

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

July 8, 2019 - 2:00 PM - Administration Office Conference Room

A. CALL TO ORDER

The meeting was called to order at 2:04 PM. 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

Discussion 1. Air Service Update

Executive Director La Pier provided the Committee members with a copy of the draft final application to be submitted to the U.S. Department of Transportation requesting a \$250,000.00 grant to support marketing air service. La Pier indicated the final marketing plan was being developed by Chidlaw Marketing and would be appended to the grant application once completed. He further indicated the application would be submitted by close of business on Friday July 12th. The deadline for submittal is Monday July 15th.

Director Sabo asked what the focus of the marketing effort would be. Executive Director La Pier explained that the effort would have two focus points; a strong emphasis on the local market but some supplement to the parallel effort of the MCCVB in out markets. He further explained that Dallas and Denver, as well as markets through the two hubs, is the focus of the MCCVB and it would be important that at least some of the marketing money be targeted to compliment those efforts. He further explained that a focus of the effort would be targeted at Phoenix to ensure the continued success of that market as well.

Director Cursio asked about the mechanics of the Small Community Air Service Development program. Executive Director La Pier explained the basic mechanics but indicated that the specific mechanics, including reporting requirements, would be negotiated with DOT once the grant is awarded.

Review 2. Passenger Comment Cards

The Passenger Comment card report was reviewed by the committee. Director Cursio noted that the only negative comments received were about the food and beverage service available.

Review 3. Noise Complaint Report

The noise complaint log was reviewed by the committee. Director Sabo asked about the status of the charted visual approach for Runway 28L being worked on by FAA. La Pier indicated the approach was being analyzed by FAA environmental and no timetable had been established for completion of that effort. He indicated he would inquire about an update.

Discussion 4. Schedule Next Meeting

No meeting was scheduled.

E. ADJOURNMENT

The meeting adjourned at 2:43 PM.

Minutes Approved at the
Meeting of August 14, 2019



William Sabo, Chair

ATTEST



Michael La Pier, AAE
District Secretary