



Public Communications
Committee Approved
03/13/2024

ALBANY COUNTY AIRPORT AUTHORITY

MINUTES OF THE PUBLIC COMMUNICATIONS COMMITTEE

November 29, 2023

Pursuant to notice duly given and posted, the Public Communications Committee meeting of the Albany County Airport Authority was called to order on November 29, 2023, 2023 at 11:00 a.m. in the Third Floor Conference Room located in the Terminal at the Albany International Airport, Albany, New York by the Public Communication Committee Chair, Tom Nardacci, with the following present:

MEMBERS PRESENT

Tom Nardacci (Committee Chair)
Steven Heider (Committee Member)
Sari O'Connor (Committee Member)
Samuel A. Fresina (Ex Officio)
Kevin R. Hicks, Sr.
Janet M. Thayer

MEMBERS ABSENT

STAFF

Philip F. Calderone, Esq., Chief Executive Officer
Christine Quinn, Airport Counsel
Michael Zonsius, Chief Financial Officer
Matt Cannon, Government Affairs
John LaClair, Airport Engineer
Liz Charland, Administrative Services

ATTENDEES

Steve Smith, AvPorts Communications
George Penn, Albany County
Cameron Sagan, Public Information Officer Albany County

1. **Approval of Minutes**

Mr. Heider moved to approve the minutes of the September 13, 2023 Public Communications meeting. The motion was adopted unanimously.

2. Mr. Smith provided a communications update. (Power Point attached.)

Mr. Nardacci requested a written communications strategy plan for 2024.



2. Master Plan Communications:

Mr. Cannon advised the Master Plan has been submitted to the FAA.

3. Capital Project Communications

Mr. Sagan Albany County Public Information Officer advised they are working on a video and interviews with validators.

Mr. Nardacci advised that the County, Airport and construction team should meet to discuss all the construction signage.

Mr. Nardacci requested bi-weekly meetings between the County and the Airport be scheduled to discuss updates.

There being no Action taken and no further business, the meeting was adjourned at 11:35 a.m.



**ALBANY COUNTY AIRPORT AUTHORITY
PUBLIC COMMUNICATIONS COMMITTEE**

AGENDA

November 29, 2023

- 1. Approval of Minutes
Public Communications Committee Meeting – September 13, 2023**
- 2. Master Plan Communications**
- 3. Capital Project Communications**



COMMUNICATIONS UPDATE

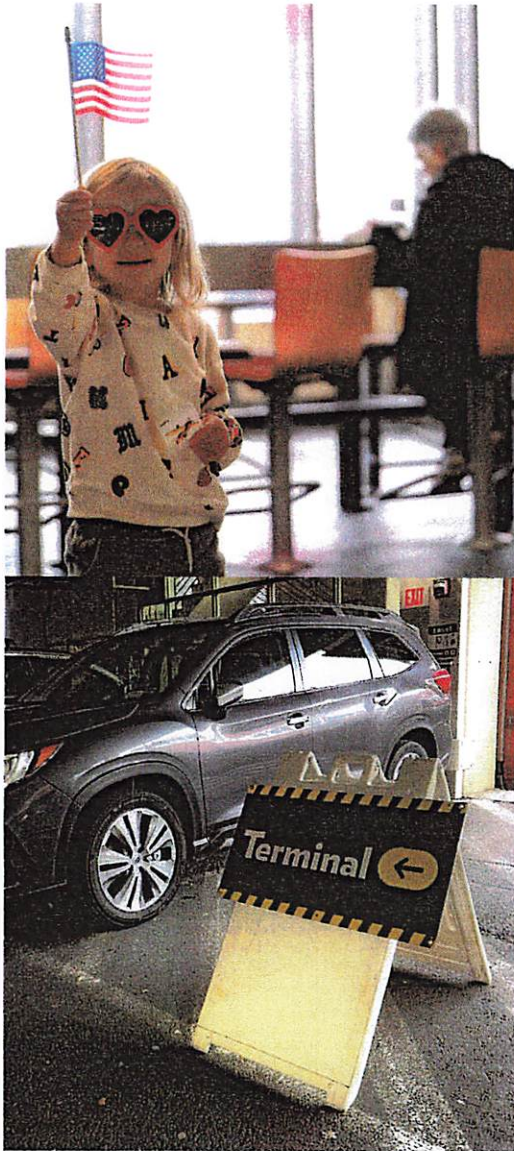
—◆—

Steven A. Smith, Director of Communications
Albany International Airport

Earned Media

- Thanksgiving Holiday Travel
- Master Plan Update
- ACI Airport Carbon Accreditation
- Video Rendering of Terminal Expansion
- Boeing C-32A
- Virgil Sager
- Construction Updates
 - Curbside Parking
 - Queuing Platform
 - Pedestrian Bridge Closure





