



CITY OF MERCED

Merced Civic Center
678 W. 18th Street
Merced, CA 95340

Meeting Agenda Amended Regional Airport Authority

Tuesday, May 20, 2025

7:00 PM

City Council Chamber, 2nd Floor, Merced Civic
Center, 678 W. 18th Street, Merced, CA 95340

NOTICE TO PUBLIC

WELCOME

At least 72 hours prior to each regular the Regional Airport Authority meeting, a complete agenda packet is available for review on the City's website at www.cityofmerced.org or at the City Clerk's Office, 678 W. 18th Street, Merced, CA 95340. All public records relation to an open session item that are distributed to a majority of the Commission will be available for public inspection at the City Clerk's Office during regular business hours. Assisted hearing devices are available for meetings held in the Council Chamber.

PUBLIC COMMENT: OBTAIN SPEAKER CARD FROM THE the Regional Airport Authority

Members of the audience who wish to address the Regional Airport Authority are requested to complete a speaker card available at the podium against the back of the Council Chamber. Please submit the completed card to the Regional Airport Authority before the item is called, preferably before the meeting begins.

Material may be emailed to flymercedairport@cityofmerced.org no later than 1 PM on the day of the meeting. Please specify which portion of the agenda you are commenting on, for example, Report item # or Public Comment. Your comments will be presented to the Regional Airport Authority at the appropriate time. Any correspondence received after 1 PM will be distributed to the Regional Airport Authority and retained for the official record.

A. CALL TO ORDER

B. PLEDGE OF ALLEGIANCE

C. ROLL CALL

D. PUBLIC COMMENT

Members of the public who wish to speak on any matter not listed on the agenda may speak during this portion of the meeting and will be allotted 3 minutes. State law prohibits the Board/Commission from acting at this meeting on any matter raised during the public comment period. Members of the public who wish to speak on a matter that is listed on the agenda will be called upon to speak during discussion of that item.

E. CONSENT CALENDAR

Adoption of the Consent Calendar may be made by one motion of the Board/Commission, provided that any Member, individual, or organization may request removal of an item from the Consent Calendar for separate consideration. If a request for removal of an item from the Consent Calendar has been received, the item will be discussed and voted on separately.

- E.1** [25-521](#) **SUBJECT:** Regional Airport Authority Commission Minutes of March 18, 2025
This item was added late.

REPORT IN BRIEF

Regional Airport Authority Commission Minutes from the meeting of March 18, 2025.

RECOMMENDATION

Regional Airport Authority Commission - Adopt a motion approving and filing the Regional Airport Authority Commission minutes of March 18, 2025.

F. REPORTS

- F.1.** [25-1019](#) **SUBJECT:** Airport Manager Report

Report in Brief:

Summary of key tasks completed by the Merced Airport staff.

RECOMMENDATION

Information only-no action required.

- F.2.** [25-1020](#) **SUBJECT:** Passenger and Cargo Report of April 2025

REPORT IN BRIEF

MCE Passenger and Cargo reports for the months of April 2025.

RECOMMENDATION

Information only-no action required.

- F.3.** [25-1021](#) **SUBJECT:** Advanced Air Quarterly Marketing Update

ACTION: For Information Only

REPORT IN BRIEF

The Terminal lease between the City of Merced and Advanced Air requires Advanced Air to provide a written report to the City summarizing its

marketing efforts on a quarterly basis. These reports are to be provided in October, January, April and July of each year for the duration of the Agreement.

Attached is Advanced Air's Marketing Report for 1st Quarter of 2025.

Barbara Hunt, VP of Business Operations, Advanced Air, will make a presentation on updated statistics regarding enplanements and load factors, as well as recent advertising and marketing campaigns.

G. ADJOURNMENT



CITY OF MERCED

Merced Civic Center
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ADMINISTRATIVE REPORT

File #: 25-521

Meeting Date:

Report Prepared by: Karen Baker, Economic Development Associate

SUBJECT: Regional Airport Authority Commission Minutes of March 18, 2025

REPORT IN BRIEF

Regional Airport Authority Commission Minutes from the meeting of March 18, 2025.

