



Albany County Airport Authority

Public Communications Committee

AGENDA

Wednesday, December 10, 2025 @ 10:30 a.m.

1. Approval of Minutes: September 10, 2025
2. Recent Media Coverage
3. Social Media
 - a. Metrics
 - b. Top Performing Posts
4. Website Metrics
5. Pointr Metrics
6. Aira Explorer App Update
7. Strategic Plan Discussion
 - a. Advertising
 - b. Fly My Airport

AGENDA ITEM NO. 1

**Approval of Minutes
September 10, 2025**



ALBANY COUNTY AIRPORT AUTHORITY

MINUTES OF THE PUBLIC COMMUNICATIONS COMMITTEE

September 10, 2025

Pursuant to notice duly given and posted, the Public Communications Committee meeting of the Albany County Airport Authority was called to order on September 10, 2025 at 11:30 a.m. in the Third Floor Conference Room located in the Terminal at the Albany International Airport, Albany, New York by the Public Communications Chair Sari O'Connor with the following present:

MEMBERS PRESENT

Sari O'Connor Chair
Steven H. Heider
Samuel A. Fresina, Ex Officio

MEMBERS ABSENT

Kevin R. Hicks, Sr.

STAFF

Peter F. Stuto, Chief Executive Officer
John A. O'Donnell, Chief Operating Officer
Christine Quinn, Airport Counsel
Margaret Herrmann, Acting Chief Financial Officer
Matt Hunter, Director of Communications
Liz Charland, Administrative Services

ATTENDEES

Susan Quine-Laurilliard, Chair Multi-Modal Transit Committee f/k/a Mass Transit

1. Approval of Minutes

Mr. Heider moved to approve the minutes of the May 1, 2024 Public Communications meeting. The motion was adopted unanimously.

Mr. Hunter provided updates on the following - (Power Point Attached)

1. Recent Media Coverage

- Concourse A Revitalization
- Breeze Airways Fort Myers Announcement
- Emergency Landing at ALB
- ACAA Hires Search Firm
- Southwest Airlines 25th Anniversary at ALB
- Local pilot crashes at Block Island Airport

2. Social Media

- a. Metrics
 - i. 729K Views in August 2025
 - ii. 2,608 followers gained in 2025 so far
 - iii. 22,432 total followers (as of 9/1/2025)
- b. Top Performing Posts
 - i. Air Force 737 at ALB
 - ii. Concourse A First Flight
 - iii. HVCC Aviation School Graduation
 - iv. UAlbany Football Charter Flight Reel

3. Upcoming Events

- a. Southwest 25th Anniversary – Saturday, September 13, 2025
- b. Concourse B Ribbon Cutting – TBD
- c. Honor Flight – Saturday, October 4, 2025
- d. Regional Advisory Board Meeting – October 22, 2025

He also advised there will be a September 11th Remembrance tomorrow morning at ARFF and all are invited to attend.

4. New Initiatives

- a. ALB Advertising Program
 - i. Launching in Baggage Claim
 - ii. Limited to businesses in tourism, hospitality, travel, and aviation industries

b. Updated Staff Photos

- i. Photo shoot with Vibrant Brands photographer on 9/15/2025**

There being no further business, the meeting was adjourned at 12:10 p.m.

Albany County Airport Authority
Public Communications Committee

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 - a. Metrics**
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- 4. Upcoming Events**
 - a. Southwest 25th Anniversary – Saturday, September 13, 2025**
 - b. Concourse B Ribbon Cutting – TBD**
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 - d. Regional Advisory Board Meeting – October 22, 2025**
- 5. New Initiatives**
 - a. ALB Advertising Program**
 - b. Updated Staff Photos**



PUBLIC COMMUNICATIONS COMMITTEE MEETING

11:30 AM | September 10, 2025



RECENT MEDIA COVERAGE

CONCOURSE A REVITALIZATION



- WNYT
- WTEN
- WRGB
- Times Union
- NY Construction Report
- Saratoga Today

RECENT MEDIA COVERAGE

BREEZE FORT MYERS ANNOUNCEMENT



- WTEN
- WGY
- The Points Guy
- Gulfshore Business
- The Bulkhead Seat
- USA Today

