Sawhney asked for a budget to date report on where the marketing money is spent. Executive Director La Pier stated there are two-line items on the monthly financial reports. One is for marketing, which includes most advertising, and the other is for social media, which includes the social media paid advertising.*

Review            2. Landrum & Brown Quarterly Report

*Executive Director La Pier reviewed the Landrum and Brown Quarterly Report. He reported advance bookings are up and the leakage report shows we are taking customers from both SFO and SJC. Director Pick noted there has been a reduction in flights so the increase in enplanements is with less capacity.*

Review            3. Air Carrier Service Development Update

*Executive Director La Pier reported an air service development meeting with a new airline was postponed due to the weather last month and has been rescheduled for this month. He reported he is also scheduled to participate in the Jumpstart Conference in June. There was a discussion about the "wish list" of new markets.*

*Executive Director La Pier gave an update on the acquisition of cell phone data.*

*Director Sawhney asked if the Monthly Flight Schedule could be added to the standard reports sent to the Air Service Committee. Director Pick agreed.*

Discussion       4. Local Marketing and Outreach Update

*Agenda Item 4. was discussed during Agenda Item 1.*

Discussion 5. Passenger Comments, Services and Amenities Update

*There was a discussion about the passenger comments. It was noted the feedback report is only comments that are submitted via the QR code.*

Discussion 6. Community Noise Concerns Update

*There was a discussion about the noise report. Executive Director La Pier stated the multiple comments from Spreckels are about the new Airbus 319 to and from Dallas. He noted the actual noise is the same as the previous plane and there is no operational change. However, the size of the new plane gets more attention, so it is more noticeable for a while.*

**E. ADJOURNMENT**

*The meeting adjourned at 2:24 PM.*

Approved at the  
Meeting of May 17, 2023



William Sabo, Chair Pro Tem

ATTEST



Michael La Pier, AAE  
District Secretary