Social Media

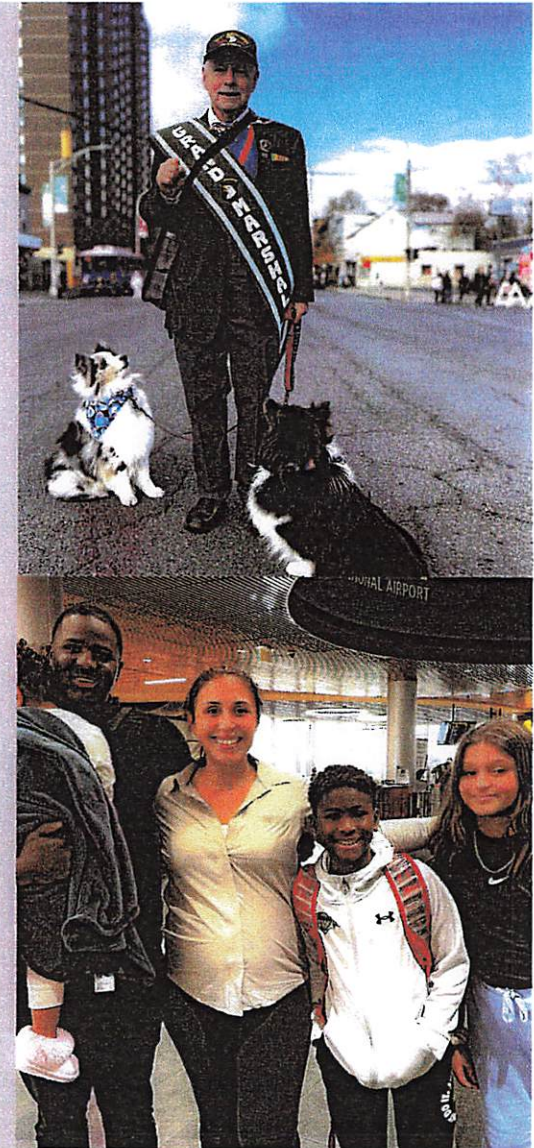
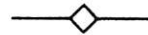
- Veterans Day
- Master Plan Public Information Session
- Construction Updates
- Holiday Travel and Two Hour Reminder
- Air Travel from ALB

Facebook – Past 28 Days

Reach: 718.3K

Instagram – Past 28 Days

Reach: 1.2K



Albany Airport Website



- New Landing Page Titled “Project Updates”
 - Travel Tips
- Pick up/Drop Off Tips
- Project Updates

Pick-Up/Drop Off

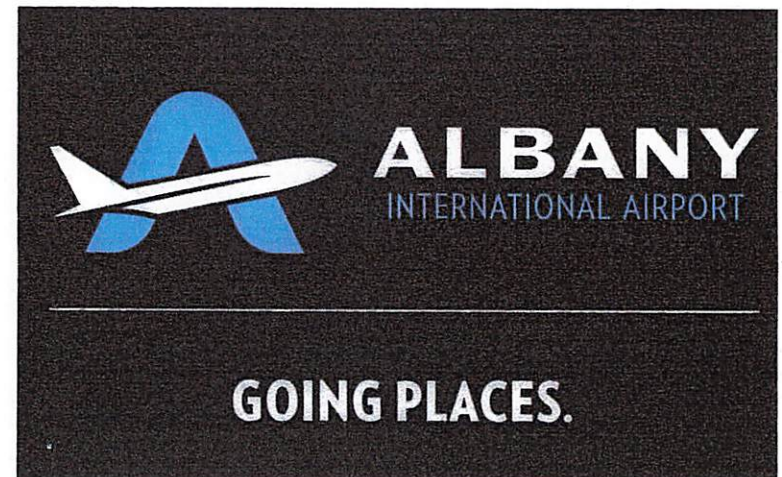
Lanes in front of the terminal have been reduced and it's important to remember that curbside parking is NEVER permitted!

- **1** Use the cell phone/observation lot on Albany Shaker Road to wait for arriving passengers.
- **2** Once they're curbside, you may drive to the front of the terminal and quickly pick them up.
- **3** Use the short term parking lot for picking up and dropping off passengers.
- **4** Passengers should also consider alternate transportation such as Uber and Lyft which can be accessed in designated locations outside of the terminal.



