

## **MINUTES OF AIR CONSORTIUM BOARD MEETING**

**OCTOBER 16, 2009**

### **CALL TO ORDER**

Chair Bain meeting was called to order at 1:03 P.M. In attendance were: Bill Bain, Dennis Reno, Mark, McConnell, Penelope McCarthy, Jim Voetberg, and Peggy Hawker from Newport, Jack Crider and Larry Pfund (via telephone) from Astoria, Dan Clem (via telephone) from the Oregon Department of Aviation, Matt Kyler, Steve Fox, Kent Craford, and John Lansing (all via telephone) from SeaPort Air. Also in attendance were Walter Sherman and Steve Schuster from the Depoe Bay Beacon.

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

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

### **APPROVAL OF MINUTES - SEPTEMBER 18, 2009**

MOTION was made by Crider, seconded by Reno to approve the minutes of September 18, 2009. The motion carried unanimously in a voice vote.

### **PASSENGER FACILITY CHARGE**

It was agreed to discuss this matter at the next meeting.

### **AIR SERVICE MONTHLY MARKETING REVIEW**

It was reported that the Consortium had received the monthly marketing review prior to the meeting, and that it will be sent to the Consortium on the first of each month.

### **AIR SERVICE QUARTERLY MARKETING REVIEW**

Bain reported that he had seen a SeaPort Air advertisement on Channel 2 television. He added that it was a great ad and very clear. Kyler addressed the fourth quarter ad buy, noting that it is scheduled to end on December 28, 2009.

### **APPROVAL OF FINAL MARKETING PLAN**

McCarthy reported that this matter was handled at the September 18, 2009 meeting, and that no further discussion is necessary.

### **SURVEY CARD UPDATE**

A handout was distributed containing information gleaned from the survey cards. It was noted that carrier information was not included with the Newport data. SeaPort will send an amended report which will show where Newport passengers are flying to and from. Craford noted that this was a good first effort that yielded good demographic information. A discussion ensued regarding the method in which the cards are distributed and collected. Kyler reported that they are in all terminals and the customer service agents are trained to survey passengers during check-in. McConnell asked whether the survey return rate has increased from the earlier 10%. Kyler reported that the rate is approximately 15% now. McConnell asked whether a reward system is still under discussion. Kyler reported that this effort will be reactivated. It was noted that most passengers are continuing on to Alaska, Southwest, and United Airlines. Craford reported that SeaPort may reinstitute the telephone survey along with the counter survey. McConnell asked whether SeaPort will be able to glean additional demographic information from e-ticketing, and it was noted that this would provide much more information.

#### **UPDATE ON E-TICKETING SOFTWARE PURCHASE AND IMPLEMENTATION**

Fox reported that SeaPort is moving forward with e-ticketing software, and currently downloading the user guide for the new reservations system. Craford reported that the software contract includes a 90 calendar day implementation schedule, but that SeaPort is still looking at March 15, 2010, as the launch date due to many internal issues due to the change. He noted that SeaPort has also initiated discussions with one major 121 carrier. Walter Sherman asked whether the interline ticketing agreement and e-ticketing are on parallel tracks, and Bain noted that they are separate, but concurrent, issues.

#### **ASTORIA'S OFFER FOR AST AIRPORT ENGINEER TO EXAMINE NEWPORT'S MINIMUMS**

Crider reported that he could get John Shute, with Precision Approach Engineering, to help Newport examine its minimums. Reno noted that this is an excellent idea.

#### **TRAVEL EXPENSES OF CONSORTIUM MEMBERS AND COSTS INCURRED BY CITY OF NEWPORT IN ADMINISTERING CONSORTIUM CONTRACTS**

Crider noted that it is important that Consortium meetings are held face-to-face, and added that the Consortium needs to find a solution to this. A discussion ensued regarding whether the Consortium can legally expend grant monies of administrative or travel expenses. Clem recommended talking with Marty Anderson at 503-986-3640. McCarthy noted that there may also be a jurisdictional issue. Clem noted that he believes the in-kind match covers travel and administrative costs. It was noted that city staff had talked with the ODOT and USDOT staff regarding administrative costs, and were told by both, that the grants did not cover those costs.

McCarthy noted that if SeaPort provides seats for its employees and guests for \$10 tickets, then perhaps this should apply to Consortium members. Craford cautioned against this, as it is on a space available basis and would be unreliable.

Walter Sherman asked how expenses had been defrayed until now. Bain noted that the City of Newport has been carrying the load, but that representatives from Astoria and the state paid their own travel costs. Crider stated that if the Port of Astoria needs to contribute to the administration, they could do that. Steve Schuster asked whether there was a mechanism in place for the Consortium to reimburse anyone for expenses. Bain noted that reimbursement comes from the City of Newport and the Port of Astoria, as there is no provision for reimbursement in the grants.

### **SEAPORT STAFFING AT NEWPORT AIRPORT**

McCarthy recommended taking this matter off-line and she and Hawker will work with SeaPort on the issue.

### **STATUS OF ORDINANCES RATIFYING INTERGOVERNMENTAL AGREEMENT CREATING THE CONSORTIUM**

McCarthy reported that the City Council had passed an ordinance ratifying the intergovernmental agreement that created the Consortium, and that the document had been filed with the Secretary of State. Crider reported that the Port of Astoria will have a first reading on its ordinance on Tuesday.

### **SEAPORT'S QUARTERLY PROGRESS REPORT – DISCUSSION AND REVIEW**

McCarthy distributed the report that she had received from Craford earlier today. Bain read it. Craford reported that there may be additional minor expenses for September.

Walter Sherman stated that he has not received the weekly reports, and asked when that might happen.

### **FREQUENCY OF MEETINGS – SUGGESTION TO MEET ON FIRST AND THIRD FRIDAYS MONTHLY**

It was agreed to hold meetings on the third Friday of each month at 10:00 A.M. The next meeting will be on November 20, and the location is yet to be decided.

### **SET DATE, TIME, AND LOCATION OF ANNUAL MEETING BETWEEN CONSORTIUM AND SEAPORT TO EVALUATE SCHEDULES, FARES, LOAD FACTORS, COMMUNITY RESPONSE, AND CONCERNS WITH THE REVENUE GUARANTEE AGREEMENT**

The annual meeting will be held as a part of the monthly meeting on January 15, 2010.

**REQUEST FOR SEAPORT TO MAKE A PRESENTATION ON OPTIONS FOR SUSTAINABLE AIR SERVICE TO NEWPORT AIRLINE SUSTAINABILITY TASK FORCE – SET DATE**

SeaPort will be asked to establish a date and time to meet with the Airline Sustainability Task Force. Clem requested that information provided the task force go through the Consortium, and Crider asked whether representatives from the Port of Astoria could attend. It was noted that task force meetings are public meetings.

**ADJOURNMENT**

Having no further business, the meeting adjourned 2:19 P.M.