



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

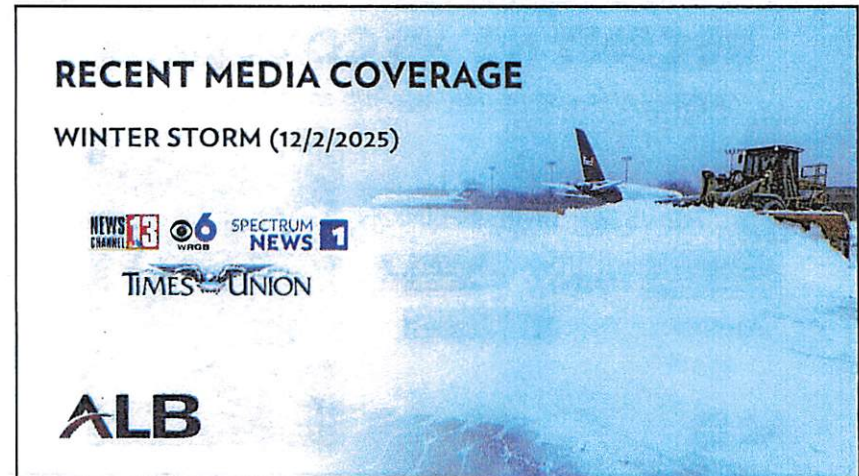
AGENDA

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



1



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3



4

RECENT NEWS COVERAGE

Allegiant's New Route Between ALB and Fort Lauderdale



5

RECENT MEDIA COVERAGE

MAIN TERMINAL
CONSTRUCTION UPDATE

TIMES UNION

ALB



6

RECENT NEWS COVERAGE

DOT Commissioner Tours ALB's New Public Spaces



7

RECENT NEWS COVERAGE

Government Shutdown's Impact at ALB

144 online articles since October 1, 2025

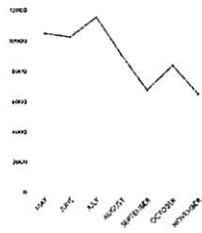


8

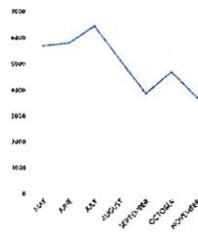
POINTR METRICS

November 2025

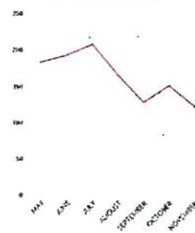
6,552
Sessions



3,716
Devices (Users)



124
Avg. Users Per Day

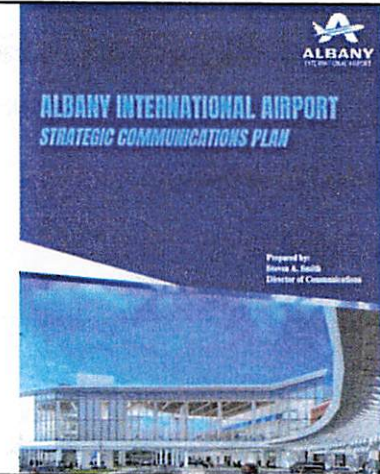


ALB

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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)

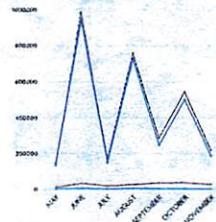
ALB

16

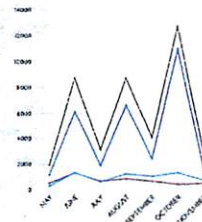
SOCIAL MEDIA METRICS

November 2025

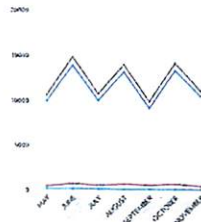
218K
Impressions



2,810
Interactions



11,081
Page Visits



ALB

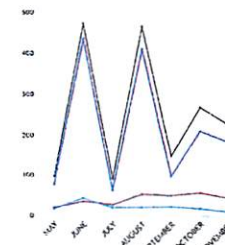


9

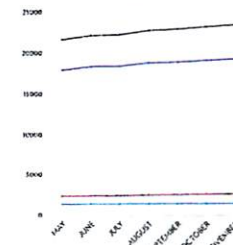
SOCIAL MEDIA METRICS

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

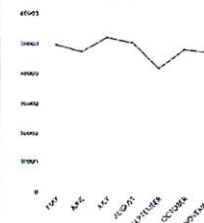
ALB

11

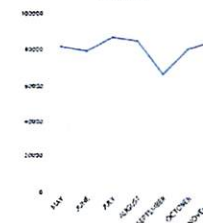
WEBSITE TRAFFIC

November 2025

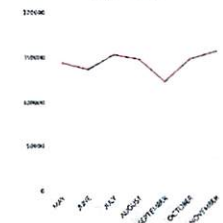
46,751
Users



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.*

ALB

* 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.

