

August 20, 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, Jim Voetberg, and Peggy Hawker from the City of Newport, Jack Crider, John Overholser, Jack Bland, Larry Pfund (via telephone) from the Port of Astoria, and Claire James, Jim Day, and John Lansing (via telephone) from SeaPort Airlines.

## **ADDITIONS/DELETIONS AND APPROVAL OF AGENDA**

MOTION was made by Cossey, seconded by Pfund, to approve the agenda as presented. The motion carried unanimously in a voice vote.

## **APPROVAL OF MINUTES - JULY 16, 2010**

MOTION was made by Pfund, seconded by Cossey, to approve the minutes of the July 16, 2010 meeting. The motion carried unanimously in a voice vote.

## **MARKETING AND SURVEY UPDATE**

James reviewed the marketing status report that was submitted via e-mail on August 19, 2010. She noted that she had made a presentation to the Airline Sustainability Task Force on August 4, and that Lansing had made presentations throughout the coast.

James reported that the new first time flyer promotion began July 15 and was having a positive effect on ridership. She added that the program would be extended through the end of September for flights through October.

James updated the Consortium on the status of agreements with several on-line travel agencies, meta-search engines, and interstitial advertising. She noted that Expedia is on-line, but that additional implementation must occur before travelers can book a through trip from Newport to a destination of US Airways. She reported that SeaPort is not established on Orbitz, but that talks are underway. She plans to meet with Orbitz and Expedia regarding advertising opportunities.

James reported that between July 15 and the present, the SeaPort Facebook and Twitter pages have been used for promotional ticket giveaways; a "Beach Trip" contest; wintery partnership events; first-time flyer fares; and other periodic ticket giveaways. She reported that Facebook can provide page statistics of users

James reported that SeaPort is looking at establishing a weblog, which would be an opportunity for the posting of customer testimonials.

James reported that a new website is under construction, and that mock-ups of the new design have been reviewed.

James reported on the status of the community non-profit and small business partnership program. Research will continue for community non-profits and small business contacts, and the program will continue to develop.

James reported that a partnership had been established with Troon Vineyard, and that co-op work with Cliff Creek Cellars was continuing. She noted that SeaPort participated at two wine pouring events at PDX, and the Big Red Block Party.

James reported that the Frequent Flyer (No BS) Program continues, and that frequent flyer cards are distributed to passengers on request.

James reported that hotel co-op partnerships had been established with the Cannery Pier Hotel, Inn at Arch Cape, Hotel Elliott, Gearhart Cottages, Fitzgerald Cottages, Gearhart Ocean Inn, Sea Spirit House Bed and Breakfast, Embarcadero Resort, Grand Victorian Bed and Breakfast, and the Salishan Spa. Lansing will continue distributing "Air Service to our Region" jpeg to hotel partners.

James reported that regional co-op event marketing continues, and that SeaPort is exploring discount codes to be distributed to visitors.

James reported that the Highway 101 sign looks great.

James reported that an incentive program is underway for distribution and completion of the survey cards. SeaPort will continue to monitor the response and record the data.

James reported that the SeaPort referral program trial cards have been distributed and are beginning to be utilized by first-time flyers. Additional cards will be distributed and tracked.

James reported that 800 flyers had been printed that will be distributed in the September Astoria Chamber Newsletter. An ad was also placed in the Commercial Fishermen's Festival event program.

Copies of recent press releases were included in the marketing report. The topics included the first-time flyer fare, the co-op with Troon Vineyard, and the Big Red Block Party.

It was noted that new tri-fold brochures have been designed, and will be printed and distributed soon.

The latest edition of the SeaPort magazine will be distributed in the next few weeks. It is anticipated that the magazine will be themed, and include an art theme, wine theme, etc.

James reported that SeaPort will continue to use annual events in promotional material. She added that SeaPort will also continue compiling a new list of websites, businesses, and hotel partners.

Cossey asked whether there is any indication how many first-time flyers would be willing to fly again at the regular fare. Day noted that the only true measure is ridership growth.

Cossey noted that local SeaPort passengers have heard of the service through traditional marketing methods, and SeaPort is planning to move away from traditional marketing. He recommended that SeaPort continue to utilize traditional marketing methods on the central coast. James reported that SeaPort has not seen much growth through traditional marketing. Day noted that the greatest potential is to bring people to the coast which will help increase the potential of sustainability, and brings more money to hotels, restaurants, shops, and rental car companies. Cossey asked whether SeaPort had reviewed the Mead and Hunt passenger demand analysis. It was reported that Lauren English has read it, and is aware that the sampling was specifically from reservations booked through a travel agency. Cossey stated that most people in the industry agree that the analysis can be trusted. He added that he wants to see the potential ridership of people in the catchment basin. He noted that the passenger demand analysis focuses on tourists and local marketing, and that some local marketing is not happening because potential riders from Lincoln City, Waldport, and other cities are unaware of the service. It was suggested that the SeaPort magazine be distributed locally. James noted that she will take into consideration other ways to market locally.

Cossey again encouraged SeaPort representatives to read the Mead and Hunt passenger demand analysis. He reported that many folks in Newport want to help market the service. Day noted that SeaPort has not seen an increase in passengers from NOAA. Bain reported that the NOAA facility will not be ready until May of 2011, so there is not currently a large NOAA contingent traveling to Newport. Bain added that NOAA needs to be kept in the loop so that when its employees do begin to travel that they are aware of the service. Bain also asked that the survey cards include the information on which airline SeaPort passengers are continuing on. James reported that this information will be included in future reports.

Jack Bland asked whether SeaPort has made presentations to the Seaside Chamber of Commerce. Lansing reported that he has presented to the Seaside Chamber of Commerce on several occasions. A discussion ensued regarding placing information on the bulletin board of the Seaside Convention Center, and it was noted that staff was concerned about promoting one business over another. Bain asked whether a roll-out event could be scheduled to introduce the Caravan. Day noted that he would take that suggestion to Rob McKinney. Dave Morgan, with News Lincoln County, suggested giving the local media total access during the roll-out event. Day noted that it could be similar to the inaugural event.

## **INTERLINE TICKETING AND BAGGAGE AGREEMENT STATUS**

Day reported that the interline ticketing agreement with US Air is being implemented, and that discussions have begun with TSA regarding an interline baggage agreement. He noted that McKinney is meeting with other airlines regarding interline ticketing agreements.

## **UPDATE ON ON-LINE TRAVEL AGENCY TICKETING CAPABILITIES**

It was reported that SeaPort is now on Expedia, and that Travelocity should be next. It was noted that Orbitz requires additional modification to the new reservation system, and this work has begun. James noted that the ability to book one ticket on Expedia, from Newport to Phoenix, for example, is not available, but that logistics are currently being worked out to make this possible.

## **USE OF CESSNA CARAVAN TIMEFRAME**

Day reported that the FAA conformity check of the Caravan has been completed, and that training is scheduled. The use of the Caravan will begin sometime in September.

Overholser asked whether the schedule will change when the Caravan comes on line. James reported that there is a potential for slight change. Day noted that one airplane will be used to service both coastal locations. Cossey noted that the revenue guarantee agreement was modified to allow use of the PC-12 when necessary.

Pfund reported that since Astoria's late afternoon flight has been cancelled, the service is no longer an option for some customers. He noted that there were several comments regarding the overweight baggage fee, and added that he does not think SeaPort's position is counter-productive. It was noted that the Caravan has a greater baggage limit as it has a larger cargo hold.

## **ESTABLISH NEXT MEETING DATE**

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

## **ADJOURNMENT**

Having no further business, the meeting adjourned at 10:57 A.M.