

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

**October 10, 2017 - 11:00 AM - Administration Office Conference Room**

**A. CALL TO ORDER**

*The meeting was called to order by Chair Nelson at 11:02 am. Director Miller and Executive Director La Pier were in attendance.*

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

*None.*

**C. PUBLIC COMMENTS**

*None.*

**D. REGULAR AGENDA – ACTION ITEMS**

Review            1. Current Status of Small Community Air Service Development Program (SCASDP) Grant

*Executive Director La Pier reported that the application period for the Small Community Air Service Development grant program through U.S. Department of Transportation had not been established to date. He reported that indications are that the application period may open sometime during the month of October but there were no assurances.*

*Director Miller asked about the status of the grant application itself. Executive Director La Pier reported that the application was currently not being worked on by our consultant and that work would begin only after the Request for Proposals is published by D.O.T.. Director Miller commented that the amount of local contributions to support this grant application was significant and he expressed his appreciation to the contributors. Chair Nelson echoed that appreciation.*

Review            2. Marketing, Advertising & Promotions

*Executive Director La Pier introduced the latest video based commercial produced by our marketing firm, Chidlaw Marketing. The commercial was played for the Committee.*

*Director Miller indicated that while he liked the commercial and the overall message, he would like to see the final image be changed to something with a higher elevation to feature the airports positioning and view of the Monterey Bay. Discussion between the Committee and the Executive Director occurred. All agreed to work to find an image that was more representative of the airport's proximity to the Bay taking advantage of the views of the bay from the airport.*

Review            3. Passenger Comment Cards

*The Passenger Comment Card report was reviewed by the Committee. No significant concerns were expressed by the Committee members.*

Review 4. Noise Complaint Report

*The Noise Complaint Report was reviewed by the Committee. General discussion was had regarding the noise complaint program in general and, in particular, helicopter noise generated by the Post Ranch Inn helicopter shuttle. Chair Nelson inquired if the helicopter shuttle would end once the bridge at Big Sur reopened. Executive Director La Pier indicated his staff had not been formally notified by the operator of their intentions.*

Discussion 5. Schedule Next Meeting

*The next Committee meeting was scheduled for October 30, 2017 at 11am.*

**E. ADJOURNMENT**

*The meeting was adjourned at 12:14pm*

Minutes Approved at the Regular  
Meeting of November 8, 2017



Matthew Nelson, Chair

ATTEST



Michael La Pier, AAE  
District Secretary