ALB

* 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.

ALB

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STRATEGIC COMMUNICATIONS PLAN

Focus Area: Website & Digital Presence

- Working with Vibrant Brands to continually updated 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.

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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NOTICE



ALBANY
INTERNATIONAL AIRPORT

Posted:
Info Desk
website
12/4/25
Schulz

**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 December 10, 2025 at 10:00 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.

**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:

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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 December 10, 2025 at 10:45 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.

**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 December 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.

12/10/25

ALBANY COUNTY AIRPORT AUTHORITY
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Albany Times Union
News Plaza
Box 15000
Albany, New York 12212

ALBANY INTERNATIONAL AIRPORT

Account Number:

061026000

Order Number:

IPLATU0114896

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:

12/08/2025

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 9th day of December 2025.

Notary Public Signature

Tyshawn Harrison

Notary Public - State of New York

No. 01HA0005298

Qualified in Erie County

Commission Expires 04/07/2027

IPLATU0114896

Liz Charland

From: Liz Charland
Sent: Thursday, December 4, 2025 12:01 PM
To: Peter Stuto; John O'Donnell; Christine Quinn; Margaret Herrmann; Matthew Hunter; Jennifer Munger; Deborah Pasquini; John LaClair; Matthew Mokey
Subject: Meeting Notices - Multiple Committee Meetings on Wednesday December 10, 2025 and Regular Meeting on Monday December 15, 2025

ALBANY COUNTY AIRPORT AUTHORITY FINANCE COMMITTEE MEETING NOTICE

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ALBANY COUNTY AIRPORT AUTHORITY PUBLIC COMMUNICATIONS COMMITTEE MEETING NOTICE

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ALBANY COUNTY AIRPORT AUTHORITY CIC COMMITTEE MEETING NOTICE

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Liz Charland

From: Liz Charland
Sent: Thursday, December 4, 2025 11:58 AM
To: Saratogian Newspapers; The Colonie Spotlight; The Gazette; The Troy Record
Subject: Multiple Committee Meetings on Wednesday December 10, 2025 and Regular Meeting on Monday December 15, 2025

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

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

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Liz Charland

From: Liz Charland
Sent: Thursday, December 4, 2025 11:46 AM
To: Harold Iselin; Janet Thayer; John-Raphael Pichardo; John-Raphael Pichardo; Kevin R. Hicks, Sr. (Personal); Samuel A. Fresina; Samuel A. Fresina - IPAD; Sari O'Connor; Steven H. Heider
Subject: Multiple Committee Meetings on Wednesday December 10, 2025 and Regular Meeting on Monday December 15, 2025

Below are meeting notices for the upcoming committee meetings next Wednesday, December 10 starting at 10:00 a.m. along with the notice for the regular board meeting on Monday December 15, 2025 at 9:00 a.m. Please advise which meetings you will be attending.

Please let me know if you have any questions.

Thank you.

Liz

Finance Committee Members:

Kevin R. Hicks, Sr., Chair
Sari M. O'Connor, Member
Harold Iselin, Member
Samuel A. Fresina, Ex Officio

ALBANY COUNTY AIRPORT AUTHORITY FINANCE COMMITTEE MEETING NOTICE

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Public Communications Committee Members:

Sari M. O'Connor, Chair
Steven H. Heider, Member
Kevin R. Hicks, Sr., Member
Samuel A. Fresina, Ex Officio

ALBANY COUNTY AIRPORT AUTHORITY PUBLIC COMMUNICATIONS COMMITTEE MEETING NOTICE

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CIC Committee Members:

Sari M. O'Connor, Co-Chair
Steven H. Heider, Co-Chair
Kevin R. Hicks, Sr., Member
Samuel A. Fresina, Ex Officio

ALBANY COUNTY AIRPORT AUTHORITY
CIC COMMITTEE
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Liz Charland