Looking Ahead

- Continued Project Updates and Milestones
- Increased Social Media Engagement
- Holidays and End of the Year
- Continue Pitching Stories
- More Fear of Flying Classes
- Continued Partnerships
- Collaboration with FBO and Airlines



NOTICE

Liz Charland

From: Liz Charland
Sent: Saturday, November 25, 2023 7:27 PM
To: Beth DiBattista (Turner); Board Room; Cameron Sagan (Albany County); Carl Stewart (Turner); Chris Quinn; Connor Haskin; Jermy Martelle (CHA); John LaClair; Kelly Melaragno (CHA); Liz Charland; Mary Rozak (Albany County); Matt Cannon; Michael Zonsius; Phil Calderone; Rich Amadon (CHA); Rob Wagner (Project Manager Turner); Steve Smith (AvPorts)
Subject: ACAA Committee Meetings - Wednesday November 29, 2023 - Public Communications at 11:00 a.m. & CIC Committee 12:00 noon

**ALBANY COUNTY AIRPORT AUTHORITY
PUBLIC COMMUNICATIONS COMMITTEE
MEETING NOTICE**

Notice is hereby given of the following Public Communications Committee Meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold a **Public Communications Committee** meeting on **Wednesday, November 29, 2023 at 11:00 a.m.** The meeting will be held in the 3rd Floor Conference Room located in the Main Terminal at the Albany International Airport, Albany, New York.

**ALBANY COUNTY AIRPORT AUTHORITY
CIC COMMITTEE
MEETING NOTICE**

Notice is hereby given of the following CIC Committee Meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold a **CIC Committee** meeting on **Wednesday, November 29, 2023 at 12:00 noon.** The meeting will be held in the 3rd Floor Conference Room located in the Main Terminal at the Albany International Airport, Albany, New York.

Liz Charland

From: Liz Charland
Sent: Saturday, November 25, 2023 7:24 PM
To: TU Legals
Subject: Account No. 061026000

Please publish one time ASAP. Let me know if you have any questions. Thank you - Liz

**ALBANY COUNTY AIRPORT AUTHORITY
PUBLIC COMMUNICATIONS COMMITTEE
MEETING NOTICE**

Notice is hereby given of the following Public Communications Committee Meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold a **Public Communications Committee** meeting on **Wednesday, November 29, 2023 at 11:00 a.m.** The meeting will be held in the 3rd Floor Conference Room located in the Main Terminal at the Albany International Airport, Albany, New York.

**ALBANY COUNTY AIRPORT AUTHORITY
CIC COMMITTEE
MEETING NOTICE**

Notice is hereby given of the following CIC Committee Meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold a **CIC Committee** meeting on **Wednesday, November 29, 2023 at 12:00 noon.** The meeting will be held in the 3rd Floor Conference Room located in the Main Terminal at the Albany International Airport, Albany, New York.

Liz Charland

From: Liz Charland
Sent: Saturday, November 25, 2023 7:23 PM
To: Janet Thayer; John-Raphael Pichardo; John-Raphael Pichardo - IPAD; Kevin R. Hicks, Sr. - IPAD; Kevin R. Hicks, Sr. (Personal); Samuel A. Fresina; Samuel A. Fresina - IPAD; Sari O'Connor; Steve Heider; Steven H. Heider; Tom Nardacci
Subject: Meeting Notices - Wednesday November 29, 2023 - Public Communications at 11:00 am & CIC Committee at 12:00 noon

Please advise whether or not you will be attending either of the following meetings. Let me know if you have any questions. Thank you. – Liz

Public Communications Committee:
Tom, Chair
Sari, Member
Steve, Member
Sam, ExOfficio

**ALBANY COUNTY AIRPORT AUTHORITY
PUBLIC COMMUNICATIONS COMMITTEE
MEETING NOTICE**

Notice is hereby given of the following Public Communications Committee Meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold a **Public Communications Committee** meeting on **Wednesday, November 29, 2023 at 11:00 a.m.** The meeting will be held in the 3rd Floor Conference Room located in the Main Terminal at the Albany International Airport, Albany, New York.

**ALBANY COUNTY AIRPORT AUTHORITY
CIC COMMITTEE
MEETING NOTICE**

Notice is hereby given of the following CIC Committee Meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold a **CIC Committee** meeting on **Wednesday, November 29, 2023 at 12:00 noon.** The meeting will be held in the 3rd Floor Conference Room located in the Main Terminal at the Albany International Airport, Albany, New York.

Liz Charland

From: Liz Charland
Sent: Saturday, November 25, 2023 7:31 PM
To: Saratogian Newspapers; The Colonie Spotlight; The Gazette; The Troy Record
Subject: ACAA Meeting Notices November 29, 2023
Categories: Red Category

**ALBANY COUNTY AIRPORT AUTHORITY
PUBLIC COMMUNICATIONS COMMITTEE
MEETING NOTICE**

Notice is hereby given of the following Public Communications Committee Meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold a **Public Communications Committee** meeting on **Wednesday, November 29, 2023 at 11:00 a.m.** The meeting will be held in the 3rd Floor Conference Room located in the Main Terminal at the Albany International Airport, Albany, New York.

