

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

**June 11, 2024 – 9:00 AM Pacific Time**

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

Due to the expiration of the COVID-19 California State of Emergency, the Monterey Peninsula Airport District will return to holding meetings at the Airport Board Room, with in-person attendance. Members of the public may attend the Committee Meeting in person and request to speak to the Committee Members when the Chair calls for public comment.

Alternatively, members of the public who desire to provide input as to any item can send an email to [info@montereyairport.com](mailto:info@montereyairport.com) and 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 Committee Members for consideration and will be compiled as part of the record.

**A. CALL TO ORDER**

*The meeting of the Air Carrier Service – Marketing – Community Relations Committee of the Monterey Peninsula Airport District was called to order at 9:22 AM. Directors Leffel and Pick, Executive Director La Pier, Deputy Executive Director Robare, Project Manager Brian Roth, and Acting Board Secretary Adams were present. Director Leffel attended via videoconference from the alternate location noticed on the agenda.*

**B. COMMUNICATIONS/ANNOUNCEMENTS/INFORMATIONAL ITEMS**

*None.*

**C. REGULAR AGENDA – ACTION ITEMS**

Discuss      1. Air Carrier Service & Development Update

*Deputy Executive Director Robare and Project Manager Brian Roth gave a report on the airline meetings that they attended with Executive Director La Pier at the recent Jumpstart Conference. Executive Director La Pier also recounted some of the conversations with airline representatives regarding existing market performance and the possibility of market expansion.*

*There was a discussion about the very early morning flight schedules and price parity with other local markets affecting the market performance and the early noise affecting the community. Executive Director La Pier reported that was a conversation he had with the airlines while at Jumpstart.*

*Deputy Executive Director Robare reported advance bookings are strong on the Minneapolis route with Sun Country that starts up in August. Executive Director La Pier added that marketing efforts will begin 60 days prior to the inaugural flight.*

*Executive Director La Pier reported enplanements are up 20k over the FY24 budget and are on track to be the busiest year in recent history.*

*There was a discussion about the cell phone data dashboard and a request for additional information at the next Air Service committee meeting.*

Discuss 2. Local Marketing and Digital Outreach Update

*Executive Director La Pier reviewed the Digital Media Analytics Report. It was noted that one of the top referral sites to montereyairport.com is Zola, which is a wedding website.*

*There was a discussion about media events and local outreach regarding the parking lot relocation and the replacement terminal construction.*

Discuss 3. Passenger Comments, Services and Amenities Update

*There was a discussion about the passenger comments regarding restrooms needing updating and ideas to communicate with incoming passengers about the new replacement terminal construction schedule.*

*There was a discussion about the signage on the restrooms and making sure the gender-neutral restrooms have contemporary signage.*

Discuss 4. Community Noise Concerns Update

*There was a discussion about incorrect public conclusions and the importance of responding with accurate information.*

**D. ADJOURNMENT**

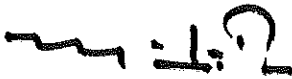
*The meeting adjourned at 10:14 AM.*

Approved at the  
Meeting of June 20, 2024



Mary Ann Leffel, Chair

ATTEST



Michael La Pier  
District Secretary