From: Liz Charland
Sent: Thursday, December 4, 2025 11:33 AM
To: 'TU Legals'
Subject: Account No. 061026000 - Pre-Approved - No Confirmation Required - Multiple Committee Meetings on Wednesday December 10, 2025 and Regular Meeting on Monday December 15, 2025

Please publish the following Notices below one time as soon as possible. Let me know if you have any questions. Thank you. – Liz

ALBANY COUNTY AIRPORT AUTHORITY FINANCE COMMITTEE MEETING NOTICE

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ALBANY COUNTY AIRPORT AUTHORITY CIC COMMITTEE

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AGENDA ITEM NO. 1

**Approval of Minutes
September 10, 2025**

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 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

MICE INFESTATION

- Times Union

ACAA HIRES CEO SEARCH FIRM

- Times Union
- Albany Business
Review

SOUTHWEST 25TH ANNIVERSARY AT ALB

- WTEN
- Saratoga Today

AVELO PROTEST

- Times Union

RECENT MEDIA COVERAGE

ALBANY PILOT DIES IN CRASH AT BLOCK ISLAND AIRPORT

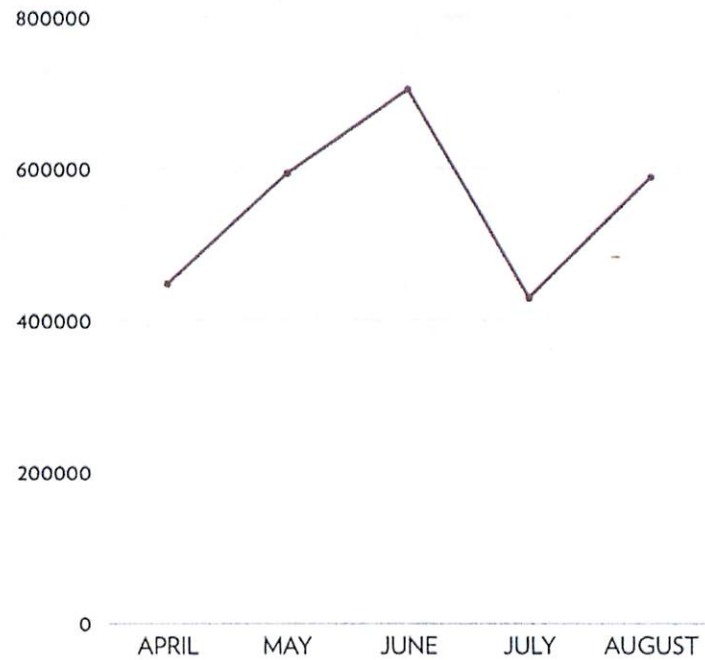
- WNYT
- WRGB
- WTEN
- Spectrum News
- Times Union
- Lower Hudson Journal
- Boston Globe
- Rhode Island Current
- WPRI
- Daily Voice
- LongIsland.com
- WJAR

