

AGENDA
SUN VALLEY AIR SERVICE BOARD MEETING
SUN VALLEY CITY HALL
81 ELKHORN ROAD
SUN VALLEY, ID
Wednesday, March 17, 2021 - 2:00 PM

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT

REMARKS FROM THE CHAIR

REMARKS FROM THE BOARD

CONSENT AGENDA (Action Item) *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 from January 27, 2021
2. Receive and File Financials:
 - a. 1% Local Option Tax Report – December 2020 and January 2021

ACTIONS/DISCUSSIONS/PRESENTATIONS

3. Authorization for payment of bills on-hand through March 12, 2021 (Action Item)
4. Discussion on fund balance protocol and procedures including the appropriate level of reserves (Action Item)
5. Discussion and possible approval of FSVA FY21 Contract Addendum MOU (Action Item)

ADJOURNMENT

Please Note: The agenda is subject to revisions. Any person in need of assistance to attend or participate should contact Ketchum City Hall prior to the meeting. Air Service Board Packets are online at www.haileycityhall.org; www.sunvalleyidaho.gov; and www.ketchumidaho.org.

**SUN VALLEY AIR SERVICE BOARD
MEETING MINUTES
January 27, 2021 at 2:00 PM**

Present: Neil Bradshaw - Mayor, City of Ketchum
Peter M. Hendricks – Mayor, City of Sun Valley
Martha Burke – Mayor, City of Hailey (attended virtually)
Jacob Greenberg, Blaine County Chairman (attended virtually)

Absent: None

Staff: Heather Dawson – Administrator, City of Hailey (attended virtually)
Walt Femling – Administrator, City of Sun Valley
Jade Riley – Administrator, City of Ketchum
Grant Gager – Treasurer, City of Ketchum

CALL TO ORDER

Mayor Hendricks called the meeting to order at 2:03 PM.

ELECTION OF OFFICERS FOR 2021

The discussion ensued regarding the election of officers. Mayor Bradshaw suggested that he be the Chair, Mayor Burke be the Vice Chair and Mayor Hendricks be Treasurer, to which they all agreed.

Motion to elect the officers for 2021.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Neil Bradshaw, Mayor of Ketchum
SECONDER:	Martha Burke, Mayor of Hailey
AYES:	Bradshaw, Burke, Hendricks

PUBLIC COMMENT

None.

REMARKS FROM THE CHAIR

None.

REMARKS FROM THE BOARD

None.

CONSENT AGENDA

- 1. Approval of Air Service Board Minutes of December 2, 2020**
- 2. Receive and File Financials:**
 - a. 1% Local Option Tax Report – October and November 2020**

Motion to approve the consent agenda, *in toto*.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Martha Burke, Mayor of Hailey
SECONDER:	Peter Hendricks, Mayor of Sun Valley
AYES:	Bradshaw, Burke, Hendricks

ACTION/DISCUSSION/PRESENTATION

3. Authorization of payment of bills on-hand through January 22, 2021

Blaine County Chairman Greenberg asked whether we came up with a plan with what to do with any extra funds at the end of the year and how much should we keep in there. The decision was made to add this discussion to the agenda of the next meeting. We should also discuss an appropriate level of reserves.

Motion to approve the bills on-hand through January 22, 2021.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Peter Hendricks, Mayor of Sun Valley
SECONDER:	Martha Burke, Mayor of Hailey
AYES:	Bradshaw, Burke, Hendricks

4. Presentation and approval of FY20 audited financial statements – Workman & Company, CPAs

Dennis Brown, CPA, went over the financials. We weren't too far off with our budget from last year. He said that the interesting thing about our situation is that with the income and the expenses, there is this lag time between the time the vendors in our respective cities collect the tax, send to the cities, and the cities send to the air service board. So sometimes our financial statements are a little bit skewed. Brown offered that, in his opinion, it is a good idea to have a couple of hundred thousand dollars in reserves due to the lag he mentioned. The Board asked a few questions to which Brown responded.

5. Receive and file Allocation of Voting Rights Report for 2021

Mayor Hendricks noted that the gap is widening, and we appreciate all that the cities have done in doing the best to make these numbers larger and larger each year. Blaine County Chairman Greenberg noted that he is happy with all that the cities are doing as well. Mayor Bradshaw noted that we are all contributing, it is well worth it and we'll need it in the future to get people to come back after this pandemic.

