

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

October 17, 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.

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 and enter the following Meeting ID: **835 6352 4574**. The password for this meeting is: **20221013**. 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. 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 was called to order at 10:11 AM. Director Pick and Director Miller, 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 American Airlines will add 38k seats a year by operating an Airbus 319 on the DFW route, which is almost double the seats of the current aircraft. At 80% load factor that translates to approximately 2,500 additional enplanements a month. He noted this is mainline service, flown by the carrier themselves, rather than an affiliated regional partner.

Executive Director La Pier reported Alaska Airlines will start a second San Diego flight in March 2023 which will add 2,311 seats per month at full capacity. At an 80% load factor that translates to 1,849 additional enplanements a month.

Review 2. Air Carrier Service Development Update

Executive Director La Pier reviewed the Public Relations consulting proposal prepared by Chris Chidlaw. He stated that since there have been no appropriate candidates apply for the Public Relations Specialist position, he is proposing a PR agreement with Chris Chidlaw as an alternative. There was a discussion about the candidates that applied for the open position as well as the proposal at hand.

Executive Director La Pier stated the Finance Committee already received the proposal, supported the direction, and asked that a contract be drafted that included both the proposed PR Services and the current advertising and marketing consulting retainer with Chris Chidlaw. That contract was drafted and is in the regular Board meeting packet.

Director Miller stated he supported this direction. He asked about the budget impact. Executive Director La Pier stated it should be about half of what was budgeted.

Director Pick also supported this direction and thinks the idea of the Directors participating in the Speaker's Bureau is a good one.

Discussion 3. Local Marketing and Outreach Update

Executive Director La Pier referred to the Digital Media Analytics report and reviewed the performance of the paid social media, which gives us a lot of reach for a small amount of investment.

Executive Director La Pier reported on a meeting planned with two hospitality associations regarding a potential purchase of cell phone GPS data. He reviewed the benefits of the potential data purchase, saying it would help inform our social media efforts to know where travelers came from. Director Pick asked if this data identifies if someone used the Monterey airport. Executive Director La Pier answered yes, and it is just starting to be used at other airports.

Director Miller stated leakage reports are run that show passengers within 30 miles of the airport. He asked that the same data be run by zip code, just for the Monterey Peninsula, comparing MRY to SFO and SJC. He emailed the report to the Air Service Committee. He was impressed to find that more people in 93940 fly out of MRY than SJC. There was a discussion about this data and if it would be duplicative to the GPS data. Director Miller suggested one is better for inbound data and the other for outbound. Director Miller stated he would share this data with the Board during committee report out.

Discussion 4. Passenger Comments, Services and Amenities Update

Director Pick referred to a complaint about the music and asked how we set the volume. Executive Director La Pier answered it is preset but the Public Announcements (PA) system is also attached to the same system, so when it is busy in the airport the volume needs to be raised to hear the announcements.

Discussion 5. Community Noise Concerns Update

Executive Director La Pier stated there were six complaints that were all well addressed by staff.

E. ADJOURNMENT

The meeting adjourned at 10:17 AM.

*Approved at the
Meeting of November 16, 2022*



Carl M. Miller, Chair

ATTEST



*Michael La Pier, AAE
District Secretary*