



**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 25<sup>th</sup> 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 25<sup>th</sup> 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 11<sup>th</sup> 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 25<sup>th</sup> 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

### AVELO PROTEST

- Times Union

### MICE INFESTATION

- Times Union

### SOUTHWEST 25<sup>TH</sup> ANNIVERSARY AT ALB

- WTEN
- Saratoga Today

## RECENT MEDIA COVERAGE

### ALBANY PILOT DIES IN CRASH AT BLOCK ISLAND AIRPORT

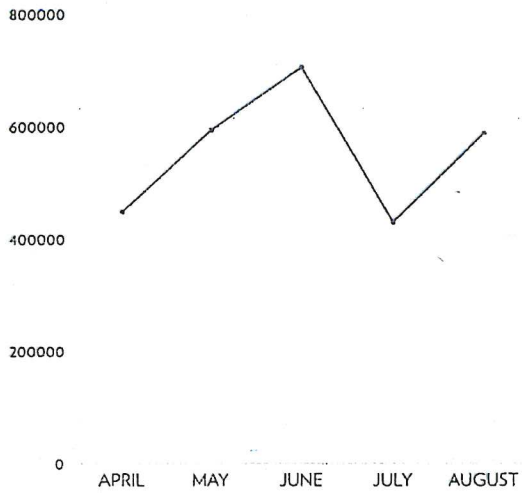
- WNYT
- WRGB
- WTEN
- Spectrum News
- Times Union
- Lower Hudson  
Journal
- Boston Globe
- Rhode Island  
Current
- WPRI
- Daily Voice
- LongIsland.com
- WJAR

# SOCIAL MEDIA METRICS



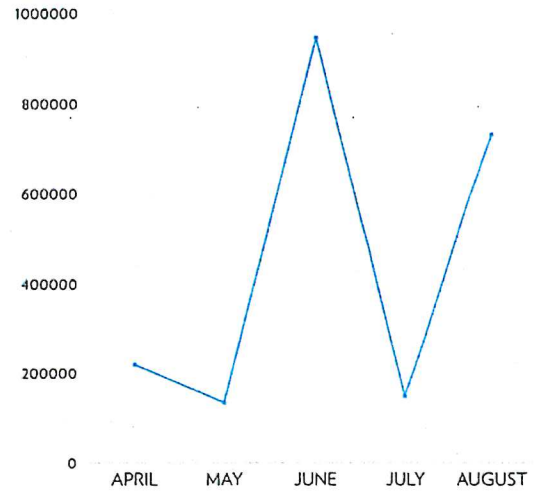
## REACH

August 2025 -588K



## VIEWS

August 2025 -729K



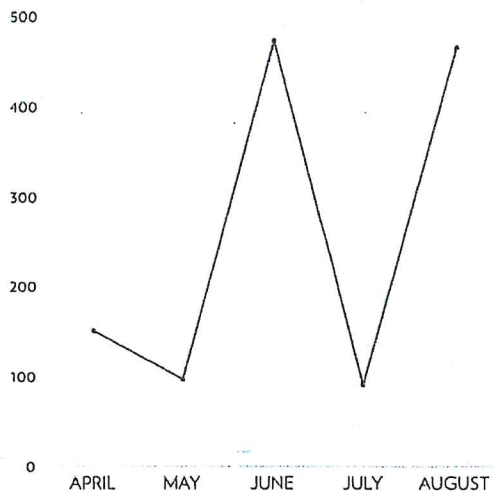


# SOCIAL MEDIA METRICS



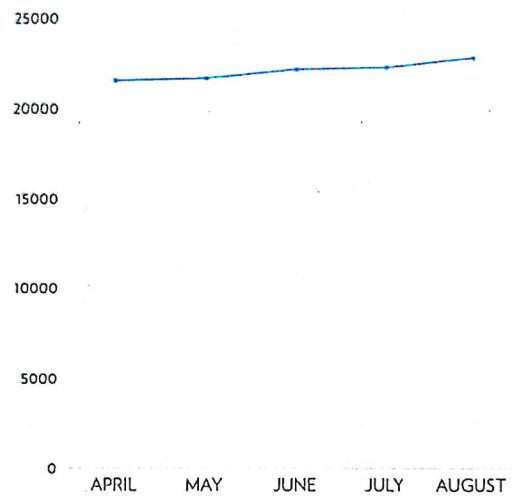
## NEW FOLLOWERS (NET)

