

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

May 12, 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: **893 7981 5476**. The password for this meeting is: **20210512**. 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 10:01 AM. Director Sabo, Director Cursio 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 KRML visit to Seattle along with Alaska Airlines. The visit took place May 3 through 6, 2021 and included a live remote radio broadcast by KRML. La Pier reported that the effort attracted over 4,000 social media contacts directly through various social media platforms in addition to a good radio audience. Director Sabo asked about the social media content that was generated around the event. La Pier reported that much of what was generated was through the KRML Facebook and Instagram pages as well as the repost traffic from the airport, MCVGA and Alaska Airlines. The content that was uploaded included tours of Pikes Market, the Space Needle, an aerial sightseeing flight that covered that entire downtown area as well as great content from the Washington Wine region near Seattle.

La Pier reported that Alaska was a full partner in this effort and one of their marketing and media personnel were in attendance throughout the entire visit and helped host the live radio broadcast.

Director Sabo asked about cross-promotional opportunities designed to bring representation from Seattle to Monterey. La Pier responded that talks are underway to bring a Seattle based radio station to Monterey to do a live remote similar to what KRML had done. He also indicated that Monterey County Vintners and Growers Association, who was represented on the Seattle trip, is working with the Washington State Wine Association to bring Washington wine industry representation to the Monterey

region on a marketing effort. Director Cursio asked about how the local wine industry would feel about a new wine region introducing product in the region. La Pier indicated the idea was the product of the MCVGA Executive Director and as a result he felt the visit would be very well received.

La Pier reported that Alaska Airlines corporate officials were aware of the broadcast and the marketing effort behind it and have asked if KRML and the airport would be willing to partner to do something similar in another market in the future.

Executive Director La Pier then discussed the most recent passenger enplanement data with the committee. Director Sabo noted that passenger numbers had increased significantly and commented that the April passenger numbers represented a 64% load factor airport wide. La Pier commented that traffic in May does not seem to be slowing down and it looks like May could be another good month toward recovery.

Review 2. Air Carrier Service Development Update

Executive Director La Pier reminded the committee about the new service announcement by JSX that occurred May 4, 2021. The new service will begin on June 11, 2021 with non-stop flights to Burbank and Orange County Thursday through Monday.

Director Sabo asked whether we had been in contact with Avelo Airlines regarding new service. He noted that the new carrier had recently started non-stop service from Sonoma County Airport to Burbank and was getting a good deal of media attention. La Pier responded that our air service consultant was working on a presentation and we anticipate being invited to a meeting with Avelo representatives hopefully in a month or so.

La Pier then described for the committee the recent activities of Avelo on the East Coast including an investment in the Tweed-New Haven Airport which is intended to make that airport a focus point for the carrier on the east coast. Some discussion occurred around the service and pricing offered by Avelo and the similarities between the new carrier and Allegiant. La Pier indicated that the CEO of Avelo was formerly in the leadership team at Allegiant and it seems as though he is intent on introducing a similar but modified product as he rolls out Avelo.

Review 3. Local Marketing and Outreach Update

Executive Director La Pier shared with the Committee the latest JSX television spot that has begun to appear on local television stations. Director Cursio mentioned he had seen the spot the evening prior on local news and commented that he thought the spot was very well done. La Pier also shared with the committee that print ads in the Pine Cone, the Herald and the Weekly promoting the live KRML remote and an associated ticket giveaway by Alaska Airlines had appeared immediately prior to the Seattle visit. The idea behind the print ads was to promote the ticket giveaway, the new Seattle service and the Monterey Regional Airport.

La Pier also reported that he had completed a presentation to the City Council of Seaside, the New Carmel Rotary Club and the City Council of King City in the last two weeks. He also reported that he would be presenting to the Monterey County Board of Supervisors next week. Director Cursio asked where on the agenda the Board of Supervisors presentation was scheduled. La Pier indicated he had not seen the agenda as yet but felt it would probably be under public comment on non-agenda items.