**ALBANY COUNTY AIRPORT AUTHORITY
CIC COMMITTEE
MEETING NOTICE**

Notice is hereby given of the following CIC Committee Meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold a **CIC Committee** meeting on **Wednesday, November 29, 2023 at 12:00 noon.** The meeting will be held in the 3rd Floor Conference Room located in the Main Terminal at the Albany International Airport, Albany, New York.

Liz Charland

From: Liz Charland
Sent: Saturday, November 25, 2023 7:30 PM
To: Bart Johnson; Beth DiBattista (Turner; Brandon Russell, Majority Counsel; Brian King; Cameron Sagan (Albany County; Carl Stewart (Turner; Carmiena Brooks; County Executive Daniel P. McCoy; Dave Collins; David Cook; Frank Mauriello, Albany County Minority Leader; George Penn (Albany County; Jermy Martelle (CHA; Jill Bryce; Kelly Melaragno (CHA; Larry Rulison (Times Union; LRulison (Times Union; Lynne Lekakis Mass Transit Committee; Majority Leader Dennis Feeney; Mary Rozak (Albany County; Mike DeMasi (Business Review; mmangini; Pete Rea; Rich Amadon (CHA; Rick Karlin; Rob Wagner (Project Manager Turner; Spotlight News; Steve Smith; Todd Pennington; WRGB News
Subject: ACAA Meeting Notices - Wednesday November 29, 2023 Public Communications at 11:00 a.m. & CIC Committee at 12:00 noon

**ALBANY COUNTY AIRPORT AUTHORITY
PUBLIC COMMUNICATIONS COMMITTEE
MEETING NOTICE**

Notice is hereby given of the following Public Communications Committee Meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold a **Public Communications Committee** meeting on **Wednesday, November 29, 2023 at 11:00 a.m.** The meeting will be held in the 3rd Floor Conference Room located in the Main Terminal at the Albany International Airport, Albany, New York.

**ALBANY COUNTY AIRPORT AUTHORITY
CIC COMMITTEE
MEETING NOTICE**

Notice is hereby given of the following CIC Committee Meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold a **CIC Committee** meeting on **Wednesday, November 29, 2023 at 12:00 noon.** The meeting will be held in the 3rd Floor Conference Room located in the Main Terminal at the Albany International Airport, Albany, New York.

Liz Charland

From: Liz Charland
Sent: Saturday, November 25, 2023 7:28 PM
To: Board Room; Chris Quinn; Liz Charland; Margaret Herrmann; Matt Cannon; Michael Zonsius; Phil Calderone; Steve Smith (AvPorts)
Subject: ACAA Committee Meetings - Wednesday November 29, 2023 Public Communications at 11:00 a.m. & CIC at 12:00 noon

**ALBANY COUNTY AIRPORT AUTHORITY
PUBLIC COMMUNICATIONS COMMITTEE
MEETING NOTICE**

Notice is hereby given of the following Public Communications Committee Meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold a **Public Communications Committee** meeting on **Wednesday, November 29, 2023 at 11:00 a.m.** The meeting will be held in the 3rd Floor Conference Room located in the Main Terminal at the Albany International Airport, Albany, New York.

**ALBANY COUNTY AIRPORT AUTHORITY
CIC COMMITTEE
MEETING NOTICE**

Notice is hereby given of the following CIC Committee Meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold a **CIC Committee** meeting on **Wednesday, November 29, 2023 at 12:00 noon.** The meeting will be held in the 3rd Floor Conference Room located in the Main Terminal at the Albany International Airport, Albany, New York.

Liz Charland

From: Liz Charland
Sent: Saturday, November 25, 2023 7:31 PM
To: Saratogian Newspapers; The Colonie Spotlight; The Gazette; The Troy Record
Subject: ACAA Meeting Notices November 29, 2023

Categories: Red Category

**ALBANY COUNTY AIRPORT AUTHORITY
PUBLIC COMMUNICATIONS COMMITTEE
MEETING NOTICE**

Notice is hereby given of the following Public Communications Committee Meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold a **Public Communications Committee** meeting on **Wednesday, November 29, 2023 at 11:00 a.m.** The meeting will be held in the 3rd Floor Conference Room located in the Main Terminal at the Albany International Airport, Albany, New York.