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 (4<sup>th</sup> All Time)
- Concourse A First Flight - 194K Views (9<sup>th</sup> All Time)
- HVCC Graduation - 101K Views



- UAlbany Football Flight (Reel) - 20K Views (4<sup>th</sup> 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**

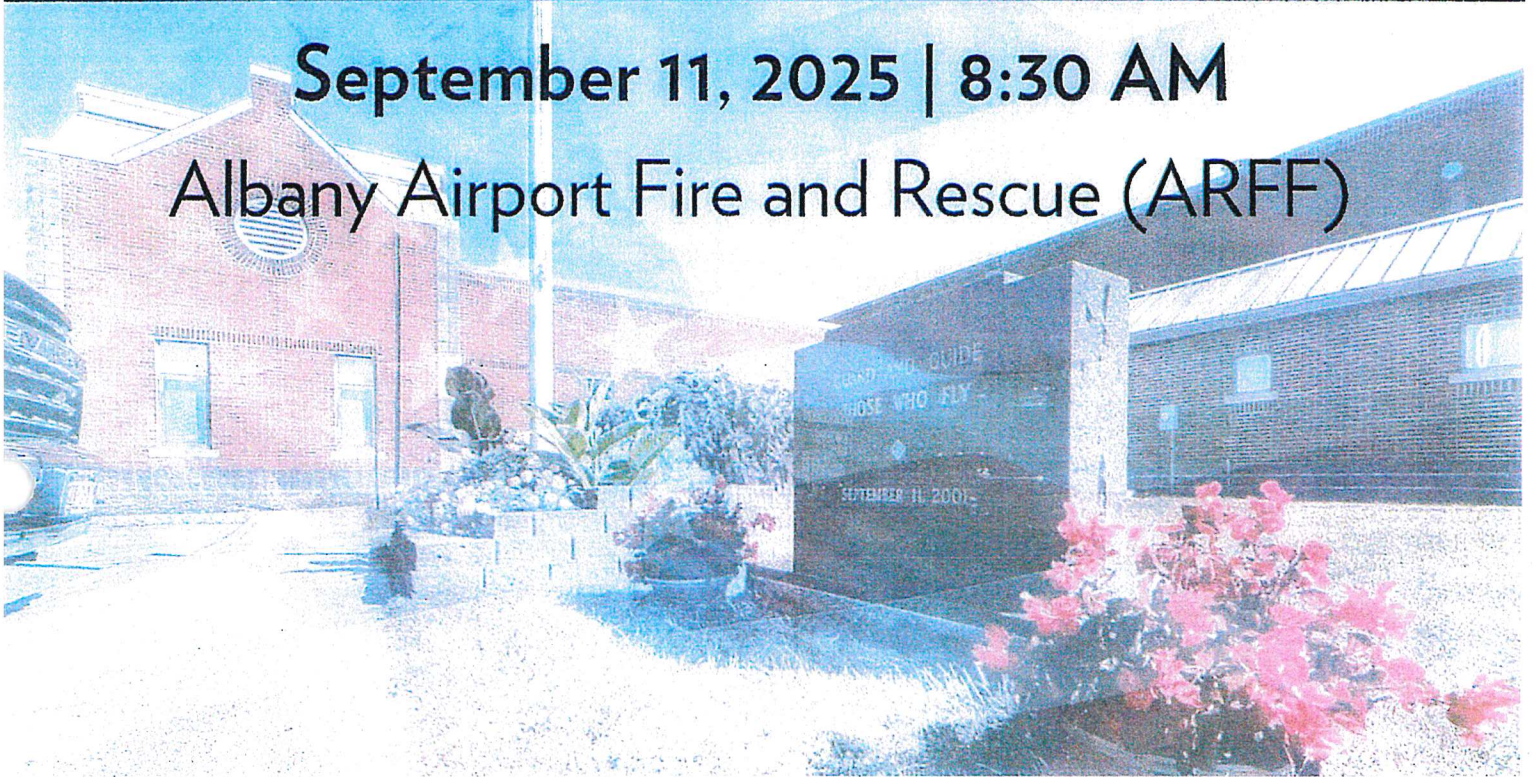




# SEPTEMBER 11<sup>TH</sup> REMEMBRANCE

**September 11, 2025 | 8:30 AM**

**Albany Airport Fire and Rescue (ARFF)**





# SOUTHWEST 25<sup>TH</sup> ANNIVERSARY

Saturday, September 13, 2025 | 2 PM

Southwest Ticketing Area

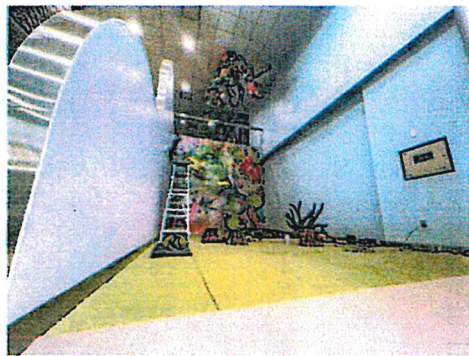


# CONCOURSE B RIBBON CUTTING

**DATE: TBD**



**SENSORY  
ROOM**



**CHILDREN'S  
PLAY AREA**



**BUSINESS  
CENTER**





Saturday, October 4, 2025 | 7 AM

HONOR FLIGHT

# REGIONAL ADVISORY BOARD

## NEXT MEETING

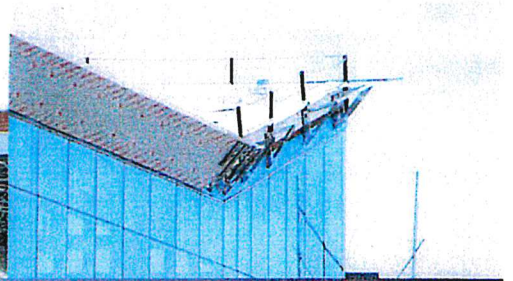
Wednesday, October 22 | 10 AM

ARFF Conference Room

