

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

December 6, 2022 – 10:00 AM

NOTICE REGARDING A RETURN TO IN-PERSON PUBLIC PARTICIPATION AT MONTEREY PENINSULA AIRPORT DISTRICT BOARD MEETINGS

Due to the expiration of certain directives contained in the Governor's Declaration of Emergency for the State of California (Executive Order N-29-20), the Board of Directors of the Monterey Peninsula Airport District will return to hold meetings at the Airport Board Room, with in-person attendance.

Due to recent increase in the transmission of the Omicron variant of the Coronavirus, and, as a result of the directives issued by the State of California and the Monterey County Public Health Officer intended to prevent the transmission of the coronavirus, the Airport may utilize the procedures outlined in AB361 to utilize alternative measures related to the conduct of remote meetings and remote comments by members of the public.

Members of the public may participate in the Board meeting via Zoom video conference. To view the Board meeting via Zoom video conference, please visit www.zoom.us/join and enter the following Meeting ID: **863 8600 2015**. The password for this meeting is: **20221206** 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.

REMOTE PUBLIC COMMENTS

To make a public comment, the following options are available:

1. Before the Meeting via Email: Written comments can be emailed to info@montereyairport.com. Include the following subject line: "Public Comment Item # (insert the agenda item number relevant to your comment)." Written comments should be received by 8:00 AM on the day of the meeting. All submitted comments will be provided to the Board for consideration and will be compiled as part of the record.
2. During the Meeting via Oral Comments: When the Chair calls for public comment, attendees can queue to speak with the "Raise Hand" feature. On the Zoom application, click the "Raise Hand" button. On the phone, press *9. The Secretary to the Board will call speaker names and unmute speaker microphones. You will have up to 3 minutes to provide your oral comments, pursuant to Board policy.

Public comments may also be made in person. Members of the public may attend the Board Meeting in person and request to speak to the Board when the Chair calls for public comment.

A. CALL TO ORDER

The meeting of the Air Carrier Service – Marketing – Community Relations Committee was called to order at 10:06 AM. Director Miller and Director Pick, Executive Director La Pier, and Acting Board Secretary Adams were present.

B. COMMUNICATIONS/ANNOUNCEMENTS/INFORMATIONAL ITEMS

None.

C. PUBLIC COMMENTS

None.

D. REGULAR AGENDA – ACTION ITEMS

Review 1. Air Carrier & Charter Service Update

Executive Director La Pier shared the quarterly Air Service Update from our consultant, Landrum & Brown. He noted advance bookings are down and this is in large part because the number of seats

available in December and January are down with seasonally reduced service. Airfares are also up and that is reflected in the leakage report.

There was a discussion about load factors and the higher capacity aircraft being brought on for the Dallas market. Executive Director La Pier stated we are promoting the upgraded aircraft next week and in January on boosted social media posts focused on Dallas. In promotional activity closer to home, we are sponsoring Christmas songs on KRML Radio. The Airport receives mention on the front end of the set and our advertisement is at the end of the set. The commercial will focus on the new aircraft to Dallas or on flying to Phoenix for Spring Training. The frequency will increase as it gets closer to the Holidays.

Executive Director La Pier showed a graph of the top 30 U.S. airports seat capacity change from December 2022 vs. December 2019. He noted most are down significantly and this shows that Monterey is not the only airport to be dealing with less seat availability.

Review 2. Air Carrier Service Development Update

Executive Director La Pier stated to improve leakage we need an ultra-low fare carrier. He reviewed the possible candidates and our efforts to date and answered questions from Directors. He stated he would continue to work with these carriers going forward.

Discussion 3. Local Marketing and Outreach Update

Executive Director La Pier reported on a meeting with Chidlaw Marketing, Buzz PR, our Social Media Specialist, and himself. He stated this was the first of planned monthly meetings where the focus is to blend public relations calendars and coordinate the messaging across all media.

There were no questions on the social media analytics.

Discussion 4. Passenger Comments, Services and Amenities Update

There was one complaint and Directors agreed that it should be discussed with the Police Commander.

Discussion 5. Community Noise Concerns Update

There was one noise complaint compared to 4 last year.

E. ADJOURNMENT

The meeting was adjourned at 10:45 AM.

Approved at the
Meeting of December 14, 2022



Carl M. Miller, Chair

ATTEST

A handwritten signature in black ink, appearing to read "M. La Pier". The signature is stylized with a large initial "M" and a distinct "L" and "P".

Michael La Pier, AAE
District Secretary