Director Sabo asked about the reception received from the City Councils. La Pier responded that the reception at both City Council meetings was gracious and welcoming.

Discussion 4. Passenger Comments, Services and Amenities Update

The passenger comment card report was reviewed. It was noted that only one comment was received, and it was a positive comment from someone in Youngstown, Ohio.

La Pier then provided the committee with a brief update on services available from the concession operators at the airport. La Pier reported that the services at the restaurant and gift shop were performing well and the restaurant seemed to be doing an increasing amount of business. Director Sabo asked about the car rental operators and their response to the withdrawal of rent abatements as the result of non-compliance with the terms of their concession agreements. La Pier reported that very little had changed since the demand letter was sent out and that only one operator responded to date. Enterprise had met with La Pier and suggested they were having a difficult time finding employees. Director Cursio indicated that problem was being faced by most businesses in the hospitality industry. Director Sabo acknowledged that similar problems were being experienced at other airports. He suggested that improvements be made to the airport website to help inform passengers of the current situation and the limited operating hours of the car rental operators.

Discussion 5. Community Noise Concerns Update

The Community Noise Concerns Update report was reviewed. It was noted that of the 10 complaints, 8 were filed by one person that reportedly lives in Pasadera. Director Sabo said the individual actually does not live in Pasadera, but lives nearby. Sabo reported that he believed the local tower was doing a good job advertising the Charted Visual Approach as agreed to but continued to express concern regarding compliance by NorCal Tracon.

Sabo also expressed his continued concern that general aviation visitors to the airport from Watsonville, Reid-Hillview and other outlying airports were a part of the problem with touch and go traffic and suggested increasing communication with those airports to better inform their pilots about noise sensitive areas around Monterey and the voluntary noise program.

Discussion 6. Renaming Protocols

Director Cursio asked Executive Director La Pier to review analytics reports from the airport website and social media platforms as well as the Zip Code Analysis completed by our air service consultant. La Pier reviewed and explained the data and the purpose behind sharing it with the committee. He indicated that the data was requested by Director Cursio and was intended to inform the discussion regarding the idea of renaming the airport. Director Sabo expressed his disappointment that the information did not have a conclusion. La Pier reported that the consultant was not asked to draw a conclusion, only to provide raw data for discussion.

Director Cursio asked Director Sabo about his feelings regarding the renaming proposal. Director Sabo replied that he was supportive of the request and felt it was a good way to communicate to markets outside Monterey that this airport is the airport of choice for those looking to visit Carmel. Director Cursio indicated he felt strongly that following through with the proposed renaming would cause concerns in the larger community and would likely not accomplish bringing more customers to Carmel. Director Sabo stated his goal in considering this request was to establish Monterey Regional Airport and the airport that serves Carmel best and to do so to travelers from outside the region. There was general agreement that there is a need to communicate that message outside the region to the flying public.

Director Cursio indicated he felt strongly that the branding and marketing effort that was underway would have to be redone to accommodate a new name and he felt that the current branding was effective and successful. Director Sabo indicated that the MRY brand would not change, only the name.

Executive Director La Pier indicated his recommendation, if asked, would be to work with Visit Carmel and the Carmel community to influence all airlines serving Monterey Regional to promote Carmel-Monterey on their booking engines as American Airlines and now JSX do. He would further recommend partnering with Visit Carmel in a larger social media marketing effort they have proposed that would reach to markets outside California and some of the non-stop markets currently served from Monterey to help promote the connection between the airport and Carmel and the ease of access from MRY to the community.

It was agreed that no recommendation could be made from the committee to the full Board but it was felt that a good, collegial discussion needed to be had at the Board level.

E. ADJOURNMENT

The meeting adjourned at 11:53 AM.

Minutes Approved at the
Meeting of May 19, 2021



Gary Cursio, Chair

ATTEST



Michael La Pier, AAE
District Secretary