## REPRESENTATIVES FROM:

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

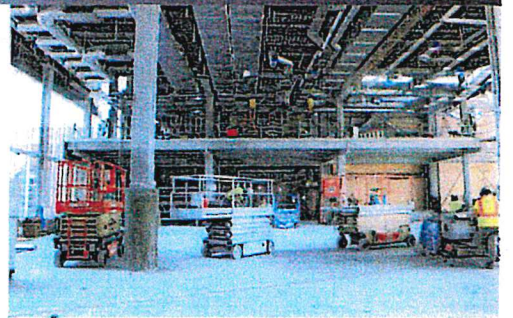




# NEW INITIATIVES



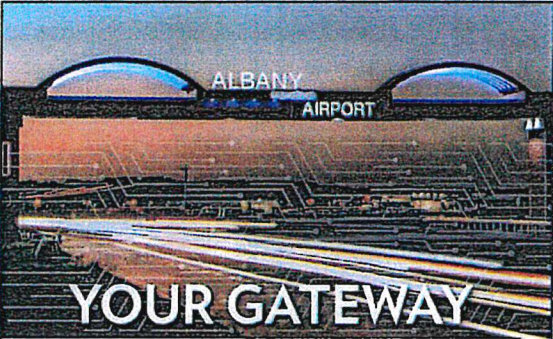
**ALB**



# 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



**YOUR GATEWAY**  
TO HIGH-FLYING IMPRESSIONS

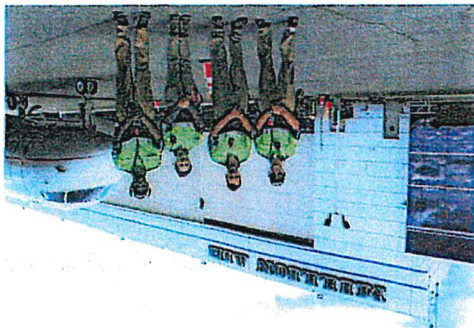
**ALB**

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

[albanyairport.com](http://albanyairport.com)



UPDATED EMPLOYEE PHOTOS





**ALB**

## NOTICE



ALBANY COUNTY AIRPORT AUTHORITY  
PUBLIC COMMUNICATOTIONS COMMITTEE  
MEETING NOTICE

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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

9/5/25

Chud

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

ALBANY INTERNATIONAL AIRPORT

Account Number: 061026000

Order Number: IPLATU0100760

737 ALBANY SHAKER RD

Albany NY 12211

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 2025.

