



Albany County Airport Authority

Public Communications Committee

AGENDA

Wednesday, February 4, 2026 @ 1:00 PM

1. Approval of Minutes: December 10, 2025
2. Recent Media Coverage
3. Social Media
 - a. Metrics
 - b. Top Performing Posts
4. Website Updates
5. Signage Updates

Public Communications Minutes

December 10, 2025



ALBANY COUNTY AIRPORT AUTHORITY

MINUTES OF THE PUBLIC COMMUNICATIONS COMMITTEE

December 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 December 10, 2025 at 11:10 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

Kevin R. Hicks, Sr. (Committee Member)
Steven Heider (Committee Member)
Harold Iselin (ACAA Member)
Sari O'Connor (Committee Chair)
John-Raphael Pichardo (ACAA Member)
Janet M. Thayer (ACAA Member)

MEMBERS ABSENT

Samuel A. Fresina, Chair

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
Dave Montiverdi, Airport Planner
John LaClair, Chief Engineer
Liz Charland, Administrative Services

ATTENDEES

None

1. Approval of Minutes

Mr. Hicks moved to approve the minutes of the September 10, 2025 Public Communications meeting. The motion was adopted unanimously.

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

1. Recent Media Coverage

- Winter Storm (12/2/2025)
- Breeze Inaugural Fort Myers Flight
- Thanksgiving Travel
- Allegiant's New Route Between ALB and Fort Lauderdale
- Main Terminal Construction Update
- DOT Commissioner Tours ALB's New Public Spaces
- Government Shutdown's Impact at ALB

2. Social Media

- a. Metrics
- b. Top Performing Posts
 - i. Breeze Fort Myers Announcement
 - ii. Winter Storm Response Reel
 - iii. Allegiant to Fort Lauderdale

3. Website Traffic

- a. 46k Users
- b. 84k Sessions
- c. 156k Page Views

4. Pointr Metrics

- a. 3k Users
- b. 6k Sessions
- c. 124 Users Per Day

5. Strategic Plan Discussion

- a. Advertising
- b. Fly My Airport

There being no further business, the meeting was adjourned at 11:25 a.m.

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



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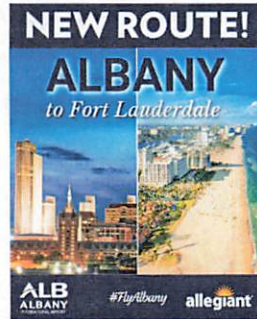
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RECENT NEWS COVERAGE

Allegiant's New Route Between ALB and Fort Lauderdale



ALB



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RECENT MEDIA COVERAGE

MAIN TERMINAL
CONSTRUCTION UPDATE



ALB



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RECENT NEWS COVERAGE

DOT Commissioner Tours ALB's New Public Spaces



ALB



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RECENT NEWS COVERAGE

Government Shutdown's Impact at ALB

144 online articles since October 1, 2025



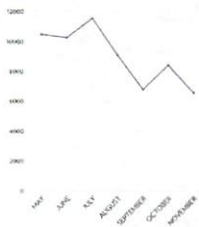
ALB

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POINTR METRICS

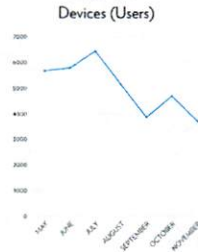
November 2025

6,552
Sessions



ALB

3,716
Devices (Users)



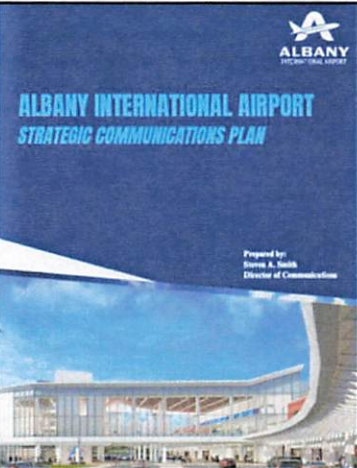
124
Avg. Users Per Day



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STRATEGIC COMMUNICATIONS PLAN REVIEW

ALB



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STRATEGIC COMMUNICATIONS PLAN PRIMARY GOALS

1. Position ALB as a thought leader in the aviation industry.
2. Showcase ALB's commitment to the traveler experience, highlighting technology, innovation, and major infrastructure improvements
3. Leverage stakeholder partnerships to reinforce ALB's role as a gateway for the Capital Region and a driver of economic growth.
4. Grow public awareness of ALB to support continued air service expansion, increased ridership, and a stronger brand presence.

