



Albany County Airport Authority

Public Communications Committee

AGENDA

Wednesday, April 8, 2026 @ 12:10 PM

1. Approval of Minutes: February 4, 2026
2. Signage Kick-Off

Executive Session - Attorney-Client Privilege Matters

ES-1 Matter Involving a Particular Corporation

AGENDA ITEM NO. 1

**Public Communications Committee
Minutes February 4, 2026**



ALBANY COUNTY AIRPORT AUTHORITY

MINUTES OF THE PUBLIC COMMUNICATIONS COMMITTEE

February 4, 2026

Pursuant to notice duly given and posted, the Public Communications Committee meeting of the Albany County Airport Authority was called to order on February 4, 2026 at 1:00 p.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 (Committee Chair)
Steven Heider (Committee Member)
Harold Iselin (ACAA Member)
Janet M. Thayer (ACAA Member)

MEMBERS ABSENT

Kevin Hicks (Committee Member)

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
John LaClair, Chief Engineer
Jenn Munger, Paralegal
Debbie Pasquini, Confidential Secretary
Liz Charland, Administrative Services

ATTENDEES

None

1. Approval of Minutes

Mr. Heider moved to approve the minutes of the December 10, 2025 Public Communications meeting. The motion was adopted unanimously.

Mr. Hunter provided updates on the following - (Power Point Attached)

- 1. Recent Media Coverage**

- 2. Social Media**
 - a. Metrics
 - b. Top Performing Posts
- 3. Website Updates**
- 4. Signage Updates**

There being no further business, the meeting was adjourned at 1:25 p.m.



Albany County Airport Authority

Public Communications Committee

AGENDA

Wednesday, February 4, 2026 @ 1:00 PM

1. Approval of Minutes: December 10, 2025
2. Recent Media Coverage
3. Social Media
 - a. Metrics
 - b. Top Performing Posts
4. Website Updates
5. Signage Updates



1



2




3





4

RECENT MEDIA COVERAGE



Saturday, January 3, 2026
(Front Page Feature)

Airport sees its busiest year ever

December travel at Albany International broke records as it 20 years ago

The airport got an especially big boost in December, as a record number of Americans traveled for the holidays.

5


RECENT MEDIA COVERAGE

PLANE WITH FROZEN FUEL LINE LANDS SAFELY AT ALB

- WRGB

TSA CONFIRM ID PROGRAM SET TO BEGIN

- Times Union
- WRGB



NEW FAMILY-FRIENDLY AMENITIES AT ALB


- 99.5 The River (Live In Studio)

NEW FLIGHT SCHOOL AT ALB

- Times Union

6

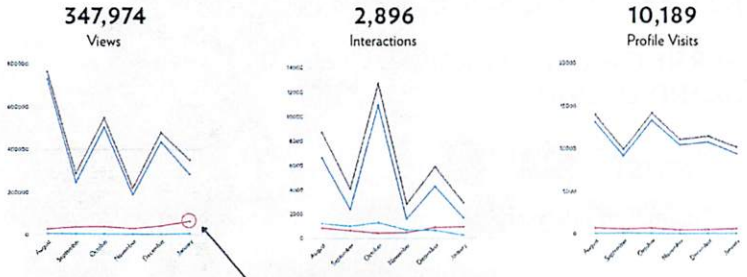
SOCIAL MEDIA METRICS



347,974 Views


2,896 Interactions

10,189 Profile Visits







61,582
HIGHEST NUMBER OF VIEWS
IN HISTORY OF ALB'S INSTAGRAM PAGE

January 2026

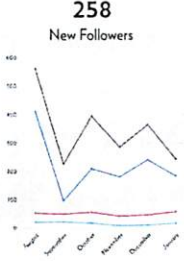


7


SOCIAL MEDIA AUDIENCE

	19,742 Followers
	2,800 Followers
	1,474 Followers
	24,016 Followers

258
New Followers



January 2026



8

TOP PERFORMING POST

**United Launches New Route
Between ALB and Denver**

f 175K Views
836 Interactions
115 New Followers

ig 26K Views
449 Interactions
7 New Followers

in 3K Views
71 Interactions

**NOW BOARDING
DENVER (DEN)**

Launching April 2026

ALB ALBANY *by Albany* UNITED

January 2026

9

WEBSITE TRAFFIC

January 2026

51,826
Users

93,606
Sessions

178,166
Page Views

ALB albanyairport.com

10

POINTR METRICS

January 2026

6,552
Sessions

3,716
Devices (Users)