RECENT MEDIA COVERAGE

EMERGENCY LANDING AT ALB

- WGY
- WTEN

MICE INFESTATION

- Times Union

ACAA HIRES CEO SEARCH FIRM

- Times Union
- Albany Business
Review

SOUTHWEST 25TH ANNIVERSARY AT ALB

- WTEN
- Saratoga Today

AVELO PROTEST

- Times Union

RECENT MEDIA COVERAGE

ALBANY PILOT DIES IN CRASH AT BLOCK ISLAND AIRPORT

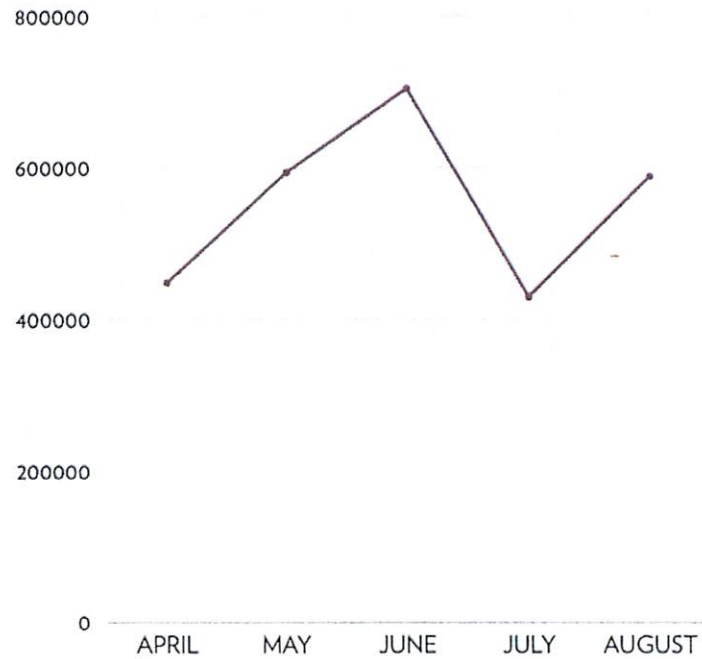
- WNYT
- WRGB
- WTEN
- Spectrum News
- Times Union
- Lower Hudson Journal
- Boston Globe
- Rhode Island Current
- WPRI
- Daily Voice
- LongIsland.com
- WJAR