**ALBANY COUNTY AIRPORT AUTHORITY
CIC COMMITTEE
MEETING NOTICE**

Notice is hereby given of the following CIC Committee Meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold a **CIC Committee** meeting on **Wednesday, November 29, 2023 at 12:00 noon.** The meeting will be held in the 3rd Floor Conference Room located in the Main Terminal at the Albany International Airport, Albany, New York.

Liz Charland

From: Liz Charland
Sent: Saturday, November 25, 2023 7:30 PM
To: Bart Johnson; Beth DiBattista (Turner; Brandon Russell, Majority Counsel; Brian King; Cameron Sagan (Albany County; Carl Stewart (Turner; Carmiena Brooks; County Executive Daniel P. McCoy; Dave Collins; David Cook; Frank Mauriello, Albany County Minority Leader; George Penn (Albany County; Jermy Martelle (CHA; Jill Bryce; Kelly Melaragno (CHA; Larry Rulison (Times Union; LRulison (Times Union; Lynne Lekakis Mass Transit Committee; Majority Leader Dennis Feeney; Mary Rozak (Albany County; Mike DeMasi (Business Review; mmangini; Pete Rea; Rich Amadon (CHA; Rick Karlin; Rob Wagner (Project Manager Turner; Spotlight News; Steve Smith; Todd Pennington; WRGB News
Subject: ACAA Meeting Notices - Wednesday November 29, 2023 Public Communications at 11:00 a.m. & CIC Committee at 12:00 noon

**ALBANY COUNTY AIRPORT AUTHORITY
PUBLIC COMMUNICATIONS COMMITTEE
MEETING NOTICE**

Notice is hereby given of the following Public Communications Committee Meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold a **Public Communications Committee** meeting on **Wednesday, November 29, 2023 at 11:00 a.m.** The meeting will be held in the 3rd Floor Conference Room located in the Main Terminal at the Albany International Airport, Albany, New York.

**ALBANY COUNTY AIRPORT AUTHORITY
CIC COMMITTEE
MEETING NOTICE**

Notice is hereby given of the following CIC Committee Meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold a **CIC Committee** meeting on **Wednesday, November 29, 2023 at 12:00 noon.** The meeting will be held in the 3rd Floor Conference Room located in the Main Terminal at the Albany International Airport, Albany, New York.

Liz Charland

From: Liz Charland
Sent: Saturday, November 25, 2023 7:28 PM
To: Board Room; Chris Quinn; Liz Charland; Margaret Herrmann; Matt Cannon; Michael Zonsius; Phil Calderone; Steve Smith (AvPorts)
Subject: ACAA Committee Meetings - Wednesday November 29, 2023 Public Communications at 11:00 a.m. & CIC at 12:00 noon

**ALBANY COUNTY AIRPORT AUTHORITY
PUBLIC COMMUNICATIONS COMMITTEE
MEETING NOTICE**

Notice is hereby given of the following Public Communications Committee Meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold a **Public Communications Committee** meeting on **Wednesday, November 29, 2023 at 11:00 a.m.** The meeting will be held in the 3rd Floor Conference Room located in the Main Terminal at the Albany International Airport, Albany, New York.

**ALBANY COUNTY AIRPORT AUTHORITY
CIC COMMITTEE
MEETING NOTICE**

Notice is hereby given of the following CIC Committee Meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold a **CIC Committee** meeting on **Wednesday, November 29, 2023 at 12:00 noon.** The meeting will be held in the 3rd Floor Conference Room located in the Main Terminal at the Albany International Airport, Albany, New York.

