

**AGENDA**  
**SUN VALLEY AIR SERVICE BOARD MEETING**  
**KETCHUM CITY HALL**  
**480 EAST AVENUE NORTH**  
**KETCHUM, ID**  
**March 16, 2016 - 2:00 P.M.**

**CALL TO ORDER**

**ROLL CALL**

**PLEDGE OF ALLEGIANCE**

**PUBLIC COMMENT**

**REMARKS FROM THE CHAIR**

**REMARKS FROM THE BOARD**

**CONSENT AGENDA** *All items listed under the Consent Agenda will be approved in one motion without discussion unless any Board Member requests that the item be removed for individual discussion and possible action.*

1. Approval of Air Service Board Minutes of January 27, 2016;
2. Receive and File Financials:
  - a. 1% Local Option Tax Report – December 2015;

**NEW BUSINESS/REPORTS**

3. Authorization of payment of bills on-hand through March 10, 2016;

**ADJOURNMENT**

Sun Valley Air Service Board  
Meeting Minutes  
January 27, 2016  
Hailey City Hall Meeting Room 2 pm

Present: Peter Hendricks – Mayor, City of Sun Valley  
Fritz Haemmerle – Mayor, City of Hailey  
\*Nina Jonas – Mayor, City of Ketchum  
(\*Attended via conference call)

Absent: Larry Schoen – Blaine County Commissioner

Staff Present: Ketchum – Suzanne Frick  
Hailey – Heather Dawson

**CALL TO ORDER**

[2:05:58 PM](#) 2:00 pm Call to order by Mayor Haemmerle. Roll call of attendees.

**PLEDGE OF ALLEGIANCE**

[2:06:34 PM](#) Led by Fritz Haemmerle

**ELECTION OF OFFICERS**

[2:07:01 PM](#) election of officers.

[2:08:44 PM](#) Hendrix nominate Jonas for Treasurer/Secretary, seconded by Hendricks, motion passed unanimously.

[2:09:07 PM](#) Jonas nominates Hendrix for Vice-Chairman, seconded by Haemmerle, motion passed unanimously.

[2:09:39 PM](#) Jonas nominates Haemmerle for Chairman, Hendricks seconds, motion passed unanimously.

No public comments.  
No remarks from chair or board.

**CONSENT AGENDA**

[2:10:39 PM](#) Jonas moves to approve all consent agenda items, seconded by Haemmerle, motion passed, with Haemmerle abstaining from item number 1, for minutes of Dec. 7 & Dec. 30 as he was not present at those meetings.

**PRESENTATIONS**

[2:11:45 PM](#) Brady Workman CPA with Dennis Brown CPA in Twin Falls, is presenting the results of the Air Service Board audit. Unmodified report has been presented. Good carryover because revenues exceeded expenses. Workman appreciates the continuity of keeping staff in same positions. They read all minutes and make sure all are approved, thank you for being consistent.

[2:13:42 PM](#) Hendricks asks a question on page 8 of packet, about an application, do you make judgement calls on best practices? Brady answers.

[2:15:03 PM](#) Carol Waller, Fly Sun Valley Alliance presents semi- annual report. Waller briefly discusses goals, including keeping the current air service. Finalizing summer flights, trying to add additional flights for 2016 year. Waller then discusses 2015 successes, including 19% increase in seats, 33% increase in enplanements. Delta added a weekly LAX service beginning in February. Bus service has been well received. Waller discusses the flight growth and explains that the numbers don't show diverted flights due to weather conditions. Waller discusses flight performance by year, showing decrease of flights overall because of economy and decrease by replacing the Brazilian airplanes. [2:22:50 PM](#) Haemmerle asks what you consider full time local resident. Waller answers, someone who lives here full time. First time visitors is 20%. Waller discusses Passenger survey results, estimated spending of part-time residents is \$115 million and spending from first time visitors approx. 12,500 to be \$19 million. Secured 13% increase in seats from last year. Expect similar increase for this summer too. Many partners working together to make this happen.

