



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 and September 11, 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

AGENDA

Wednesday, September 10, 2025 @ 11:30 a.m.

- 1. Approval of Minutes: May 1, 2024**
- 2. Recent Media Coverage**
- 3. Social Media**
 - a. Metrics**
 - b. Top Performing Posts**
- 4. 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**
- 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

ACAA HIRES CEO SEARCH FIRM

- Times Union
- Albany Business Review

MICE INFESTATION

- Times Union

AVELO PROTEST

- Times Union

SOUTHWEST 25TH ANNIVERSARY AT ALB

- WTEN
- Saratoga Today

RECENT MEDIA COVERAGE

ALBANY PILOT DIES IN CRASH AT BLOCK ISLAND AIRPORT

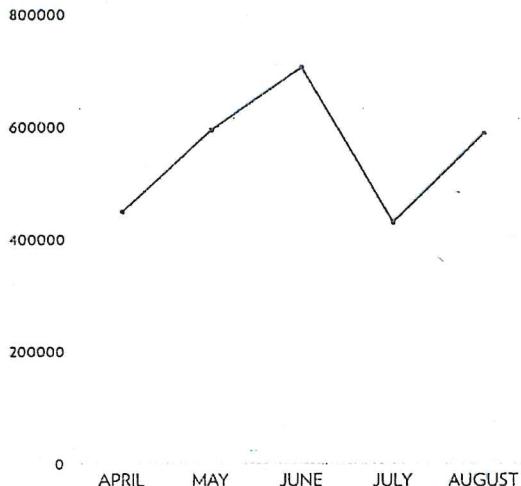
- WNYT
- WRGB
- WTEN
- Spectrum News
- Times Union
- Lower Hudson Journal
- Boston Globe
- Rhode Island Current
- WPRI
- Daily Voice
- LongIsland.com
- WJAR

SOCIAL MEDIA METRICS



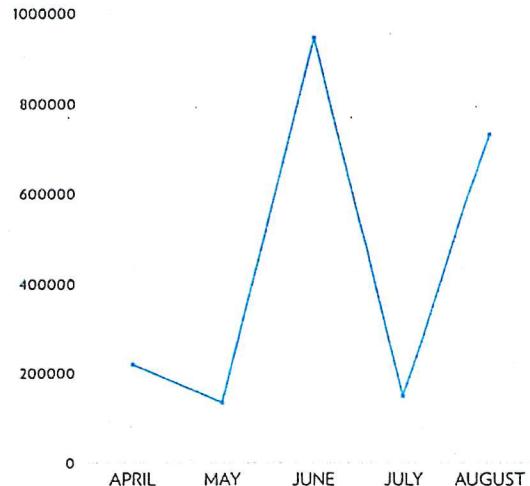
REACH

August 2025 - 588K



VIEWS

August 2025 - 729K

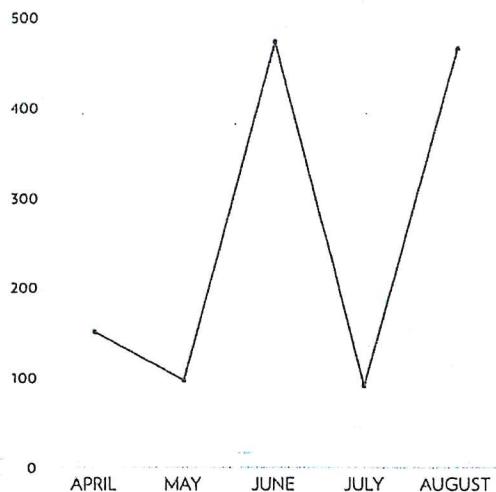


SOCIAL MEDIA METRICS



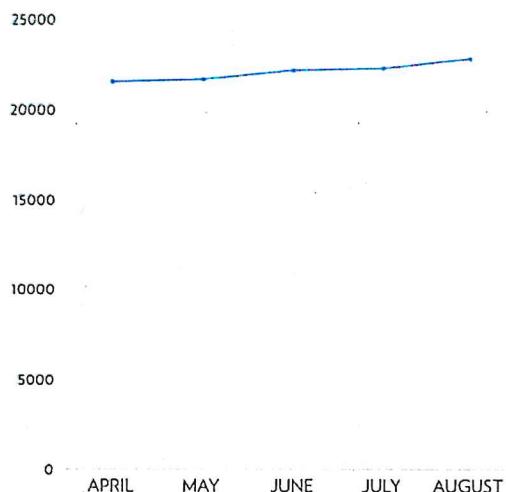
NEW FOLLOWERS (NET)