RECOMMENDATION

Regional Airport Authority Commission - Adopt a motion approving and filing the Regional Airport Authority Commission minutes of March 18, 2025.

ATTACHMENTS

1. Regional Airport Authority Commission minutes March 18, 2025



CITY OF MERCED

Merced Civic Center
678 W. 18th Street
Merced, CA 95340

Minutes Regional Airport Authority

Tuesday, March 18, 2025

7:00 PM

A. CALL TO ORDER

Clerks Note: Regional Airport Authority Meeting was called to order at 7PM.

B. PLEDGE OF ALLEGIANCE

C. ROLL CALL

Present: 5 - Member Travis Colby, Member Cheryl Hirsch, Member Sabrina Abong, Chair Robert Scoble, and Member Jim Song

Absent: 1 - Member Seferino Silva

D. PUBLIC COMMENT

There was no Public Comment.

E. REPORTS

SUBJECT: Airport Manager Report

Report in Brief: Summary of key tasks completed by the Merced Airport staff.

RECOMMENDATION

Information only-no action required.

Airport Manager Rhett WILLIAMS gave an update on the Terminal Replacement Project, the Federal Aviation Administration outreach, the public outreach efforts made by Economic Development Associate Karen BAKER and himself regarding the Terminal Replacement Project and the future of the Merced Yosemite Regional Airport, the December 2025 report that the Department of Transportation conducted on the airport, and the current Airport Improvement Projects.

Board Member HIRSCH and Deputy City Manager Frank QUINTERO discussed the possibility of touring the new airport terminal and details of the Brown Act.

Clerk's Note: There was no formal vote taken, item was for information

only.

SUBJECT: Advanced Air Quarterly Marketing Update

ACTION: For Information Only

REPORT IN BRIEF

The Terminal lease between the City of Merced and Advanced Air requires Advanced Air to provide a written report to the City summarizing its marketing efforts on a quarterly basis. These reports are to be provided in October, January, April and July of each year for the duration of the Agreement.

Attached is Advanced Air's Marketing Report for 1st Quarter of 2025.

Barbara Hunt, VP of Business Operations, Advanced Air, will make a presentation on updated statistics regarding enplanements and load factors, as well as recent advertising and marketing campaigns.

Airport Manager Rhett WILLIAMS reported that the Advanced Air team was unable to attend the meeting and reported that they said they would be at the next meeting to go over their quarterly report.

Regional Airport Authority Members and Mr. Williams discussed that they were impressed with Advanced Airlines Marketing efforts and look forward to more detail from Advanced Air when they can attend the meeting.

Clerk's Note: there was no formal vote taken, item was for information only.

SUBJECT: Passenger and Cargo Report of April 2025

REPORT IN BRIEF

MCE Passenger and Cargo reports for the months of April 2025.

RECOMMENDATION

Information only-no action required.

Airport Manager Rhett WILLIAMS reported on the Passenger and Landing Report of November and December 2024 and January and February 2025.

Clerk's Note: There was no formal vote taken, item was for information only.

F BUSINESS

SUBJECT: Request to Add Item to Future Agenda**REPORT IN BRIEF**

Provides members of the Boards/Commissions to request that an item be placed on a future Boards/Commissions agenda for initial consideration by the Boards/Commissions.

Airport Authority Chairman SCOBLE asked if there was a request to Add Items to the Future Agenda from the Regional Airport Authority.

Regional Airport Authority Members requested putting together a capital improvement project for secure parking. Assistant City Manager Frank QUINTERO suggested requesting presentation to include a three year crime heat map for car break ins from the Police Department, and a five year projection for the City and the Airport by the City's Chief Finance Officer Venus RODRIGUEZ.

Clerk's Note: There was no formal vote taken, item was for information only.

SUBJECT: Commission Comments**REPORT IN BRIEF**

Provides an opportunity for the Chair and/or Member(s) to make a brief announcement on any activity(ies) she/he has attended on behalf of the Commission and to make a brief announcement on future community events and/or activities. The Brown Act does not allow discussion or action by the legislative body under this section.