Tyshawn Harrison  
Notary Public Signature

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

IPLATU0100760



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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:

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**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

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**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.

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**Liz Charland**

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**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.

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**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

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**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.

2. **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**

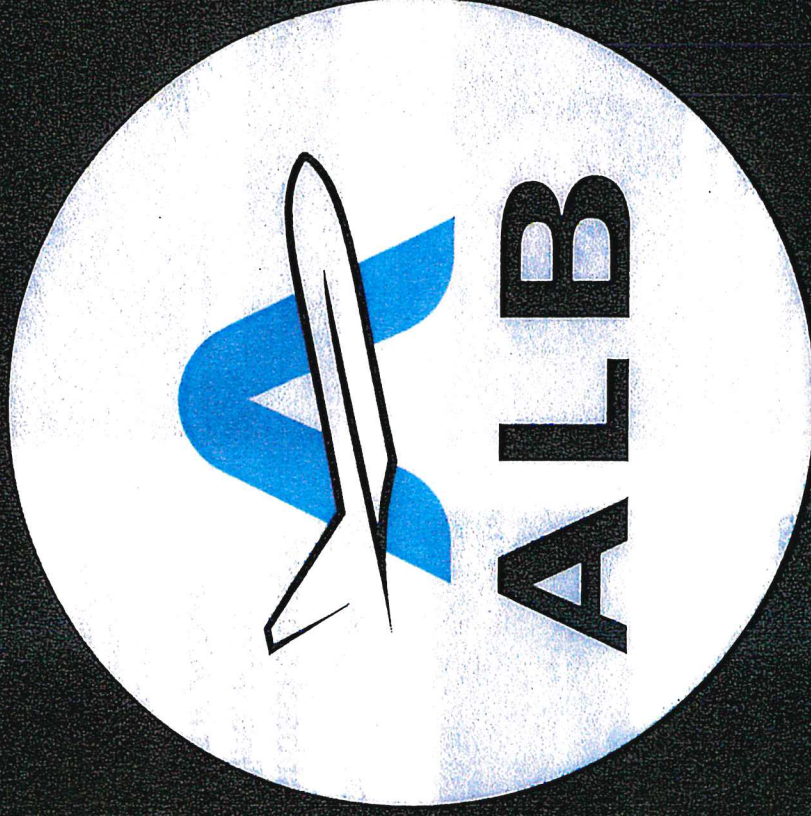
**AGENDA**  
**May 1, 2024**

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

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

Travel & Tourism

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



**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



**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 HYDE/LUND





# 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 25<sup>th</sup>
  - Career Fairs
  - May the 4<sup>th</sup>
  - Hurricane Hunters