AGENDA

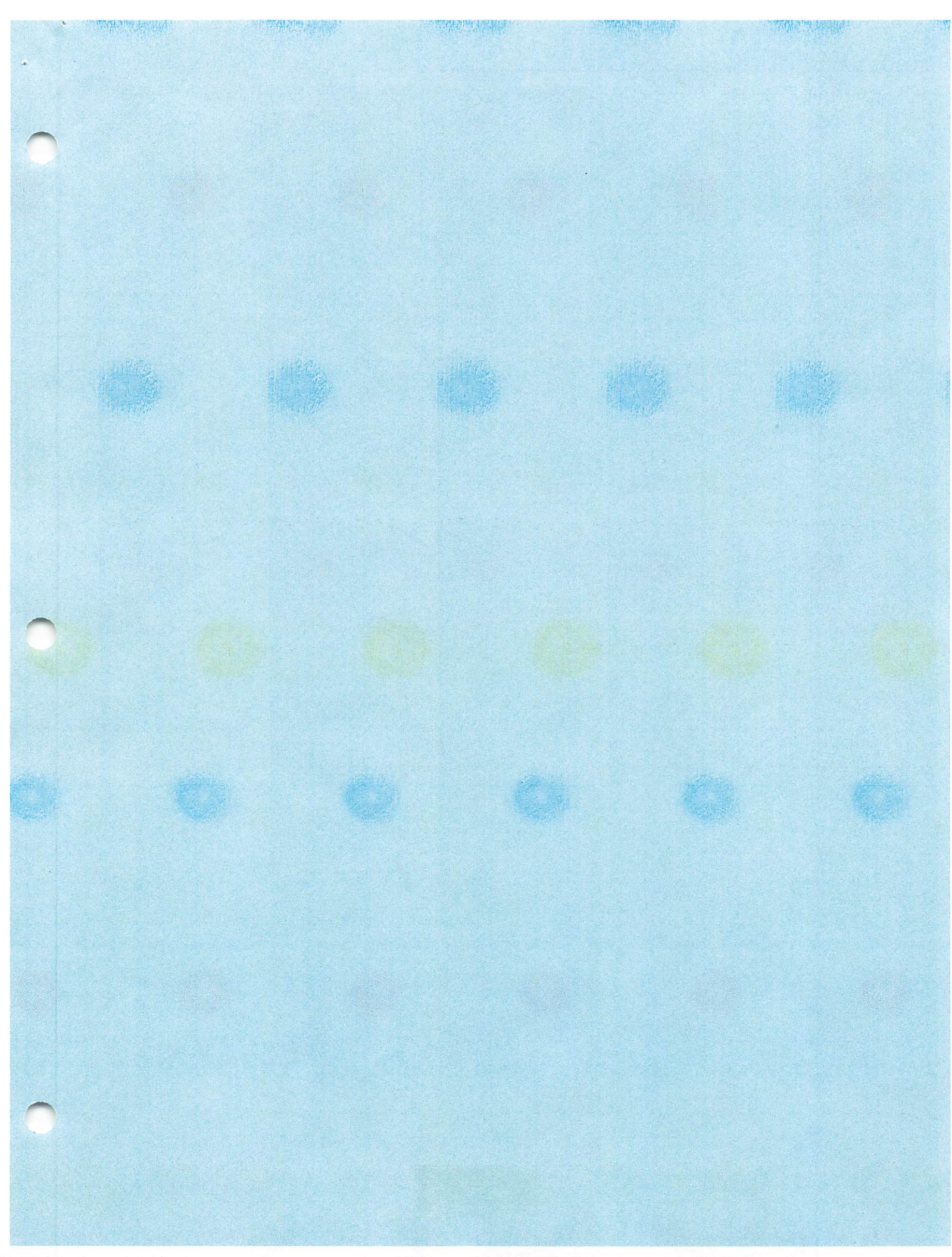


**ALBANY COUNTY AIRPORT AUTHORITY
PUBLIC COMMUNICATIONS COMMITTEE**

AGENDA

November 29, 2023

- 1. Approval of Minutes
Public Communications Committee Meeting – September 13, 2023**
- 2. Master Plan Communications**
- 3. Capital Project Communications**





ALBANY COUNTY AIRPORT AUTHORITY

MINUTES OF THE PUBLIC COMMUNICATIONS COMMITTEE

AGENDA

September 13, 2023

Pursuant to notice duly given and posted, the Public Communications Committee meeting of the Albany County Airport Authority was called to order on September 13, 2023 at 11:00 a.m. in the Third Floor Conference Room located in the Terminal at the Albany International Airport, Albany, New York by the Public Communication Committee Chair, Tom Nardacci, with the following present:

MEMBERS PRESENT

Tom Nardacci (Committee Chair)
Steven Heider (Committee Member)
Sari O'Connor (Committee Member)
Samuel A. Fresina (Ex Officio)

MEMBERS ABSENT

Kevin R. Hicks, Sr.
John-Raphael Pichardo
Janet M. Thayer

STAFF

Philip F. Calderone, Esq., Chief Executive Officer
Christine Quinn, Airport Counsel
Michael Zonsius, Chief Financial Officer
Liz Charland, Administrative Services

ATTENDEES

Jeff Jamison, Counsel to the Albany County Executive
Cameron Sagan, Public Information Officer Albany County
Naishly Ortiz, Albany County
Toma Vardhami, Albany County
Erin Crotty, Senior VP CHA Consulting, Inc.

1. Approval of Minutes

Mr. Heider moved to approve the minutes of the May 3, 2023 meeting. The motion was adopted unanimously.



2. Master Plan Communications:

Ms. Crotty provided an update on the future meetings on the Master Plan.

3. Capital Project Communications

Mr. Sagan provided an update on the Capital Project Communications.
(Powerpoint attached.)

Mr. Nardacci made a motion to go into Executive Session to discuss:

ES-1 – Personnel Matter.

