

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

**February 6, 2023 – 2:00 PM**

**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.

Due to recent increase in the transmission of the Omicron variant of the Coronavirus, and, as a result of the directives issued by the State of California and the Monterey County Public Health Officer intended to prevent the transmission of the coronavirus, the Airport may utilize the procedures outlined in AB361 to utilize alternative measures related to the conduct of remote meetings and remote comments by members of the public.

Members of the public may participate in the Board meeting via Zoom video conference. 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: **868 5296 8755**. The password for this meeting is: **20230111** 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.

**REMOTE PUBLIC COMMENTS**

To make a public comment, the following options are available:

1. Before the Meeting via Email: Written comments can be emailed to [info@montereyairport.com](mailto:info@montereyairport.com). 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 Board for consideration and will be compiled as part of the record.
2. During the Meeting via Oral Comments: When the Chair calls for public comment, attendees can queue to speak with the “Raise Hand” feature. On the Zoom application, click the “Raise Hand” button. On the phone, press \*9. The Secretary to the Board will call speaker names and unmute speaker microphones. You will have up to 3 minutes to provide your oral comments, pursuant to Board policy.

Public comments may also be made in person. 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.

**A. CALL TO ORDER**

*The meeting of the Air Carrier Service – Marketing – Community Relations Committee Meeting of the Monterey Peninsula Airport District was called to order at 2:06 PM. Director Miller and Director Pick, Executive Director La Pier, and Acting Board Secretary Adams were present.*

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

*None.*

**C. PUBLIC COMMENTS**

*None.*

**D. REGULAR AGENDA – ACTION ITEMS**

Review            1. Air Carrier & Charter Service Update

*Executive Director La Pier reported on recent conversations with one of our air carriers about fare discrepancies between local markets.*

Review 2. Air Carrier Service Development Update

*Executive Director La Pier reported he will be meeting with a new carrier in about 10 days, and they will discuss possible seasonal service that could serve a new inbound audience.*

*Executive Director La Pier reported he and the Monterey Jet Center are re-engaging with U.S. Customs regarding applying to become a port of entry for general aviation customers. Directors discussed the idea including the possible operations, cost, and if there would be an eventual return on investment.*

Discussion 3. Local Marketing and Outreach Update

*Director Pick asked about fire service proposals and the cell phone data project. Executive Director La Pier gave an overview of the possibilities for fire service. He then related that we just signed a contract for the cell phone data, along with one of the hospitality associations, with each of us paying for half. The dashboard will need to be constructed and it is expected it will be mid-summer before we have meaningful data.*

*Executive Director La Pier reported we are going to refresh the website to make it more user attractive and are in search of a firm to manage the phone app. The company that produced the app is no longer able to support it.*

*Executive Director La Pier gave a report on public relations activities. He stated he and Chris Chidlaw, the PR consultant, gave a talk at the MCCVB meeting and will be giving the same presentation at the MCHA luncheon on February 22<sup>nd</sup>. They are also in the process of visiting local Chambers of Commerce.*

*Directors discussed the plans for the gate event planned for the inaugural mainline Dallas service. Executive Director La Pier noted the first landing was on Friday, February 3<sup>rd</sup>, and KSBW covered it, although it was AT&T weekend. He reviewed the guest and press invites that went out by email for this week's event and reported we are limited in the number of guests we can escort because this is a post security event. He noted Chair Sawhney plans to speak on behalf of MPAD.*

Discussion 4. Passenger Comments, Services and Amenities Update

*There were no questions about Passenger Comments.*

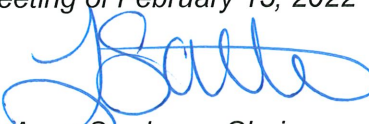
Discussion 5. Community Noise Concerns Update

*Executive Director La Pier reported the Airport hired engineers to analyze approaches. There will be a report to the board in March, but the response was that there is not much more that can be done to minimize noise. In addition, most of the noise complaints are about military aircraft.*

**E. ADJOURNMENT**

*The meeting adjourned at 3:14 PM.*

Approved at the  
Meeting of February 15, 2022

  
LisAnne Sawhney, Chair

ATTEST

A handwritten signature in black ink, appearing to read "Michael La Pier". The signature is stylized with a large, looped initial "M" and a long horizontal stroke at the end.

*Michael La Pier, AAE*  
*District Secretary*