

October 15, 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, Mark McConnell, and Peggy Hawker from the City of Newport, Jack Crider, John Overholser, Bruce Conner, and Jack Bland (via telephone) from the Port of Astoria, and Rob McKinney, Jim Day, Claire James, and John Lansing (via telephone) from SeaPort Airlines.

APPROVAL OF MINUTES - SEPTEMBER 17, 2010

There were no changes and the minutes were approved as presented.

MARKETING AND SURVEY UPDATE

Claire James updated the Consortium on SeaPort's marketing efforts. She reported on the following activities: SeaPort events at Newport and Astoria to introduce the Caravan; the First Time Flyer Promotion; work on getting all SeaPort locations included on Google maps; work on getting a SeaPort promotion on GroupOn; gift vouchers; social media; the SeaPort weblog; the community non-profit partnership program, local winery and brewery partnerships; the frequent flyer program; hotel coop partnerships; regional coop event marketing; and the referral program.

Crider reported that SeaPort did a good job at the open house for the Caravan roll-out. It was suggested that SeaPort consider an ad in Daily Astoria for an upcoming community celebration. Conner asked whether coupons could be combined with value accounts, and it was noted that they cannot be combined. It was noted that the first time flyer program may be re-implemented.

INTERLINE TICKETING AND BAGGAGE AGREEMENT

McKinney reported that he has been working with TSA and that the baggage agreement should be implemented in the spring. He reported that SeaPort had signed an agreement with the Port of Portland to have SeaPort flights listed on the arrival and departure screens in the PDX terminal. McKinney noted that progress has been made with USAir on a full interline e-ticketing agreement because SeaPort may be providing service from southern California to Phoenix.

UPDATE ON ON-LINE TRAVEL AGENCY TICKETING CAPABILITIES

McKinney reported that testing is continuing; he is reviewing the Orbitz contract, and that Orbitz should be on-line by the first of the year. Conner asked whether United

Airlines tickets could be issued from Newport to Denver, for example, with the USAir ticketing agreement. It was noted that only traditional travel agencies have this capability. McKinney reported that he will be attending a conference with all airline sales managers, and is hopeful about making headway on other agreements.

USE OF CESSNA CARAVAN - STATUS REPORT

McKinney reported that the Caravan is operational and the pilots are fully trained. He noted that there may be more flights operated by a single pilot toward the end of the contract period. He stated that the Caravan is a huge commitment on SeaPort's part because the aircraft is not used in any other SeaPort market.

PUBLIC COMMENT

McConnell asked about the numbers at the top of the ONP survey cards. He stated that it would be more useful to know how many people have flown and compare that to the number of survey cards completed. He added that this information is vital to the City of Newport as it works on using the local marketing funds. Conner suggested SeaPort remind people how reliable the service is during the winter.

ESTABLISH NEXT MEETING DATE - NOVEMBER 19, 2010 SUGGESTED

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

ADJOURNMENT

Having no further business, the meeting adjourned at 10:29 A.M.