[2:28:16 PM](#) Sun Valley Marketing Alliance (SVMA) President, Arlene Schieven spoke to the Air Service Board. Schieven discussed their budget, total \$854,880, spent the entire amount. Results presented from June through October 2015, considers all visitors not just by plane. Strong occupancy rates in all of the valley. [2:31:35 PM](#) Haemmerle asks a marketing question about where they spend their money, winter vs. summer. Schieven answers, we advertise more for winter because most travel is during summer. [2:32:36 PM](#) Hendricks asks a question. Schieven answers. Target markets include San Francisco, Los Angeles, Seattle, New York, Denver, and Chicago. We added other markets this year. SVMA Heavily marketing digitally, versus print. Not much information yet to share for winter results, but looks good so far, 10% above last year. Winter campaign continues through March 2016. Schieven discusses remaining summer and next winter marketing strategy.

[2:38:54 PM](#) Haemmerle asks, what are the demographics of who is looking at us, trying to understand who to market towards, is it the "hard core skier" or "leisure skier?" Schieven answers. Three audiences are our best opportunity, those people who seek a destination leisure resort based skier, hard core skier, and tertiary market. Discussion ensued about trying to get more people here.

[2:42:29 PM](#) Jonas, Is the definition of visitors the same across Sun Valley Marketing Alliance and Fly Sun Valley Alliance? Schieven confirms yes. Visitor estimation model created a couple of years ago, collect data from hotels, airport and resort.

[2:44:42 PM](#) Hendricks asks about the age demographic discussed earlier in the meeting, it came from the mountain, average age from 48 to 41. Hendricks asked a question about occupancy rates, what is standard or average rate. Schieven answers, 55% at most resorts around 65% occupancy is our goal.

### **NEW BUSINESS / REPORTS**

[2:48:44 PM](#) voting rights report for 2016.

Authorization of payment of bills on hand.

[2:49:31 PM](#) Hendricks moves to approve payment of bills on hand through January 22, 2016, seconded by Jonas, motion passed unanimously.

[2:50:13 PM](#) Next meeting is discussed, and determined that a February meeting is not needed. March meeting is scheduled for March 30, 2016, Ketchum City Hall, at 2 pm.

[2:52:15 PM](#) Jonas moves to adjourn meeting, seconded by Hendricks, motion passed unanimously.