SOCIAL MEDIA METRICS



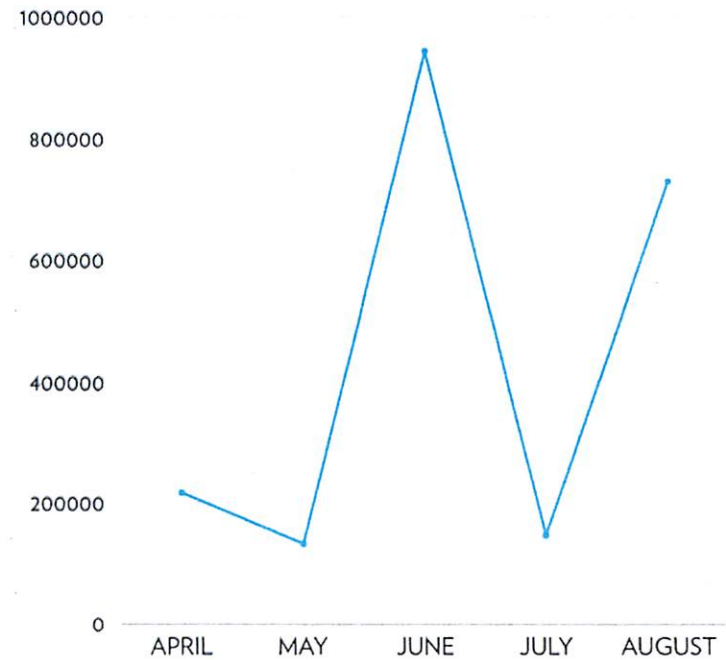
REACH

August 2025 -588K



VIEWS

August 2025 -729K

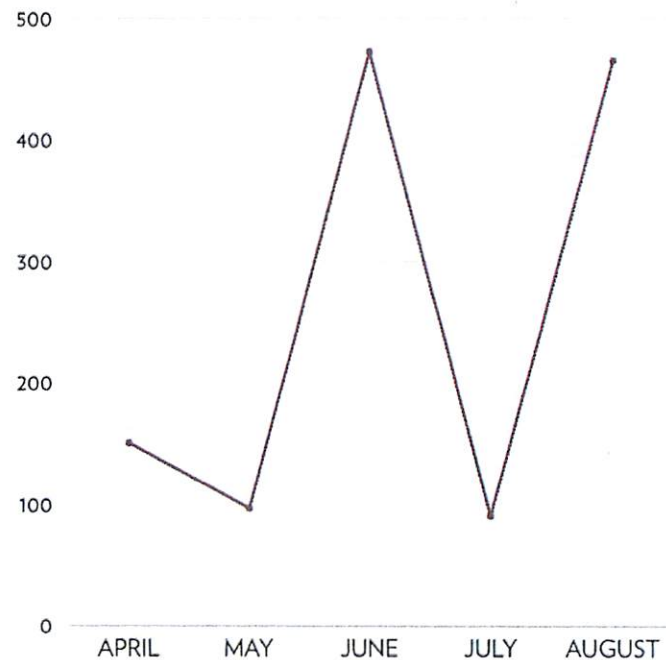


SOCIAL MEDIA METRICS



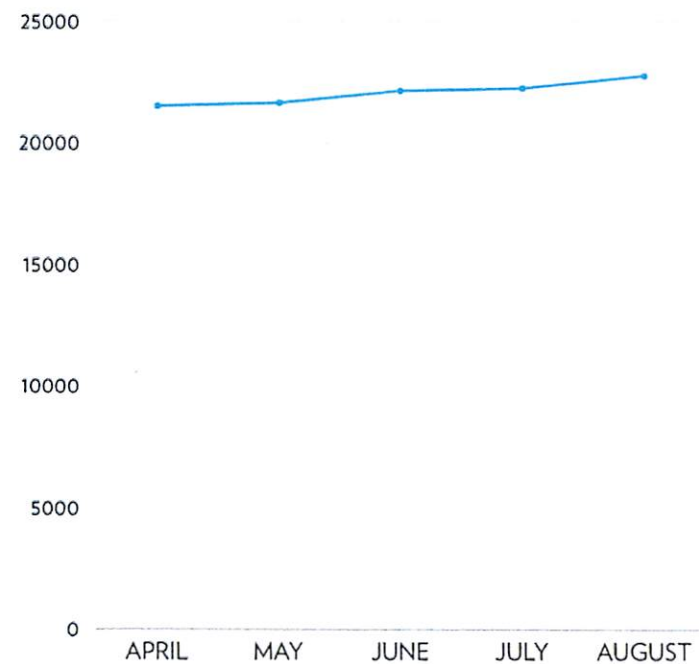
NEW FOLLOWERS (NET)

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

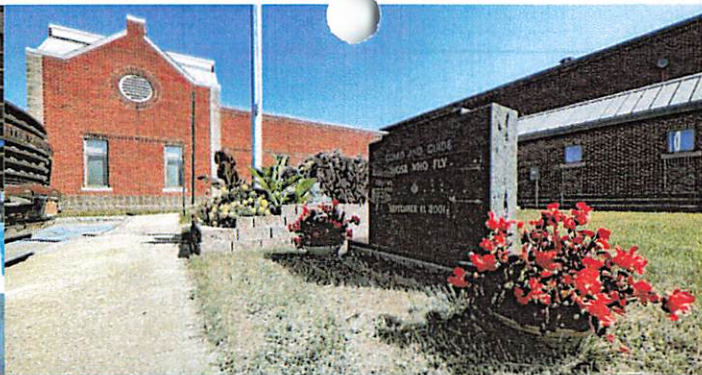


- UAlbany Football Flight (Reel) - 20K Views (4th All Time)
- Travers Weekend (Reel) - 6,962 Views
- Air Force 737 at ALB 4,711 Views



