



Public Communications Committee
Approved - April 8, 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.



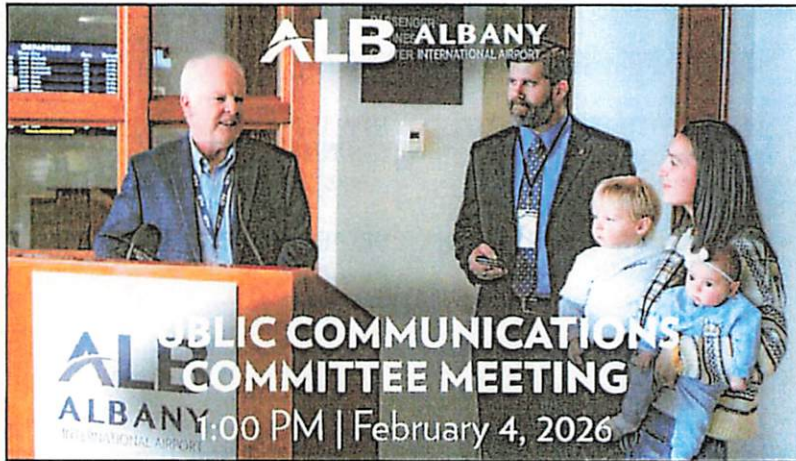
Albany County Airport Authority

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





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RECENT MEDIA COVERAGE



TIMES UNION
Saturday, January 3, 2026
(Front Page Feature)

Airport sees its busiest year ever

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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

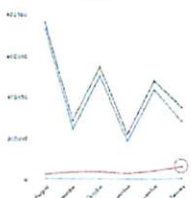
- Times Union



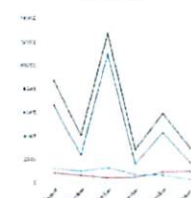
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SOCIAL MEDIA METRICS