Motion to file and receive the reports and note that Ketchum holds 68.24%, Sun Valley holds 19.20% and Hailey holds 12.56%, equaling 100%.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Peter Hendricks, Mayor of Sun Valley
SECONDER:	Martha Burke, Mayor of Hailey
AYES:	Bradshaw, Burke, Hendricks

ADJOURNMENT

Motion to adjourn.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Peter Hendricks, Mayor of Sun Valley
SECONDER:	Martha Burke, Mayor of Hailey
AYES:	Bradshaw, Burke, Hendricks

Meeting adjourned at 2:25 PM.

Neil Bradshaw, Chair

Peter M. Hendricks, Secretary/Treasurer

1% LOT Received	1% LOT Contribution				Expenses		Funds for Contracts	
	Sun Valley	Ketchum	Hailey	TOTAL	Communities' Direct Costs	SVASB Administrative Budget		
Dec-20		36,567.37	177,324.51	6,615.97	220,507.85	-6,546.86	-3,025.00	210,935.99
Jan-21		28,030.56	169,956.42	3,111.82	201,098.80	-6,375.14	-75.00	194,648.66
Feb-21		72,930.72	303,537.35	6,216.56	382,684.63	-6,527.27	-75.00	376,082.36
Mar-21		49,539.90	223,630.77	7,784.62	280,955.29	-6,604.11	-75.00	274,276.18
Apr-21		0.00	0.00	0.00	0.00	-6,222.66	-75.00	-6,297.66
May-21		0.00	0.00	0.00	0.00	-6,222.66	-75.00	-6,297.66
Jun-21		0.00	0.00	0.00	0.00	-6,222.66	-675.00	-6,897.66
Jul-21		0.00	0.00	0.00	0.00	-6,222.66	-75.00	-6,297.66
Aug-21		0.00	0.00	0.00	0.00	-6,222.66	-75.00	-6,297.66
Sep-21		0.00	0.00	0.00	0.00	-6,222.66	-75.00	-6,297.66
Oct-21		0.00	0.00	0.00	0.00	-6,222.66	-75.00	-6,297.66
Nov-21		0.00	0.00	0.00	0.00	-6,222.66	-75.00	-6,297.66
Total		187,068.55	874,449.05	23,728.97	1,085,246.57	(75,834.66)	(4,450.00)	

		Fly SV Alliance				SVMA			
		Budget	1,000,000		Budget	1,129,000			
		Remaining	577,623		Remaining	495,434		44%	
1% LOT Received	Funds for Contracts	% of Available Funds Owed	Funds for Contract	Invoiced Amount	Available Funds	% of Available Funds Owed	Funds for Contract	Invoiced Amount	Available Funds
Dec-20	210,935.99	40%	84,374.40			60%	126,561.59		
Jan-21	194,648.66	40%	77,859.46	162,233.86		60%	116,789.20	243,350.79	
Feb-21	376,082.36	40%	150,432.94			60%	225,649.42		
Mar-21	274,276.18	40%	109,710.47	260,143.42		60%	164,565.71	390,215.12	
Apr-21	-6,297.66	40%				60%			
May-21	-6,297.66	40%				60%			
Jun-21	-6,897.66	50%				50%			
Jul-21	-6,297.66	50%				50%			
Aug-21	-6,297.66	50%				50%			
Sep-21	-6,297.66	50%				50%			
Oct-21	-6,297.66	50%				50%			
Nov-21	-6,297.66	50%				50%			
Total			422,377.28	422,377.28			633,565.91	633,565.91	

SUN VALLEY AIR SERVICE BOARD

INVOICES TO BE PAID

through March 12, 2021

Fly Sun Valley Alliance	Invoice #261 - 1% Lot collections December 2020 for February	\$150,432.94
Fly Sun Valley Alliance	Invoice #262 – 1% Lot collections for January 2021 for March	\$109,710.47
Sun Valley Marketing Alliance/ Visit Sun Valley	Invoice #1320 – 1% Lot collections for December 2020	\$225,649.42
Sun Valley Marketing Alliance/ Visit Sun Valley	Invoice #1321 – 1% Lot collections for January 2021	\$164,565.71
City of Ketchum	Invoice #4602 for post office box rental	\$106.00
White Peterson	Invoice #144075 for services rendered in February 2021	\$135.00
TOTAL		\$650,599.54

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

Date	Invoice #
12/31/2020	261

Bill To
Sun Valley Air Service Board Attn: Grant G & Kathleen S City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT Collections Dec 2020 – FSVA Contract Services Feb 2021	150,432.94	150,432.94
		Total	\$150,432.94

