

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

September 8, 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: 821 1768 4292. The password for this meeting is: 20210908. 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 10:01 AM. Director Cursio, Director Sabo, Executive Director La Pier and Chris Chidlaw of Chidlaw Marketing 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

Chris Chidlaw of Chidlaw Marketing reviewed the written marketing plan requested by the Board with the committee. The review included discussion about the advertising program as well as marketing and community outreach. Chidlaw reviewed with the committee the intent behind the marketing plan and indicated the metric that would best measure its performance was the number of passengers using air service at Monterey Regional Airport.

His review included providing the committee with statistics about the various media outlets used from KSBW to KION to radio partners and print partners and the market target behind each outlet. He pointed out on a number of occasions that the coverage areas of the television stations used in the effort was virtually the same as the area of penetration desired by the airport with a strong emphasis on Salinas and the communities in the Salinas Valley. He noted that the coverage areas extended to Santa Cruz as well. Director Sabo indicated his strong desire to focus on the Salinas market and the communities of the Salinas Valley, believing that many people in that area were unaware of the service available at MRY. Director Cursio reminded Director Sabo that the Point of Sale report recently provided to the Committee by our air service consultant indicated that the Salinas market supports the service at MRY strongly today but agreed that continued penetration into the market was valuable.

Significant discussion ensued regarding how to best communicate our message with the Salinas Community. Chidlaw indicated that the advertising placement he does, particularly placement in various football games and sporting events has been proven to reach much of the Salinas market and in particular the Hispanic community. Director Sabo asked about advertising on Spanish speaking television and radio. Chidlaw responded that much of the target market watches English speaking television but agreed that perhaps expanding to Spanish speaking television would yield some potential benefit.

Continued discussion around outreach to the Salinas community ensued. Executive Director La Pier indicated the airport already sponsors the two largest community based events in Salinas, the California International Air Show Salinas and the California Rodeo Salinas. He also indicated that the airport is now a sponsor of the annual Farm Bureau Golf Outing that attracts many of the major agriculture industry companies and their executives. Sabo asked about sponsorship of the South County Fair in King City and perhaps the Salinas Valley Food and Wine Festival. Chidlaw responded that both events may have some merit. He and La Pier indicated they would explore those opportunities.

Review 2. Landrum and Brown Air Service Consulting Task Order

Tabled.

Review 3. Air Carrier and Charter Service Update

Tabled.

Review 4. Air Carrier Service Development Update

Tabled.

Review 5. Local Marketing and Outreach Update

Tabled.

Discussion 6. Passenger Comments, Services and Amenities Update

Tabled.

Discussion 7. Community Noise Concerns Update

Tabled.

E. ADJOURNMENT

The meeting adjourned at 12:18 PM.

Minutes Approved at the
Meeting of October 20, 2021



Gary Cursio, Chair

ATTEST

A handwritten signature in black ink, appearing to read "m. la pier". The signature is stylized with a large, sweeping initial "m" and a distinct "la pier" following.

Michael La Pier, AAE
District Secretary