

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

**February 07, 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: 856 0094 5325. The password for this meeting is: 20220207. 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 Miller, Director Cursio 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. Report on Marketing Spend to Date by Media Outlet

*Director Cursio noted that the Marketing Spend Report was part of the committee packet as requested by the Board. He asked if other committees were receiving this report. La Pier indicated the report was shared with Finance committee. Director Cursio indicated he thought the report was well done and appreciated the information.*

Discuss           2. Quarterly Air Service Report from Landrum & Brown

*The Committee and the Executive Director reviewed the quarterly air service report prepared by the airport air service development consultant, Landrum & Brown. La Pier highlighted that the report indicates an increase in market retention when compared to the last leakage study conducted by a former consultant. He further highlighted that the airfares at MRY were more market based than in previous reports and, that MRY fares were more in line with comparable airports in central and northern California.*

*La Pier pointed out that the most recent analysis indicated that, based upon future published airline schedules, MRY would likely see a recovery to pre-pandemic levels of air service in late spring and that the summer schedule projections indicate a strong growth in frequencies and capacity. Director Miller noted that the projected capacity increase was due in large part to a second Seattle flight and a second*

*San Diego flight daily by Alaska Airlines. La Pier agreed and reminded the committee that the future schedule analysis did not consider any new entrant carriers.*

*General discussion regarding the report ensued. The committee asked that the report be provided to all members of the Board for informational purposes.*

Review 3. Air Carrier and Charter Service Update

*La Pier reported there has been a significant number of cancellations and delays recently due in large part to the ongoing pilot shortage. He indicated that most of the cancellations were reported by American/Mesa Airlines in the Phoenix market. Communications with AA corporate office continues to occur and, as a result, there has been some improvement in overall performance. Director Cursio asked when the pilot shortage might start to ease. La Pier indicated the current thinking in the industry is that the shortage will continue through 2023.*

Review 4. Air Carrier Service Development Update

*No report was given.*

Review 5. Local Marketing and Outreach Update

*La Pier indicated to the committee that he had executed a marketing contract with Monterey FC Union Football Club in the amount of \$20,000.00 for sponsorship of the team for the upcoming season. He also indicated to the committee that staff was assisting the Football Club in their efforts to fly out of MRY for their travel games by introducing them to our airline contacts.*

Discussion 6. Passenger Comments, Services and Amenities Update

*The Passenger comment report was reviewed. Only one comment was received.*


Discussion 7. Community Noise Concerns Update

*The Noise report was inadvertently left out of the committee packet. La Pier indicated that oversight would be corrected, and the report provided to the committee electronically.*

**E. ADJOURNMENT**

*The meeting adjourned at 11:08 AM.*

Approved at the  
Meeting of February 16, 2022



Carl M. Miller, Chair

ATTEST



Michael La Pier, AAE  
District Secretary