

MINUTES OF NEWPORT-ASTORIA AIRLINE CONSORTIUM MEETING
MARCH 23, 2009
FlightCraft Terminal at PDX – Board Room

Those in attendance were: William Bain and Dennis Reno from the City of Newport; Larry Pfund and Jack Crider from the Port of Astoria; Dan Clem from the Oregon Department of Aviation; Kent Craford, Steven Fox, John Lansing, Jim Day, Donna Blake, and others from SeaPort Airlines.

Craford reported on SeaPort's successful inaugural events at Astoria and Newport and thanked Astoria and Newport for their hosting. He provided reports on marketing efforts, notably media coverage, and the estimated value of those media exposures. Radio ads were discussed, and it was noted that we could call the radio stations to hear the ads being presented. Jim Day provided passenger counts and income data for the first week of operation, indicating that there had been 1.7 passengers per flight flown to and from Newport, and 1.8 passengers per flight to and from Astoria. There were a total of 12 scheduled flights not actually flown due to no bookings. General satisfaction was expressed about the flight passenger loads given the short time the flight schedules and any marketing had been available prior to the start-up. The earned media amount was estimated at \$55,077. Schedules for additional media work were distributed, and additional advertising purchases and collateral materials were discussed.

It was pointed out that commercial enterprises interested in bulk or frequent air travel can establish a travel account with SeaPort, in amounts from \$1,000 to \$5,000 or more, and they can use the account for ticket acquisition. This provides the benefits of best price and discounts.

A discussion ensued regarding contacting major lodging facilities in Newport and Astoria to get website links and notice, and to help with cultural changes at the reservationist levels to ask "will you be flying or driving?" when making reservations for guests. This should help in the ongoing marketing efforts and is a way to improve outreach at little or no cost. Package deals to help provide additional incentives to utilize air service were also discussed. It was agreed to consult with Alana Audette at Redmond, and others, about the successes obtained in their markets in increasing patronage on air service - such as billboard and other campaigns.

The airline was asked about progress toward obtaining availability showing in the GDS systems and electronic travel agencies such as Expedia, Orbitz, and Travelocity. The answer was that the three major GDS, Apollo, Sabre, and Wordspan are now up, and the electronic agencies will be about another five-six weeks pending SeaPort ARC approval. This will provide SeaPort with the ability to book other airline space in and out of Portland in combination with the SeaPort flights. SeaPort announced it had acquired a

new van for transporting passengers to and from their FlightCraft location and the main PDX passenger terminal.

SeaPort promised a marketing plan by April 20, to allow review prior to the meeting on April 29.

The SeaPort representatives were informed of the public notice and public aspects of meetings of the consortium, and some of the data, containing passenger names from flight manifests, were returned to them. SeaPort staff left the meeting so that the official business of the consortium could be conducted.

The official business meeting of the consortium began at 10:30 A.M.

MOTION was made and seconded to appoint Bill Bain as chair for the consortium. The motion carried unanimously in a voice vote. It was observed that all meetings of the consortium would be conducted in compliance with ORS Chapter 190 requirements regarding open meetings of public agencies.

MOTION was made and seconded to authorize the payment of \$10,000 toward the marketing study commissioned by ODA, from funds available to the consortium as approved through negotiation with ODOT and/or Air21 and local match funds from economic development funds. Reno requested that a determination be made as to whether this expenditure could be paid from Connect Oregon II monies prior to payment. The motion carried unanimously in a voice vote.

MOTION was made and seconded that the next meeting be held on April 29, 2009, in Astoria. The motion carried unanimously in a voice vote.

It was observed that since this meeting had occurred outside the two jurisdictions (Newport and Astoria), that all the actions taken should be restated and acted upon again at the next meeting to be held within the boundaries of one of the entities, i.e. election of chair and approval of fund disbursement.

Having no further business, the meeting adjourned at 11:10 A.M.