

November 19, 2010
10:00 A.M.
Newport, Oregon

CALL TO ORDER

Chair Bain called the meeting to order at 10:00 A.M. In attendance were: Bill Bain, Gene Cossey, Penelope McCarthy, Jim Voetberg, Mark McConnell, and Peggy Hawker from the City of Newport, Doug Hedlund and Larry Dalrymple representing the Oregon Department of Aviation, Herb Florer, John Overholser, Bruce Conner, Larry Pfund, and Jack Bland (via telephone) from the Port of Astoria, and Daniel Helland, Claire James (via telephone), and John Lansing from SeaPort Airlines.

ADDITIONS/DELETIONS AND APPROVAL OF AGENDA

Bland asked that air sustainability be added to the agenda. MOTION was made and seconded to add this subject to the agenda. The motion carried unanimously in a roll call vote.

APPROVAL OF MINUTES - OCTOBER 15, 2010

MOTION was made by Bland, seconded by Overholser, to approve the minutes of the October 15, 2010 meeting as presented. The motion carried unanimously in a roll call vote.

MARKETING SURVEY UPDATE

Claire James reviewed the marketing report. She reported that SeaPort is a silver sponsor of the upcoming Seafood and Wine Festival. She added that SeaPort is considering an electronic passenger survey option; travel packages are being investigated; gift vouchers should be available by December 1; the blog should be on-line by the end of the year; the website will be renovated; non-profit marketing partnerships continue; a new magazine was recently published, and the wine issue is coming out today; all SeaPort will begin publishing regional magazines at the beginning of the year; donations to non-profits continue; and four tickets will be donated monthly toward the ONP and AST sustainability programs.

Cossey reported that he has heard that local businesses find it difficult to contact SeaPort.

AIR SERVICE SUSTAINABILITY

Bland reported that the Port Commission had approved the proposal to use \$40,000 from COII funds for marketing purposes. He noted that Conner is chairing this group. Conner reported that Astoria has embarked on a multi-faceted sustainability program.

First is an intense effort to get the word out locally. Second is a voucher program where someone can purchase a booklet of vouchers for specific dates. He noted that there is a lot of interest, but only a few sales. He added that he is working with SeaPort to iron out the details. Cossey asked what has changed as SeaPort had previously not wanted to have a voucher program. James stated that SeaPort already has an account program in place, and that SeaPort is honoring Astoria's vouchers.

McCarthy reported that ODOT staff has asked Astoria and Newport to provide a scope of work for its plan to use the \$40,000 marketing money. She noted that Newport's plan was approved, but that she had yet to receive Astoria's plan. Conner stated that he would get it completed after this meeting.

Cossey reported on Newport's marketing efforts. He noted that he is working with the newspaper and local radio stations; printed flyers for inclusion in the utility bills; and banners and bumper stickers are in the works. He added that the focus is on word of mouth to local businesses to support the concept of using this local resource, and so far, the plan is going well.

INTERLINE TICKETING AND BAGGAGE AGREEMENT STATUS

Helland reported that a couple of tickets had been sold on the US Air agreement. He added that he and McKinney attended an interline conference at the end of October and built good connections and will be talking with other airlines.

UPDATE ON ON-LINE TRAVEL AGENCY TICKETING CAPABILITIES

Helland reported that Expedia is working well, and Travelocity will be conducting live testing today. He added that for communities where Seaport is the only airline, the airport codes are not built into the data base, and there is no timeline for completion. He reported that discussions continue with Orbitz, and agreement has been signed with Travelport. He will send updates via e-mail.

Cossey stated that he heard that SeaPort does not have the ability to sell tickets to NOAA. Helland reported that he has talked with NOAA's travel agency and the agency sees no reason why it could not sell tickets to NOAA. Lansing reported that there have been problems in the past, but that the vendors now know how to get here, so there are no problems now.

USE OF CESSNA CARAVAN - STATUS REPORT

Helland reported that the Cessna Caravan had been used on approximately 80% of the coastal trips last month. He added that he has not heard of any weather-related issues, and that there has been a positive response from the passengers. A discussion ensued regarding the baggage allowance, and Helland reported that the baggage allowance has been increased to 50 pounds on the Caravan.

ESTABLISH NEXT MEETING DATE

The next meeting will be held on December 17, 2010, at 10:00 A.M.

ADJOURNMENT

Having no further business, the meeting adjourned at 10:45 A.M.