

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

October 11, 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: **842 8353 2630**. The password for this meeting is: **20211011**. 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

Meeting was called to order at 10:02 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 reported on the annual Allegiant Airlines conference he recently attended. He reported that the airline continues to be pleased with the performance of its Las Vegas service. He further reported that he was informed that the twice weekly service to Portland, Oregon would be discontinued at the end of the year and would not return in 2022. According to the carrier, the market was underperforming their expectations. The Committee and the Executive Director discussed the overall reliability of the carrier's service in the market noting that the schedule, frequent delays and nearly 30 days of cancellations was likely a strong contributor to the poor market performance. La Pier indicated that the fact that the service was only twice weekly made it more difficult for business travel and short visits which likely contributed as well. The committee and the Executive Director agreed that the performance helped prove the market in some respects and would be valuable information to share with other airlines, most notably Alaska Airlines.

La Pier also reviewed the beginning of a holiday airline schedule with the committee. American Airlines will increase flights to Dallas by adding an additional frequency focusing on the military leave and graduation schedule. In addition, it appears the carrier will be moving to E-175 aircraft to Phoenix as well. United Airlines indicated they did not have the capacity to increase flights or upgauge aircraft at this time. La Pier indicated he would be talking with Alaska about perhaps adding a second San Diego flight for the holidays. He further reminded the committee that on October 4th Alaska began its second

daily flight to Seattle. That flight will be on a permanent basis pending performance. The committee and the Executive Director discussed schedules for the new flight noting that an evening departure at 6:58 PM was not optimal.

Review 2. Air Carrier Service Development Update

La Pier's report on the activities was included in the discussion in the previous agenda item.

The committee and La Pier discussed the continued strategy to attract an affordable fare carrier. They agreed that this strategy was a good one and that, while it has shown limited success to date, it was important to continue to pursue.

Review 3. Local Marketing and Outreach Update

La Pier reviewed with the committee the most recent television spot created by Chidlaw Marketing, focusing on holiday travel. The spot is currently running on both KSBW and KION. The committee also learned that the airport is a sponsor of a concert at Folktale Winery in partnership with KTOM radio and that the airport will receive great promotional spots from the station as well as over \$5,000 in direct marketing spots on the station. The focus of the effort is to reach to country music listeners and to the Salinas market. The airport will also be purchasing \$2,500 in paid spots on the station that will run during the same period in an effort to take maximum advantage of the partnership promotion. The focus will be on holiday travel and the ease of flying out of MRV.

Discussion 4. Passenger Comments, Services and Amenities Update

The committee reviewed the passenger comment card report. No further discussion was had.

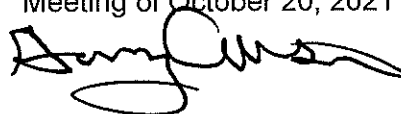
Discussion 5. Community Noise Concerns Update

The committee reviewed the noise concerns report, with Director Cursio noting that the number of contacts has reduced to less than 5 which he believed showed progress. Director Sabo continued to express his displeasure with the number of aircraft using the GPS approach leading to flights over neighborhoods. Discussion was ongoing regarding the effectiveness of the current outreach to the FAA and in particular to NorCal regarding use of the GPS approach and clearance for visual approaches. Director Sabo indicated he did not believe the current outreach was effective. Executive Director La Pier indicated staff was continuing to work with FAA and NorCal and was informed recently that FAA would be working to convert the charted visual approach to a GPS approach at the request of the airport, which it is believed would make it a more useful approach to the business aviation community. La Pier complimented staff on their efforts. Director Sabo reiterated his concern that not enough was being done.

E. ADJOURNMENT

The meeting adjourned at 12:13 PM.

Minutes Approved at the
Meeting of October 20, 2021



Gary Cursio, Chair

ATTEST

A handwritten signature in black ink, appearing to read "Michael La Pier". The signature is stylized with a wavy line for the first name and a more structured line for the last name.

Michael La Pier, AAE
District Secretary