

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

**January 10, 2022 - 10:00 AM**

**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. Public comments may be made either in person or via email. 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. In the alternative, written comments can be emailed to [info@montereyairport.com](mailto:info@montereyairport.com), and should include the following subject line: "Public Comment Item # (insert the agenda item number relevant to your comment)."

The Board meetings will continue to be broadcast via Zoom video conference, however, remote public comment via Zoom will not be accepted. To view the Board meeting via Zoom video conference, please visit [www.zoom.us/join](http://www.zoom.us/join) and enter the following Meeting ID: **854 5828 5919**. The password for this meeting is: **20220110**. 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.

**A. CALL TO ORDER**

*The meeting was called to order at 10:04 AM. Director Cursio, Director Sabo 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. Air Carrier and Charter Service Update

*Executive Director La Pier reviewed the current airline flight schedule with the committee. La Pier indicated that seat capacity had been reduced by the airlines by approximately 30% for the month of December and January. He indicated this is a somewhat normal pattern for the airlines. Advance schedules for the carriers indicate that much of this capacity will return to MRY starting in February. Discussion ensued regarding the current flight performance problems being reported in the media. Director Sabo asked if what is being reported in the media was impacting MRY flights. La Pier responded that, along with the flight cancellations being reported nationally, MESA Airlines had seen a significant number of cancellations at MRY, related to an ongoing crew shortage. He indicated he had raised our concern with AA corporate office and was awaiting a response.*

Review            2. Air Carrier Service Development Update

*La Pier reported to the Committee that a new airline was nearing announcement of new service at MRY. However, the announcement was being held up by the lack of an ADA compliant boarding bridge. He indicated that staff was able to find a boarding bridge that would work with the proposed aircraft and shared that information with the carrier. The cost of the bridge was approximately \$17,000 plus shipping. The carrier had asked if the airport would consider purchasing the bridge and leasing it to the carrier for*

their use. La Pier stated the lease would be structured as a lease purchase and the airport would be made whole over the course of a one-year period.

Director Sabo confirmed the airport would be made whole in the first year of operation. La Pier stated that was correct. Sabo asked if this arrangement would be in addition to the traditional marketing incentives offered to new airlines. La Pier indicated that no marketing incentives had been offered and that he did not contemplate doing so at this time. Instead, marketing for the new service would be wrapped into the general marketing plan for the airport. There would be a strong push to help the carrier establish itself, and the new service in the community, through means other than direct advertising. That push would include hosting events at the airport as well as social media.

### Review 3. Local Marketing and Outreach Update

La Pier reviewed the proposed marketing and public relations budget adjustments with the committee. The committee agreed that additional marketing was needed, and they supported the proposed budget amendment. Director Sabo stated he would like to see a monthly newsletter produced as part of the additional marketing.

### Discussion 4. Passenger Comments, Services and Amenities Update

The Passenger comment card report was reviewed. In addition, La Pier shared a draft of new signage that will be installed at 6 separate locations throughout the airport inviting passengers to scan a QR code with their cell phone to access a customer comment interface. This new program would replace the physical comment cards and offers the opportunity for more comment participation. Director Cursio indicated this same process was now being used at most restaurants in the region and that people had become used to using it. Director Sabo expressed his concern that an aging population would not understand how to access a QR code and would therefore be left out. Director Cursio reiterated his belief that most people had become familiar with the process.

Director Sabo asked that the airport undertake a demonstration of an interface that he became familiar with at a recent conference. The interface would include touch screens installed at the airport in specific locations that would provide for a questionnaire that passengers could complete. After discussion it was agreed that both the QR code program and the demonstration would be deployed, if possible, to measure performance.

### Discussion 5. Community Noise Concerns Update

No noise concerns were received.

## **E. ADJOURNMENT**

The meeting adjourned at 11:49 AM.

Minutes Approved at the  
Meeting of January 19, 2022

  
Carl M. Miller, Chair

ATTEST

A handwritten signature in black ink, appearing to read "Michael La Pier". The signature is stylized and somewhat cursive.

Michael La Pier, AAE  
District Secretary