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

Date	Invoice #
1/31/2021	262

Bill To
Sun Valley Air Service Board Attn: Grant G & Kathleen S City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT Collections Jan 2021 – FSVA Contract Services March 2021	109,710.47	109,710.47
		Total	\$109,710.47



FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD

FEBRUARY 2021

AIR SERVICE

AIR SERVICE DEVELOPMENT

- Reviewed/monitored/analyzed weekly flight booking reports, monthly performance reports
- Ongoing research/analysis of seat, enplanements, load factors, fares for SUN and competitive markets
- Ongoing review/updates of winter schedules with airlines, airport
- Continued to oversee, monitor, track winter diversion busing program
- Held discussions with airlines re: summer/fall service, schedules, options
- Continued discussions/data gathering/analysis for update of Strategic Plan
- Ongoing communication & meetings with airlines, M&H consultant, FMAA, customers, stakeholders
- Prepared materials for Air Service Board reports, invoices, etc. Attended meetings as needed.
- Worked with VSV and other partners on air service marketing efforts, promotional air voucher management

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and social media channels; updated website as needed
- Created and distributed updated 2020/21 winter air service schedule updates via email, social, website
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign via local publications
- Created/executed ongoing FSVA local marketing & PR for air service (*print, digital*)
- Attended ongoing/weekly/monthly meetings of FMAA board, VSV board, WRV Tourism Coalition, Blaine County Economic Business Recovery Committee, and other community/stakeholder meetings
- Provided information regarding air service to inquiries from local and other travelers

RESEARCH/OTHER

- Continued implementation of winter online air passenger survey at SUN, reviewed data ongoing basis
- Continued work on creation of updated non-resident property owner heat map for BC
- Continued work on compiling/tracking relevant news and comparative data and information on air service



FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD

MARCH 2021

AIR SERVICE

AIR SERVICE DEVELOPMENT

- Reviewed/monitored/analyzed weekly flight booking reports, monthly performance reports
- Ongoing research/analysis of seat, enplanements, load factors, fares for SUN and competitive markets
- Ongoing review/updates of winter schedules with airlines, airport
- Continued to oversee, monitor, track winter diversion busing program
- Discussions/negotiations with airlines regarding summer air service schedules, contracts
- Continued discussions/data gathering/analysis for update of Strategic Plan
- Ongoing communication & meetings with airlines, M&H consultant, FMAA, customers, stakeholders
- Prepared materials for Air Service Board reports, invoices, etc. Attended meetings as needed.
- Worked with VSV and other partners on air service marketing efforts, promotional air voucher management

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and social media channels; updated website as needed
- Began work on creation of summer 2021 SUN air service schedule
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign via local publications
- Created/executed ongoing FSVA local marketing & PR for air service (*print, digital*)
- Attended ongoing/weekly/monthly meetings of FMAA board, VSV board, WRV Tourism Coalition, Blaine County Economic Business Recovery Committee, and other community/stakeholder meetings
- Provided information regarding air service to inquiries from local and other travelers

RESEARCH/OTHER

- Continued implementation of winter online air passenger survey at SUN, ongoing review of data
- Continued work on creation of updated non-resident property owner heat map for BC
- Continued work on compiling/tracking relevant news and comparative data and information on air service

Visit Sun Valley
 PO Box 4934
 Ketchum, ID 83340 US
 208-726-3423
 Aly@visitsunvalley.com
 www.visitsunvalley.com

Invoice



BILL TO
Air Service Board PO Box 3801 Ketchum, ID 83340

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1320	03/12/2021	\$225,649.42	04/11/2021	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing December 2020	1	225,649.42	225,649.42

BALANCE DUE

\$225,649.42

Visit Sun Valley
 PO Box 4934
 Ketchum, ID 83340 US
 208-726-3423
 Aly@visitsunvalley.com
 www.visitsunvalley.com

Invoice



BILL TO
Air Service Board PO Box 3801 Ketchum, ID 83340

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1321	03/12/2021	\$164,565.71	04/11/2021	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing January 2021	1	164,565.71	164,565.71

BALANCE DUE

\$164,565.71

VISIT SUN VALLEY

visitsunvalley.com | 160 sun valley rd. ketchum, id 83340 | 208.726.2104

Sun Valley Air Service Board February 2021 Operational Highlights | December - January

Executive Summary

February brings us into the full swing of winter. The much needed and welcomed recent snowfall has left the Valley with a fresh coat and renewed excitement for the season. Outdoor adventure seekers continue to take advantage of the endless opportunities that we have right out our collective backdoor including Nordic skiing, snowshoeing, backcountry/downhill skiing, snowmobiling, skating, fly fishing, fat biking, and more. It's been great to see people being active and smiling through it all.

