

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

December 7, 2018 - 11:00 AM - Administration Office Conference Room

A. CALL TO ORDER

The meeting was called to order at 11:02 AM. Director Nelson, 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

Discussion 1. Air Service Update

Executive Director La Pier introduced the most recent advance booking information regarding the new American Airlines DFW service. The information was received from the local station manager and specifically addresses advance bookings for the initial service in February. The committee discussed the booking numbers and agreed that additional marketing would be needed to help bolster the performance. Director Cursio inquired if the members of Team Fly Monterey were aware of this information. Executive Director La Pier indicated the TFM members were being made aware of this information today. Discussion continued around the support of the TFM members and the community. Executive Director La Pier indicated that the community in general has shown strong support for the service but was having a difficult time marketing a service that starts for a short period of time, ceases operating and then returns on a more permanent basis approximately 6 weeks later. As a result, much of the community – based marketing is being focused on the April service start – up.

The committee agreed that some marketing locally around the idea of escaping the traffic and congestion associated with the AT & T Pebble Beach Pro – Am in February might be worthwhile. Executive Director La Pier indicated he would have some conversation with representatives from Chidlaw Marketing about this suggestion.

Review 2. Passenger Comment Cards

The Passenger Comment Card report was reviewed by the Committee. No significant concerns were expressed.

Review 3. Noise Complaint Report

The Noise Complaint Report was reviewed by the Committee. General discussion ensued. No significant concerns were expressed.

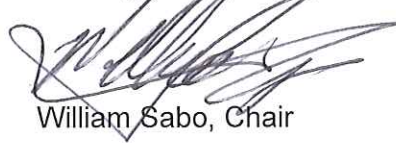
Discussion 4. Schedule Next Meeting

The next meeting was scheduled for January 4, 2019 at 10:00 AM.

E. ADJOURNMENT

The meeting adjourned at 11:54 AM.

Minutes Approved at the
Meeting of January 9, 2019

A handwritten signature in black ink, appearing to read 'William Sabo', written over a faint rectangular box.

William Sabo, Chair

ATTEST

A handwritten signature in blue ink, appearing to read 'Michael La Pier', written in a cursive style.

Michael La Pier, AAE
District Secretary