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



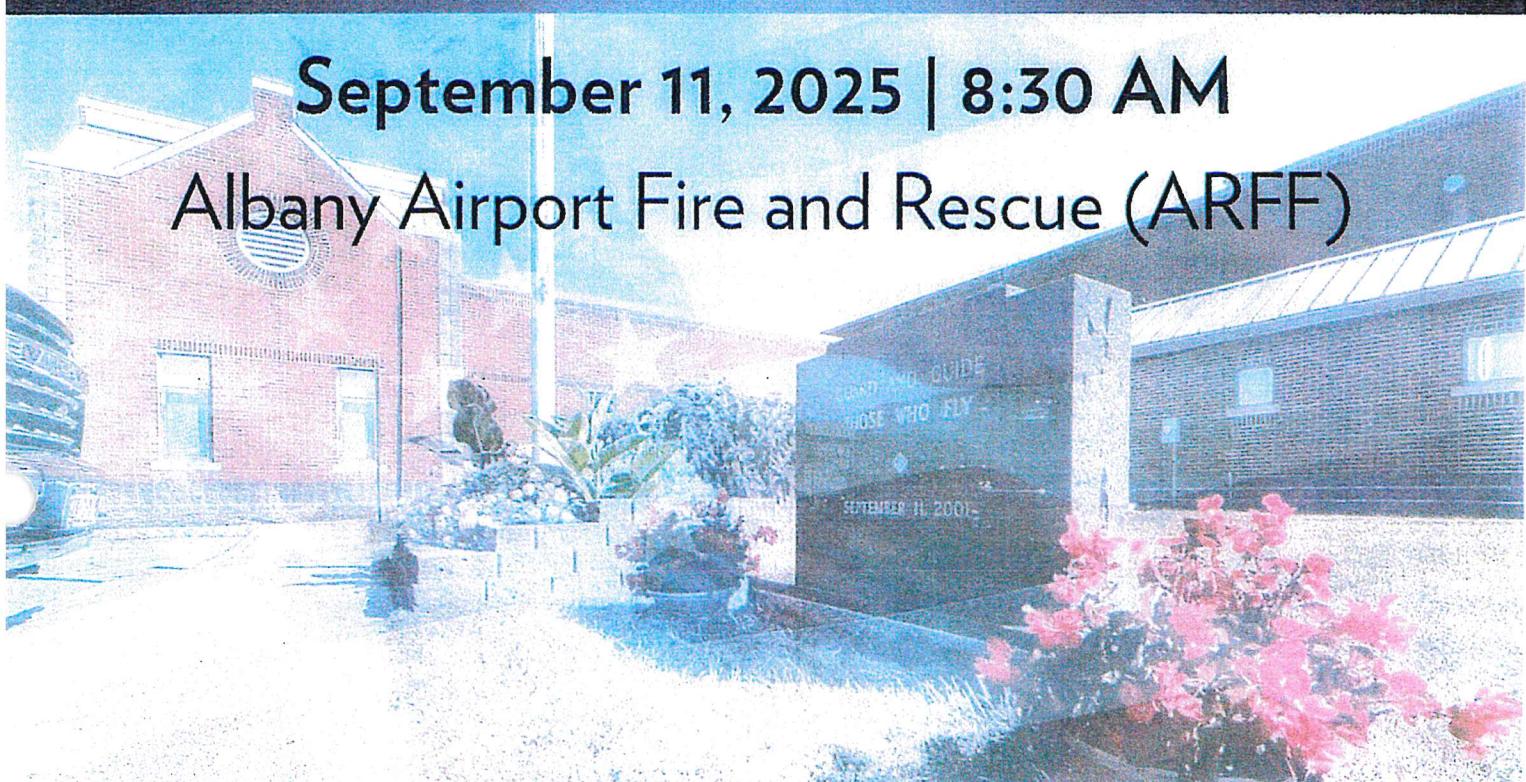
ALB



SEPTEMBER 11TH REMEMBRANCE

September 11, 2025 | 8:30 AM

Albany Airport Fire and Rescue (ARFF)



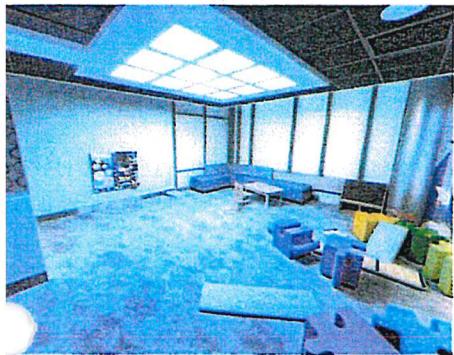
SOUTHWEST 25TH ANNIVERSARY

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

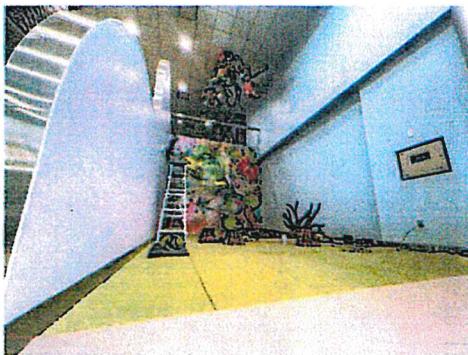


CONCOURSE B RIBBON CUTTING

DATE: TBD



SENSORY
ROOM



CHILDREN'S
PLAY AREA



BUSINESS
CENTER



Saturday, October 4, 2025 | 7 AM

HONORFLIGHT

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

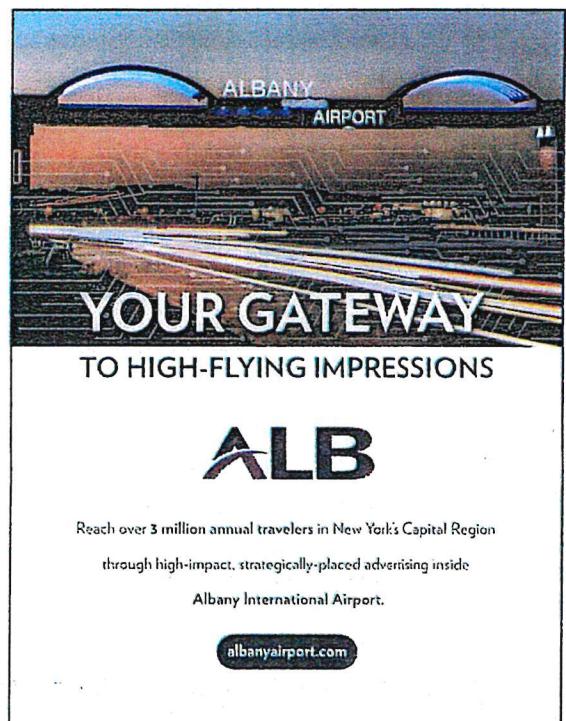


ALB

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





UPDATED EMPLOYEE PHOTOS

ALB

NOTICE

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 10, 2025 at 11:30 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.

