



## **CITY OF NEWPORT/PORT OF ASTORIA CONSORTIUM BOARD MEETING**

### **AGENDA**

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The City of Newport/Port of Astoria Consortium Board will hold a meeting at **9:30 A.M.**, on **Thursday, June 25, 2009**, at various locations via telephone. The Consortium Board Members, from the City of Newport, will be meeting in Conference Room A of the Newport City Hall, 169 SW Coast Highway, Newport, Oregon 97365. A copy of the meeting agenda follows.

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for persons with disabilities, should be made at least 48 hours in advance of the meeting to Peggy Hawker, City Recorder (541)574-0613.

The City of Newport/Port of Astoria Consortium Board reserves the right to add or delete items as needed, change the order of the agenda, and discuss any other business deemed necessary at the time of the work session and/or meeting.

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## **CITY OF NEWPORT/PORT OF ASTORIA CONSORTIUM BOARD MEETING** **AGENDA**

**Thursday, June 25, 2009**  
**Via Telephone at Various Locations**  
**Including the Conference Room A of the Newport City Hall**  
**9:30 A.M.**

- I. Additions/Deletions and Approval of Agenda
- II. Discussion of air service marketing strategies:
  - A. Conduct of Market Research Survey of Existing Customers
  - B. Print Ads in the Daily Astorian Newspaper

- C. Placement of Ads in Oregon Coast Magazine and In-Flight Copies
  - D. Print Ads in the Newport News-Times
  - E. Accountability of Direct Marketing Expenditures in Routine Reports from SeaPort
  - F. Sharing of SeaPort media with Communities for Consistency and Promulgation
  - G. Seaport's Continuation to Enhance Joint Marketing Efforts with PDX Marketing Experts (Goal is to Link SeaPort Air Travel with Outgoing PDX Travel)
- III. Regular Reporting of BIS/Load Factor
- IV. Set Next Meeting Date and Agenda
- V. Adjournment