

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

**March 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](http://www.zoom.us/join) and enter the following Meeting ID: **873 6798 0344**. The password for this meeting is: **20210308**. 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 10:02 AM. 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**

Discussion 1. Future Committee Agenda

*Director Cursio introduced a proposed committee meeting agenda format for discussion. This format was introduced to address the continuing concerns of Director Sabo regarding topics for discussion and depth of information provided. Significant discussion ensued regarding the contents of the agenda format. There was also a desire expressed by Director Sabo for the opportunity to receive more detailed briefings on specific topics including air service development activities, an industry look ahead on passenger traffic, concession service operations and local marketing and community outreach. Executive Director La Pier expressed his belief that much of what was being asked for was already being provided but he understood Director Sabo's concerns and would work to address those in the future. It was agreed that if the briefings received were not of enough depth to meet the desire of the committee members, the committee members would ask for additional information. It was recognized by the committee that the proposed agenda was sufficient and would be used for future committee meetings. Executive Director La Pier will add agenda topics as warranted.*

Discussion 2. Air Service Update

*Executive Director La Pier indicated that, since he was unable to find an airline partner, the SCASDP grant application for this year was not filed. The application contemplated was targeted at attracting a*

carrier from the ultra-low fare carrier segment of the industry. Director Sabo asked several questions regarding the strategy for attracting an ultra-low fare carrier to the market and the overall need for that type of service. La Pier responded that it has been his belief that the overall impact of an ultra-low fare carrier at MRY would have a positive impact on air fares by stimulating more fare competition in the market.

Director Cursio asked about the prospect of JSX returning to the market. La Pier indicated he had been in contact with the carrier in the past two weeks. He learned that JSX is interested in returning to Monterey and asked what markets we thought would be successful for them. They also inquired about the availability of any financial assistance that was available from the airport. The committee and La Pier discussed the concept of minimum revenue guarantees for air service. It was generally agreed that at this time, it would be best for the airport to continue with its marketing support package and not enter into discussions related to minimum revenue guarantees.

General discussion occurred regarding the current flight schedule and, in particular the schedule of United Airlines. Director Sabo expressed his concern that United was being too indecisive in their scheduling at Monterey which he believes has caused passenger traffic to move to other airlines and other airports. Director Cursio agreed. La Pier indicated the advance schedule published by United was something he and his staff had learned not to rely on over the past several months as it really did not reflect United's actual flight schedule. He indicated that in his most recent discussion with United he learned that the carrier was delaying the build-back of their Los Angeles operation as a result of poor traffic performance throughout the entire state of California. Further he was told that LAX service would begin to see more frequencies once statewide traffic returned. Until that occurs it is likely the current schedule pattern for United will remain in place.

Director Sabo indicated he would like to see the return of Delta service to Salt Lake City. La Pier stated the most recent conversation with Delta some two years ago indicated their unwillingness to consider resumption of service. La Pier noted that as the new terminal development at Salt Lake City is completed, it might be that Delta is looking for additional traffic to build their hub at SLC but at this point there is no indication of that.

### Discussion 3. Marketing Update

Executive Director La Pier shared with the committee graphics for new pop-up banners to promote the MRY app in the terminal building. Four examples were displayed. Each included a QR Code that could be used by a passenger to immediately download the new app on their cell phone. La Pier stated that currently we have approximately 600 downloads of the MRY app. It is his goal to move that number to over 1,000 within the next year. Some discussion occurred regarding what a QR Code is and how it works. Director Cursio stated that many restaurants have moved to QR codes for their menus, and he found that to be very convenient. La Pier reported that the QR Code for MRY would work similarly but would take the user directly to the app store opportunity to download the app rather than to a menu.

La Pier also reported that the QR Code would become a part of all future advertising including all print and television media.

### Review 4. Passenger Comment Cards

No comments received.

### Review 5. Noise Complaint Report

Director Sabo continued his expression of concern regarding the use of RNAV approaches to Runway 28L in fair weather conditions. He noted that over the past weekend it seemed many of the private

aircraft were using the RNAV approach rather than the charted visual approach even though the charted visual approach was being advertised on the ATIS. A continued discussion regarding the willingness of the FAA ATCT personnel to adhere to the agreement that was brokered in December ensued. It was agreed that in general this process will need to be monitored and would take time to show sustained benefit. Director Sabo again reiterated his belief that more needed to be done.

La Pier noted that the number of noise complaints received from the Corral de Tierra community had increased which is an indicator that traffic had moved back to the Hwy 68 corridor in sufficient numbers to illicit noise complaints from areas that had not been heard from recently. La Pier further noted that his staff had received a complimentary email from one of the more frequent complainants regarding how noise complaints are handled and the thoroughness of the responses.

Director Sabo complimented the staff on the inclusion of the weather data on the noise complaint log.

**E. ADJOURNMENT**

The meeting adjourned at 11:28 AM.

Minutes Approved at the  
Meeting of March 17, 2021



Gary Cursio, Chair

ATTEST



Michael La Pier, AAE  
District Secretary