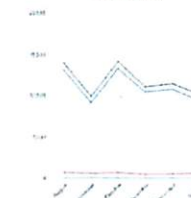
347,974
Views




2,896
Interactions



10,189
Profile Visits







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



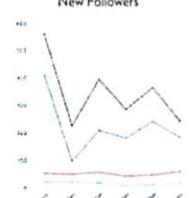
January 2026


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SOCIAL MEDIA AUDIENCE

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

258
New Followers





January 2026

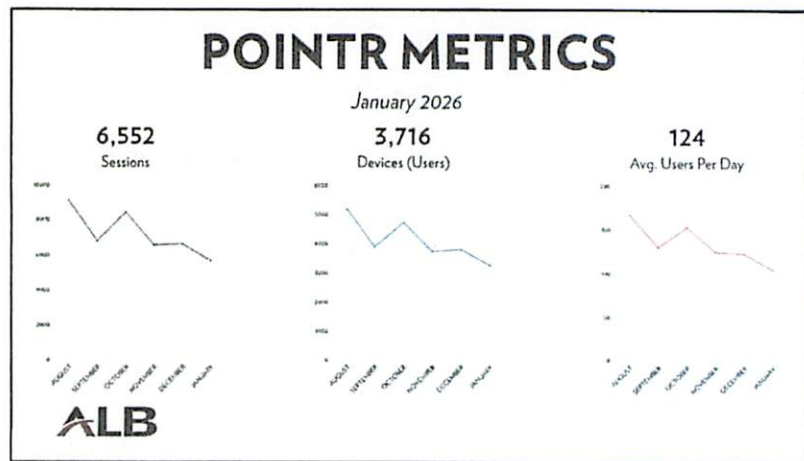
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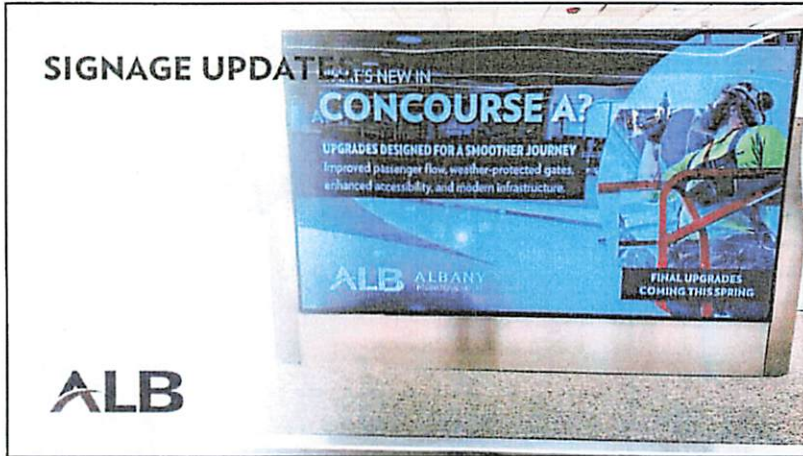
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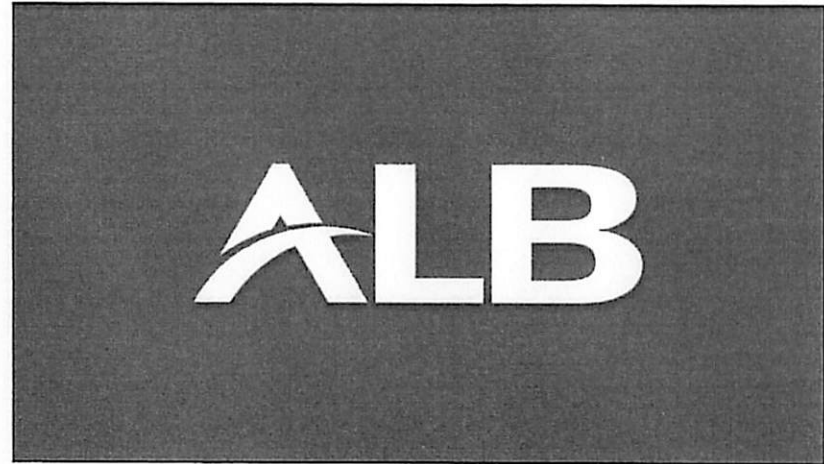
WEBSITE UPDATES

NEW PAGES

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

UPDATES

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





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

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 February 4, 2026 at 1:00 p.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.

Posted
Info Desk
website
1/26/26
KCharlton

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

ALBANY INTERNATIONAL AIRPORT

Account Number: 061026000

Order Number: IPLATU0122304

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:

01/29/2026

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 29th day of January 2026.

Tyshawn Harrison
Notary Public Signature

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

IPLATU0122304

Liz Charland

From: Liz Charland
Sent: Monday, January 26, 2026 10:20 AM
To: Amelia Calhoun (Confidential Secretary to County Executive); 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; Kelly Schoonmaker (TSA); 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; Ray Camilli; Rebekah Kennedy (Majority Counsel); Rich Amadon (CHA; Rick Karlin; Rob Wagner (Project Manager Turner; Spotlight News; Steve Dorsey; Susan Quine-Laurilliard (Mass Transit); WRGB News
Subject: CIC & Public Communications Committee Meetings Wednesday February 4; and Regular Board Meeting Monday February 9

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 February 4, 2026 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 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 February 4, 2026 at 1:00 p.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 February 9, 2026 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: Monday, January 26, 2026 10:18 AM
To: 'TU Legals'
Subject: Account No. 061026000 - Pre-Approved - No Confirmation Required - Multiple Committee Meetings on Wednesday February 4, 2026 and Regular Meeting on Monday February 9, 2026
Importance: High

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
CIC COMMITTEE
MEETING NOTICE**

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PUBLIC COMMUNICATIONS COMMITTEE
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Liz Charland

From: Liz Charland
Sent: Monday, January 26, 2026 10:32 AM
To: Saratogian Newspapers; The Colonie Spotlight; The Gazette; The Troy Record
Subject: Upcoming Committee & Board Meetings

