

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

November 10, 2021 - 10:00 AM

SPECIAL AND URGENT NOTICE ELIMINATING IN-PERSON PUBLIC PARTICIPATION AT MONTEREY PENINSULA AIRPORT DISTRICT BOARD MEETINGS

Due to the directives contained in the Governor's Declarations of Emergency for the State of California (Executive Orders N-25-20 and N-29-20) and the Governor's Stay at Home Order (Executive Order N-33-20), the Board of Directors of the Monterey Peninsula Airport District is required to limit in-person attendance at the upcoming Board Committee meeting. Members of the public may utilize alternative measures established by the Monterey Peninsula Airport District to listen to Board meeting and/or to communicate your opinions to the Board Members. To participate in the Board meeting via Zoom video conference, please visit www.zoom.us/join and enter the following Meeting ID: 828 8907 2878. The password for this meeting is: 20211110. 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.

Members of the public who wish to provide comment on an item on the agenda may do so during the meeting prior to the item being considered by the Board.

A. CALL TO ORDER

The meeting was called to order at 10:06 AM. Director Cursio, Director Sabo 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. Air Carrier and Charter Service Update

Executive Director La Pier presented a quarterly report regarding air service at Monterey Regional Airport that was prepared by Landrum and Brown. The report covered a look at the market from a number of different viewpoints including passenger enplanement performance, market capture rate and top destinations. La Pier indicated this type of a report would be prepared quarterly by our consultant and would provide a snapshot of how our market and capture rate are performing.

Director Sabo noted that the market capture rate had increased by over 9% year over year. He asked if the consultant had any idea of what the measure of utilization for SFO and SJC were. La Pier indicated he was unaware of any way to track that but would ask the consultant.

Director Cursio commented that a 9% increase in capture was an excellent sign and he believed much of that had to do with the marketing program the airport has in place. He asked that the report be shared with the full Board.

La Pier indicated the consultant would be part of the workshop tentatively scheduled for the end of January and would be prepared to review this report with the Board at that time.

The Committee then reviewed the airline flight schedule and changes that were to happen as part of the holiday season and in to the first quarter of 2022. La Pier stated that while there were going to be cut backs in frequency for the remainder of the holiday season, the frequencies were scheduled to return during first quarter as our 2022 tourism season begins. The new frequencies will include a second San Diego flight by Alaska Airlines beginning in April and a second Seattle flight by Alaska beginning in June 2022.

Review 2. Air Carrier Service Development Update

Discussion regarding Air Service development was included in the previous discussion topic. No further discussion occurred.

Review 3. Local Marketing and Outreach Update

Executive Director La Pier reviewed with the Committee current marketing efforts. He reviewed a report from Visit Carmel regarding the performance of the joint social media marketing effort for the first two months. The report indicated that the campaign had garnered more than three million impressions in all the markets combined. The committee agreed that was significant and expressed their overall pleasure with the early results.

Discussion 4. Passenger Comments, Services and Amenities Update

The passenger comment card report was reviewed by the committee. Director Sabo presented Executive Director La Pier with information he received from a vendor at the ACI-NA Annual Conference in Reno. The information detailed a device that would allow passengers to comment about and rate the airport electronically rather than on comment cards. La Pier indicated that staff was nearing completion of a QR Code program that would replace the existing paper card program being used. Director Cursio indicated his support for the QR Code program stating that virtually every restaurant had converted menus, and in some cases, ordering to a QR Code based system.

Discussion 5. Community Noise Concerns Update

The Noise Concerns Report was reviewed by the committee. No significant discussion occurred.

E. ADJOURNMENT

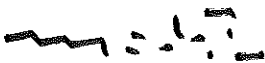
The meeting adjourned at 11:34 AM.

Minutes Approved at the
Meeting of December 15, 2021



Gary Cursio, Chair

ATTEST



Michael La Pier, AAE
District Secretary