9/10/2025

Info Desk
Website -

9/10/25

Sheld

Albany Times Union
News Plaza
Box 15000
Albany, New York 12212

ALBANY INTERNATIONAL AIRPORT
737 ALBANY SHAKER RD
Albany NY 12211

Account Number: 061026000
Order Number: IPLATU0100760

STATE OF NEW YORK)
:SS.:
COUNTY OF ERIE)

The undersigned, being duly sworn, says that he/she is a Authorized Custodian of Records of THE TIMES UNION, a daily newspaper printed in the county of Albany, Town of Colonie, and Published in the County of Albany, Town of Colonie and the City of Albany, aforesaid and that notice of which a printed copy is annexed has been regularly published in the said ALBANY TIMES UNION on the following dates:

09/09/2025

George Hearst, Publisher

By: Nora Hewson

Nora Hewson

Authorized Designee of George Hearst, Publisher of the Times Union

Subscribed and sworn to before me, this 11th day of September 20 25.

Notary Public Signature

Tyshaw Harrison
Notary Public - State of New York
No. 01HA0005298
Qualified in Erie County
Commission Expires 04/07/2027

IPLATU0100760

**ALBANY COUNTY AIRPORT AUTHORITY
PUBLIC COMMUNICATIONS COMMITTEE
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**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 10, 2025 at 12:00 noon.** 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.

**ALBANY COUNTY AIRPORT AUTHORITY
REGULAR 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 15, 2025 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: Friday, September 5, 2025 1:57 PM
To: Amelia Calhoun (Confidential Secretary to County Executive); Bart Johnson; Beth DiBattista (Turner; Brian King; Cameron Sagan (Albany County; Carl Stewart (Turner; Carmiena Brooks; Chris Menge; County Executive Daniel P. McCoy; Dave Collins; Frank Mauriello, Albany County Minority Leader; George Penn (Albany County; James Curran (Minority Counsel); Jermy Martelle (CHA; Jill Bryce; Johanna Bateman; Kevin Butterfield; Larry Rulison (Times Union; LRulison (Times Union; Lynne Lekakis Mass Transit Committee; Majority Leader Dennis Feeney; Mary Rozak (Albany County; Melissa Wolfgang; Mike DeMasi (Business Review; mmangini; Pete Rea; Rebekah Kennedy (Majority Counsel); Rich Amadon (CHA; Rick Karlin; Rob Wagner (Project Manager Turner; Spotlight News; Steve Dorsey; Steve Smith; Susan Quine-Laurilliard (Mass Transit); Todd Pennington; WRGB News
Subject: Committee Meetings Wednesday September 10 at 11:30 a.m. and Regular Meeting Monday September 15 at 9:00 a.m.

ALBANY COUNTY AIRPORT AUTHORITY PUBLIC COMMUNICATIONS COMMITTEE MEETING NOTICE

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Liz Charland

From: Liz Charland
Sent: Friday, September 5, 2025 1:37 PM
To: 'TU Legals'
Subject: RE: Account No. 061026000 - Pre-Approved - No Confirmation Required - CIC Committee Meeting Wednesday August 13, 2025 at 12:00 noon

NOTE THERE ARE THREE NOTICES – PLEASE CONFIRM RECEIPT. Thank you.

From: Liz Charland
Sent: Friday, September 5, 2025 1:36 PM
To: 'TU Legals' <tulegals@timesunion.com>
Subject: RE: Account No. 061026000 - Pre-Approved - No Confirmation Required - CIC Committee Meeting Wednesday August 13, 2025 at 12:00 noon
Importance: High

Please publish the Notice below one time as soon as possible. Thank you. – Liz

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Liz Charland

From: Liz Charland
Sent: Friday, September 5, 2025 1:12 PM
To: ACAA Board Room; Christine Quinn; John O'Donnell; Liz Charland; Margaret Herrmann; Peter Stuto; Matthew Hunter; John LaClair; Matthew Mokey
Subject: Meeting Notices - Public Communications - CIC Committee & Regular Meeting Notice

Categories: Red Category

Public Communications Committee Members:

Sari O'Connor, Chair
Steve Heider
Kevin Hicks
Sam Fresina, Ex Officio

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CIC Committee Members:

Sari O'Connor, Co-Chair
Steve Heider, Co-Chair
Kevin Hicks
Sam Fresina, Ex Officio

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MINUTES:

May 1, 2024



MINUTES OF THE PUBLIC COMMUNICATIONS COMMITTEE

May 1, 2024

Pursuant to notice duly given and posted, the Public Communications Committee meeting of the Albany County Airport Authority was called to order on May 1, 2024 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 Communications member, Steve Heider with the following present:

MEMBERS PRESENT

Steven Heider (Committee Member)
Sari O'Connor (Committee Member)
Janet Thayer (ACAA Board Member)

MEMBERS ABSENT

Tom Nardacci (Committee Chair)

STAFF

Philip F. Calderone, Esq., Chief Executive Officer
Christine Quinn, Airport Counsel
Michael F. Zonsius, Chief Financial Officer
Jenn Munger, ACAA

ATTENDEES

Steve Smith, AvPorts Communications
Kevin Butterfield, Albany County Communications
Elizabeth Kalin, Albany County Communications
Mike Lalli, Albany County
Carmiena Brooks, Assistant Airport Manager

1. Approval of Minutes

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

7. **Master Plan Communications:**

Mr. Smith provided an update on the Master Plan. Mr. Calderone advised we are currently waiting on the FAA.

Mr. Smith advised the website will be up-dated with a construction page and he is also working on our first news letter.