SOCIAL MEDIA METRICS



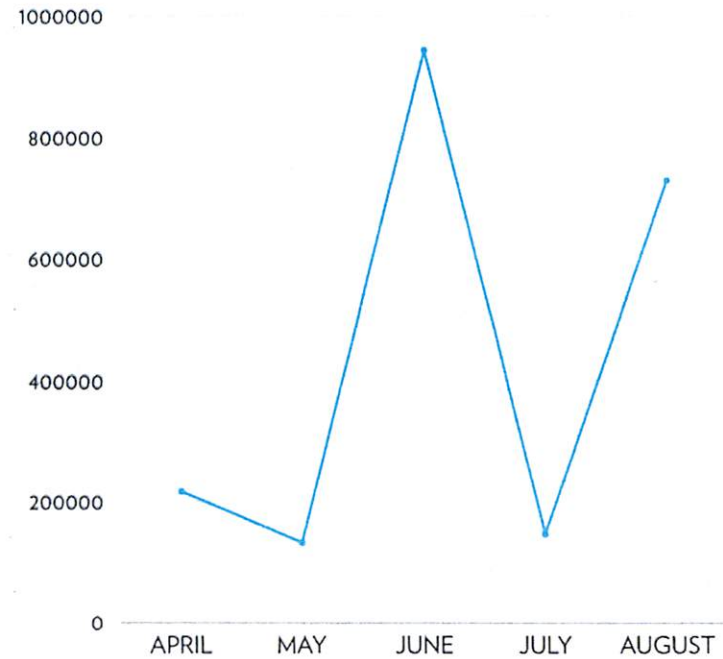
REACH

August 2025 -588K



VIEWS

August 2025 -729K

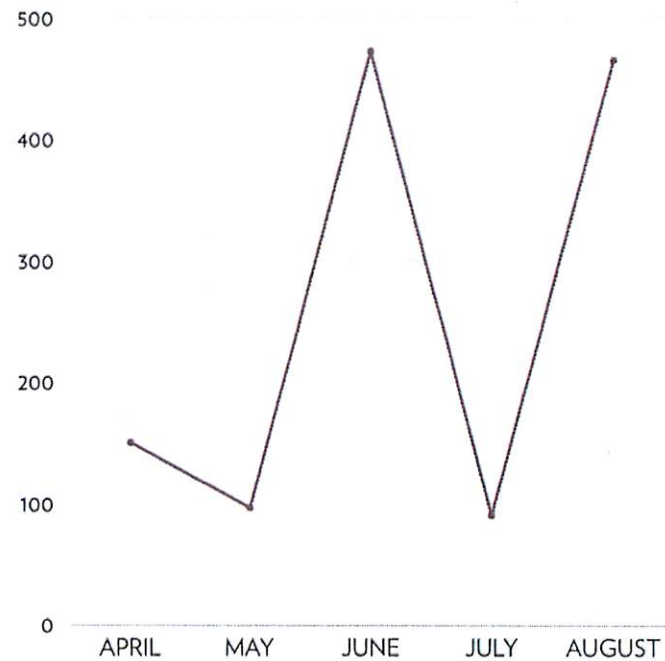


SOCIAL MEDIA METRICS



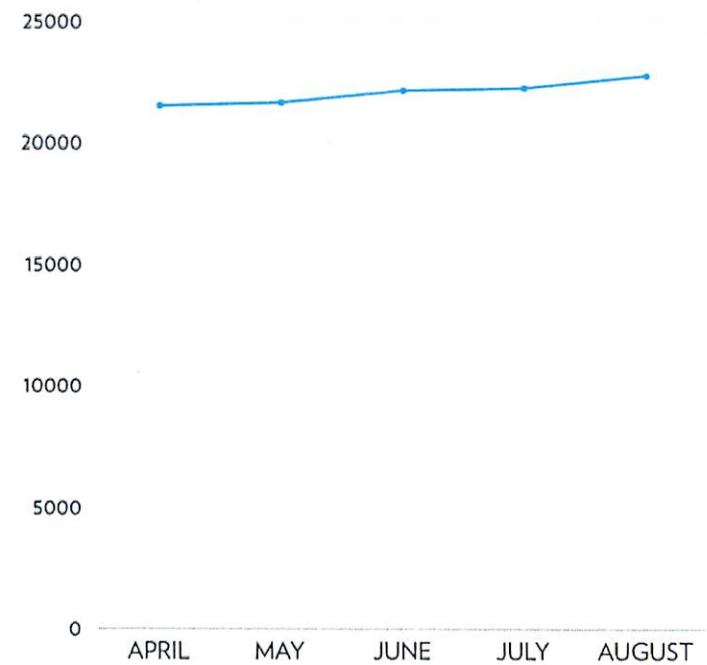
NEW FOLLOWERS (NET)

2,608 so far in 2025



TOTAL AUDIENCE

22,432 at end of August



TOP PERFORMING SOCIAL POSTS



- Air Force 737 at ALB - 346 Views (4th All Time)
- Concourse A First Flight - 194K Views (9th All Time)
- HVCC Graduation - 101K Views

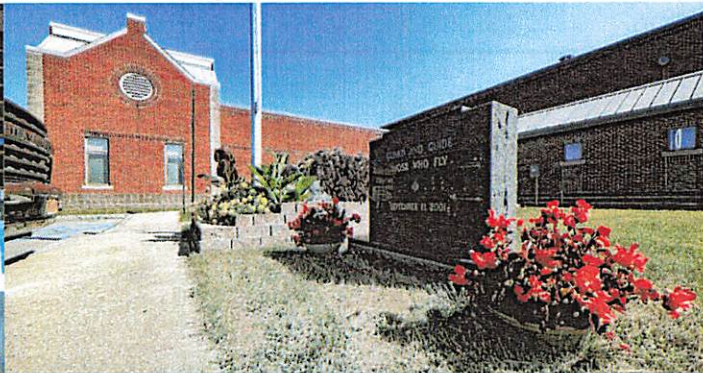


- UAlbany Football Flight (Reel) - 20K Views (4th All Time)
- Travers Weekend (Reel) - 6,962 Views
- Air Force 737 at ALB 4,711 Views



- HMS Host Donation - 3,364 Impressions
- Concourse A First Flight - 891 Impressions
- Air Force 737 at ALB - 642 Impressions





UPCOMING EVENTS



ALB



SEPTEMBER 11TH REMEMBRANCE

September 11, 2025 | 8:30 AM
Albany Airport Fire and Rescue (ARFF)