- HMS Host Donation - 3,364 Impressions
- Concourse A First Flight - 891 Impressions
- Air Force 737 at ALB - 642 Impressions





UPCOMING EVENTS

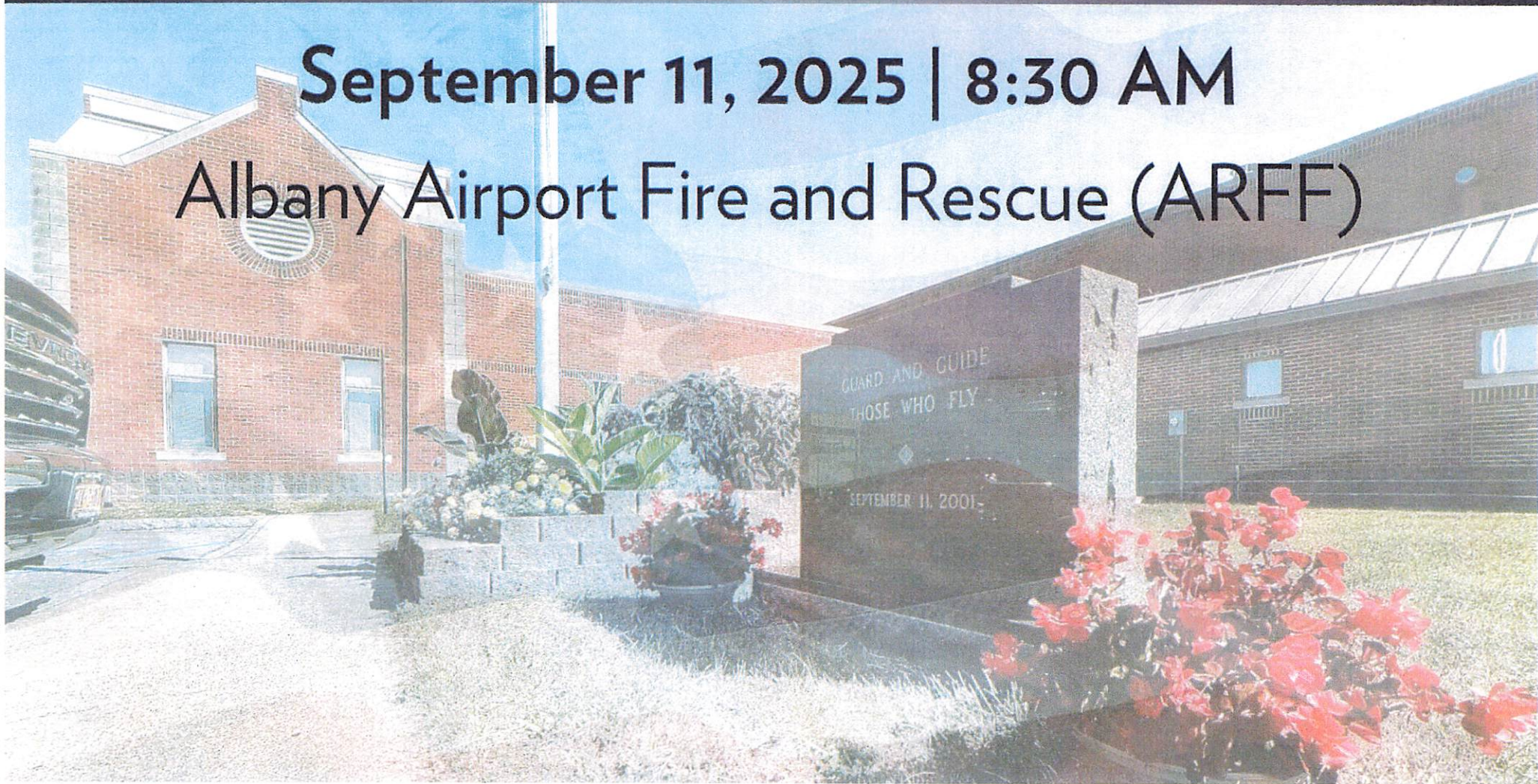


ALB



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

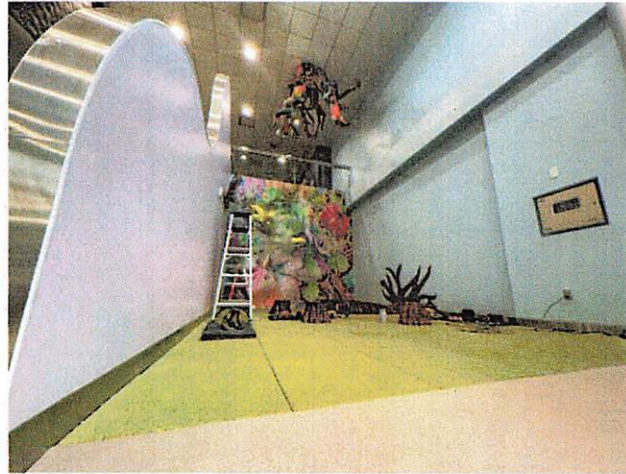


CONCOURSE B RIBBON CUTTING

DATE: TBD



**SENSORY
ROOM**



**CHILDREN'S
PLAY AREA**



**BUSINESS
CENTER**

HONOR FLIGHT

Saturday, October 4, 2025 | 7 AM



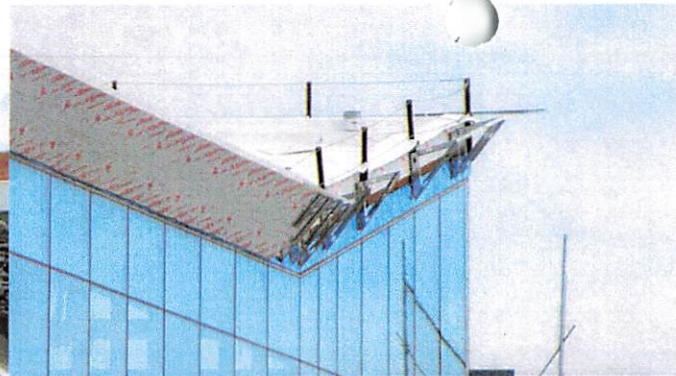
