

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

January 8, 2018 - 3:00 PM - Administration Office Conference Room

A. CALL TO ORDER

The meeting was called to order at 3:02pm. 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

Discussion 1. Small Community Air Service Development Program (SCASDP) Grant Application

Executive Director La Pier reported that the grant application for Monterey had been completed and was filed on December 11, 2017. Deadline for filing of applications was December 15, 2017. He also reported that the Department of Transportation had indicated in an earlier conversation that the entire process would take longer than usual as the result of a significant number of retirements at DOT.

Director Miller asked if there was any indication how much of a delay the program would take. Executive Director La Pier indicated he was unaware of any new timeline yet but would monitor the progress as best possible.

Chair Nelson asked how many other communities had applied. Executive Director La Pier indicated there was no way to determine that and he was unaware of any reporting requirements associated with the application process.

Review 2. Marketing, Advertising & Promotions

The most recent television commercials were previewed with the Committee. The television commercials were produced by Chidlaw Marketing and target Baseball Spring Training travel to the Phoenix metropolitan area.

Review 3. Passenger Comment Cards

The comment card report was reviewed by the Committee. Director Miller asked about the status of carpet cleaning in the gate areas. Executive Director La Pier indicated the carpet cleaning had been scheduled and would occur the following week.

Review 4. Noise Complaint Report

The Noise Complaint Report was reviewed by the Committee. Chair Nelson noted that the number of complaints reported was significantly reduced from previous months.

Discussion 5. Schedule Next Meeting

The Committee scheduled the next meeting for February 12, 2018 at 11:00am.

E. ADJOURNMENT

The meeting adjourned at 3:45pm.

Minutes Approved at the Special
Meeting of February 21, 2018



Carl Miller, Chair

ATTEST



Michael La Pier, AAE
District Secretary