**1% LOCAL OPTION TAX REPORT - DECEMBER 2015**

**CASH FLOW OF 1% LOT FOR FY 2015-16 (OCTOBER - SEPTEMBER)**

<b>SUN VALLEY</b>	<b>BEDS 3%</b>	<b>BEDS 1%</b>	<b>LIQUOR 3%</b>	<b>LIQUOR1%</b>	<b>RETAIL 2.6%</b>	<b>RETAIL1%</b>			<b>TOTAL 3%</b>	<b>TOTAL 1%</b>	<b>MINUS COST</b>	<b>SVASB NET</b>
October	24,907.61	8,302.54	5,368.96	1,789.65	35,636.33	13,525.23			65,912.90	23,617.42	-572.50	23,044.92
November	15,058.14	5,019.38	3,064.98	1,021.66	27,403.25	11,162.27			45,526.37	17,203.31	-572.50	16,630.81
December	68,896.20	22,965.40	9,509.39	3,169.80	97,781.54	43,852.59			176,187.13	69,987.79	-572.50	69,415.29
January											-572.50	
February											-572.50	
March											-572.50	
April											-572.50	
May											-572.50	
June											-572.50	
July											-572.50	
August											-572.50	
September											-572.50	
	108,861.95	36,287.32	17,943.33	5,981.11	160,821.12	68,540.09			287,626.40	110,808.52	-6,870.00	109,091.02
<b>KETCHUM</b>	<b>BEDS 3%</b>	<b>BEDS 1%</b>	<b>LIQUOR 3%</b>	<b>LIQUOR1%</b>	<b>RETAIL 2%</b>	<b>RETAIL1%</b>	<b>BDLG 2%</b>	<b>BDLG1%</b>	<b>TOTAL</b>	<b>TOTAL 1%</b>	<b>MINUS COST</b>	<b>SVASB NET</b>
October	16,890.56	5,630.19	23,725.07	7,908.36	150,502.69	75,251.34	39,491.42	19,745.71	230,609.74	108,535.59	-5,497.72	103,037.87
November	6,521.04	2,173.68	17,817.10	5,939.03	159,944.28	79,972.14	38,720.83	19,360.42	223,003.25	107,445.27	-5,497.72	101,947.55
December	43,661.37	14,553.79	40,050.48	13,350.16	395,834.29	197,917.14	35,096.03	17,548.02	514,642.17	243,369.11	-5,497.72	237,871.39
January											-5,497.72	
February											-5,497.72	
March											-5,497.72	
April											-5,497.72	
May											-5,497.72	
June											-5,497.72	
July											-5,497.72	
August											-5,497.72	
September											-5,497.72	
<b>TOTAL</b>	<b>67,072.97</b>	<b>22,357.66</b>	<b>81,592.65</b>	<b>27,197.55</b>	<b>706,281.26</b>	<b>353,140.62</b>	<b>113,308.28</b>	<b>56,654.14</b>	<b>968,255.16</b>	<b>459,349.97</b>	<b>-65,972.64</b>	<b>442,856.81</b>
<b>HAILEY</b>	<b>BED/CAR3%</b>	<b>BED/CAR1%</b>							<b>TOTAL</b>	<b>TOTAL 1%</b>	<b>MINUS COST</b>	<b>SVASB NET</b>
October	11,899.80	3,966.60							11,899.80	3,966.60	-111.06	3,855.54
November	8,327.49	2,775.83							8,327.49	2,775.83	-77.72	2,698.11
December	17,360.55	5,786.85							17,360.55	5,786.85	-162.03	5,624.82
January												
February												
March												
April												
May												
June												
July												
August												
September												
<b>TOTAL</b>	<b>37,587.84</b>	<b>12,529.28</b>							<b>37,587.84</b>	<b>12,529.28</b>	<b>-350.81</b>	<b>12,178.47</b>
									<b>TOTAL FY</b>	<b>582,687.77</b>	<b>-73,193.45</b>	<b>564,126.30</b>

**1% LOCAL OPTION TAX REPORT - DECEMBER 2015**

<u>1% LOT Generated</u>	<u>1% LOT Received</u>	<u>Sun Valley</u>	<u>Ketchum</u>	<u>Hailey</u>	<u>TOTAL</u>	<u>Communities' Direct Costs</u>	<u>LOT Funds from Communities</u>	<u>Air Service Board Administrative Expenses</u>	<u>Fund Balance Applied</u>	<u>Funds Available for Contracts</u>	<u>Fly SV Alliance Contract Expenses</u>	<u>% of Available Funds</u>	<u>SVMA Contract Expenses</u>	<u>% of Available Funds</u>
									270,000.00	270,000.00	54,000.00	20%	216,000.00	80%
Oct-15	Dec-15	23,617.42	108,535.59	3,966.60	136,119.61	-6,181.28	129,938.33	-2,955.00		126,983.33	25,396.67	20%	101,586.66	80%
Nov-15	Jan-16	17,203.31	107,445.27	2,775.83	127,424.41	-6,147.94	121,276.47	-125.00		121,151.47	24,230.29	20%	96,921.18	80%
Dec-15	Feb-16	69,987.79	243,369.11	5,786.85	319,143.75	-6,232.25	312,911.50	-125.00		312,786.50	62,557.30	20%	250,229.20	80%
Jan-16	Mar-16					-6,204.00		-125.00				20%		80%
Feb-16	Apr-16					-6,325.00		-125.00				20%		80%
Mar-16	May-16					-6,240.00		-125.00				80%		20%
Apr-16	Jun-16					-6,242.00		-625.00				90%		10%
May-16	Jul-16					-6,146.00		-125.00				90%		10%
Jun-16	Aug-16					-6,163.00		-125.00				90%		10%
Jul-16	Sep-16					-6,229.00		-125.00				90%		10%
Aug-16	Oct-16					-6,427.00		-125.00				90%		10%
Sep-16	Nov-16					-6,431.00		-125.00				49%		51%
		110,808.52	459,349.97	12,529.28	582,687.77	-74,968.47	564,126.30	-4,830.00	270,000.00	830,921.30	166,184.26		664,737.04	

