

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

August 11, 2021 - 10:00 AM

SPECIAL AND URGENT NOTICE ELIMINATING IN-PERSON PUBLIC PARTICIPATION AT MONTEREY PENINSULA AIRPORT DISTRICT BOARD MEETINGS

Due to the directives contained in the Governor's Declarations of Emergency for the State of California (Executive Orders N-25-20 and N-29-20) and the Governor's Stay at Home Order (Executive Order N-33-20), the Board of Directors of the Monterey Peninsula Airport District is required to limit in-person attendance at the upcoming Board Committee meeting. Members of the public may utilize alternative measures established by the Monterey Peninsula Airport District to listen to Board meeting and/or to communicate your opinions to the Board Members. To participate in the Board meeting via Zoom video conference, please visit www.zoom.us/join and enter the following Meeting ID: **883 0378 5822**. The password for this meeting is: **20210811**. 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.

Members of the public who wish to provide comment on an item on the agenda may do so during the meeting prior to the item being considered by the Board.

A. CALL TO ORDER

The meeting was called to order at 10:02 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 latest information regarding air carrier service at the airport with the committee. He indicated that over the past weekend Alaska Airlines published a second daily roundtrip flight to Seattle beginning in October. The flight will arrive in Monterey at 6:18 PM and depart for Seattle at 6:58 PM. The flight is loaded in the reservation system and can be booked at this time. General discussion occurred regarding passenger load factors on the existing Seattle flight. La Pier indicated that the preliminary numbers he had seen for July indicated load factors around 92%.

Director Sabo asked about schedule changes for other carriers. La Pier indicated that United had returned to San Francisco and would be adding a second flight in September to the market. He also indicated that United would return to three daily roundtrip flights to Los Angeles shortly and would maintain once daily to Denver. He further reminded the committee that JSX has decided to make their service year round rather than seasonal and that Avelo service would begin on September 30, 2021.

Allegiant Portland service is currently scheduled to end after the Christmas holiday 2021. Director Cursio asked if there was any opportunity for the service to continue or return next year. La Pier indicated he was unaware of the long term plans for Allegiant.

Review 2. Air Carrier Service Development Update

Executive Director La Pier indicated that he would be working with the MCCVB on their strategic plan for air service incentives as part of their long range plan. He further indicated that he would be attending the annual Allegiant Airport Conference in Las Vegas at the end of September. Director Cursio asked if we would learn more about the Portland service at that time. La Pier indicate he hoped so and that the approach to Allegiant will again be focused on making Monterey a destination market for the carrier. Director Sabo asked if there are any other markets that Allegiant considers destination markets. La Pier named Mesa Gateway, Port St. Lucie, Florida, Portland and Austin, Texas as examples.

Executive Director La Pier also indicated that he was negotiating with Landrum and Brown, our air service consultant, on a three year retainer agreement that would cover all air service development efforts during the period as well as the development of a leakage study. While the agreement is nearly complete it would come to the committee and then the full Board at the September meeting. The cost of the agreement would be \$3,500 per month or \$40,000 per year. La Pier indicated that in 2019 the airport spent approximately \$42,000 on air service development efforts which did not include a leakage study. Director Cursio indicated he thought the retainer sounded like a good idea and a cost effective way of doing business. Director Sabo asked if the retainer included an annual leakage study. La Pier indicated that it only includes one leakage study that will be completed in year 1 of the agreement. He further indicated it is standard to complete a leakage study every three years.

Review 3. Local Marketing and Outreach Update

Executive Director La Pier indicated that he has joined the Board of Directors for Monterey County Convention and Visitors Bureau and attended his first meeting of the Board last week. He also indicated he would be joining the Board of MCHA in January and has become reengaged with the Government Affairs Committee of MCHA. He further indicated he would be joining the Board of Visit Carmel in September or October.

Chidlaw Marketing is working with the marketing team at Avelo to develop new marketing pieces to promote the new service. The marketing spots will begin to appear soon on television and in print.

Discussion 4. Passenger Comments, Services and Amenities Update

The passenger comment card report was reviewed by the committee. Some discussion occurred regarding the current car rental concerns. It was agreed that those discussions were occurring at Lease Committee. Director Sabo indicated he was concerned about the passenger experience and the lack of availability of car rentals for arriving passengers.

Discussion also was had regarding signage and lighting in the car rental return lot in response to a customer comment. La Pier indicated that the first response would be to make sure that all lighting systems were completely functional. He indicated this was the first complaint of its kind that had been received. Director Sabo expressed his concern that just making sure the existing lighting was operational was not sufficient in his mind. Director Cursio indicated that he did not believe a large investment was prudent at this time given the current discussions regarding a new terminal building. He pointed out that this concern had not been received previously and that the first step should be to make sure all lighting was functioning properly.

Director Cursio also pointed out that the American kiosks were not functioning well during his recent departure in addition to the concern expressed by a customer. La Pier indicated that staff would be communicating with American personnel in the hope that they would be able to resolve the issue. Director Sabo suggested that airport staff look into what we could do to resolve this issue. La Pier indicated it would not be appropriate for airport staff to attempt to fix a proprietary system and that we

have no technical skills on staff to do so. Sabo inquired about how the carrier would know their system was not functioning and how they would repair it. Discussion ensued regarding how systems of this nature are normally repaired remotely but on occasion it was necessary for the airline to fly a technician in to complete the repair. La Pier indicated that staff would contact local AA personnel to make sure they are aware of the complaint.

Discussion 5. Community Noise Concerns Update

The noise concerns log was reviewed by the committee. Director Sabo continued to express his concerns regarding aircraft using the RNAV approaches rather than the charted visual approach. His concern was primarily about business aircraft. He expressed his concern that NorCAL approach was not handling business aircraft properly at hand off and allowing them to use the RNAV approach at any time they wanted to, without suggesting the charted visual approach. He further indicated he had tested the system personally when he was flying recently, once he was instructed to use the charted visual approach, the second he was offered the RNAV approach. He indicated he thought more work should be done with NorCAL and expressed his opinion that the quarterly meetings were not happening. La Pier assured Director Sabo that the meetings were happening and that the informal agreement that was in place included the statement that the RNAV would be used only when weather required or when it was requested by the pilot. La Pier further assured Sabo that staff was working on exploring a more permanent solution and had engaged LEAN Engineering again to examine additional alternatives which might include working with FAA to convert the Chartist Visual Approach to a third RNAV approach that might be more attractive to business jet operators. Sabo expressed his concern that such a move would not be of any help and that it would take too long. La Pier indicated that was just one of the options that would be explored.

E. ADJOURNMENT

The meeting adjourned at 12:10 PM.

Minutes Approved at the
Meeting of August 18, 2021



Gary Cursio, Chair

ATTEST



Michael La Pier, AAE
District Secretary