3. Capital Project Communications

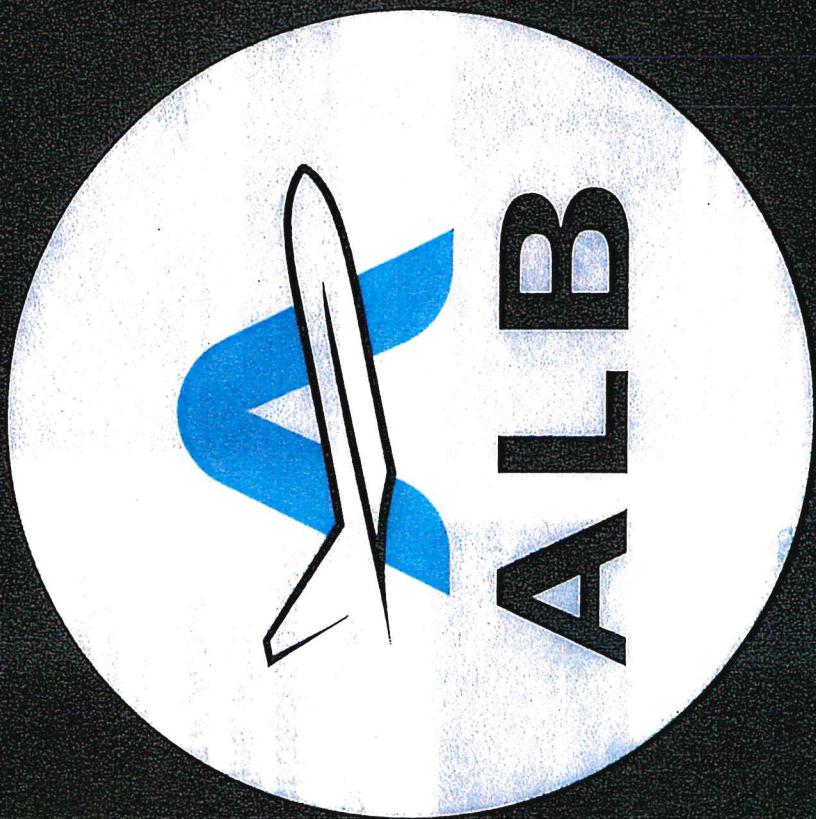
Mr. Smith provided a Communications Report. (Power Point attached.)

There being no further business, the meeting was adjourned at 11:33 a.m.

**ALBANY COUNTY AIRPORT AUTHORITY
PUBLIC COMMUNICATIONS COMMITTEE**

**AGENDA
May 1, 2024**

- 1. Approval of Minutes
Public Communications Committee Meeting – March 13, 2024**
- 2. Master Plan Communications**
- 3. Capital Project Communications**



Communications Report

Steven A. Smith
Director of Communications

Traditional Media

Travel & Tourism

Albany airport working to add another low-cost carrier as Avelo prepares to arrive



- City and State NY – Ad & Q & A
- National Hurricane Center
- Southwest Airlines
- Albany Business Review – AIR Service
- Albany Business Review – Ad
- Earth Day
- Times Union (GraceLee Lawrence)
- Hurricane Hunters
- Construction Updates
- HVCC – Mechanics Program



Airports are the front doors to our communities

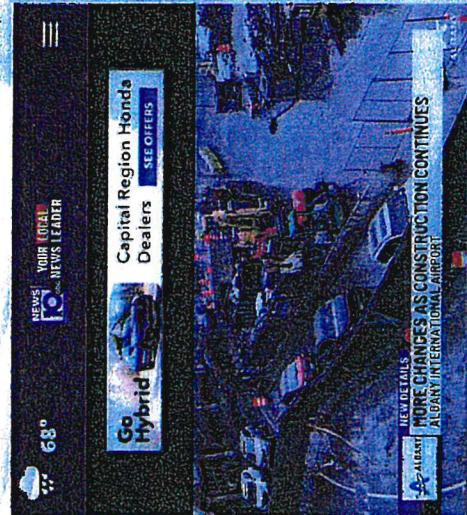
A Q&A with Janet Ho on the state Transportation Department's role in aviation.



State Department of Transportation Assistant Commissioner

Janet Ho talks about airport grants from the governor's office.

DAVID HYLDEBOLD



NEW DETAILS
MORE CHANGES AS CONSTRUCTION CONTINUES

ALBANY INTERNATIONAL AIRPORT

≡ TIMES UNION e-Edition



As Southwest backs out of Syracuse, airline, airport say no changes in Albany

Southwest Airlines is pulling out of four underperforming cities as it looks to improve finances and deal with fewer planes coming from Boeing

By **Larry Rulison**

April 27, 2024



Gift Article

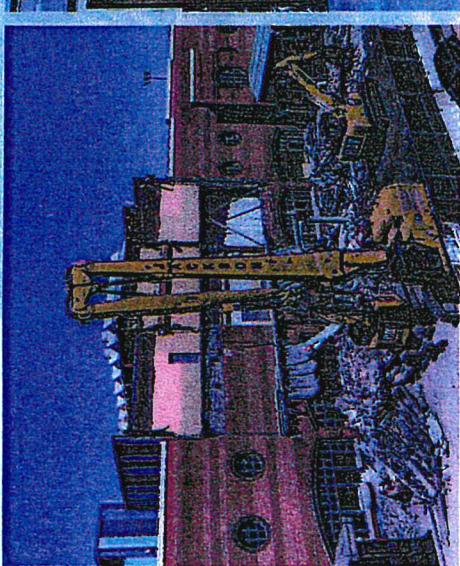
Social Media



- Eclipse Party
- ALB Crews
- Clifford's
- Honor Flight
- World Pilot Day
- Volunteer Week
- Gardeners Day
- Discover Albany
- Earth Day
- Blood Drive
- Patriot Flight
- F-15
- C-17's
- Other Specialty Aircraft
- April 25th
- Career Fairs
- May the 4th
- Hurricane Hunters

