

January 15, 2010
10:00 A.M.
Newport, Oregon

CALL TO ORDER

Chair Bain meeting was called to order at 10:00 A.M. In attendance were: Bill Bain, Penelope McCarthy, Jim Voetberg, Gene Cossey (newly-appointed Airport Director), and Peggy Hawker from Newport, Jack Crider, Jack Bland, John Overholser, and Larry Pfund (via telephone) from Astoria, Larry Dalrymple and Greg Dalponte from the Oregon Department of Aviation, Jim Day, Matt Kyler, Rob McKinney from SeaPort Air (all via telephone), and John Lansing from SeaPort Air. Also in attendance were Larry Coonrod from the Newport News-Times, and Bruce Conner (in Astoria and via telephone).

APPROVAL OF MINUTES – DECEMBER 18, 2009

MOTION was made by Bland, seconded by Dalrymple, to approve the minutes of the December 18, 2009 meeting. The motion carried unanimously in a voice vote.

PASSENGER FACILITY CHARGE

A copy of a letter from the Port of Portland had been distributed to the Consortium. McCarthy reported that the Port of Portland had declined the Consortium's request to waive the passenger facility charge for SeaPort flights. A discussion ensued, and Cossey agreed to find out whether the passenger facility charge for other small airlines flying into PDX has been waived.

AIR SERVICE MONTHLY MARKETING REVIEW

Kyler reported that he has been working with the Elizabeth Street Inn on a package for a survey card incentive program. The incentive program is scheduled to begin on January 19. He reported that SeaPort has been working on creative materials, and building relationships with travel agencies and lodging properties to develop packages. It was noted that SeaPort is a sponsor of the upcoming Seafood and Wine Festival. Kyler is working with the Chamber on this event. A discussion ensued regarding the amount of marketing dollars allocated to each community. Day reported that due to the holiday, all vendor information is not yet available. He will send this information in a separate report.

SURVEY CARD UPDATE

Kyler reported that the new cards were printed. He added that the information obtained to date was good information, and SeaPort is happy with the results, but will continue surveying passengers. It was noted that asking passengers when they would like flights might be a wasted effort. It was noted that it is important to obtain information from the individual market areas.

UPDATE ON E-TICKETING SOFTWARE PURCHASE AND IMPLEMENTATION AND INTERLINE TICKETING AGREEMENT STATUS

McKinney reported that training on the new reservation system has begun. He reported that the system will allow for connectivity possibilities. He added that Expedia will be the first online travel agency for SeaPort ticketing. He reported that the system will be tested next week. He added that the project is on schedule, and that implementation may be delayed a day or so, but not substantially. A discussion ensued regarding when this information could be released, and McKinney noted that as soon as all the pieces are in place, media releases could be issued. Conner reported that advertisers require a two or three week lead time. McKinney noted that he would respond with an awareness of those deadlines.

McKinney reported that there is a tentative interline agreement with one carrier. He added that the goal is to meet the March 15 deadline for this agreement. The Consortium will receive an update via e-mail.

ANNUAL MEETING REQUIREMENTS

Evaluation of Flight Schedules. Bain reported that he had provided information in addition to Overholser's regular reports. A discussion ensued regarding this data. A discussion ensued regarding whether there are any weekend flights that could be switched from Astoria to Newport. Day reported that increasing the number of aircraft on Monday and Friday might require the acquisition of additional aircraft. He added that schedules are developed six months in advance, so sufficient lead time is necessary. He noted that any adjustment may affect flights into Boeing Field and Pendleton. Day noted that an extra flight into Newport may be in order, but it might require stopping somewhere else to defray the cost. It was agreed to place this item on the February meeting agenda.

Evaluation of Fares. It was reported that the average fares for Newport and Astoria are very similar. Future fares are anticipated to be \$100 - \$125 at the end of two years. Day reported that a reasonable increase is expected in the next 30 - 60 days. It was agreed to place this item on the February meeting agenda.

Community Response to Air Service. Kyler reported that he is working with the Destination Newport Committee as time permits. He reported that a testimonial section has been added to the SeaPort website.

Consortium Comments. Voetberg reported that beginning February 1, Gene Cossey will be the Newport staff person on the Consortium.

NEXT MEETING

The next meeting will be held on February 19, 2010, at 10:00 A.M., in Newport.

ADJOURNMENT

Having no further business, the meeting adjourned at 10:56 A.M.