

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

**February 14, 2024 – 1:30 PM**

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

Due to the expiration of the COVID-19 California State of Emergency, the Monterey Peninsula Airport District will return to holding meetings at the Airport Board Room, with in-person attendance. Members of the public may attend the Committee Meeting in person and request to speak to the Committee Members when the Chair calls for public comment.

Alternatively, members of the public who desire to provide input as to any item can send an email to [info@montereyairport.com](mailto:info@montereyairport.com) and 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 Committee Members for consideration and will be compiled as part of the record.

**A. CALL TO ORDER**

*The Air Carrier Service – Marketing – Community Relations Committee Meeting of the Monterey Peninsula Airport District Board of Directors was called to order at 1:34 PM. Director Pick, Director Leffel, Executive Director La Pier, Deputy Executive Director Morello, and Acting Board Secretary Adams were present.*

**B. COMMUNICATIONS/ANNOUNCEMENTS/INFORMATIONAL ITEMS**

*None.*

**C. REGULAR AGENDA – ACTION ITEMS**

Discuss        1. Air Carrier Service Development Update

*Executive Director La Pier discussed recent Air Carrier Service activity and developments. Local hospitality partnerships are working with us to speak with a current airline about a new market and there may be an announcement coming soon about a new service with a new air carrier.*

*Executive Director La Pier reported he is registered to attend the ACI Jumpstart Conference in May 2024. Our airport consultant, Mike Bown, will also attend.*

*Executive Director La Pier distributed a report that details the enplanements, deplanements and load factors by airline. Total enplanements in 2023 were 264,168 against total enplanements in 2022 of 228,256. He noted there are larger planes flying in 2023, so more seats available, and our load factor still averaged 78% in 2023 vs. 80% in 2022.*

*There was a discussion about seasonal service and when additional flights would be added back to the schedule.*

*Executive Director La Pier reviewed the January Cancellations & Delays report stating that the delays to Las Vegas and Dallas were both weather related.*

Discuss        2. Local Marketing and Digital Outreach Update

*Item C.2 was discussed after Items C.3 and C.4.*

Discuss 3. Passenger Comments, Services and Amenities Update

*There was a discussion about the American Airlines passenger feedback. Deputy Executive Director Morello stated staff interacted with this customer and they did arrive late. Executive Director La Pier added that the comment was shared with American Airlines management personnel.*

*There was a discussion about the parking management company and the parking lot gates intermittently not working during the storms.*

Discuss 4. Community Noise Concerns Update

*There were no noise complaints in the month of January 2024.*

Discuss 2. Local Marketing and Digital Outreach Update

*Executive Director La Pier reviewed the highlights of the Local Marketing and Digital Outreach Update saying that total reach continues to increase significantly with paid ads accounting for the majority of the increase.*

**D. ADJOURNMENT**

*The meeting adjourned at 2:18 PM.*

Approved at the  
Meeting of February 21, 2024



Mary Ann Leffel, Chair

A T T E S T



Michael La Pier  
District Secretary