Construction Updates on Social Media

- Building Demo (Photos and Video)
- Construction Updates (Video)
- Validators (Video)
- New Signage
- Temporary Walls
- Sidewalk/Vestibules
- Information Desk Moved
- Escalators
- Ride Share
- Lane Shift – Shuttles Across Street
- Continue to Push to Web



Signage

- All Gates
- TSA Security Checkpoint
- Shuttles Across Street
- Rental Car Pick-Up
- North Garage
- Uber/Lyft Pick-Up



- All Shuttles Across the Street
- Uber/Lyft Pick-Up (Stay on sidewalk)



TSA Checkpoint, Ticketing, Escalator

Social Media Insights

Facebook – 90 Days:

- Reach – 2.6M
- Content Published – 137 posts
- Engagement – 414K

Instagram – 90 Days:

- Reach – 20,573
- Content Published – 186
- Engagement – 1,168

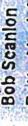


Comments



Tabitha Clancy

Been through many airports and ALB is one of the prettiest inside and out - it will be even prettier soon!



Bob Scanlon

Betty Nash is one of the kindness soles you will ever meet. Always smiling and always willing to help anyone in need. She is a vital asset to any organization she is associated with.

4d Love Reply Message Hide 7 1 0



Top fan

Lisa Pulver Dennis
Betty is such a delight! I miss her! She always made me smile when I worked there.

4d Love Reply Message Hide 2 1 0



Melissa Howland Eastland

Can you park across from the terminals in the garage and walk across? We go out tomorrow morning and that's where we normally park.

2w Like Reply Hide



Albany International Airport

Melissa Howland Eastland: Yes! You'll cross the street near car rental and baggage claim. You'll see signage throughout the garage directing you to the terminal and elevator.

2w Like Reply



Ryan Hathaway

Was there today and I can't wait to see the final project!

1w Love Reply Hide



Melissa Howland Eastland

Albany International Airport thank you for your fast response. I hope there's a lot of spots open there tomorrow. 1 0

2w Love Reply Hide



Top fan

Judy A. Kelly

Thank you for your service

2d Like Reply Message Hide



Lori Holmes Ballou

LOVE THIS..... THANK YOU FOR YOUR SERVICE

2d Like Reply Message Hide



Kathy Stamm

Thank you all for your service

1d Like Reply Message Hide



Peter Edelman

Always enjoy seeing the volunteer pups and their companions when I'm in the terminal.

1d Like Reply Message Hide



Edward Korona

Love it! We have a great Airport. Growing each and every day

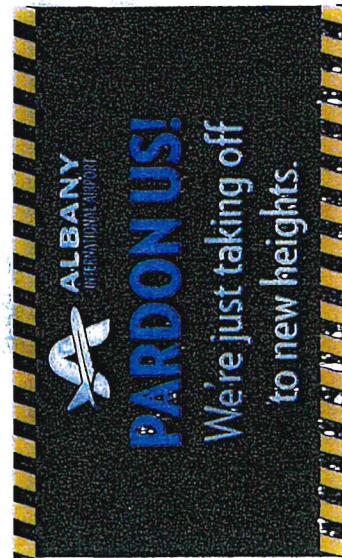
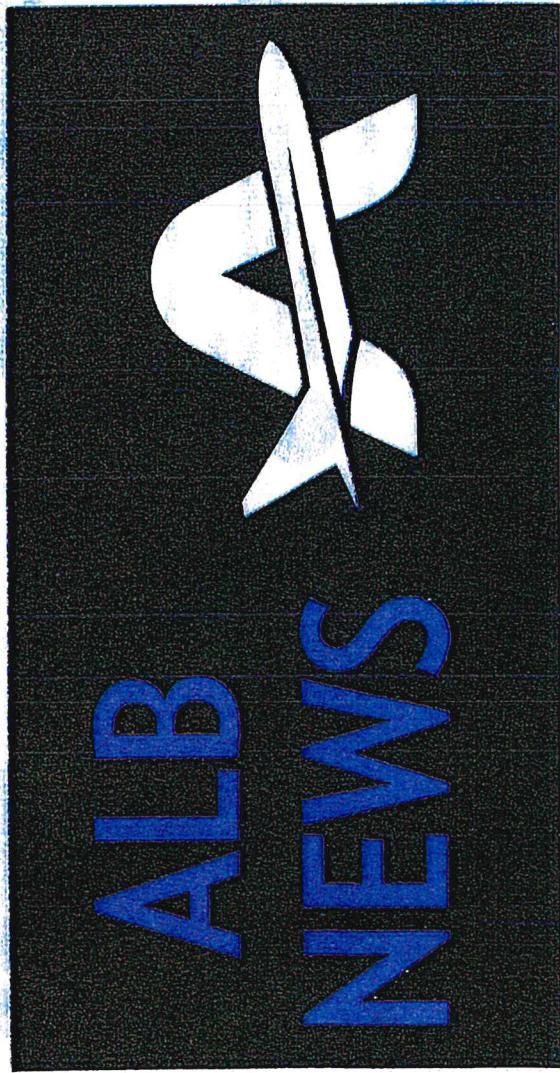
5d Love Reply Message Hide 2 1 0

Website

- Updates to Construction Page
- News Added to Newsroom
- April E-News Sent on April 24th

