

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

June 15, 2021 - 9:00 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: **825 5701 3733**. The password for this meeting is: **20210615**. 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 9:03 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 reviewed with the committee current enplanement data for the month of May, 2021. The committee noted that the enplanement statistics were encouraging. All noted that the return of passenger enplanements was great however concern was expressed that there was the potential for passenger demand to outstrip the reduced capacity of the airlines in the market. La Pier reviewed his most recent conversation with United Airlines regarding their issues bringing capacity back online in many of their markets due to maintenance related issues. Director Cursio indicated he had read something about that issue at United. Director Sabo expressed his concern that passengers would travel to other airports if it were too hard to fly out of Monterey or if seats were not available. All agreed that implementation of the summer schedule will help add capacity as long as the airlines follow through.

Review 2. Air Carrier Service Development Update

Executive Director La Pier discussed with the committee the current air service development strategy as it relates to attraction of an Ultra Low Fare Carrier to the market. Director Sabo asked about carriers such as Avelo. La Pier reviewed with the committee some details regarding Avelo and indicated that initial information about the market potential of MRY had been provided to the carrier leadership and we are now waiting for a response. The hope is to arrange an in person meeting with the carrier as soon as they are ready. General discussion continued regarding air service development efforts.

Review 3. Local Marketing and Outreach Update

Director Cursio led a discussion regarding the FY 22 budget proposal for marketing, public relations and air service development. La Pier reviewed the latest budget proposal that included \$213,500 for these efforts. In particular, discussion was had regarding the proposed partnership with Visit Carmel on a national social media marketing campaign. The proposed budget called for a \$50,000 expenditure for this effort. Director Cursio stated he thought the budget for this effort was \$30,000 as discussed at the Board workshop. La Pier reminded the committee that he indicated in the workshop that the budget proposal for this effort was between \$30,000 and \$50,000. After discussion it was decided the committee would recommend \$30,000 for this partnership.

Director Sabo indicated he was satisfied with the PR budget as it relates to a newsletter or data sheet. La Pier asked for more specifics regarding the concept and expressed his hesitancy to undertake the effort given his concern that the funds and time needed would not yield an increase in passenger traffic. Director Cursio agreed with La Pier.

After further discussion, the committee agreed to recommend reducing the Visit Carmel budget proposal to \$30,000 which brought the full budget request to \$193,500.

Discussion 4. Passenger Comments, Services and Amenities Update

The passenger comment card report was reviewed. No significant issues were noted. Director Sabo asked for clarification regarding a comment made related to the TSA boarding pass reader. La Pier explained what he interpreted from the comment and indicated that this was the first time he was aware of any problems with the equipment which is owned by TSA.

Discussion 5. Community Noise Concerns Update

Director Sabo noted his general satisfaction with the current operating practices of the airlines but indicated his continuing concern regarding corporate aircraft activity and what he believes to be their preference to fly the RNAV approach.

E. ADJOURNMENT

The meeting adjourned at 10:12 AM.

Minutes Approved at the
Meeting of July 21, 2021

Gary Cursio, Chair

ATTEST

Michael La Pier, AAE
District Secretary