

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

**April 7, 2021 - 2:00 PM**

**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](http://www.zoom.us/join) and enter the following Meeting ID: **813 8530 9506**. The password for this meeting is: **20210407**. 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 2:03 PM. Director Cursio, Director Sabo and Executive Director La Pier were in attendance.*

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

*None.*

**C. PUBLIC COMMENTS**

*None.*

**D. REGULAR AGENDA – ACTION ITEMS**

Review            1. Air Carrier and Charter Service Update

*Executive Director La Pier updated the committee on current airline flight schedules and what is known about future flight schedules. He indicated that it appears Alaska will begin a second flight to San Diego in June 2021. He also commented that American has been operating a second flight to Dallas which appears to be performing well. He expressed his hope that the airline would continue to offer two flights to Dallas on a permanent basis. Director Sabo asked for and received a full rundown of the current flight schedule. He indicated he would like to see a tracking of flight delays and cancellations as well. He expressed his concern that the community still has the belief that flying out of Monterey considered risky because of unreliability. Executive Director La Pier reminded Director Sabo that the delays and cancellations are reported as part of the Board packet every month. He further reminded Director Sabo that two months ago the Airport spent \$20,000 with LEAN Engineering to revisit the reliability analysis they had completed three years ago as part of the ILS modernization effort. The findings as reported to the Board indicated that the airport is 97% reliable meaning 97% of all flights arrive and depart on or near schedule unless there are issues unrelated to this airport and its approaches.*

*A general discussion regarding United Airlines service ensued. La Pier indicated that the current schedule includes one daily flight to Denver and one daily flight to Los Angeles. He commented that the current advance flight schedule beginning in June brings the full pre-pandemic complement of flights back to Monterey with 5 daily flights to Los Angeles, 2 daily to Denver and 2 daily to San Francisco. La*

*Pier cautioned that we have seen UA post a similar schedule in the past only to change it later based upon current traffic levels. He indicated that United has been very conservative in adopting the idea that a passenger traffic recovery is near, choosing instead a wait and see approach. Currently UA has deployed about 40% of its potential capacity while other airlines have deployed much more in response to the current traffic upturn and advance bookings.*

*Director Cursio asked about the status of Alaska to Seattle. La Pier reported that we still have one daily flight to SEA and there are no indications that a second flight will begin this summer. In general Seattle traffic has been growing but the market needs more time to mature before a second flight is warranted.*

Review      2. Air Carrier Service Development Update

*Executive Director La Pier updated the Committee on air service development efforts. He reported that efforts are currently focused on recovering the flight frequency to pre-pandemic levels by working with all existing carriers. He indicated that the new carrier outreach would begin anew once the carriers were receptive to in person visits or digital presentations which our air service development consultant believes will be after the summer schedule is loaded and operational. La Pier stated that the first goal of the renewed effort would be targeting an ultra-low fare carrier to bring price competition to the market. Director Sabo asked why that would be a target. La Pier indicated that it is his belief that the market has benefited from fare competition between its current legacy carriers however in order to truly compete against fares at San Jose and elsewhere, a more affordable option would be appropriate.*

*Director Cursio asked about JSX and their potential operation at MRY. La Pier reported that his most recent conversation with JSX principals indicated that it is likely the carrier will operate at MRY again beginning sometime in June and that there is the prospect of three market opportunities being discussed. Cursio commented that he had heard good feedback from the hospitality community when JSX first started operations and expressed confidence that the restart of service would be beneficial to our partners.*

Review      3. Local Marketing and Outreach Update

*Executive Director La Pier shared the most recent print advertisement from the Pine Cone with the Committee. He also shared with the committee the modified television spot for Seattle in which the announcement of the testing operations at the airport was included. Director Cursio commented he thought the new spot was excellent and noted that the testing operation had gotten off to a slow start, not just at the airport but at the Chamber as well.*

*Director Sabo complimented the print ad in the Pine Cone and asked if more advertisements in the Pine Cone were being considered. La Pier appreciated the compliment and indicated that he thought more ads would be appearing in the Pine Cone in the future.*

*Sabo also commented he thought the airport should start a quarterly print newsletter, similar to Santa Rosa, to announce the new service additions and other happenings at the airport. Director Cursio stated he did not believe people would read a printed newsletter and that it would be too expensive for the limited benefit. La Pier indicated he thought a better job could be done on social media to promote new happenings at the airport and stated he was considering changes that would focus more on social media and the website, along with the new MRY app as part of the budget process for FY 22.*

Discussion      4. Passenger Comments, Services and Amenities Update

*No Passenger comments were received. Director Sabo asked if the cards were still available for the flying public and expressed concern that the number of comments received were minimal in the past*

few months. La Pier reported that the cards are available in the same places as previously provided and no changes have been made.

Director Sabo inquired if user comments were being received and recorded by telephone and documented. La Pier indicated that user comments or complaints were never received by phone.

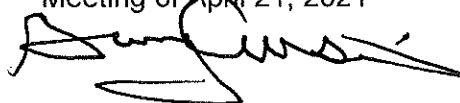
Discussion 5. Community Noise Concerns Update

The Noise Concerns Report was reviewed by the Committee. Director Sabo again stated his continuing concern regarding the promotion of the charted visual approach as a noise abatement effort that would benefit his community of Pasadera. Director Cursio pointed out that the efforts to date must be having some positive impact since the number of noise complaints were down significantly over the last few months. It was recognized by all that efforts would need to be continual going forward.

**E. ADJOURNMENT**

The meeting adjourned at 3:19 PM.

Minutes Approved at the  
Meeting of April 21, 2021



Gary Cursio, Chair

ATTEST



Michael La Pier, AAE  
District Secretary