

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

September 10, 2021 - 10:00 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: **853 4849 3480**. The password for this meeting is: **20210910**. 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 10:00 AM. Director Sabo, 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

Presentation 1. Marketing Plan by Chidlaw Marketing

Director Sabo inquired why Chris Chidlaw was not in attendance. Director Cursio indicated to Director Sabo that the committee had already spent over 3 hours with Chidlaw reviewing the marketing plan and he felt any further review was not warranted. Director Sabo disagreed. Discussion between Director Sabo and Executive Director La Pier regarding the marketing plan ensued. Sabo again expressed his desire to see more penetration into the Salinas market. La Pier reviewed again with Director Sabo the placement strategy utilized by Chidlaw Marketing and the overlap between that strategy and the Salinas and Salinas Valley markets. Continued discussion ensued. At the end of the discussion, Director Sabo indicated his support for increasing the marketing budget to support further market penetration into the Salinas Valley and the City of Salinas. La Pier indicated he would welcome that support and was in agreement that at the appropriate time a budget amendment might be warranted.

Review 2. Landrum and Brown Air Service Consulting Task Order

Executive Director La Pier introduced a work order with Landrum and Brown covering all Air Service Development consulting support for a three year period. The monthly fee for this service is \$3,500, which equates to an annual fee of \$42,000. The work order includes completion of a leakage study during the first year of service. The work order further includes all research and presentation

development for any and all airline meetings regarding air service opportunities. It does not include cost of travel to those meetings which will be billed separately.

Director Sabo inquired why Landrum and Brown was chosen. La Pier indicate he had been using the firm for the past two years and that the success experienced with the firm has been very good. He indicated he had not used the firm at any time previously but had met with them at conferences and determined they had been successful in other markets and seemed to have a strong relationship with the airlines. He pointed to the success of the Seattle service start as an example of their connections and expertise.

Discussion ensued regarding the leakage study. La Pier reiterated to Director Sabo that the study would be accomplished in the first year of the work order. Sabo indicated his desire to see an annual leakage study completed. Director Cursio stated he thought that was not needed but agreed it is important to track market changes closely.

After additional discussion regarding the work order and Landrum and Brown, the committee agreed to recommend to the full Board that the Executive Director be authorized to enter in to the work order with the inclusion of a clause allowing the airport to exit the agreement if no longer satisfied with the work provided.

Review 3. Air Carrier and Charter Service Update

La Pier briefly reminded the committee that he would be attending the annual Allegiant Airlines Conference in Las Vegas the last week of September. He indicated that Landrum and Brown would be in attendance as well and that the markets they intended to suggest to Allegiant were Tucson, AZ and Austin, TX. Some discussion regarding the reasoning behind those market suggestions ensued.

La Pier also reminded the committee about the start of a second Seattle non-stop with Alaska Airlines, indicating that would begin on October 4, 2021.

Review 4. Air Carrier Service Development Update

No further discussion occurred.

Review 5. Local Marketing and Outreach Update

No further discussion occurred.

Discussion 6. Passenger Comments, Services and Amenities Update

The passenger comment card report was reviewed by the committee. Director Sabo asked if the comment card program had been modified indicating he was concerned that we were not receiving the volume of comments he believed we had previously. La Pier indicated the program had not been changed and the comment cards were available in the same locations as they have always been.

Discussion 7. Community Noise Concerns Update

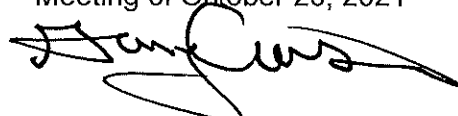
Director Sabo expressed his continued concern about overflights over neighboring communities and again asked La Pier what was being done to communicate with FAA and NorCal. La Pier reviewed the continuing discussions with NorCal and their interest in perhaps converting the charted visual approach to a GPS approach in an effort to make it more usable to the business aviation community. Sabo expressed his concern that that effort would take a significant amount of time. La Pier agreed the effort would take about two years but told Director Sabo that the conversion was FAA's suggestion and was

supported by our consultant LEAN Engineering as a way to address noise concerns. La Pier also indicated that regular meetings or teleconferences with NorCal were ongoing and that they are aware of the concerns and are not discounting them.

E. ADJOURNMENT

The meeting adjourned at 12:21 PM.

Minutes Approved at the
Meeting of October 20, 2021



Gary Cursio, Chair

ATTEST



Michael La Pier, AAE
District Secretary