There being no Action taken and no further business, the meeting was adjourned at 11:25 p.m.



**ALBANY COUNTY AIRPORT AUTHORITY
PUBLIC COMMUNICATIONS COMMITTEE**

AGENDA

September 13, 2023

- 1. Approval of Minutes
Public Communications Committee Meeting – May 3, 2023**
- 2. Master Plan Communications**
- 3. Capital Project Communications**



Airport Communications Update

September 13, 2023


Our Communication Goals:

- Engage with the public, communicate why this project is important to them and the community
- Engage with key stakeholders
- Engage with elected officials – Federal, State, County Legislature, etc.
- Support key stakeholder staff throughout

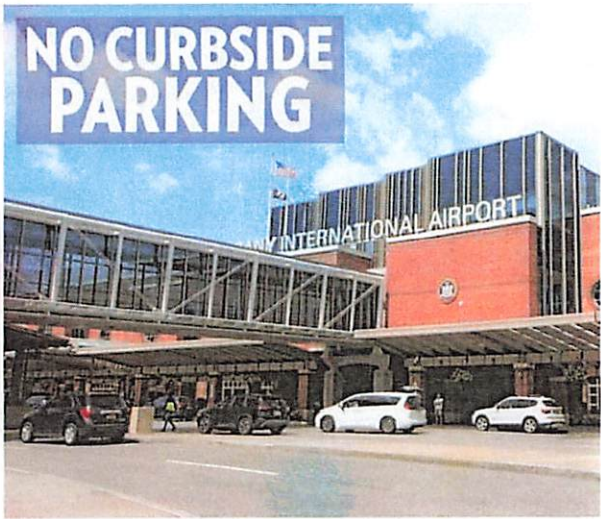
Progress Made to Date:


- Social media graphics
 - Informational: What to expect when you get to the airport
 - Commercial lanes closing September 20
 - Arriving two hours prior to flight
- Information video
 - Preventing congestion in front of airport

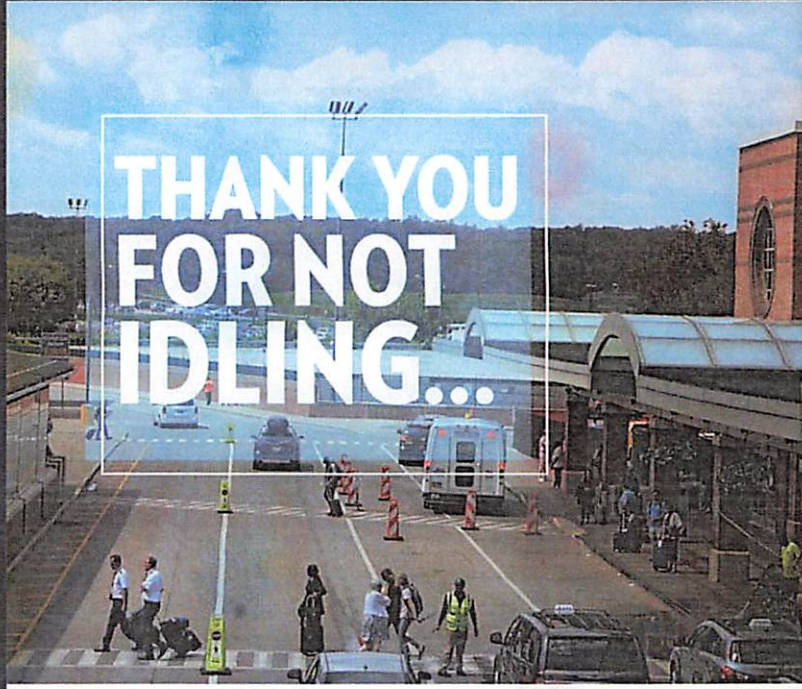
Airport Info. Graphic Examples:


 Albany International Airport
1h · 🌐

As construction activity ramps up at ALB, guests are reminded that curbside parking is not allowed. For those waiting for arriving passengers, our short-term parking lot and the cell phone lot on Albany Shaker Road will both remain open.
#GoingPlacesALB

