

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

September 6, 2017 - 11:00 AM - Administration Office Conference Room

A. CALL TO ORDER

The meeting was called to order at 11:10am. Chairman Nelson, Director Miller 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. Current Air Service Incentive Program

At the request of Director Miller, Executive Director La Pier reviewed the current air service incentive program with the Committee. He indicated the program was adopted by the Board previously and that it was amendable by the Board at any time with full Board action. The Committee and the Executive Director discussed incentive programs in general and how our incentive program compares to those of other airports.

After discussion, the committee agreed that the program should remain unchanged for now however they indicated that at some time in the future the program should be reviewed at length and updated if needed at the full Board level.

Review 2. Update on Recent Airline Meetings

Executive Director La Pier reviewed the results of recent airline meetings with the Committee. He highlighted the discussions with Allegiant Airlines regarding a Monterey destination approach and indicated that while Allegiant made no commitments to the concept they did agree to continue the conversation.

Highlighting the meeting with United Airlines, Executive Director La Pier indicated the conversation with UA representatives included the re-establishment of Denver hub service had gone better than expected and that opportunity may again be under consideration.

The Committee encouraged Executive Director La Pier to continue to focus on air service development in the hope that new service would be announced in the near future.

Review 3. Current Status of Small Community Air Service Development Program (SCASDP)
Grant

Executive Director La Pier gave the committee an update on the status of the Small Community Air Service Development Program. He indicated that at the time of the meeting the status remained

unchanged. The latest discussion with representatives from DOT indicated that the application period may open sometime later in September however there is no real certainty to be offered at this time.

Review 4. Marketing, Advertising & Promotions

No report regarding new marketing, advertising or promotions was delivered as there was nothing new to present to the committee.

Review 5. Passenger Comment Cards

The passenger comment cards for the past month were reviewed. Director Miller inquired about the continued comments regarding water filters for the water fountains. Executive Director La Pier indicated the continued complaints were the actions of a TSA agent that mistakenly believed the filters were not being changed as the result of an indicator light that could not be reset. He indicated to the Committee that the problem had been resolved.

Discussion 6. Schedule Next Meeting

The committee agreed to schedule the next air service committee meeting for October 10, 2017 at 11:00am.

E. ADJOURNMENT

The meeting adjourned at 12:13pm.

Minutes Approved at the Regular
Meeting of October 11, 2017



Matthew Nelson, Chair

ATTEST



Michael La Pier, AAE
District Secretary