



Public Communications  
Committee Approved  
09/10/2025

Minutes of the Public Communications Committee Meeting  
of the Albany County Airport Authority

September 11, 2024

Pursuant to notice duly given and posted, the Public Communications Committee meeting of the Albany County Airport Authority was called to order on Wednesday, September 11, 2024 at 2:20 p.m. in the Third Floor Conference Room in the Main Terminal at the Albany International Airport, Albany, New York by the Committee Chair, Tom Nardacci, with the following present:

MEMBERS PRESENT

Tom Nardacci, (Chair, Committee)  
Sari O'Connor (Committee Member)  
Kevin Hicks (ACAA Board Member)  
Janet Thayer (ACAA Board Member)

MEMBERS ABSENT

Steve Heider (Committee Member)

STAFF

Peter F. Stuto, Chief Executive Officer  
John A. O'Donnell, Chief Operating Officer  
Michael Zonsius, Chief Financial Officer  
Christine Quinn, Authority Counsel  
Jenn Munger, Paralegal  
Liz Charland, Administrative Services

ATTENDEES

Mike DeMasi, Albany Business Review  
Donna Abbott-Vlahos, Albany Business Review  
Steve Hughes, Times Union  
Steve Smith, Avports  
Cameron Sagan, Public Information Officer, Albany County  
Andrew Mangini, The Martin Group  
Michael Lalli, Albany County



**1. Approve Minutes**

Mr. Nardacci deferred the approval of the May 1, 2024 minutes.

The motion was adopted unanimously.

**2. Master Plan Communications**

Mr. Smith presented a Communications Report (Power Point attached.)

There being no further business, the meeting was adjourned at 2:30 p.m.



ALBANY COUNTY AIRPORT AUTHORITY  
PUBLIC COMMUNICATIONS COMMITTEE

AGENDA

September 11, 2024

1. Acceptance of Minutes May 1, 2024
2. Master Plan Communications
3. Capital Project Communications

# Communications Report

Steven A. Smith  
Director of Communications



# Traditional Media

- New Leadership
- Labor Day Travel
- Gillis Tribute
- Jet Blue – MCO/FLL
- Pointr
- T-38's
- Construction
- Southwest - LAS

## Airport opens exhibit, welcomes mother of pilot-adventurer killed in crash

An exhibit of photographs and poems by Natalie Gillis will remain on display at private terminal indefinitely, airport says.

By [Patrick Tine, Staff Writer](#)

Aug 28, 2024

[Gift Article](#) [f](#) [X](#) [Email](#)



## Fighter jets at Albany airport as part of training exercise

Courtney Ward

4 weeks ago



**HAPPENING TONIGHT**  
**FIGHTER JETS FLY OUT OF AIRPORT FOR TRAINING EXERCISE**  
**ALBANY**

## Albany International creates new wayfinding option

Caton Deuso

3 weeks ago



ALBANY, N.Y. (NEWS10)– Anyone flying out of Albany International Airport can soon find their gates, restaurants, and parked vehicles just by scanning a QR code. In partnership with Pointr, a global technology company, passengers navigate the airport while construction is ongoing.



**6 NEWS**

## TSA officers at Albany airport prepare for anticipated travel peak

by Olivia Jaquith

Mon, September 2, 2024 at 5:42 AM

Updated Mon, September 2, 2024 at 6:24 AM



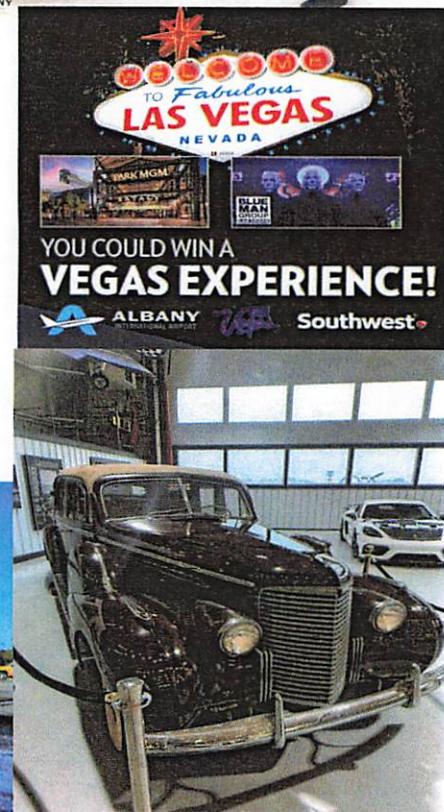
Albany International Airport's main terminal was built in 1962 and underwent its last significant renovation in 1998. (PHOTO: Office of Gov. .)