# Construction Updates on Social Media

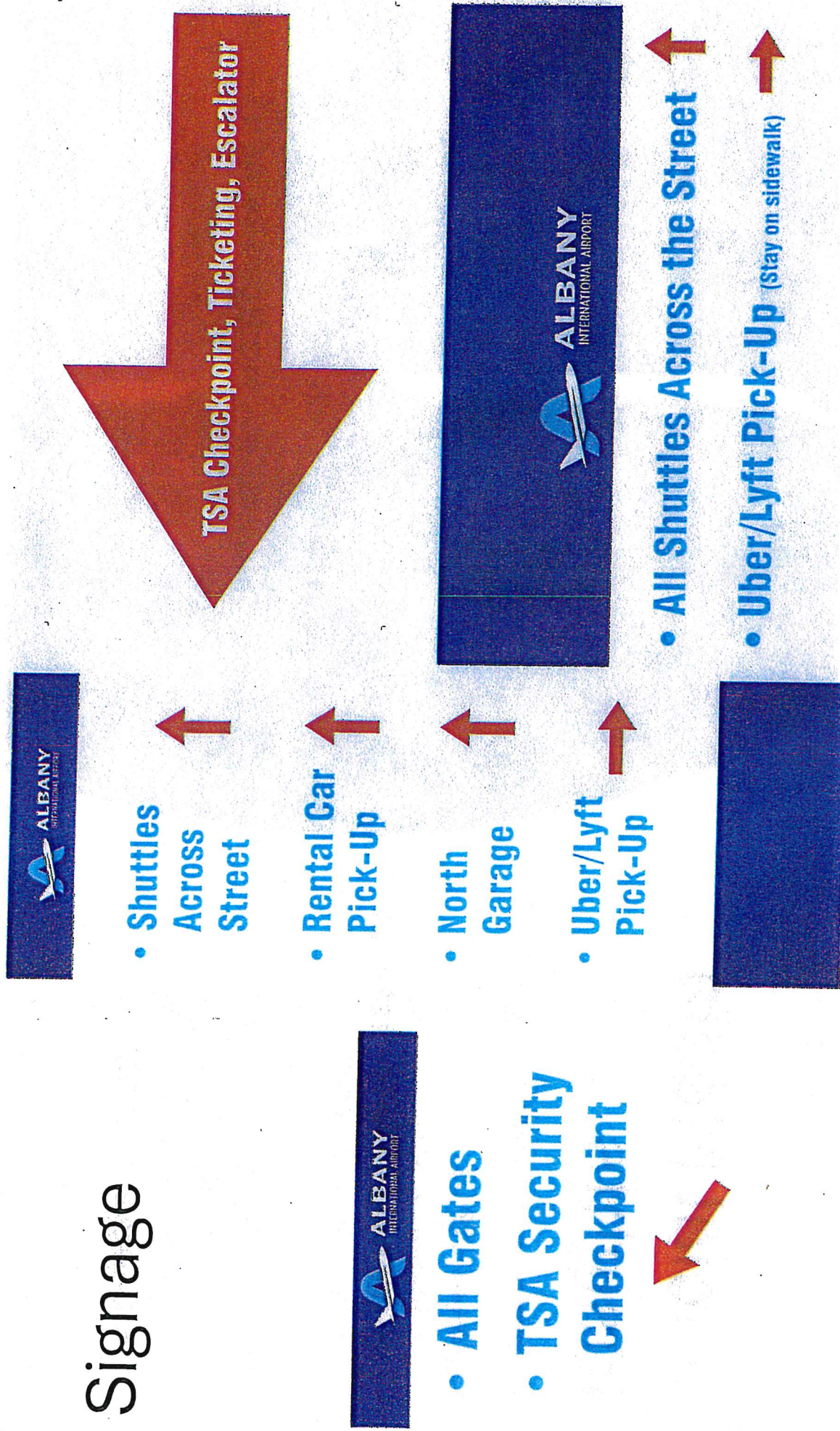
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- Building Demo (Photos and Video)
- Construction Updates (Video)
- Validators (Video)
- New Signage
- Temporary Walls
- Sidewalk/Vestibules
- Information Desk Moved
- Escalators
- Ride Share
- Lane Shift – Shuttles Across Street
- Continue to Push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





# Signage





# Social Media Insights

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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



**Bob Scanlon**  
Betty Nash is one of the kindest souls 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



**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



**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 1



**Melissa Howland Eastland**  
Albany International Airport thank you for your fast response. I hope there's a lot of spots open there tomorrow.