With all the positives also comes some challenges. An unstable snowpack brought about extremely dangerous avalanche conditions. Additionally, the increased outdoor user base has created compression on trailhead parking, trail usage, and lift lines. In an effort to keep people safe and manage expectations, we have actively been messaging avalanche reports, created a [recreation parking map](#) in conjunction with SV Trekking & Backwoods, and pushed updates from the Sun Valley Resort.

We continue to tip-toe around the "Critical" COVID status here in Blaine County with cases showing no signs of letting up. Despite the current situation, much of town feels like business as usual. Hotels, restaurants, retail, and other entities continue to stay open and operating as best they can with the best safety protocols in place. For most visitors, the experience is a slice of normalcy from what they have been experiencing.

Traveler trends remain focused on the near term. Short lead times in hotel bookings and cancellations make it difficult to predict the weekly visitation to the area. Tax collections indicate that there are people in town spending money. These are likely second homeowners, friends and family taking advantage of their connections to the area. Hotel occupancies for the start of 2021 are tough to match when comparing to the record-breaking numbers from 2020 thanks in part to increased group visits such as the National Brotherhood of skiers. Enplanements show continued hesitation in traveling by air. Enplanements numbers indicate a lingering hesitation to fly in favor of traveling by car instead.

The newly updated and implemented approach pattern into the Friedman Memorial Airport has been a huge win. Numerous flights that would have been diverted in December due to weather were able to successfully land without issue. This advancement presents an ongoing opportunity to build on our first-time visitor experience.

We remain watchful and nimble in our efforts to safely invite visitors to the area this winter. Our role as educators and destination managers prevails at the forefront of our efforts as we embrace winter head-on. Marketing and advertising efforts stick to leveraging the outdoor access in the form of backcountry & Nordic skiing, snowshoeing, downhill skiing on SKI Magazine's #1 ranked mountain, and beyond. EPIC pass holders, past guests, friends & families (especially those in our nonstop flight markets), are the main target audiences. With interest from drive markets, PR efforts to drum up earned media in those areas will also be brought into the fold. Last but not least, we carry on with information to guests regarding the best health & safety practices as well as how to be a responsible traveler and recreator. The lifting of travel restrictions such as the one in California and the rolling out of the vaccine gives us hope for the remainder of the winter. We're half-way there!

VISIT SUN VALLEY

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DestiMetrics Occupancy Reports:

- November
 - Occupancy – paid: 17% v. 24% in 2019 = **-28%**
 - Room Nights:
 - Available: 18,326 v. 19,838 in 2019 = **-7.6%**
 - Sold: 3,179 v. 4,861 in 2019 = **-34.6%**
 - ADR: \$185 v. \$155 in 2019 = **19%**
- December
 - Occupancy – paid: 29.5% v. 38.3% in 2019 = **-23%**
 - Room Nights:
 - Available: 20,627 v. 20,752 in 2019 = **-0.6%**
 - Sold: 6,077 v. 7,954 in 2019 = **-23.6%**
 - ADR: \$358 v. \$363 in 2019 = **-1.4%**
- 9 properties reporting

Social Media

The social media realm is an ever-evolving creature, and we are doing our best to stay up on the latest trends. Day to day activities include posting inspirational, in-the-moment content, fielding incoming questions, crafting blogs, and managing our weekly newsletter.

Touchpoints

- [Facebook](#) followers: December **-200**; January **+135**
- [Instagram](#) followers: **+300** gained since November
- [Website](#): December 2020 - January 2021 sessions to visitsunvalley.com were down **3.7%** compared to the same period last year. This was due to less site-driven paid advertising for the early winter travel months. Our session duration or time on site was down **-10.22%**. Our organic search sessions is up **+22%**.
- Continual content building and distribution of Visit Sun Valley Facebook page & Instagram account
- Internally composed and distributed a variety of blog pieces including:
 - [24hrs in Sun Valley – January – Rick Kapala – Sun Valley Ski Education Foundation](#)
 - [Southern Idaho Skiing & Snowboarding Road Trip](#)
 - [Intermountain West Ski Road Trip](#)
 - [24hrs in Sun Valley – January – Peter Stearns – Sun Valley Resort](#)
 - [Local's Guide to Driving and Parking Around Sun Valley](#)
 - [Local's Guide to Skiing and Snowboarding](#)
 - [Why Sun Valley Should be a Stop on Your Next Ski Trip](#)
 - [Guide to Getting Ready for Winter](#)

