

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

**July 6, 2017 - 10:00 AM - Administration Office Conference Room**

**A. CALL TO ORDER**

*The meeting was called to order at 10:04am. Director Miller and Executive Director La Pier were in attendance. Chairman Nelson arrived at 10:11am.*

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

*There were no announcements or communications.*

**C. PUBLIC COMMENTS**

*No public comments were received.*

**D. REGULAR AGENDA – ACTION ITEMS**

Review        1. Marketing, Advertising & Promotions - New Radio Commercial

*Executive Director La Pier introduced a new radio commercial that was developed by Chidlaw Marketing. The commercial was put in to a rotation along with three other commercials previously presented. The rotation is now being played on KRML radio as part of the airports sponsorship of the weekly "Pub Talk" program.*

*Director Miller commented that he liked the commercial and the new advertising campaign in general. Chair Nelson indicated he had not heard the commercials however he enjoyed the opportunity to appear briefly on Pub Talk during the Rodeo event at the airport.*

Review        2. Air Service Update - Upcoming Airline Meetings

*Executive Director La Pier shared a schedule of upcoming airline meetings with the committee. The meetings were discussed by the committee and the Executive Director.*

*Executive Director La Pier also shared a new strategy regarding Alaska Airlines with the Committee. As outlined, the new strategy includes hiring a new air service development consultant, Campbell Hill, to coordinate a meeting and presentation with key corporate officials at Alaska. The overall strategy was discussed.*

*Chair Nelson and Director Miller expressed their support for the new strategy and for engaging Campbell Hill.*

Review        3. Passenger Comment Cards

*A recap of passenger comment cards received for the month was distributed and reviewed by the Executive Director and the Committee.*

Discussion    4. Schedule Next Meeting

*The next meeting of the Committee was scheduled for Monday August 7, 2017 at 10:00am*

**E. ADJOURNMENT**

*The meeting was adjourned at 10:53am.*

Minutes Approved at the Regular  
Meeting of August 9, 2017

A handwritten signature in black ink, appearing to read 'MSTN', written in a cursive style.

Matthew Nelson, Chair

ATTEST

A handwritten signature in blue ink, appearing to read 'Michael La Pier', written in a cursive style.

Michael La Pier, AAE  
District Secretary