Regional Airport Authority Members and Assistant City Manager Frank QUINTERO discussed how far the Merced Yosemite Airport has progressed during the last seven years with the new facilities and new airline, but wondered what will happen with the existing terminal. QUINTERO stated that the Facility cannot be torn down but perhaps a City Department might lease the space such as the Fire Department.

Clerk's Note: There was no formal vote taken, item was for information only.

G ADJOURNMENT

Clerk's Note: The Regular Meeting was adjourned at 7:47 PM.

A motion was made by Member Hirsch, seconded by Member Song, that this Regular Meeting be adjourned. The motion carried by the following vote:

Aye: 5 - Member Colby, Member Hirsch, Member Abong, Chair Scoble, and Member Song

No: 0

Absent: 1 - Member Silva



ADMINISTRATIVE REPORT

File #: 25-1019

Meeting Date: 5/20/2025

Report Prepared by: Rhett Williams, Airport Manager, Merced Yosemite Regional Airport

SUBJECT: Airport Manager Report

Report in Brief:

Summary of key tasks completed by the Merced Airport staff.

RECOMMENDATION

Information only-no action required.

DISCUSSION

AIRPORT TERMINAL REPLACEMENT PROJECT

Airport and Engineering staff continue to regularly meet with the contractor Diede Construction and design consultants Mead & Hunt focusing on construction progress, project schedule and changes as needed. Airport staff provided a tour of the facility to Senior Field Representative of U.S. Senator Alex Padilla Office. The tour centered on the flow of the passengers' experience of the airport. Along with the need for funding for the fuel farm project that is currently in design with RS&H.

Economic Development Associate Karen Baker continues coordinating with Mead & Hunt regarding interior design, functionality, and furnishing. The desired outcome of the interior is to be welcoming and reflect the culture of the San Joaquin Valley and City of Merced.

As construction progresses, staff anticipates the terminal project to be completed by Summer of 2025 (weather permitting.)

Terminal replacement for April is currently at 65% to date of work. Finish work of the interior (counters, sinks, wall boards) and exterior siding has been completed along with the final windows. Baggage conveyor has been installed and City staff went through a training course provided by the vendor.

AIRPORT ADMINISTRATION

Public Outreach: City Manager Staff and Airport Staff hosted the City County Dinner for Executives of all Cities within Merced County on the apron of the Terminal. Tours were provided and positive feedback was received.

Airport Manager Williams is scheduled to speak at the Merced Breakfast Lions in May and Merced

County Board of Realtors in.

Airport Staff gave a tour of the Terminal to Vice Chancellor and President/UC Merced Foundation, E. Edward Klotzbier and Associate Vice Chancellor of Strategic Communications, Marketing and P.R. from UC Merced to discuss marketing opportunities to raise awareness of UC Merced.

AIRPORT IMPROVEMENT PROJECTS

The FAA RTR project is 75% completed. The FAA will need to connect to MID along Macready Drive to complete the installation.

PMMP with RS&H is being finalized to deliver bid documents for the Crack Seal and Seal Coat Project by July 2025.

Staff is working with RS&H on the Design of the Above Ground Fuel Farm.

Airport Manager Williams is working with the State Water Resources Control Board and Merced County Environmental Health to come up with a solution to meet the requirements for the Inground Fuel Tank that would be subject to closure in December 31, 2025.

Equipment is being ordered to upgrade Airport Gates to a electronic device that will allow authorized tenants to unlock gates for access onto the aircraft operating area.

The image shows the exterior of a modern airport terminal building. The building has a dark brown or black facade with large glass windows and doors. A "WELCOME" sign is visible above one of the entrances. The foreground is a paved area with several metal bollards and a tall utility pole. The sky is clear and blue.

Merced Yosemite Regional Airport New Terminal Project

Agenda

Progress Photos

Airline Ticket Counter



Hallway Bathroom



Bathroom



Hold Room (Post TSA)



TSA CheckPoint







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ADMINISTRATIVE REPORT

File #: 25-1020

Meeting Date: 5/20/2025

Report Prepared by: Rhett Williams, Airport Manager, Merced Yosemite Regional Airport

SUBJECT: Passenger and Cargo Report of April 2025

REPORT IN BRIEF

MCE Passenger and Cargo reports for the months of April 2025.