2w Love Reply Hide 1



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

2w Love Reply Hide 3



**Sarah Beyer**  
I drive through there frequently on a normal and always enjoy/admire the beautiful flowers. Thank you!

2w Like Reply Hide 1



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

1w Love Reply Hide 1



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

1w Love Reply Hide 2



**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**

1d Like Reply Message Hide



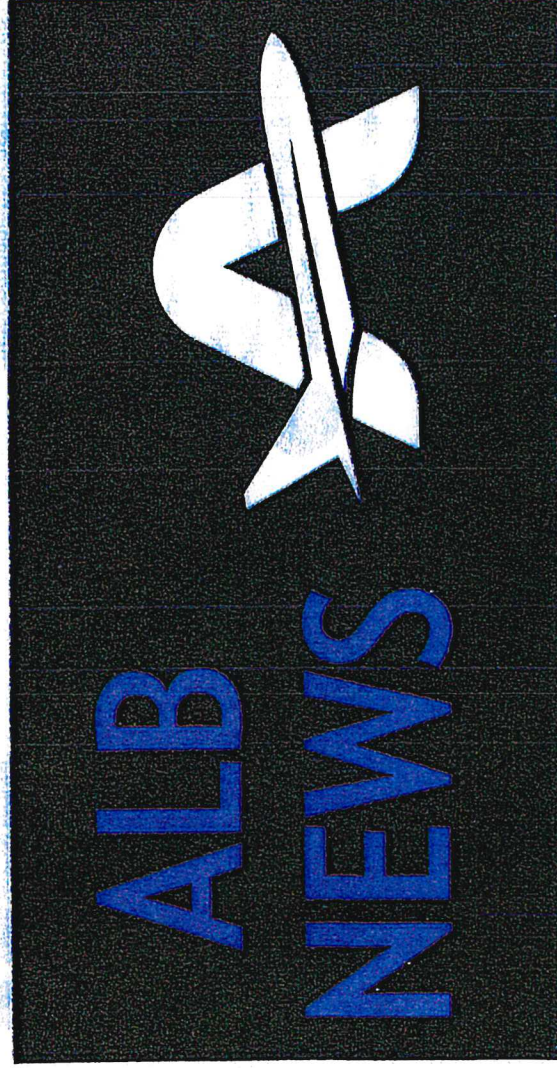
**Edward Korona**  
Love it! We have a great Airport. Growing each and every day

5d Love Reply Message Hide 2



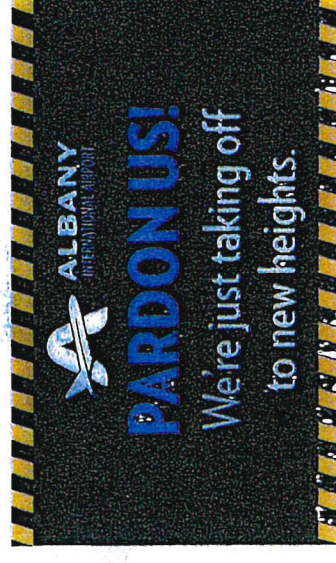
# Website

- 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.

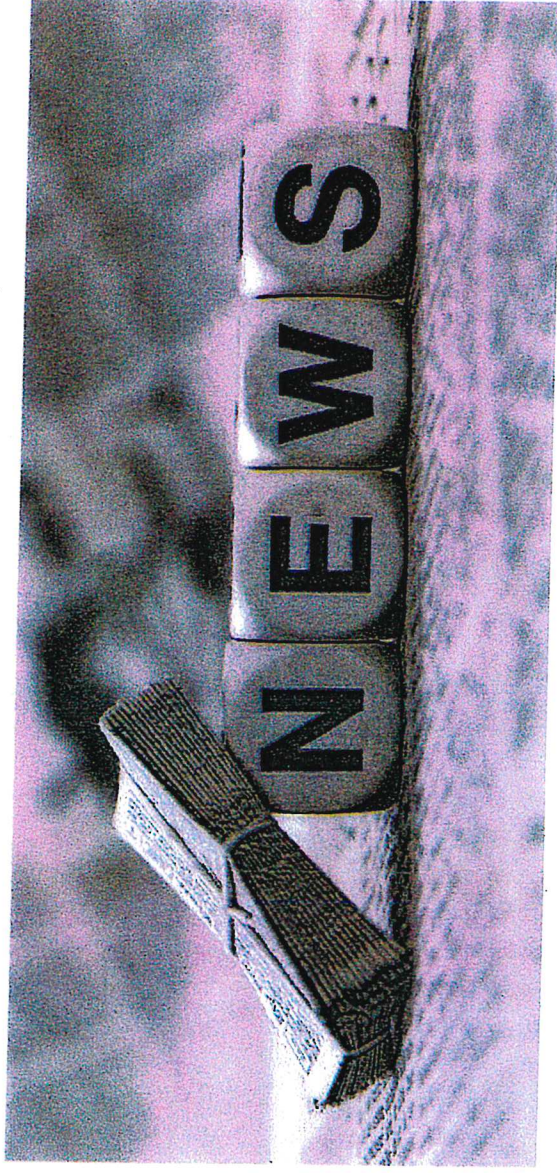
- **24** April 10, 2024: Selective demo and preparations have begun on the facade for complete removal. This will take weeks to complete. As a result, certain vestibules remain closed.
- **25** April 21, 2024: Lane shift in front of the terminal has now been split to allow for additional pick-up and 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

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- Story with Spectrum News
- Story with AAAE
- Avelo Inaugral May 10<sup>th</sup>
- 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
- Pointn
- 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



## 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 Pointn, a global technology company, passengers navigate the airport while construction is ongoing.