SOUTHWEST 25TH ANNIVERSARY

Saturday, September 13, 2025 | 2 PM
Southwest Ticketing Area



CONCOURSE B RIBBON CUTTING

DATE: TBD



**SENSORY
ROOM**



**CHILDREN'S
PLAY AREA**



**BUSINESS
CENTER**



Saturday, October 4, 2025 | 7 AM

HONOR FLIGHT

REGIONAL ADVISORY BOARD

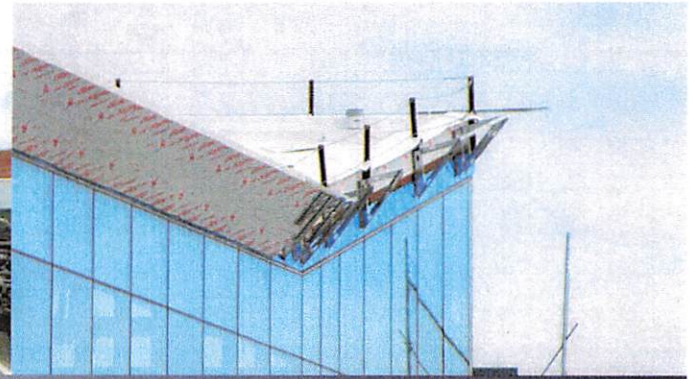
NEXT MEETING

Wednesday, October 22 | 10 AM

ARFF Conference Room

REPRESENTATIVES FROM:

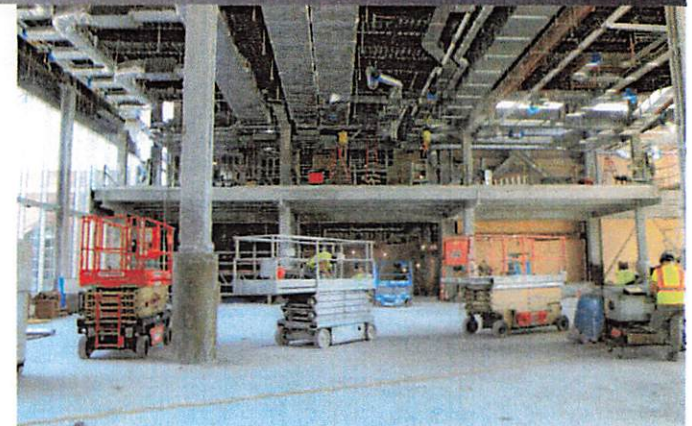
- Town of Colonie
- Greene County
- Rensselaer County
- Saratoga County
- Schenectady County
- Additional Stakeholders



NEW INITIATIVES



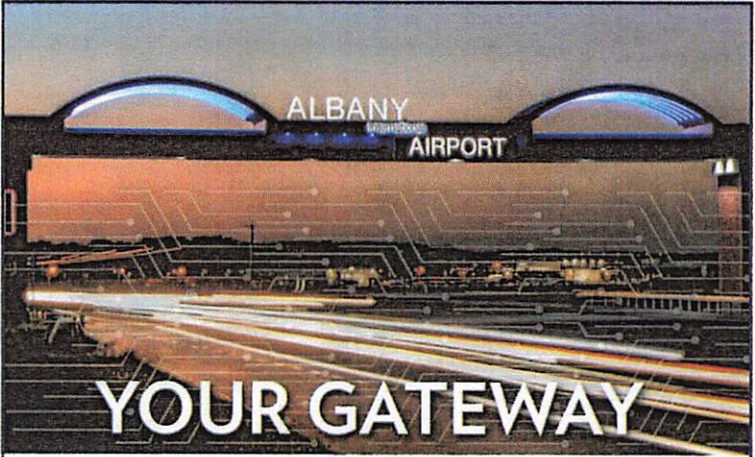
ALB



ALB ADVERTISING PROGRAM

DETAILS

- Launching In Baggage Claim Area
- Will be run in-house
- Limited to businesses in the tourism, hospitality, travel, and aviation industries



**ALBANY
AIRPORT**

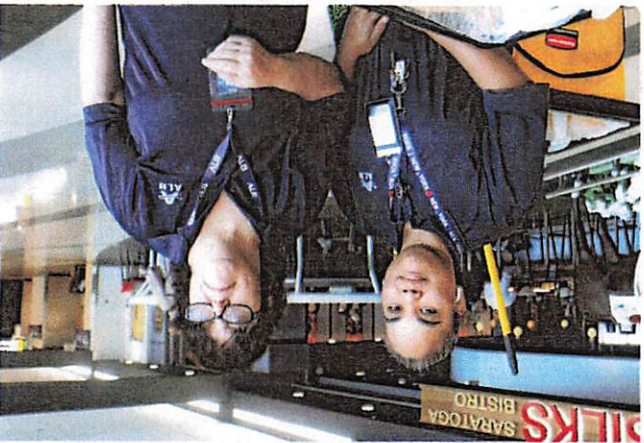
YOUR GATEWAY
TO HIGH-FLYING IMPRESSIONS

ALB

Reach over 3 million annual travelers in New York's Capital Region
through high-impact, strategically-placed advertising inside
Albany International Airport.

albanyairport.com

UPDATED EMPLOYEE PHOTOS



ALB