RECOMMENDATION

Information only-no action required.

ATTACHMENTS

1. Passenger and Cargo Report for April 2025

LANDING REPORT FOR MERCED YOSEMITE REGIONAL AIRPORT

Advanced Air					
2025	Total	# of Enplanements		Total # of	Total # of
Month	Landings	Revenue	Non-revenue	Enplanements	Deplanements
Jan	100	358	4	374	732
Feb	88	339	0	321	660
Mar	94	350	0	363	713
Apr	103	438	0	428	866
May					
June					
July					
Aug					
Sep					
Oct					
Nov					
Dec					
Total	385	1485	4	1486	2971

Redding Aero Enterprises, Inc.					
2025	Landings	Freight Deplaned	Departures	Freight Enplaned	Total Freight
Jan	12	12,822		4,792	17,614
Feb	14	15,099		5,571	20,670
March	16	21,713		4,646	26,359
April	15	19,784		4,347	24,133
May					
June					
July					
Aug					
Sep					
Oct					
Nov					
Dec					
Total					38,284

CY US Pounds
0.0 CY US Tons
0.0
0
0

FY info for annual activity report for State reporting

Enplanements

0 Total rev only FY 2025/2026

Enplanements

0 July - Dec 2025
Jan - June 2025
0 Total rev only FY 2025/2026

Total Freight Jan-June 2025
64,645

Total Freight July-Dec 2025
0
64,645
32.3



ADMINISTRATIVE REPORT

File #: 25-1021

Meeting Date: 5/20/2025

Report Prepared by: Rhett Williams, Airport Manager, Merced Yosemite Regional Airport

SUBJECT: Advanced Air Quarterly Marketing Update

ACTION: For Information Only

REPORT IN BRIEF

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Barbara Hunt, VP of Business Operations, Advanced Air, will make a presentation on updated statistics regarding enplanements and load factors, as well as recent advertising and marketing campaigns.

ATTACHMENTS

1. Advanced Air Q1 2025 Marketing Update



Merced, California

Marketing + Community Engagement



Scan for
Digital Version

Q1 | 2025



News & Updates

Advanced Air now has an interline agreement with Alaska Airlines, enabling our flights to be booked directly on Alaska's website.

This seamless connection expands our reach, providing travelers with more convenient booking options and enhanced connectivity across our network.