## 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



Courtney Ward

4 weeks ago

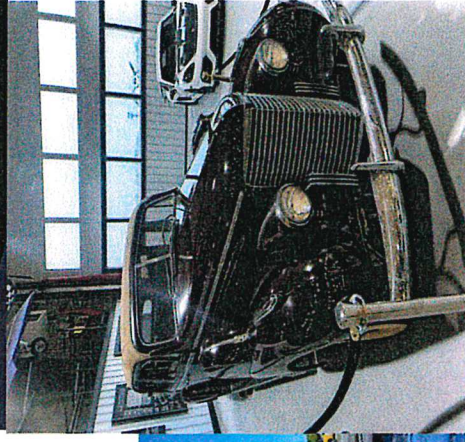
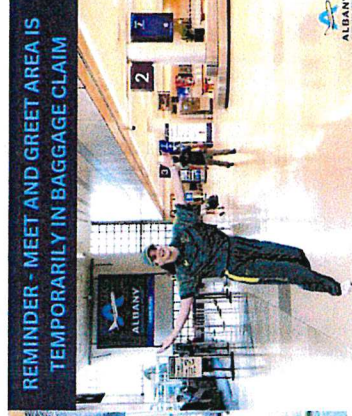
## Fighter jets at Albany airport as part of training exercise





# Social Media

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





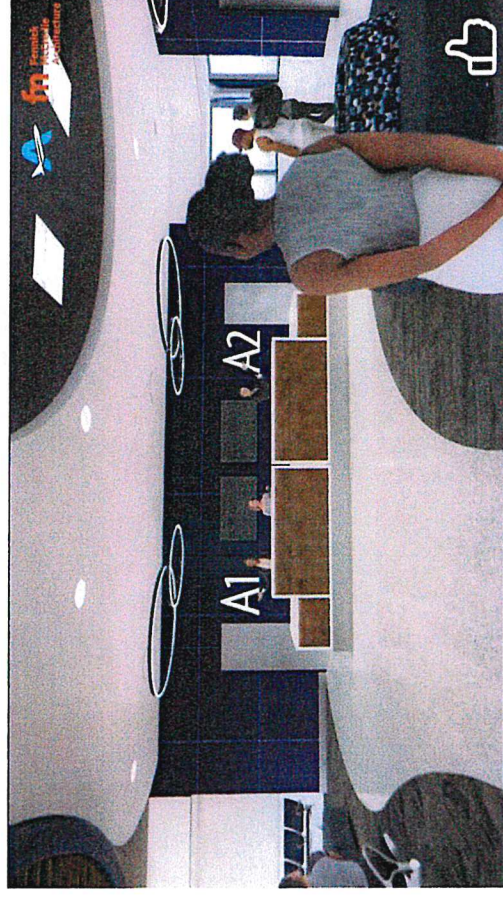
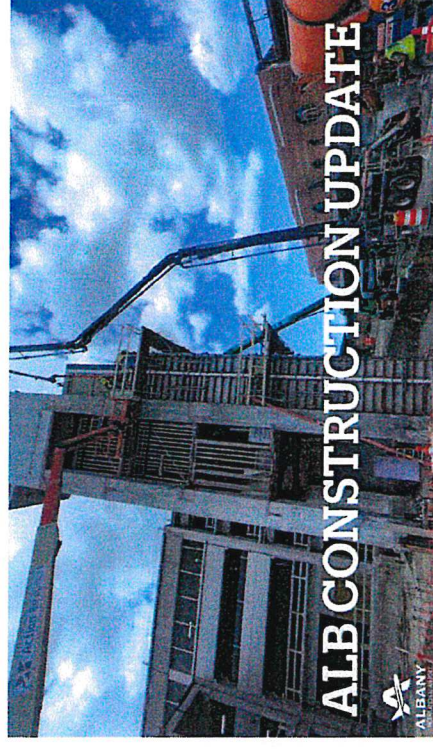
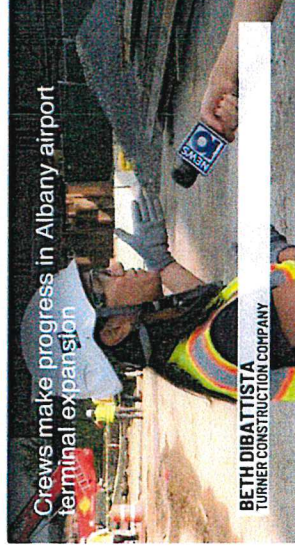
# Construction Updates on Social Media