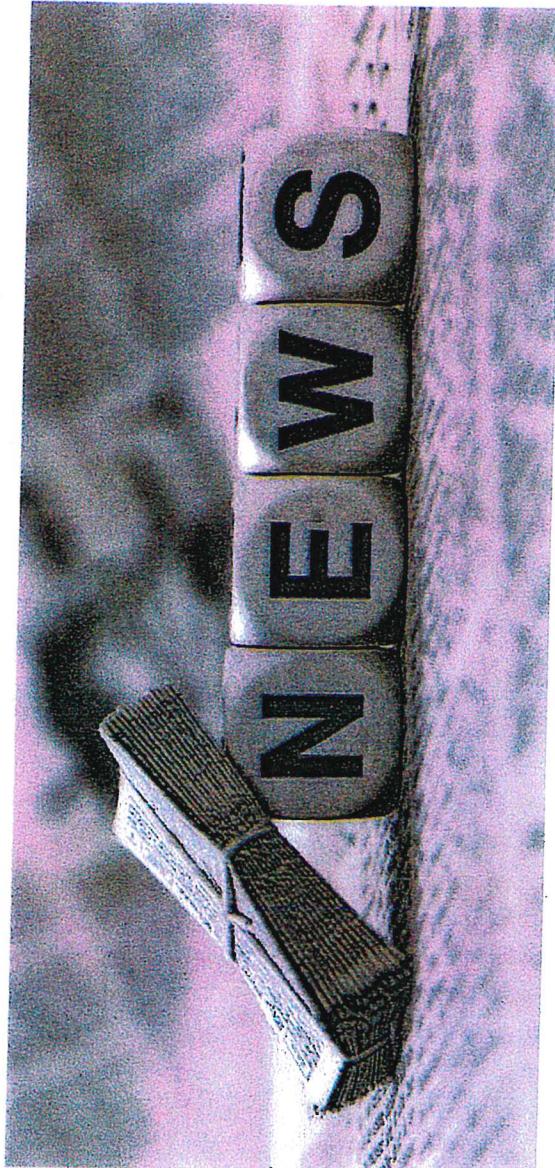
canopies. This will be a lengthy process that has resulted in sidewalks and vestibules being closed.

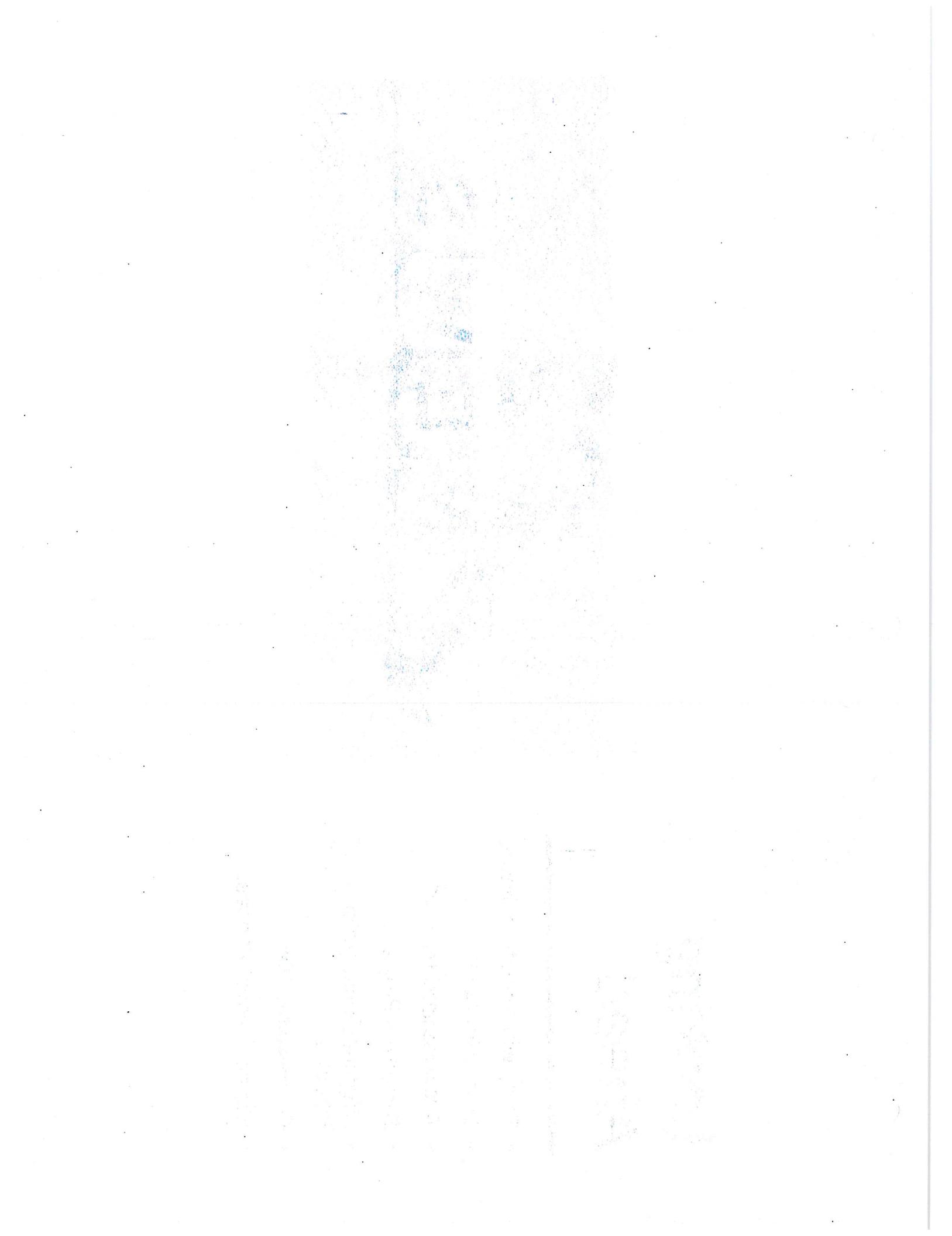
- 24 April 10, 2024: Selective demo and preparations have begun on the facade for complete removal. This will take weeks to complete. As a result, certain vestibules remain closed.
- 25 April 21, 2024: Lane shift in front of the terminal has now been split to allow for additional pick-up and drop off at the north end of the roadway near baggage claim. Additional traffic, including shuttles and rental cars should continue to bear left at split. Security personnel on site.