124
Avg. Users Per Day

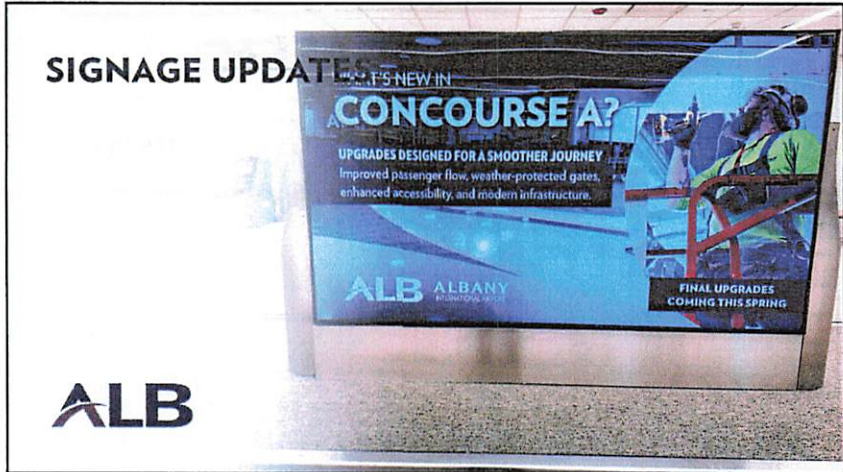
ALB

11

SIGNAGE UPDATES

ALB

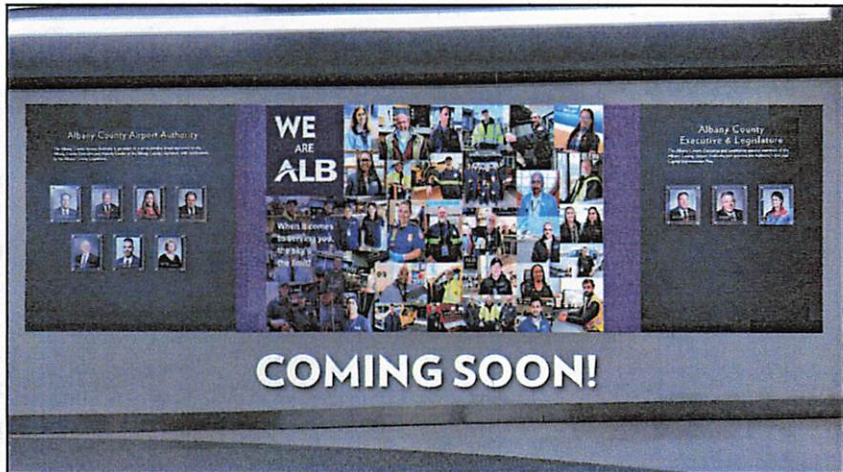
12



13



14



15



16


WEBSITE UPDATES

NEW PAGES

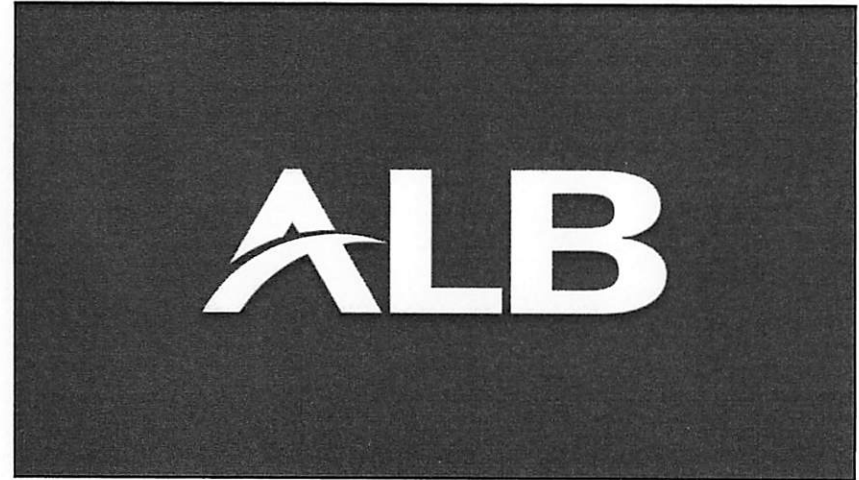
- Children's Play Area
- Sensory Room
- Nursing' Mothers Room

UPDATES

- Terminal Expansion
- Concourse A
- Nursing' Mothers Room
- News Page
- Amenities & Accessibility Pages



17



18