

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

**March 11, 2019 - 1:00 PM - Administration Office Conference Room**

**A. CALL TO ORDER**

*The meeting was called to order at 1:03 PM. 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. United Airlines Corporate Headquarters Visit

*Executive Director La Pier recapped his recent visit to United Airlines corporate headquarters. He indicated he traveled to Chicago with Chris Chidlaw of Chidlaw Marketing. The meeting was in response to comments made by United representatives regarding the new Denver flights and a request for continued marketing assistance. La Pier indicated the overall tone of the meeting was positive and that United responded very well to the marketing support package that was presented by Chidlaw Marketing. That proposed package includes a sponsor opportunity with Big Sur International Marathon as well as significant enhancements to the social media strategy supporting the flights.*

*Director Cursio asked if United had made any indication about the flight's overall performance. La Pier responded that UA representatives stated the route was running slightly behind its comparable market comparison but not by an overly significant amount, perhaps 3 – 5 load factor percentage points. Yield was a discussion with United acknowledging that yield pressure was the result of fare pressure from San Jose. United did indicate that the advance bookings for the market were stronger than the comparable markets through the summer which was a very positive development. They also indicated the Monterey to Denver local traffic was exceeding expectation and asked that our marketing efforts be targeted at through the hub connecting traffic.*

*The Committee discussed various strategies for how that might be accomplished.*

Discussion 2. American Airlines Dallas Service Update

*Executive Director La Pier provided the Committee with a brief recap of the current planning for the inaugural Dallas-Ft. Worth on April 2nd.*

Review 3. Passenger Comment Cards

*The Passenger Comment card report was reviewed. No significant concerns were expressed.*

Review 4. Noise Complaint Report

*The Noise Complaint report was reviewed by the Committee.*

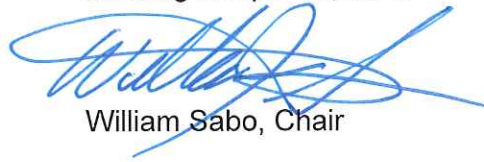
Discussion 5. Schedule Next Meeting

*Scheduling of the next meeting was deferred.*

**E. ADJOURNMENT**

*The meeting adjourned at 1:43 PM*

Minutes Approved at the  
Meeting of April 10, 2019



William Sabo, Chair

ATTEST



Michael La Pier, AAE  
District Secretary