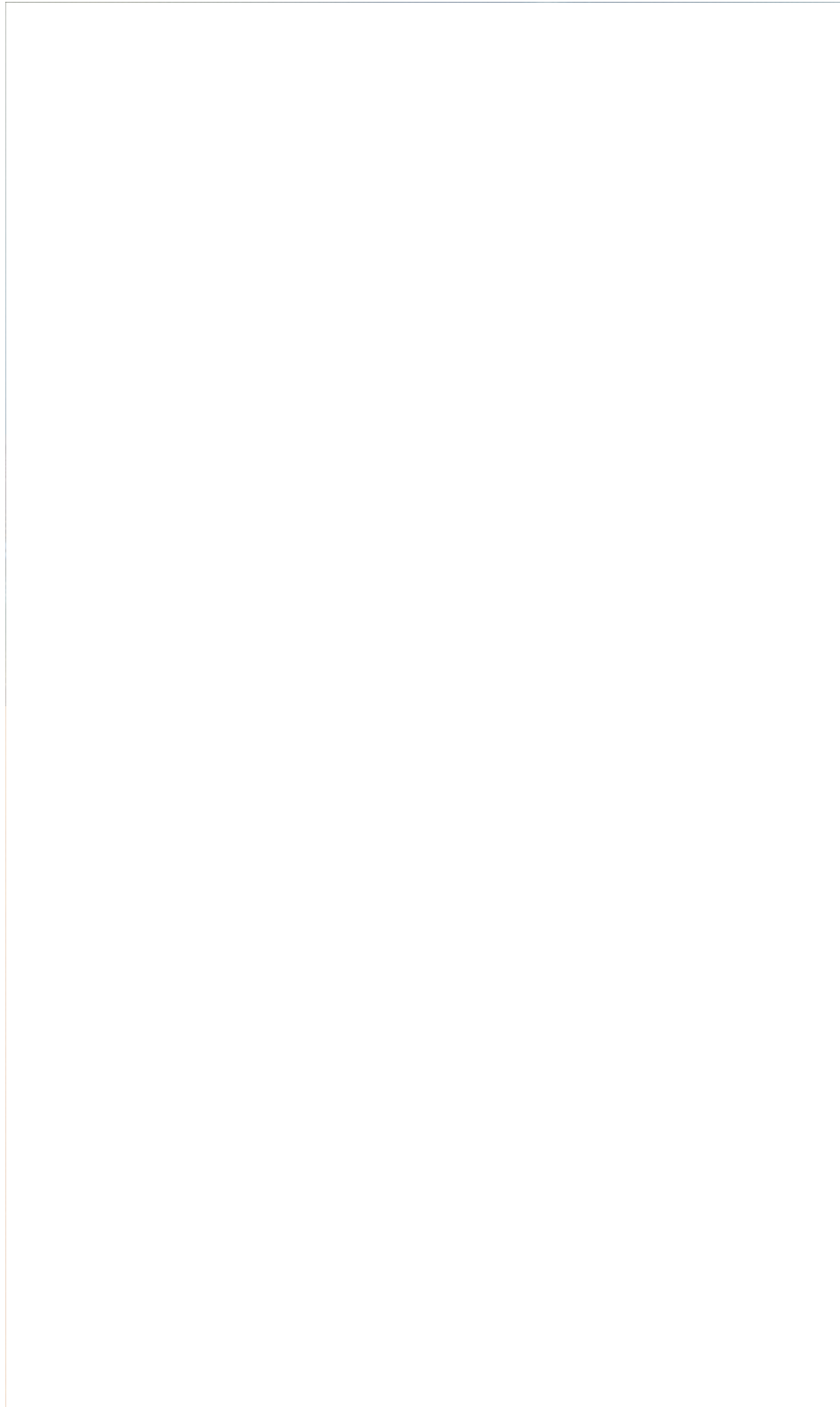


DISCLAIMER FOR ROUTE MAP:

The routes displayed are for illustrative purposes only and represent potential connectivity based on Alaska Airlines' existing network. Final schedules and availability will be determined by operational feasibility and are subject to change.



Email Marketing





Email Marketing



ADVANCED AIR

LAS VEGAS IS CALLING!

EXPERIENCE THE EXCITEMENT
FOR AS LOW AS \$162

[BOOK A FLIGHT](#)

Las Vegas is just a short flight away! **Fly from Merced to Las Vegas** and dive into the entertainment capital of the world. Slots, shows, and spectacular dining await. Don't miss out!

See you in
the Sky





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UC MERCED

FLIGHTS FROM
LAS VEGAS TO MERCED
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[BOOK A FLIGHT](#)

Whether you're visiting your student or attending university events, our flights make it simple and quick to get from Las Vegas to UC Merced. Save time and stress with direct flights priced at just \$162.

See you in
the *Sky*





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ADVANCED AIR

DISCOVER THE WINTER WONDERS OF
**MERCED FROM
LAS VEGAS**

FLIGHTS AS LOW AS \$162

BOOK A FLIGHT

Experience the serene beauty of Yosemite in winter, less crowded and breathtakingly snowy. Merced is your gateway to this winter paradise. Start your scenic journey today and discover the charm of the quieter season.