VISIT SUN VALLEY

visitsunvalley.com | 160 sun valley rd. ketchum, id 83340 | 208.726.2104

Promotions

We were faced with the national political unrest and the changing of administration. In an effort to steer clear of the chatter, we paused our social media spends until the presidential inauguration was held. We did continue to run our endemic winter sports partnerships with outlets such as Teton Gravity Research, Matador Network, Unofficial Networks, the Ski Journal, and Open Snow. Early indicators point to expected engagement with increases in organic search traffic.

Our concept of “Nowhere is Everything” based off of the creative ideation from Two Things is at the helm of our video and display advertising. Sun Valley is blessed with the dichotomies that many travelers are currently seeking. Think, “less traffic, more open spaces”, “fewer lift lines, more skiing”, “minimal screens, maximum connections”, etc.

We will continue to monitor travel restrictions, local health impacts and overall traveler sentiment. This season is less about attracting new visitors and more focused around engaging those that are familiar with us. Our role continues to shift to one that inform those who do visit us to be respectful and knowledgeable about the safety, cultural, and recreational expectations that Sun Valley embodies.

PR

PR has been a major component of our current efforts amidst the COVID-19 pandemic. We have worked closely with our PR firm, Fahlgren-Mortine, where appropriate to help guide local stakeholders on addressing the incoming media inquiries. Remote journalist inquiries have begun to build. In-person journalist hosting demand continues to be weak.

We’ve received a surprising number of inquiries from journalists looking to visit the area and many of these have been fulfilled including two visitations from Forbes' writers.

More Touchpoints

- Sun Valley Mentions & Features
 - [Heli Hansen](#) | Heli Skiing with Jim Ryan: Tales of a Sun Valley Weekend
 - [Unofficial Networks](#) | Sun Valley Debuts Brand-New 380ac. Sunrise Expansion
 - [Forbes](#) | First NFL Player Tackling Mt. Everest And Seven Summits, For Charity and Inspiration
 - [Men’s Journal](#) | The Best Skiing and Snowboarding Alternative Experiences in the Winter of COVID
 - [Wall Street Journal](#) | She’s 72 and Logging 1,200 Miles on Skate Skis
 - [Departures](#) | 36 Hottest Ski (and Après-Ski) Experiences Across the Country This Year
 - [American Way](#) | An Olympians' guide to Park City, Sun Valley and Steamboat Spring
 - [Town & Country](#) | The Best Ski Town Breweries and Distilleries
 - [Outside Mag](#) | The Best Nordic Trails in the U.S.
 - [5280 Mag](#) | The Best of the Mountain West | Hotel Ketchum Feature

VISIT SUN VALLEY

visitsunvalley.com | 160 sun valley rd. ketchum, id 83340 | 208.726.2104

Visitor Center

- Hired Lexi Holz as Visitor Center Supervisor
- Current virtual hours are 10am - 4pm, Tuesday - Saturday
- Visitors
 - December | 403 inbound calls (via 8x8 phone system); 36 email conversations
 - Aly and Lexi working with 8x8 to better utilize the call reporting system
 - January | 204 inbound calls; 9 emails

- Attended Meetings
 - Lodging Association Meeting – bi-weekly
 - 'Long Term Recovery Committee' Meetings – weekly
 - Fly Sun Valley Alliance Board Meetings – bi-monthly
 - Air Service Board Meetings – bi-monthly
 - "Local Business Mastermind" recovery group – weekly
 - DestiMetrics DMO Roundtables – weekly
 - "Local Business Mastermind" recovery group – weekly
 - VSV Advisory Committee meeting - December 15
 - Winter Outdoor Roundtable - December 16
 - Rotary Club Meeting - January 5
 - Marriott Hotel Opening - January 8
 - Wood River Valley Tourism Coalition Focus Groups - January 19, 21 & 26
 - Sun Valley Economic Development Board meeting - January 20
 - Idaho Travel Council meeting - January 26
 - Two Things Advisory, Quarter 1 - February 3
 - SLC Radio Station Interview - February 4



CITY OF KETCHUM

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

INVOICE

Date	Number	Page
02/23/2021	4602	1

Bill To: Sun Valley Air Service Board

Ketchum ID 83340

Customer No. 438

Project: Box 3801

Terms: Due Upon Receipt

Invoice Due Date: 03/17/2021

Quantity	Description	Unit Price	Net Amount
1	SVASB MISC / POST OFFICE BOX RENTAL	106.00	106.00