**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
PUBLIC COMMUNICATIONS COMMITTEE
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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 February 9, 2026 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: Monday, January 26, 2026 10:34 AM
To: ACAA Board Room; Bobbi Matthews; Brian King; Carmiena Brooks; Chris Menge; Chris Pasquini; Christine Quinn; Dave Collins; David Montiverdi; Deborah Pasquini; Dwayne Lovely; Helen Chadderdon; Janine Harry; Jennifer Munger; Jim O'brien; John LaClair; John O'Donnell; Katherine Mahoney; Kathryn Kane; Kathy Greenwood; Kevin Hehir; Liz Charland; Margaret Herrmann; Matthew Hunter; Matthew Mokey; Perry Blanchard; Peter Stuto; Ray Camilli; Steve Dorsey
Subject: Regular Board Meeting Monday February 9, 2026

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 February 9, 2026 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.

Public Communications Minutes

December 10, 2025



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. Point 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



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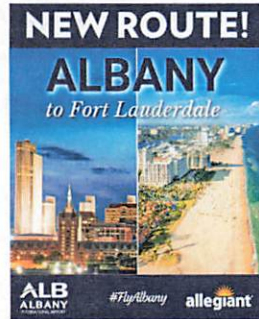
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RECENT NEWS COVERAGE

Allegiant's New Route Between ALB and Fort Lauderdale



5

RECENT MEDIA COVERAGE

MAIN TERMINAL CONSTRUCTION UPDATE



6

RECENT NEWS COVERAGE

DOT Commissioner Tours ALB's New Public Spaces



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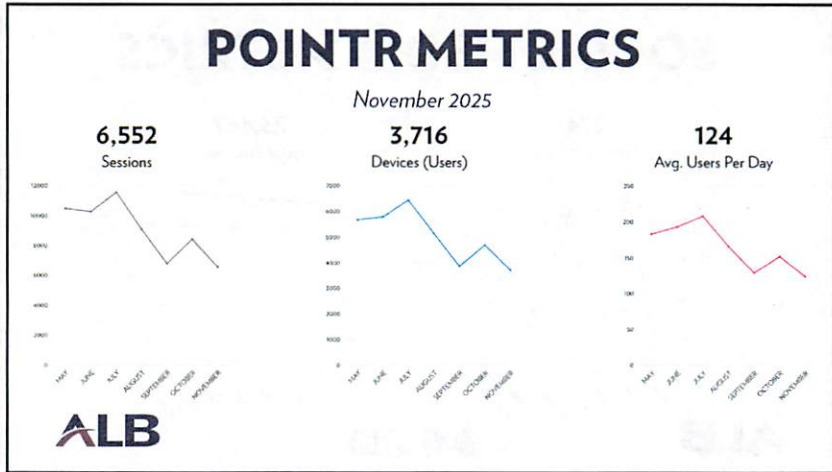
RECENT NEWS COVERAGE

Government Shutdown's Impact at ALB

144 online articles since October 1, 2025



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STRATEGIC COMMUNICATIONS PLAN REVIEW

ALBANY INTERNATIONAL AIRPORT
STRATEGIC COMMUNICATIONS PLAN

Prepared by:
Suzanne A. Smith
Director of Communications

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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.