NEXT MEETING

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

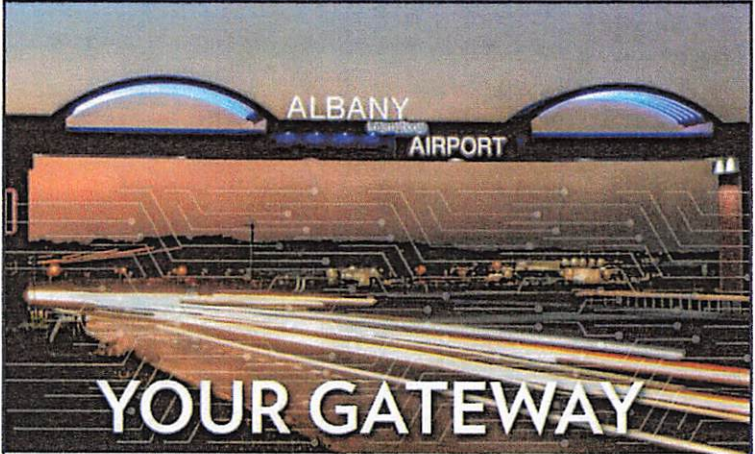


ALB



DETAILS

- Launching In Baggage Claim Area
- Will be run in-house
- Limited to businesses in the tourism, hospitality, travel, and aviation industries



**ALBANY
AIRPORT**

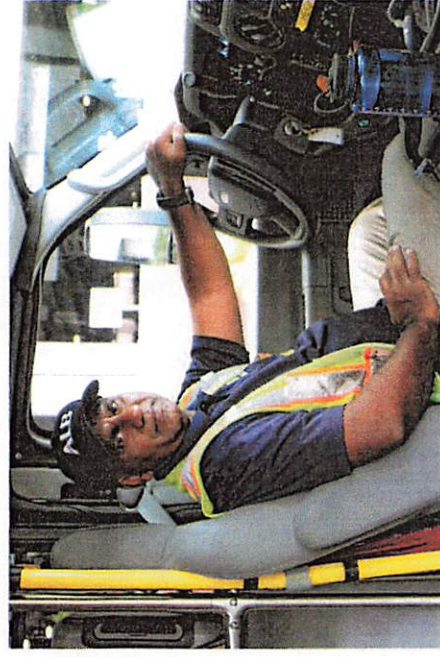
YOUR GATEWAY
TO HIGH-FLYING IMPRESSIONS

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

UPDATED EMPLOYEE PHOTOS



ALB