See you in
the *Sky*





Email Marketing



ADVANCED AIR

**THE FAST TRACK TO
YOSEMITE'S WINTER
WONDERLAND**

FLIGHTS AS LOW AS \$162

BOOK A FLIGHT

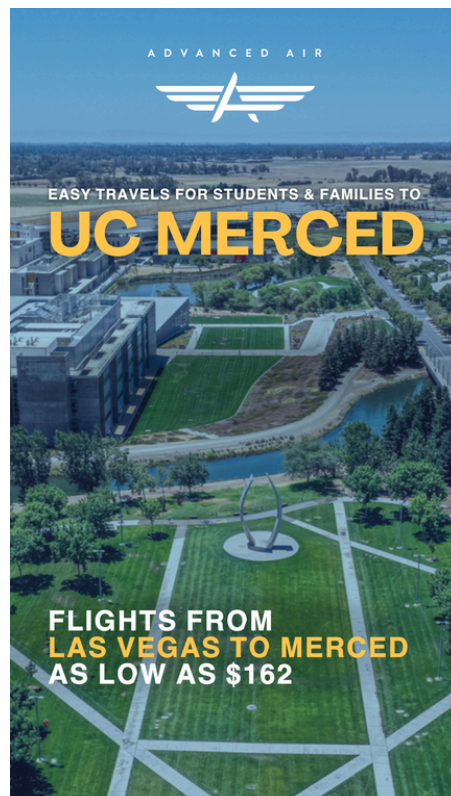
Discover the quickest route to Yosemite National Park. Fly from Hawthorne to Merced and reach Yosemite with ease, avoiding the long drive. Start your scenic adventure in comfort and style.

**See you in
the Sky**





Instagram/Facebook Story Ads





Print Advertising

ADVANCED AIR



FLY FROM MERCED
AS LOW AS \$81



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**LOS
ANGELES**

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Mobile Conquesting Ads

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**FLY FROM MERCED
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TO LA OR LAS VEGAS**





Promotions & Giveaways

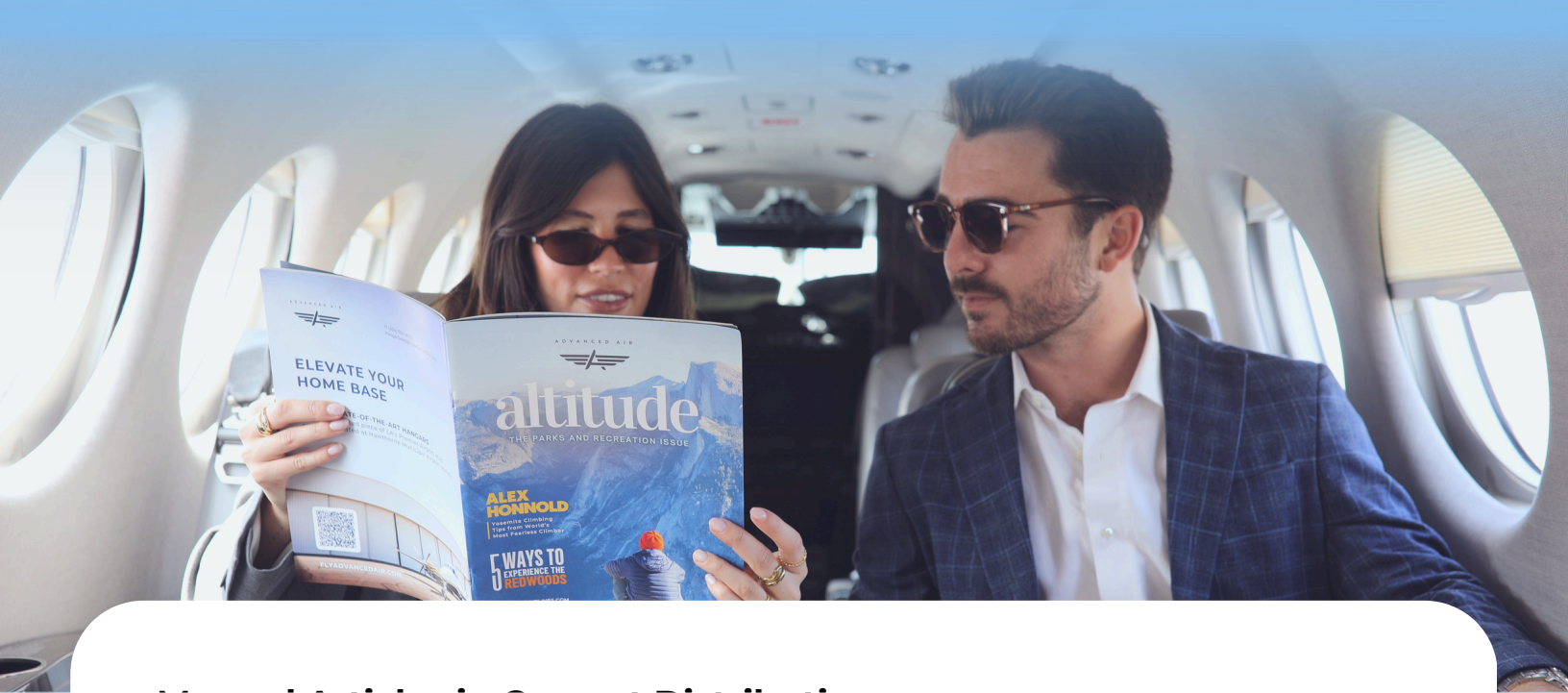
Merced County Hispanic Chamber of Commerce

