



**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



Fighter jets at Albany airport as part of training exercise

Courtney Ward

4 weeks ago



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
ALBANY

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 11th Memorial
 - Construction Reminders and Updates
 - Wings and Wheels



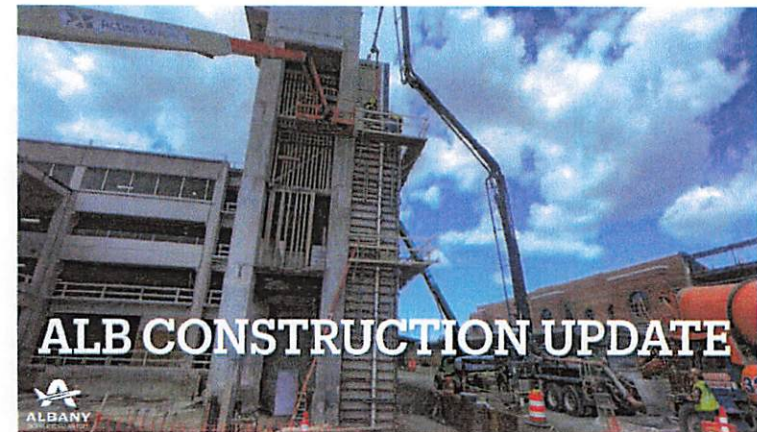
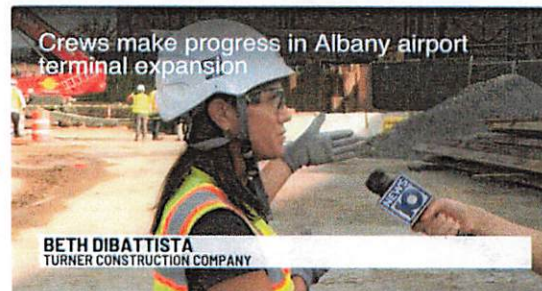
Construction Updates on Social Media

- 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

Facebook – 90 Days:

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

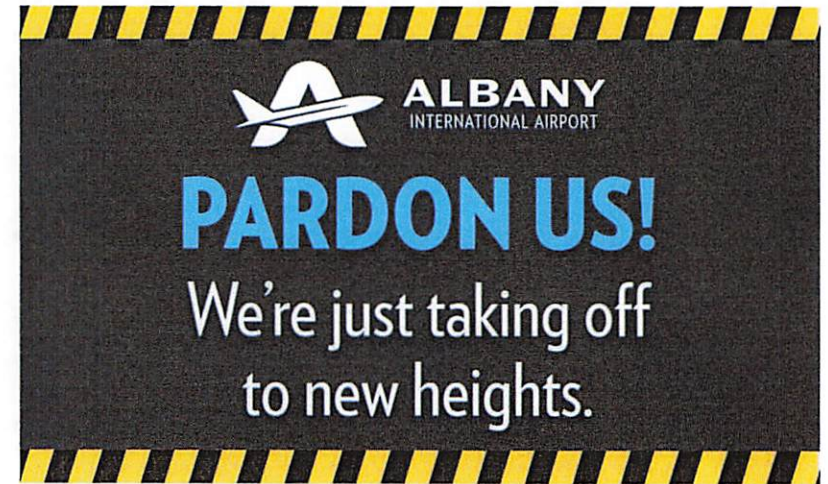
Instagram – 90 Days:

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



Website

- Updates to Construction Page
- News Releases Added to Newsroom



Looking Ahead

- 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



ALBANY COUNTY AIRPORT AUTHORITY
PUBLIC COMMUNICATIONS COMMITTEE
MEETING NOTICE

*Posted -
Website
Info Desk
A. Chauld*

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

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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