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

Amount	106.00
Balance Due	<u>106.00</u>

Print
Post Office
Address Here → Ketchum ID 83340
City, State, ZIP Code

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 99998
POSTAGE WILL BE PAID BY ADDRESSEE
PO BOX FEE PAYMENT
POSTMASTER



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



If Undeliverable as Addressed,
Return to Local Postmaster

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

Your PO Box will be closed if the fee is not paid by the due date. If the fee is not paid within 10 days after the due date, a **late payment charge will apply.** You may make payment by any of the convenient options noted on the inside top portion of this envelope.

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

Please disregard this notice if payment has been made.

Thank you.

- Annual
 Semiannual

\$ _____
Amount

Box # 3801 83340
SUN VALLEY AIR SERVICE BOARD
6 Months: \$63.00 12 Months: \$106.00
Due Date: 02/28/2021

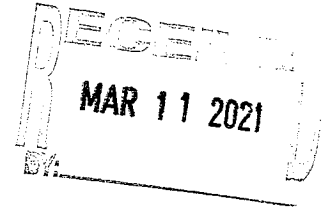
Post Office Box Service Fee Due

Notice 82-B, September 2010 | PSN 7610-03-000-8832

02150310

WHITE PETERSON

ATTORNEYS AT LAW
CANYON PARK AT THE IDAHO CENTER
5700 EAST FRANKLIN ROAD, SUITE 200
NAMPA, IDAHO 83687
TEL (208) 466-9272
FAX (208) 466-4405
FED ID # 82-0309660



Sun Valley Air Service Board
c/o Heather Dawson
City of Hailey
115 MainSt. S, Suite H
Hailey ID 83333

Page: 1
02/28/2021
Account No: 25911-000M
Statement No: 144075

Joint Powers Agreement - General

Previous Balance -\$355.00

Fees

Hours

02/22/2021	MAJ	Review on documents; drafting of FY21 Addendum re SV Co. contribution; draft to JR and Carol for review. Revisions per correspondence with Carol.	1.40	
	MAJ	Final revisions/update on FSVA addendum; to Carol for final use with Board.	0.20	
02/23/2021	TB	Review email and save final document.	0.10	
		For Current Services Rendered	1.70	490.00
		Total Current Work		490.00
		Balance Due		<u>\$135.00</u>

Please include account number 25911.000 on your remittance.

A finance charge of 1.5% per month, compounded monthly, (19.6% Annual Percentage Rate) is charged on any balance remaining after the last day of the month in which the statement is sent, unless other arrangements have been made.

**MEMORANDUM OF UNDERSTANDING
FY21 ADDENDUM**

This Memorandum of Understanding (“MOU”) is hereby made and entered effective to October 1, 2020, by and between the Sun Valley Air Service Board (“Board”), a joint powers authority of the State of Idaho, and the Fly Sun Valley Alliance (“FSVA”), an Idaho non-profit corporation (collectively “Parties”).

WHEREAS:

- A. The Parties have entered into a *Contract for Services Between the Sun Valley Air Services Board and FSVA*, effective January 31, 2018 (“Contract”).
- B. The Contract, Provision 5(B) provides that FSVA shall maintain a contract with Sun Valley Company (“SVC”) for 50% reimbursement in cash of Air Service Contract Costs. Said reimbursements shall include a cash payment for 50% of MRG costs, and other contributions for at least 50% of other Air Service Contract costs.
- C. The Parties jointly and collectively desire that for fiscal year 2021 (FY21), Provision 5(B) should be clarified to specify that it is acceptable for the SVC 50% contribution to be made in cash and/or in-kind contributions.

THEREFORE, the Parties hereby mutually agree that, for FY21 only, Provision 5(B) shall be temporarily amended to read as follows:

FSVA shall maintain a contract with SVC wherein SVC shall reimburse FSVA for 50% of Air Service Contract Costs. Said reimbursements shall include cash and/or in-kind (equivalent cash value) contributions totaling 50% of Air Service Contract Costs.

The Parties hereto have caused this MOU to be executed by their duly-authorized representatives.

SUN VALLEY AIR SERVICE BOARD

By: _____
Neil Bradshaw, Board Chair

ATTEST:

Peter Henricks, Secretary/Treasurer

FLY SUN VALLEY ALLIANCE

By: _____
John Curnow, Board President