**SUN VALLEY AIR SERVICES BOARD**

**INVOICES TO BE PAID**

**Through March 10, 2016**

Fly Sun Valley Alliance	December 2016 LOT Invoice	\$ 62,557.30
Sun Valley Marketing Alliance	December 2015 LOT Invoice	250,229.20
Williamson Law Office, PLLC	January 6, 2016 Invoice for Legal Services	450.00
City of Ketchum	February 8, 2016 Invoice for Post Office Box Rental	48.00
City of Ketchum	February 9, 2016 Invoice for Publication of One Quarterly Report	43.20
TOTAL		\$313,327.70

Fly Sun Valley Alliance Inc.

PO Box 6316  
Ketchum, ID 83340

# Invoice

Date	Invoice #
12/31/2015	168

Bill To
Sun Valley Air Service Board Attn: Sandy C & Kathleen S City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT - December 2015 collections - Feb 2016 FSVA Contract Services	62,557.30	62,557.30
		<b>Total</b>	\$62,557.30





## TO: SUN VALLEY AIR SERVICE BOARD

### SERVICES RENDERED – February 2016

#### AIR SERVICE

##### AIR SERVICE RETENTION, IMPROVEMENT, DEVELOPMENT

- Reviewed/monitored booking, revenue, load factor stats for 2016 winter flights; analyzed impact of key schedule and cost changes, ROI, marketing, etc.
- Ongoing analysis of seat, enplanements, load factors by season by market; for SUN and competitive markets
- Continued strategic planning and analysis regarding future air service needs and opportunities for FY16 and beyond
- Discussions with airlines to on FY16 summer and potential FY17 service; future planning, etc.
- Ongoing communication/meetings with airlines, M&H consultant, FMAA, customers, stakeholders
- Prepared materials for Air Service Board reports, invoices, etc. Attended meetings as needed.
- Continued work with bus contractor, airlines, airport partners on diversion bussing improvements for winter season.

##### LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and ongoing social media postings; updated website as needed
- Continued collaboration with FMA's communications firm to develop plans for joint local public outreach campaign.
- Created/executed ongoing local area marketing/ PR for air service; some in partnership with FMA. (*print, digital, tv*)
  - *Alaska Airlines winter fare sale, promotions, more*
  - *Secured KMVT coverage, other stories on air service in ID Mountain Express, Eye on Sun Valley, Weekly SUN.*
- Attended various community and stakeholder meetings to continue information outreach efforts.

##### RESEARCH/OTHER

- Worked with research firm on final 2015 winter/summer/fall final report presentation, prepared/distributed press release, posted to website, etc.
- Continued collection/mgmt of winter 2015/16 air passenger survey research project
- Continued work on compiling/tracking relevant news and comparative data and information of air service



T 208.725.2110  
 F 208.726.4533  
 E [arlene@visitsunvalley.com](mailto:arlene@visitsunvalley.com)

Sun Valley Marketing Alliance, Inc.

PO Box 4934 • 460 E. Sun Valley Rd. • Suite 201• Ketchum ID • 83340

# Invoice

Date	Invoice#
3/10/2016	223

<b>Bill To</b>
Air Service Board PO BOX 3801 Ketchum, ID 83340

P.O. No.	Terms

Quantity	Description	Rate	Amount
	Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing, December 2015	250,229.20	250,229.20
		<b>Balance Due</b>	\$250,229.20