ALB

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STRATEGIC COMMUNICATIONS PLAN KEY FOCUS AREAS

1. Earned Media (News)
2. Social Media
3. Third-Party Advocacy
4. Website & Digital Presence
5. Paid Media and Advertising
6. Construction Communications (Main Terminal Expansion & Concourse A Revitalization)

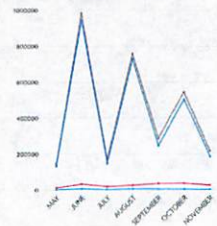
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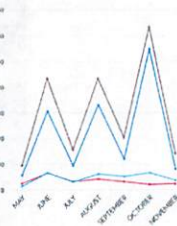
SOCIAL MEDIA METRICS

November 2025

218K
Impressions



2,810
Interactions



11,081
Page Visits



ALB

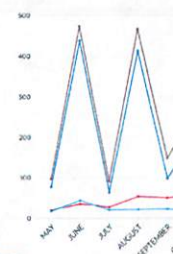


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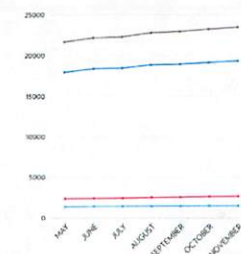
SOCIAL MEDIA METRICS

November 2025

224
New Followers



23,467
Total Followers



ALB



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TOP PERFORMING POSTS



**Breeze Fort Myers
Announcement**

108K Views
708 Interactions
65 New Followers



**Winter Storm
Response Reel**

2,300 Views
233 Interactions
5+ hours of watch time



**Allegiant to
Fort Lauderdale**

473 Views
25 Interactions
8.5% Engagement Rate

ALB

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WEBSITE TRAFFIC

November 2025

46,751
Users



84,046
Sessions



156,023
Page Views



ALB

albanyairport.com

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STRATEGIC COMMUNICATIONS PLAN

Focus Area: Earned Media (News)

- Maintaining consistent visibility in local and regional news as a trusted aviation and infrastructure source.
- Securing coverage tied to major construction milestones, new airline partners and routes, and special events.
- Highlighting ALB's readiness during peak travel periods like Fourth of July and Thanksgiving
- Providing expert commentary during winter storms and other high-impact events.
- Generated 5,000+ media mentions so far this year.*



* Source: Meltwater

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STRATEGIC COMMUNICATIONS PLAN

Focus Area: Social Media

- Growing audiences across all platforms with engaging, positive content.
- Showcasing new developments, routes, events, and behind-the-scenes operations.
- Achieved 6M+ impressions, 77K interactions, and 4,500 new followers so far in 2025.
- Providing timely, helpful responses to travelers' questions.



* Source: Meltwater

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STRATEGIC COMMUNICATIONS PLAN

Focus Area: Third-Party Advocacy

- Strengthening relationships with state, local, and regional partners who help amplify ALB's progress.
- Partnered with NYS DOT, including a tour and joint press event with the agency's commissioner that highlighted ALB's new customer-focused amenities.
- Hosted the NYS Chief Disability Officer and a delegation to review accessibility improvements and gather feedback.
- Convened ALB's Regional Advisory Board in October, bringing together representatives from surrounding counties for updates on operations and construction.
- Actively scheduling tours and meetings with county executives, municipal leaders, and other stakeholders to bolster relationships and keep partners informed.



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STRATEGIC COMMUNICATIONS PLAN

Focus Area: Website & Digital Presence

- Working with Vibrant Brands to continually update ALB's website with refreshed branding and improved user experience.
- Ensuring accurate, timely information on travel updates, construction progress, and airport services.
- Continuing to use the site as a central hub for travelers and stakeholders.
- Considering partnership with Fly My Airport, which would add a widget to our website that enables users to find and book flights from ALB.



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STRATEGIC COMMUNICATIONS PLAN

Focus Area: Paid Media & Advertising

- Ran targeted advertising in the *Times Union's* Upstate Fall Traveler Magazine and the *Albany Business Review's* Book of Lists, reaching key regional audiences.
- Developing a more comprehensive 2026 strategy with Hearst and Business Journals to expand ALB's visibility both within the Greater Capital Region and in cities with direct ALB service.
- Positioning out-of-market campaigns to promote Albany and the Capital Region as destinations, especially during the summer travel season.



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STRATEGIC COMMUNICATIONS PLAN

Focus Area: Construction Communications

- Providing regular updates across the website and social media to keep travelers informed.
- Sharing progress through photos, videos, and milestone announcements.
- Conducted consistent interviews and press events to maintain transparency and build public confidence.



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