- 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:

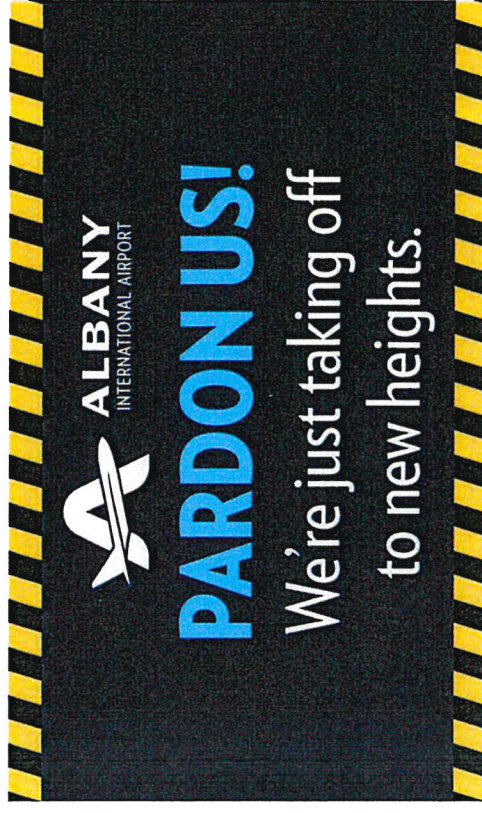
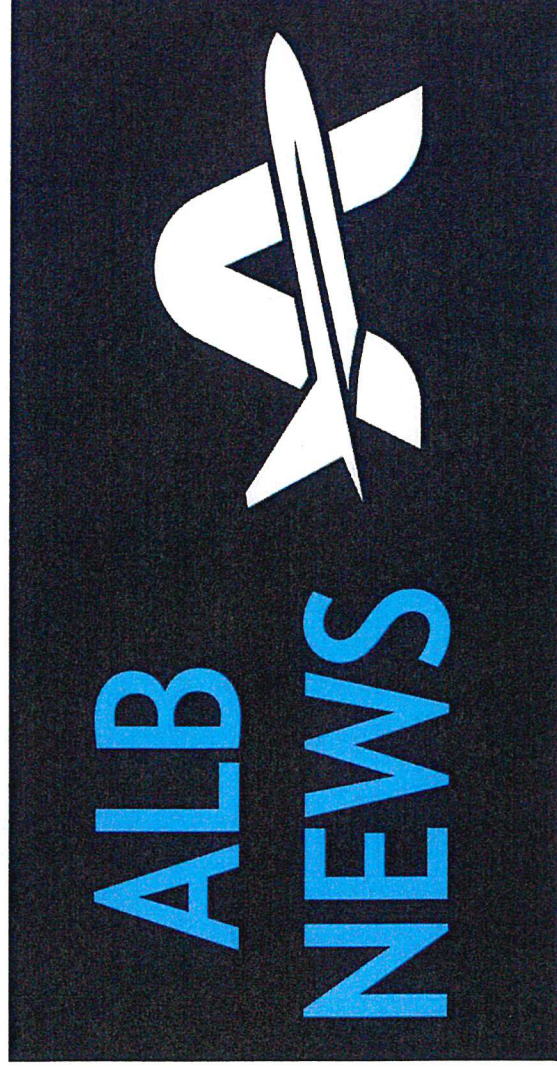
- Reach – 20,180
- Content Published – 105
- Engagement – 1,335





# 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)