Looking Ahead

- Story with Spectrum News
- Story with AAAE
- Avelo Inaugral May 10th
- Sunflower Program
- Ongoing Construction Updates
- E-Newsletter May
- “Going Places” Podcast





MINUTES:

September 11, 2024



**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](#)



Albany International creates new wayfinding option

Catton Deuse 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.

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

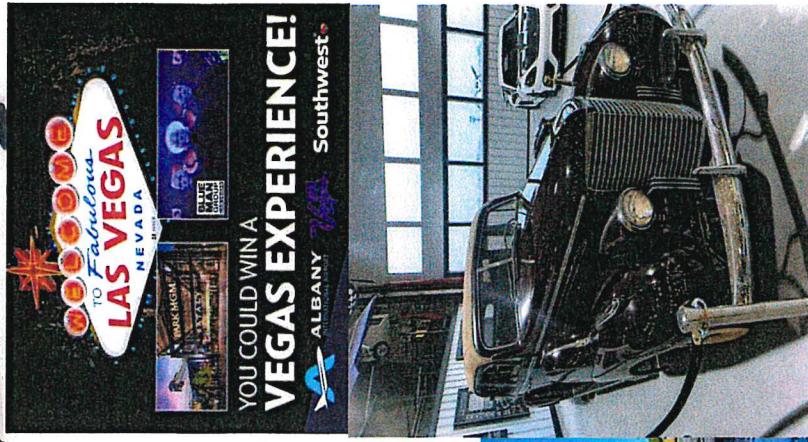
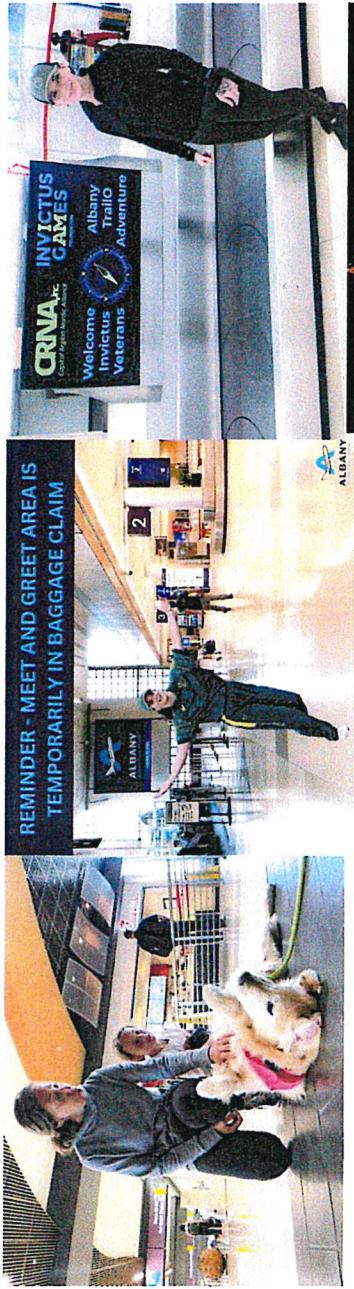
TSA officers at Albany airport prepare for anticipated travel peak

By Olivia Jaquith
Mon, September 2, 2024 at 5:42 AM
Updated Mon, September 2, 2024 at 6:24 AM

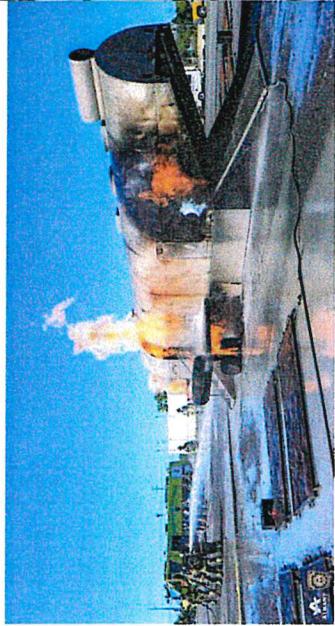


Albany International Airport's main terminal was built in 1962 and underwent its last significant renovation in 1998. (P.R.O./O. Office of Gov.

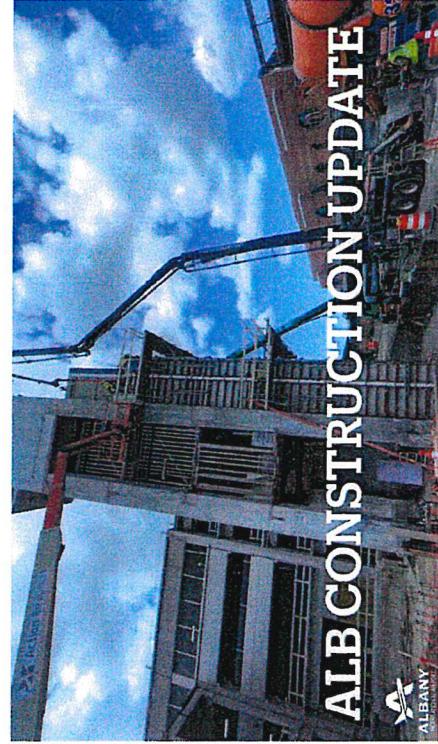
Social Media



- NYS Wild Land F.F.'s
- Special Liveries
- T-38's
- Las Vegas Promo
- Invictus Games
- Nat'l Aviation Day
- Pointn
- 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



