

**MINUTES OF THE SPECIAL MEETING OF THE AIR CARRIER SERVICE – MARKETING -  
COMMUNITY RELATIONS COMMITTEE OF THE MONTEREY PENINSULA AIRPORT  
DISTRICT BOARD OF DIRECTORS** **January 5, 2017 10:00 AM, Executive  
Conference Room**

**A. CALL TO ORDER**

*Director Nelson called to order the Special Meeting of the Board of Directors at 10:00am. Directors Miller and Nelson, Chris Chidlaw, Chidlaw Marketing, and Executive Director La Pier were present.*

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

*None.*

**C. PUBLIC COMMENTS**

*None.*

**D. REGULAR AGENDA – ACTION ITEMS**

**Review      1. Marketing, Advertising & Promotions**

*Chris Chidlaw reviewed a new commercial advertisement with the committee. The commercial highlighted Spring Training in Arizona and the Phoenix flight from Monterey on American Airlines. Chris indicated he has the ad scheduled to run on the two main television stations starting January 7, 2017.*

*There was also discussion regarding another ad Chidlaw Marketing is working on that highlights the convenience of MRY versus the drive and long lines at San Jose. That ad is in process and should be ready for review by the Executive Director within the next month.*

**Review      2. Passenger Comment Cards**

*Passenger comment cards were reviewed with the Committee. Director Nelson highlighted the complaint regarding the lack of a gift shop in the gate area and the condition and appearance of the current snack shop. Discussion occurred regarding the current effort to bring a new gift shop to the terminal and how to best address the snack shop appearance.*

**Review      3. Air Service Update**

*Executive Director La Pier reported that DOT had started the process of closing out the 2009 SCASDP grant that was to support Seattle service. The grant funds were not drawn since no carrier committed to provide the service. The grant expires on January 16, 2017. Joseph Pickering of Mead and Hunt was making one final attempt to communicate with Alaska Airlines regarding a letter of support for another grant extension. La Pier indicated he was not confident Alaska would provide such a letter and that the appropriate agreement between Alaska and SkyWest was being delayed for about two years as the result of the Alaska / Virgin merger.*

La Pier also reported that Joseph Pickering was going to be in Monterey on January 24, 2017 to lead the first Community Air Service Committee meeting scheduled for the 25<sup>th</sup>. Director Miller asked if the next Air Service Committee meeting could be scheduled some time during his visit and asked if Joseph could meet with the committee. Executive Director La Pier indicated he would schedule the next committee meeting to allow Joseph to be present.

**Discussion 4. Schedule Next Meeting**

The next meeting was scheduled for January 24, 2017 at 9:00am.

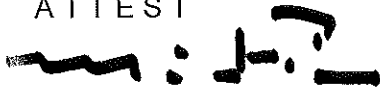
**E. ADJOURNMENT**

The meeting adjourned at 10:54am.

Minutes Approved at the Regular  
Meeting of February 8, 2017

  
Matthew Nelson, Chair

ATTEST



Michael La Pier, AAE  
District Secretary