

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

**April 7, 2017 - 9:30 AM - Administration Conference Room**

**A. CALL TO ORDER**

*Director Miller called to order the Committee Meeting of the Board of Directors at 9:32am. Chair Nelson 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. Marketing, Advertising & Promotions

*Executive Director La Pier reported that a decision was made to terminate the lease of the billboard on Hwy. 101 North, which the airport has maintained for the past several years. The lease was for one billboard at an annual cost of just over \$12,000.00. The lease was up for renewal and it was felt the board had lost its impact and a new approach was needed. The committee members expressed their belief the billboard had less impact than it previously did. Director Miller expressed his support for the lease termination. Chair Nelson agreed.*

*Executive Director La Pier reported that he had reached agreement for the airport to become the sole sponsor for local radio station KRML's "Pub Talk" weekly program for the next year. The cost of the sponsorship is \$2,000 per month. The program enjoys a strong listenership and La Pier indicated he felt the KRML relationship was proven during the Community Day event in October. La Pier further indicated the sponsorship would initially be shared with American Airlines as a part of an ongoing effort to attract non-stop AA service to Dallas – Ft. Worth.*

*Director Miller indicated that he thought it would be good to share the sponsorship with our other airline partners as well. La Pier responded the sponsorship was flexible and it certainly was within the terms to change named co-sponsors at any time it was appropriate.*

Review            2. Air Service Update

*Executive Director La Pier reported he was scheduled to attend the annual Allegiant Airlines conference in Las Vegas later in April. He indicated he hoped to learn more about our market performance with Allegiant as well as a potential timeline for replacement of the MD-80 series aircraft with the new Airbus products Allegiant is acquiring.*

*Chair Nelson expressed his support for continuing discussions with Allegiant regarding adding additional destinations beyond Las Vegas. Executive Director La Pier indicated our consultant Joseph*

Pickering hoped to learn what metrics Allegiant considers when examining potential new markets. Metrics considered would be used to develop a strategy to convince the carrier of market opportunities.

Executive Director La Pier reported that United Airlines / SkyWest had added a 5<sup>th</sup> round- trip flight to Los Angeles using a CRJ-200 aircraft. Enplanement activity had increased as a result.

Review 3. Passenger Comment Cards

Director Miller commented that most of the complaints received regarded baggage claim issues. Executive Director La Pier indicated it appeared the complaints seemed to be directed at United Ground Services and were the result of delayed flights arriving at the same time as regularly scheduled ones. Staffing appeared to be the issue. It was asked that the information be shared with SkyWest Airlines.

Discussion 4. Schedule next meeting

The next meeting was scheduled for May 5, 2017 at 10:00am. Director Miller indicated he would be on vacation at that time.

**E. ADJOURNMENT**

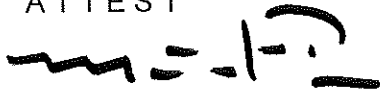
The meeting adjourned at 10:36 am.

Minutes approved at the Regular Meeting of May 10, 2017



Matthew Nelson, Chair

ATTEST



Michael La Pier, AAE  
District Secretary