

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

August 7, 2017 - 11:00 AM - Administration Office Conference Room

A. CALL TO ORDER

The meeting was called to order by Chair Nelson at 11:02am. Chair 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. Marketing, Advertising & Promotions

Executive Director La Pier reviewed the latest marketing and advertising program with the committee members. The KRML "Pub Talk" sponsorship continues to generate positive input from the community. The airport continues to receive significantly more air time from the station than the promotion promised with the number of spots and on air mentions nearly doubling the promotion agreement.

Chidlaw Marketing has been working to develop a fall campaign that will center around the convenience and reliability of the airport. The campaign will include several social media aspects as well as television and radio. A sample of radio spot was played for the committee.

Review 2. Air Service Update

Executive Director La Pier reviewed the upcoming meetings scheduled with Allegiant Airlines, SkyWest Airlines and United Airlines. The Committee reviewed the intent of the meetings with the Executive Director and asked that a recap of those meetings be part of the agenda for the September committee meeting.

Review 3. Passenger Comment Cards

Passenger comment cards were reviewed by the Committee and the Executive Director.

Discussion 4. Schedule Next Meeting

The next committee meeting was scheduled for September 6, 2017 at 11:00am

E. ADJOURNMENT

The meeting was adjourned at 11:47am

Minutes Approved at the Regular
Meeting of September 13, 2017



Matthew Nelson, Chair

ATTEST



Michael La Pier, AAE
District Secretary