

**CITY OF NEWPORT
AIRLINE SUSTAINABILITY TASK FORCE
AUGUST 4, 2010
MEETING NOTES**

The meeting was called to order at 3:00 P.M. In attendance were Don Lindly, Patricia Patrick-Joling, Richard Kilbride, John Baker, Mike Schulz, Bill Bain, Gene Cossey, Penelope McCarthy, Jim Voetberg, and Peggy Hawker.

SEAPORT AIRLINES - DISCUSSION OF MARKTING PLAN

Claire James, marketing coordinator for SeaPort Airlines, and Lauren English, executive assistant to the CEO of SeaPort Airlines, made a PowerPoint presentation and discussed SeaPort's marketing efforts. Cossey reported that due to time constraints, questions should be directed to him or to James via e-mail.

James explained that advertising genres are changing due to advancements in technology. She reviewed the objectives of SeaPort's current marketing plan.

1. **On-Line Travel Agencies**. SeaPort has an existing arrangement with Expedia, and is continuing to work with Travelocity and Orbitz. Also in progress is discussions with meta-search engines including kayak.com, tripadvisor.com, fly.com, and travelzoo.com.
2. **Interstitial Advertising**. James explained that interstitial ads appear in a separate window during a search, and are an effective form of advertising. Work will continue with interstitial advertising.
3. **Social Media Websites**. James explained that social media websites provide excellent advertising opportunities, and that SeaPort plans to embark on giveaway promotions on a weekly or bi-weekly basis on various social media websites. She also noted that SeaPort is exploring the idea of establishing a weblog.
4. **Website Design**. James reported that the SeaPort website will be redesigned by the end of the year.
5. **Swiftpage Database**. James noted that this would be utilized to expand the Newport database and to deliver e-mail information regarding SeaPort.
6. **Interline Agreements**. James reported that an interline ticketing agreement is in place with US Airways, and that SeaPort is working with the TSA on the details of a baggage agreement.
7. **Company Newsletter**. James reported that SeaPort will be establishing a company newsletter that will be distributed on-line, via e-mail, and in print in Newport.

8. **Community Non-Profit Partnership Programs.** James explained the non-profit partnership program.
9. **Digital Hotel Co-Operative Marketing.** James reported that this program will be a weblink exchange with Newport lodging establishments and other groups like the Chamber of Commerce.
10. **Regional Co-Operative Event Marketing.** James explained the opportunity to co-op on the marketing of regional events such as art or wine events.
11. **Traditional Advertising.** James noted that traditional advertising will include outdoor (billboard) ads, terminal information and advertising, and printed promotional materials.
12. **Other Promotions.** James explained that other promotions could include discounted fares, the referral program, the frequent flyer program, and value accounts. She reported that, as an example, John Lansing plans to attend the upcoming Chamber of Commerce luncheon and may give away SeaPort tickets.

Lindly asked what presence the interline ticketing agreement gives Newport on the US Airways website. Cossey reported that the agreement with US Airways is an interline agreement as opposed to a code share. It was noted that a through ticket could be purchased from Newport to a US Airways destination, connecting through Portland, through Expedia, but not on the US Airways website. A discussion ensued regarding whether a US Airways ticket would be honored if a US Airways flight was missed due to a cancelled SeaPort Airline flight.

Baker suggested using personal stories for marketing. He also asked about the status of car rentals at the airport. Cossey noted that Enterprise delivers cars to the airport with advance reservations. It was suggested that the car rental availability could be used as a marketing tool. English reported that the SeaPort customer service agents routinely ask passengers whether they need a rental care.

The Task Force requested copies of James' PowerPoint presentation. She will e-mail the presentation to Hawker for distribution to the Task Force.

James reported that there are other potential markets, including transport of folks needing medical treatment out of the area. She also noted that John Lansing is the sales and activities person for the coast.

Lindly asked whether SeaPort has developed a list of marketing priorities. James noted that on-line travel agencies, social media, and interstitial ads are likely top priorities. Patrick asked whether SeaPort had conducted focus groups. Schulz suggested adding timelines to the marketing objectives. Baker reiterated the need for a priority list. Larry Coonrod, Newport News-Times reporter, asked what percentage of travelers is

connecting to US Airways flights. It was noted that this information could be gleaned from the survey cards.

MEAD AND HUNT STUDY - UPDATE

Cossey reported that representatives from Mead and Hunt will make a presentation and answer questions at the September 20, 2010 City Council meeting. Cossey asked that questions regarding the Mead and Hunt study be directed to him in advance. He reported that SeaPort Airlines CEO, Rob McKinney, will attend the August 16, 2010 City Council work session to discuss SeaPort's sustainability efforts.

CONNECTOREGON III GRANT APPLICATION UPDATE

Cossey reported that he does not anticipate receiving grant funding for an air service subsidy. Lindly will e-mail the COIII recommendations which will be distributed to the task force. He noted that more infrastructure projects were recommended for funding.

Kilbride questioned how SeaPort will make up for the subsidy when the grant ends. It was noted that fares will likely be increased, and that SeaPort has obtained a Cessna Caravan for use on the coastal routes.

PUBLIC COMMENT

Lorna Davis, director of the Greater Newport Chamber of Commerce, noted that the soon to be filmed PDXposed will feature SeaPort.

NEXT MEETING DATE

The next meeting will be held on September 1, 2010, at 3:00 P.M., in Conference Room A of City Hall.

ADJOURNMENT

Having no further business, the meeting adjourned at 4:05 P.M.