20% Off Promo Code

YARTS Pilot Program

25% Off Promo Code for Passengers

In-Flight Magazine



AutoCamp

Boutique Hotel outside of Yosemite



Radio Ads

Click Below To Listen To Ads



**OR Scan this QR Code
if viewing from PDF.**

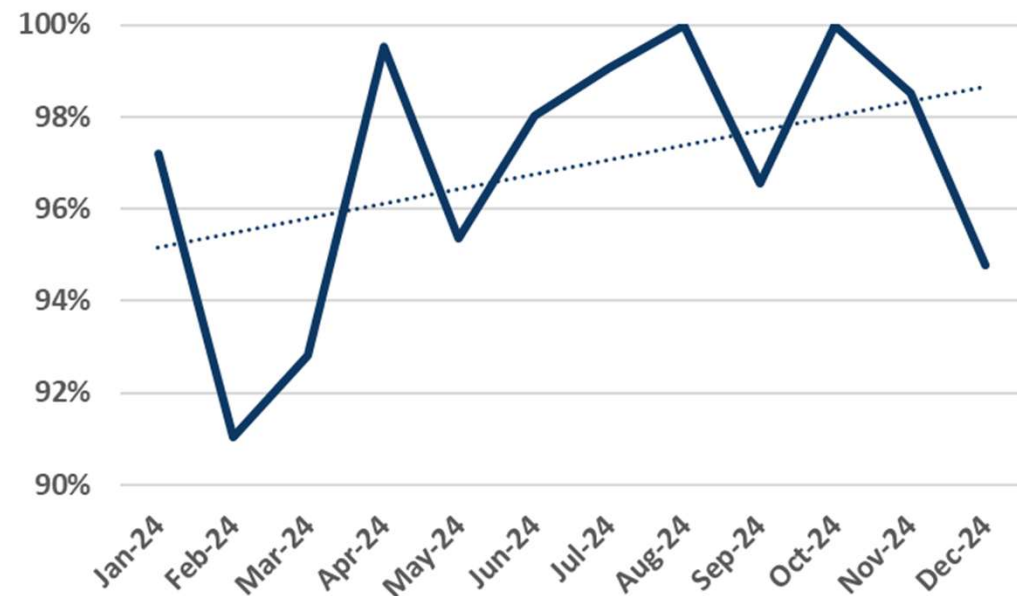
Performance



Operational performance:

- Highly reliable service: 2,509 completed flights; completion factor – **96.9%**
- Very high and improving completion factors
- High on-time performance – **95.8%**