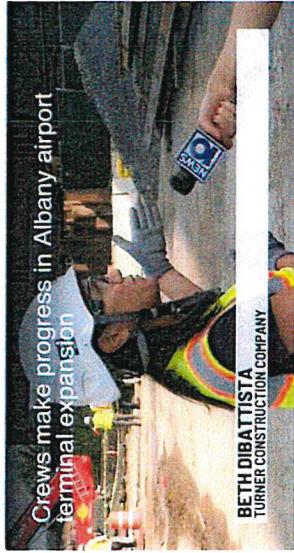
Construction Updates on Social Media



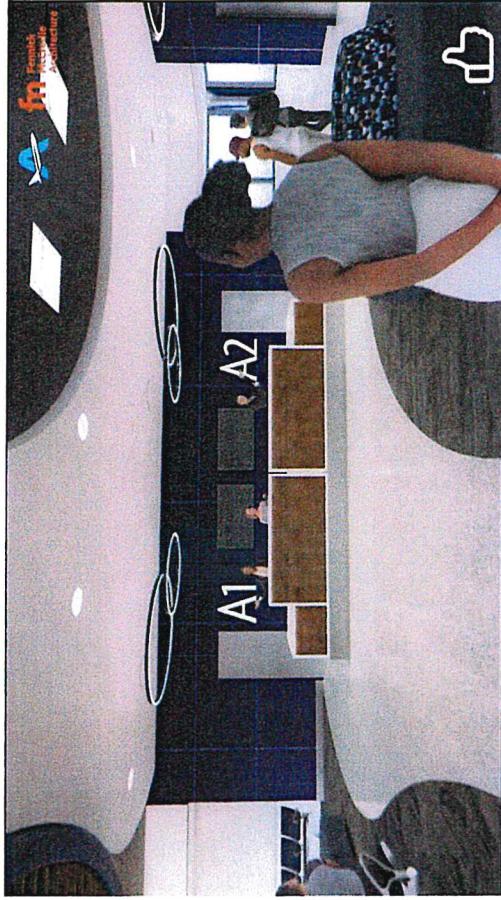
Crews make progress on Albany airport terminal expansion

Courtney Ward

4 weeks ago



- 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





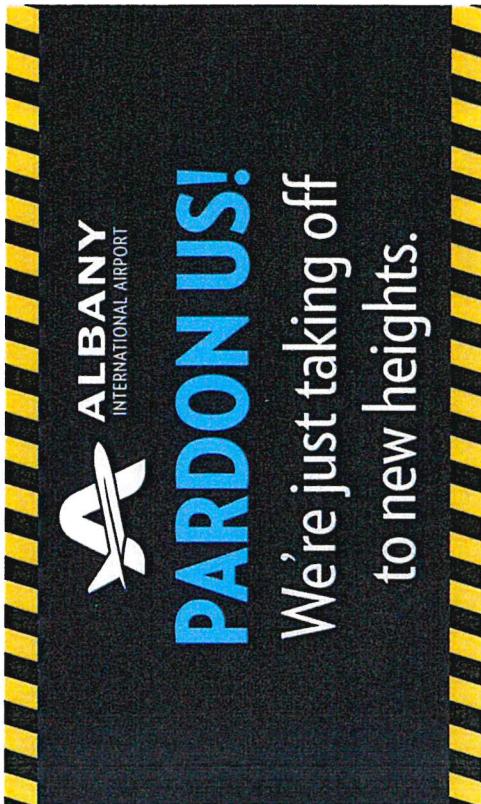
Social Media Insights

Facebook – 90 Days:

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

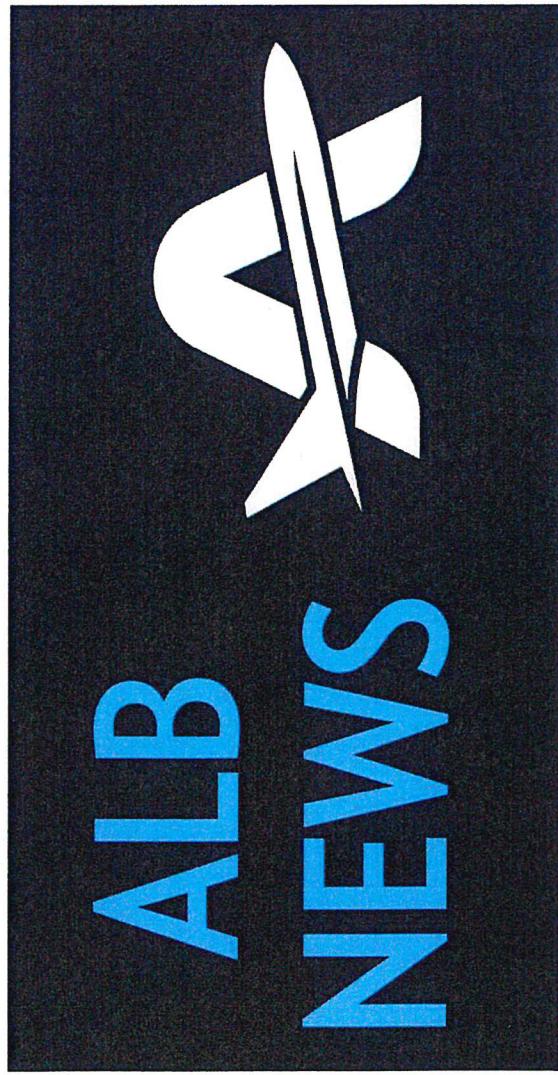
Instagram – 90 Days:

- 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)