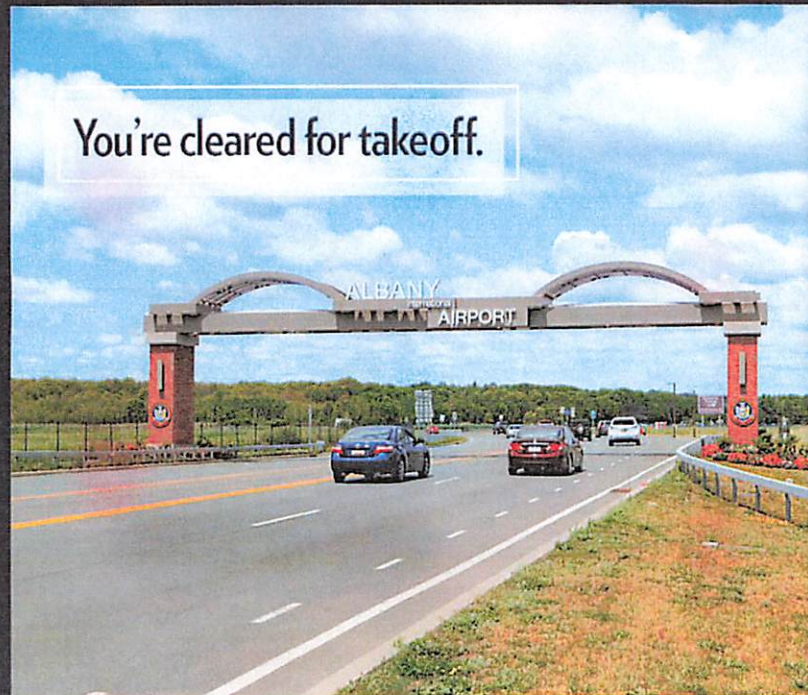


 #GoingPlacesALB



 #GoingPlacesALB

Info. Graphic Examples (continued...)



You're cleared for takeoff.



#GoingPlacesALB

Reminder:

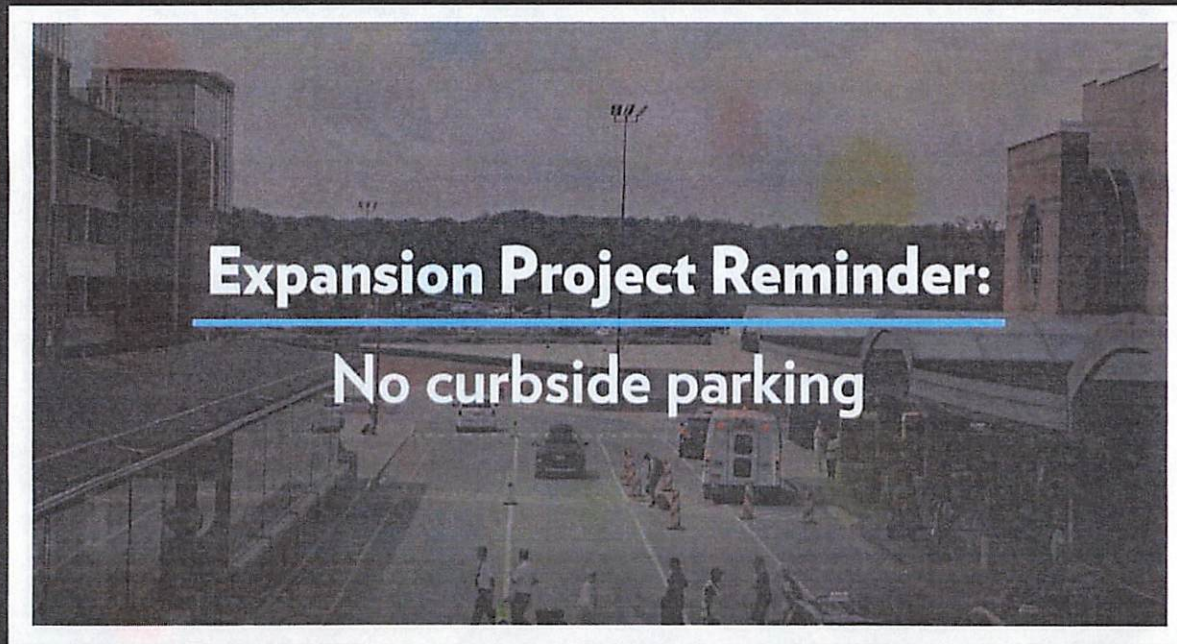
**Arrive at the airport
2 hours before your flight**



#GoingPlacesALB

Informational Video on Curbside Parking:

- [Video link here](#)



Latest Updates:

- Getting shots for “before and after”
 - Dunkin’ relocating
 - Pedestrian walkway
 - Parking garage
 - General outdoor shots
- “Man on the Street” videos – interviewing complete; videos to come soon

Strategies moving forward →

- Need notification of major construction moments for video and photos
 - Good for time lapse and to provide informational updates through social media
 - What's coming next? Removal rotunda, walkway, etc.
- Validator Interviews for Project Highlights
 - Who are our primary validators that we will interview?
 - Who is writing the script?
 - Where are we shooting interviews?
 - Need to schedule date for next month

Input from the Board & Airport Staff

Questions, thoughts, concerns, comments?