Merced 2024 Monthly Completion Factors



Very High Completion Factors

Ridership

ADVANCED AIR

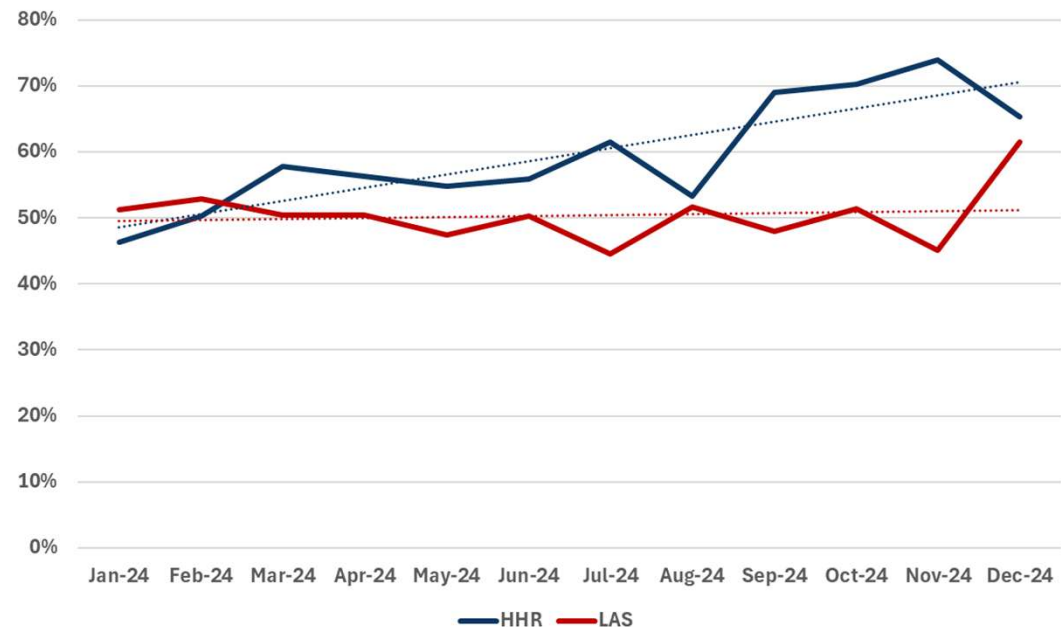


9,341 passengers flown

Load factor increases from:

- On-time performance
- High completion rates
- Community involvement
- Service marketing

Merced 2024 Average Monthly Load Factors



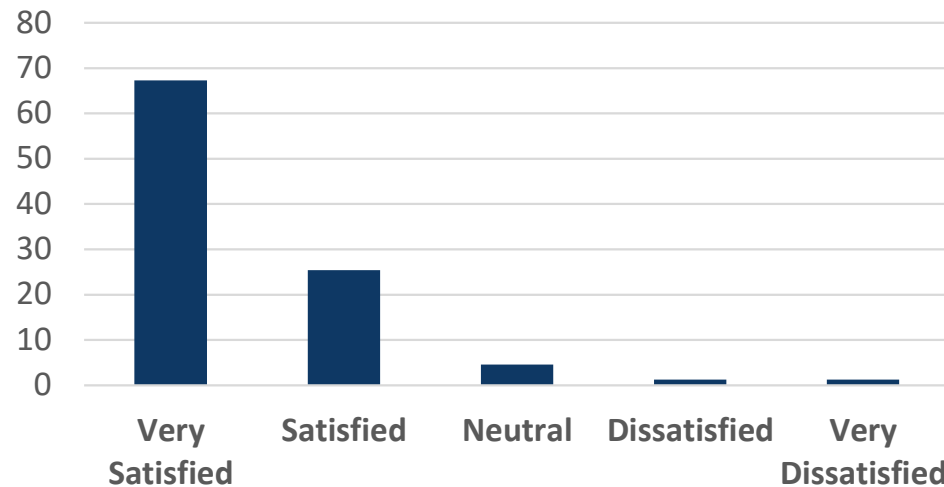
Steadily Increasing Load Factors

Feedback

A D V A N C E D A I R



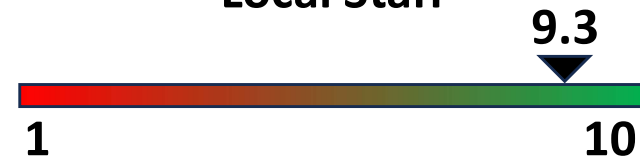
Customer Satisfaction (%)



Customer Service



Local Staff



From Customers:

Your customer service is great!

Everyone is friendly.

I love flying with you!!!

Surveys Show High Level of Customer Satisfaction

*based on surveys of passengers