

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

**March 2, 2017 - 10:00 AM - Administration Conference Room**

**A. CALL TO ORDER**

*Director Miller called to order the Special Meeting of the Board of Directors at 10:03am. Executive Director La Pier and Communications and Community Affairs Coordinator Jennifer Fahselt were present.*

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

*None.*

**C. PUBLIC COMMENTS**

*None.*

**D. REGULAR AGENDA – ACTION ITEMS**

Review        1. Marketing, Advertising & Promotions

*Communications and Community Affairs Coordinator Fahselt provided an update on the Community Air Service Committee. Fahselt and Executive Director La Pier presented to the Board of Directors for the Grower Shipper Association and stressed the importance of having their participation in the committee. Fahselt reported that after that presentation the Executive Director for Grower Shipper Association had agreed to participate and was excited to bring the agriculture industry perspective to the group.*

Review        2. Air Service Update

*Executive Director La Pier reported that he has received final scheduling for meetings with six airlines during the upcoming Mead & Hunt Conference. The airlines were American, United, SkyWest, Alaska, Southwest and Frontier. Joseph Pickering from Mead & Hunt prepared the presentations and joined La Pier in the meetings. La Pier indicated that he hoped to learn more from Alaska on their plans at MRY and to continue the conversation with American about DFW opportunities.*

Review        3. Passenger Comment Cards

*Passenger Comment Cards were reviewed. Director Miller noticed there were several complaints, all on March 22<sup>nd</sup>, regarding the temperature in the terminal being too cold. La Pier indicated there was a problem with the heating system that morning, which has since been repaired.*

Review        4. Air Service Update

*Director Miller and Executive Director La Pier continued discussion regarding the upcoming airline meetings at the Mead & Hunt Conference. Director Miller noted the healthy increase in passenger enplanements and suggested that as a positive sign for airlines considering new or expanded air service at MRY.*

Discussion 5. Schedule next meeting

*The next meeting was scheduled for April 7, 2017 at 10:30am.*

**E. ADJOURNMENT**

*The meeting adjourned at 10:55am.*

Minutes approved at the Regular  
Meeting of April 12, 2017



Matthew Nelson, Chair

ATTEST



Michael La Pier, AAE  
District Secretary