

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

June 7, 2023 – 1:00 PM

NOTICE REGARDING A RETURN TO IN-PERSON PUBLIC PARTICIPATION AT MONTEREY PENINSULA AIRPORT DISTRICT BOARD AND COMMITTEE MEETINGS

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 and enter the following Meeting ID: **849 1902 8751**. The password for this meeting is: **20230607**. 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 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 of the Monterey Peninsula Airport District was called to order at 1:03 PM. Directors Sawhney and Pick, Executive Director La Pier, and Acting District Secretary Adams were in attendance.

B. COMMUNICATIONS/ANNOUNCEMENTS/INFORMATIONAL ITEMS

C. REGULAR AGENDA – ACTION ITEMS

Discussion 1. Landrum & Brown Quarterly Report

Executive Director La Pier reviewed the quarterly report provided by the MRY airport's aviation consulting firm, Landrum & Brown. Executive Director La Pier noted that although flights are down year over year, the seat capacity is up, with preliminary May numbers on track for a record number of enplanements.

Directors discussed the report and asked questions. Executive Director La Pier explained one response from the carriers to the pilot shortage has been to reduce the number of flights but increase the size of the plane. Although the regional jets are more fuel efficient, the cost of fuel can be spread amongst more customers on a larger plane.

Executive Director La Pier reviewed the data that illustrates a shift to leisure over business destinations.

Discussion 2. Air Carrier Service Development Update

Executive Director La Pier reported on a recent meeting with Alaska Airlines personnel.

Executive Director La Pier reported he is attending the Jumpstart Conference next week and has meetings confirmed with six airlines, four of which would be new to MRY.

Executive Director La Pier reported MRY recently applied for a Department of Transportation (DOT) small community air service grant, as they do every year. This year the Airport is seeking an award for a revenue sharing guarantee to bring a new route to MRY. If successful, CVB, Visit Carmel, and MRY are committed to spending additional monies on advertising the new route. Grant awards are due to be announced before September 30, 2023.

Directors discussed the Cancellations and Delays report. Executive Director La Pier explained which cancellations or delays were due to the ILS landing system being out of service vs. those that were the result of weather issues all over the country, such as thunderstorms in Dallas.

Discussion 3. Local Marketing and Outreach Update

Executive Director La Pier reviewed the Digital Marketing Analytics report stating the visits to the website that originate organically are growing; referrals mostly come from the Visit Carmel website.

Directors discussed paid and boosted ads on social media and targeting and tracking different age groups.

Executive Director La Pier reported on the cell phone data purchase; our aviation consultant is testing the dashboard and is pleased overall. There is some refinement that is still necessary, but some of the data will be used at the upcoming Jumpstart meetings.

Executive Director La Pier reported the MRY Airport App has been recreated and is active on the Android platform. Staff are still waiting for Apple to approve it. There are about 3,000 users on the old app and most use it for flight status and that is still correctly updating.

Executive Director La Pier reported staff has budgeted to utilize Sprout Social, a social analytics platform that provides a listening tool to alert staff to social media activity about MRY. The platform will also be used to distribute time sensitive information and crisis communications, getting the Airport's message out to the public quicker.

Discussion 4. Passenger Comments, Services and Amenities Update

No discussion.


Discussion 5. Community Noise Concerns Update

Directors commented on Noise Complaints being down year over year.

E. ADJOURNMENT

The meeting adjourned at 2:00 PM.

Approved at the
Meeting of June 21, 2023



William Sabo, Chair Pro Tem

ATTEST

A handwritten signature in black ink, appearing to read "m-l-p", written in a cursive style.

Michael La Pier, AAE
District Secretary