# Social Media

- NYS Wild Land F.F.'s
- Special Liveries
- T-38's
- Las Vegas Promo
- Invictus Games
- Nat'l Aviation Day
- Pointr
- Avelo Extended Schedule
- Live Burn
- Concourse A Rehab



- National Dog Day
- National Accessible Travelers Day
- Natalie Gillis Tribute
- September 11<sup>th</sup> Memorial
- Construction Reminders and Updates
- Wings and Wheels



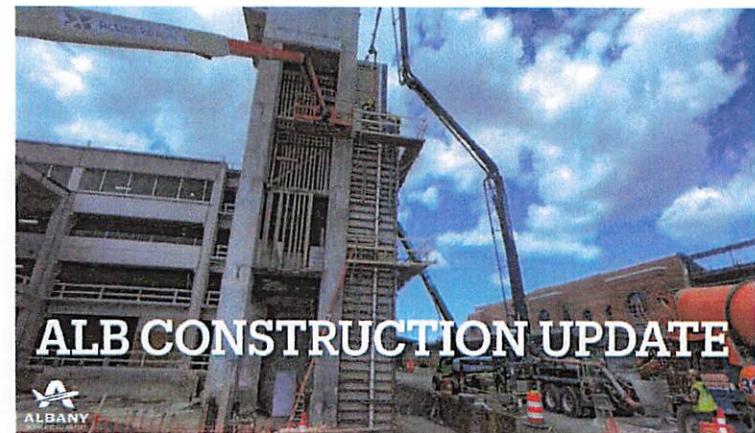
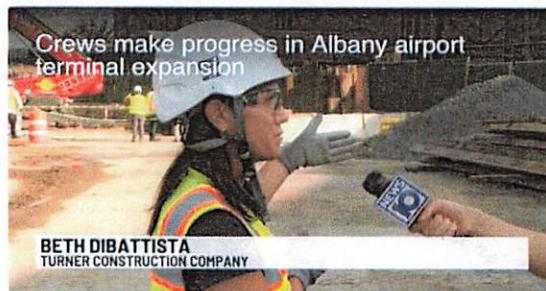
# Construction Updates on Social Media

- Consistent Messaging
  - Access to Terminal
  - Drop-Off/Pick-Up
  - Parking Garage Access
  - Driving Lanes
  - Sidewalk Closures
  - Vestibules
  - Signage
  - Info Desk
  - Foundation Work
  - Video with Updates
  - News Coverage
  - Concourse A Video

## Crews make progress on Albany airport terminal expansion

Courtney Ward

4 weeks ago



# Social Media Insights

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Facebook – 90 Days:

- Reach – 1.2M
- Content Published – 101
- Engagement – 313.9K

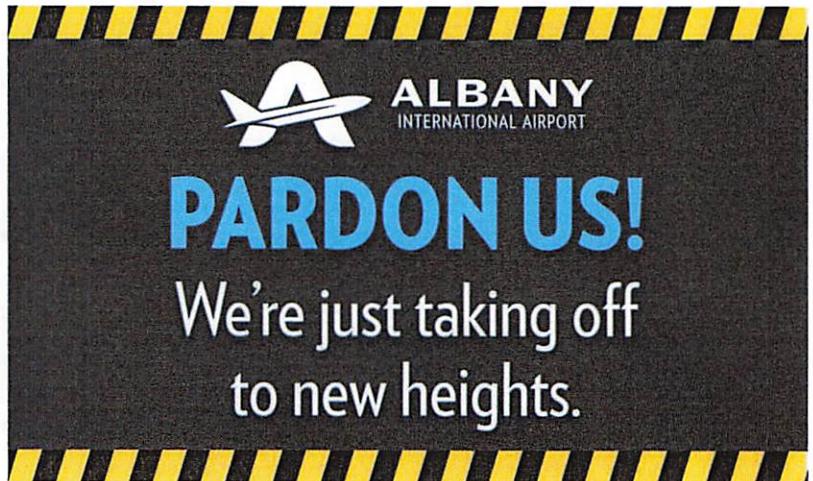
Instagram – 90 Days:

- Reach – 20,180
- Content Published – 105
- Engagement – 1,335



# Website

- Updates to Construction Page
- News Releases Added to Newsroom



# Looking Ahead

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- Media Stories
- AAAE Upcoming Issue
- Different Travelers Video
- Vegas Promo Winner Reveal
- ALB on the Road
- Farm Aid 9/22
- Ongoing Construction Updates
- E-Newsletter
- Podcast or Vlog
- Concourse A (Vibrant)



**NOTICE**



Wanted -  
Website  
Info Desk  
O'Chall

**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, September 11, 2024** 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, September 11, 2024** 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.

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

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

The Albany County Airport Authority will hold a Finance Committee meeting on **Wednesday, September 11, 2024** at 12:30 p.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  
MEETING NOTICE**

Notice is hereby given of the following regular meeting of the Albany County Airport Authority:

The Albany County Airport Authority will hold its **regularly scheduled** meeting on **Monday, September 16, 2024** at 9:00 a.m. The meeting will be held in the Conference Room on the 3rd Floor located in the Main Terminal at the Albany International Airport, Albany, New York.



**Liz Charland**

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**From:** Liz Charland  
**Sent:** Thursday, September 5, 2024 8:26 PM  
**To:** TU Legals  
**Subject:** Account No. 061026000 - Pre-Approved - No Confirmation Required

**Importance:** High

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

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