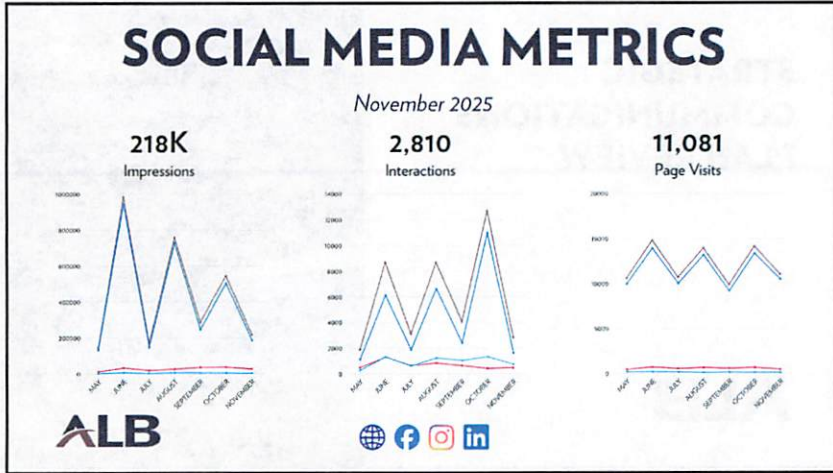
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STRATEGIC COMMUNICATIONS PLAN

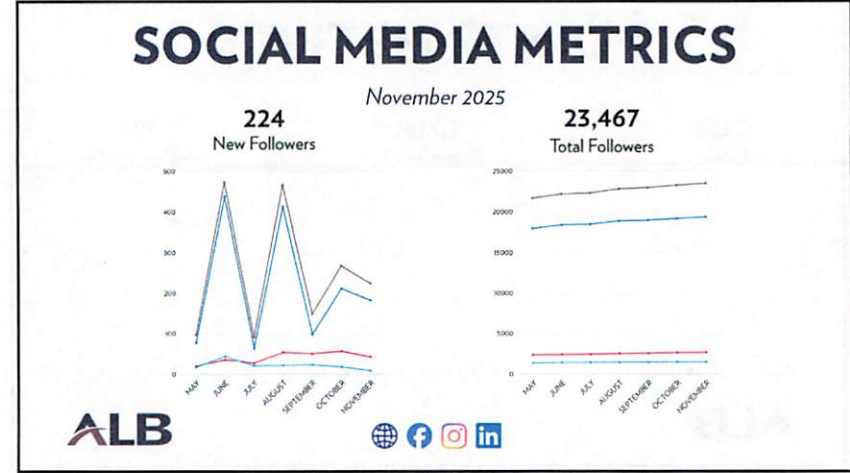
KEY FOCUS AREAS

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)

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TOP PERFORMING POSTS

<p>Breeze Fort Myers Announcement</p> <p>108K Views 708 Interactions 65 New Followers</p>	<p>Winter Storm Response Reel</p> <p>2,300 Views 233 Interactions 5+ hours of watch time</p>	<p>Allegiant to Fort Lauderdale</p> <p>473 Views 25 Interactions 8.5% Engagement Rate</p>
ALB		

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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.*



* Source: Melwater

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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.



* Source: Melwater

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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.



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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.



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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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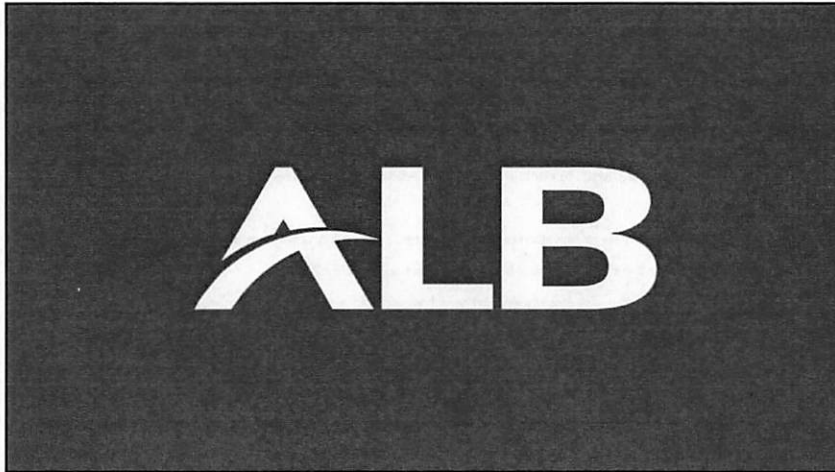
STRATEGIC COMMUNICATIONS PLAN

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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