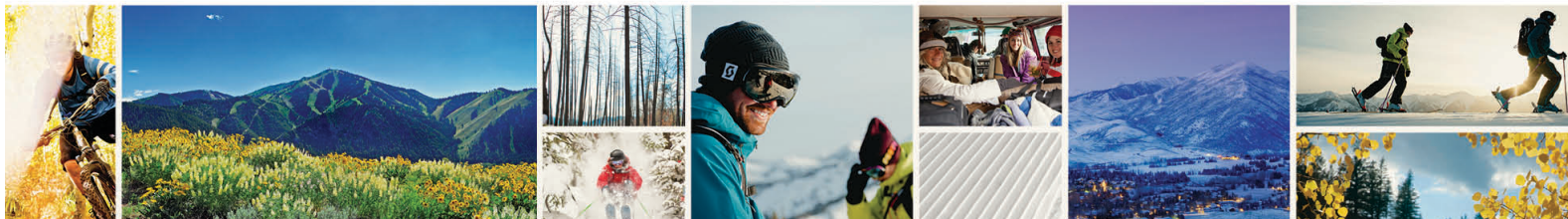


**Detail for invoices submitted to Air Service Board  
Oct through Feb 2016**

- Placed majority of winter ads -- design and submission of print, digital, video and audio ads
- Ongoing winter PPC (pay per click) campaign in air service markets
- Monitored advertising campaign results through bi-weekly reports and made adjustments based on performance
- Bolstered LA campaign based on advance airline booking report
- On-going capture of winter photography and videography to use in this and next winters campaigns
- Began planning for Winter 2016-17 campaign. Drafted campaign creative brief and campaign objectives
- Finalized video concept for winter 2016/17. Completed all required filming for video
- Began planning for Summer 2016 media buy. RFP's sent to vendors

***Upcoming:***

- Finalizing summer 2016 video ads
- First draft of summer media plan, including proposed vendors
- Continued development of winter 2016/17 campaign
- Final summary and results analysis of Winter 2015/16 campaign



January 06, 2016

Air Service Board  
 Attn: Kathleen  
 PO Box 2315  
 Ketchum, ID 83340-2315

Re: General Legal Services

Professional Services

		<u>Hours</u>	<u>Amount</u>
11/9/2015	Review e-mails; research	0.20	30.00
11/10/2015	Conversation with Waller; conversation with Sibbach	0.20	30.00
11/16/2015	Call Waller; conversation with Waller	0.10	15.00
11/17/2015	Conference with Carol Waller; review Contracts	0.30	45.00
11/18/2015	Review and respond to e-mail from Susan	0.10	15.00
11/19/2015	Conversation with Carol Waller; conversation with Jack Sibbach; conversation with Susan Robertson; review and revise FSVA contract; draft e-mail to Susan re: contract	0.80	120.00
11/23/2015	Draft memo re: executive session	1.00	150.00
11/24/2015	Draft e-mail to Susan	0.10	NO CHARGE
12/2/2015	Review SVMA contract; draft e-mail to Susan	0.30	45.00
	<b>For professional services rendered</b>	<b>3.10</b>	<b>\$450.00</b>
	Balance due		<u>\$450.00</u>





**CITY OF KETCHUM**

P.O. Box 2315  
Ketchum ID 83340  
Phone: (208) 726-7801  
Fax: (208) 726-7812

**INVOICE**

Date	Number	Page
02/08/2016	332	1

**Bill To:** Sun Valley Air Service Board  
Box 3801  
Ketchum ID 83340

**Customer No.** 438  
**Contact:**  
**Terms:** Open Terms  
**Invoice Due Date:** 02/09/2016

Quantity	Description	Unit Price	Net Amount
1	SVASB MISC / Post Office Box Rental	48.00	48.00

Notes:

**Amount** 48.00

**Balance Due** 48.00

**Please remit payment to:**  
**City of Ketchum**  
**Post Office Box 2315**  
**Ketchum, Idaho 83340**

**Box fee is due by the LAST DAY OF THIS MONTH.**

Annual

Semiannual

\$ \_\_\_\_\_  
*Amount*

Box will be closed if the fee is not paid by the due date. If the fee is not paid  
days after the due date, a late payment charge will apply. You may make  
any of the convenient options noted on the inside top portion of this envelope.

