

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

April 11, 2022 – 2:00 PM

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

Due to the expiration of certain directives contained in the Governor's Declaration of Emergency for the State of California (Executive Order N-29-20), the Board of Directors of the Monterey Peninsula Airport District will return to hold meetings at the Airport Board Room, with in-person attendance.

Due to recent increase in the transmission of the Omicron variant of the Coronavirus, and, as a result of the directives issued by the State of California and the Monterey County Public Health Officer intended to prevent the transmission of the coronavirus, the Airport may utilize the procedures outlined in AB361 to utilize alternative measures related to the conduct of remote meetings and remote comments by members of the public.

Members of the public may participate in the Board meeting via Zoom video conference. To view the Board meeting via Zoom video conference, please visit www.zoom.us/join and enter the following Meeting ID: 849 1666 6887. The password for this meeting is: **20220411**. 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.

REMOTE PUBLIC COMMENTS

To make a public comment, the following options are available:

1. Before the Meeting via Email: Written comments can be emailed to info@montereyairport.com. 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 Board for consideration and will be compiled as part of the record.
2. During the Meeting via Oral Comments: When the Chair calls for public comment, attendees can queue to speak with the "Raise Hand" feature. On the Zoom application, click the "Raise Hand" button. On the phone, press *9. The Secretary to the Board will call speaker names and unmute speaker microphones. You will have up to 3 minutes to provide your oral comments, pursuant to Board policy.

Public comments may also be made in person. Members of the public may attend the Board Meeting in person and request to speak to the Board when the Chair calls for public comment.

A. CALL TO ORDER

The meeting of the Air Carrier Service – Marketing – Community Relation Committee of the Monterey Peninsula Airport District Board of Directors was called to order at 2:02 PM. Director Miller, Director Cursio, and Executive Director La Pier were in attendance.

B. COMMUNICATIONS/ANNOUNCEMENTS/INFORMATIONAL ITEMS

None.

C. PUBLIC COMMENTS

Any person may address the Monterey Peninsula Airport District Board at this time. Presentations should not exceed three (3) minutes, should be directed to an item **NOT** on today's agenda, and should be within the jurisdiction of the Monterey Peninsula Airport District Board. Though not required, the Monterey Peninsula Airport District Board appreciates your cooperation in completing a speaker request form available on the staff table. Please give the completed form to the Monterey Peninsula Airport District Secretary. Comments concerning matters set forth on this agenda will be heard at the time the matter is considered.)

None.

D. REGULAR AGENDA – ACTION ITEMS

Review 1. Quarterly Air Service Update

The committee reviewed the Quarterly Air Service Report prepared by the air service development consultant, Mike Bown, of Landrum and Brown. Executive Director La Pier highlighted slides in the presentation regarding continued capacity concerns related to the number of flights and seats available in the market. He pointed to the chart in the report outlining advance booking performance and highlighted the fact that advance bookings at MRY are running behind the national average, yet the airport-wide load factors are exceeding 80%.

Director Cursio noted that the statistics regarding airport of choice indicated an increase in MRY's capture rate year-over-year of 6%; from 29% in 2021 to 35% in 2022. He attributed that increase to marketing and better community knowledge of air service at the airport.

Director Miller noted that the growth in air service is being seen in ULCC carriers and not in legacy carriers. He stated that he had heard that Alaska Airlines had recently announced a 2% decrease in their flying and asked if that would impact MRY. La Pier reported that it appears the second Seattle flight and the second San Diego flight are likely not to happen as planned this year.

Review 2. Air Carrier and Charter Service Update

None.

Review 3. Air Carrier Service Development Update

Executive Director La Pier informed the committee that he will be attending the ACI-NA JumpStart conference in June. He will be joined by our air service consultant. The two will have meetings with seven airlines while there.

Review 4. Local Marketing and Outreach Update

Executive Director La Pier reported to the committee that he had engaged The Abbi Agency to work with staff to develop a social media strategy and proposed budget for FY 2023. The focus of the effort will be on external markets such as Chicago or New York, and other markets where connections are available through our non-stop service opportunities. There will also be a coordinated effort locally to compliment the advertising done by Chidlaw Marketing.

Discussion 5. Passenger Comments, Services and Amenities Update

The comment card report was reviewed by the Committee.

Discussion 6. Community Noise Concerns Update

The Noise report was reviewed by the Committee. Director Cursio noted there were only two complaints other than those related to a DEA helicopter action. He noted that no complaints were received from the Pasadera community and commented that this was the third month in a row that no complaints from that community had been received.

E. ADJOURNMENT

The meeting was adjourned at 3:12 PM.

Approved at the
Meeting of April 20, 2022



Carl M. Miller, Chair

ATTEST



Michael La Pier, AAE
District Secretary