Checks or money orders payable to "U.S. Postal Service." If the bank returns  
check, or if payment is not received by the due date, your PO Box service will be  
suspended until all associated charges are paid.

Box #3801 83340  
SUN VALLEY AIR SERVICE BOARD  
6 Months: \$24.00 12 Months: \$48.00  
Due Date: 02/29/2016

Ignore this notice if payment has been made.

# Post Office Box Service Fee Due



**CITY OF KETCHUM**

P.O. Box 2315  
Ketchum ID 83340  
Phone: (208) 726-7801  
Fax: (208) 726-7812

**INVOICE**

Date	Number	Page
02/09/2016	334	1

**Bill To:** Sun Valley Air Service Board  
Box 3801  
Ketchum ID 83340

**Customer No.** 438  
**Contact:**  
**Terms:** Open Terms  
**Invoice Due Date:** 02/09/2016

Quantity	Description	Unit Price	Net Amount
1	SVASB LEGALS	43.20	43.20

Notes:

**Amount** 43.20

**Balance Due** 43.20

**Please remit payment to:**  
**City of Ketchum**  
**Post Office Box 2315**  
**Ketchum, Idaho 83340**

AFFIDAVIT of PUBLICATION

State of Idaho  
County of Blaine

Pam Morris, being the first duly

sworn, deposes and says that she is the printer (publisher) of the Idaho Mountain Express, a newspaper published every week in Ketchum, County of Blaine, State of Idaho; that said newspaper has been continuously and uninterruptedly published for a period of seventy-eight consecutive weeks prior the first publication of the annexed notice, and is a newspaper qualified to publish legal notices as provided by act of the 1919 session of the legislature of the State of Idaho, known as House Bill 145; that the annexed advertisement was published once

each week for 1 consecutive issues in said newspaper proper and not in a supplement; that the date of the first

publication of said advertisement was on the 27 day of

Jan., 20 16, and the date of the last publication was

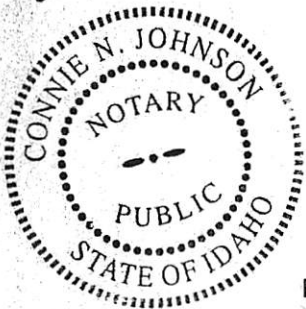
on the 27 day of Jan., 20 16

Pam Morris

Subscribed and sworn to before me this 27 day of

Jan., 20 16.

Connie N Johnson  
NOTARY PUBLIC



RESIDING AT HAILEY, IDAHO  
MY COMMISSION EXPIRES ON 7/10/2018

IDAHO MOUNTAIN EXPRESS  
P.O. Box 1013  
Ketchum, Idaho 83340  
COST OF PUBLICATION

Number of Picas per Line 24

Number of Lines in Notice 20

Number of Insertions 1

20 Lines tabular at 43.20 9.0 cents/pica

Lines straight at \_\_\_\_\_ 8.0 cents/pica

Subsequent lines at \_\_\_\_\_ 7.0 cents/pica

TOTAL COST \$43.20

COPY OF NOTICE

Legal Notice  
TITLE OF NOTICE

PLAINTIFF ATTORNEY

DEFENDANT

PLAINTIFF

City of Ketchum  
BILL TO

FUND	ADOPTED BUDGET	PERSONNEL	ADM EXPENSES	OPERATING & CAPITAL OUTLAY	% EXP.	RECEIPTS
SV AIR SERVICE BOARD	1,577,849			697,872	44.2%	693,216

SUN VALLEY AIR SERVICE BOARD  
QUARTERLY FINANCIAL REPORT  
1ST QUARTER - DECEMBER 31, 2015

PUBLISH  
IDAHO MOUNTAIN EXPRESS  
JAN. 27, 2016

CITIZENS ARE INVITED TO INSPECT THE DETAILED SUPPORTING RECORDS OF THE ABOVE FINANCIAL STATEMENTS.

014150-4400