

AGENDA
SUN VALLEY AIR SERVICE BOARD MEETING

Ketchum City Hall,
480 East Avenue North,
Ketchum, ID

Wednesday, March 18, 2020 - 2:00 P.M.

CALL TO ORDER

ROLL CALL

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 22, 2020 (Action Item);
2. Approval of Air Service Board Minutes of January 30, 2020 (Action Item);
3. Receive and File Financials:
 - a. 1% Local Option Tax Report – November and December 2019 (Action Item);
 - b. 1% Local Option Tax Report – January, 2020 (Action Item);

ACTION/DISCUSSION

4. Authorization for Payment of Bills on-hand through March 13, 2020 (Action Item);
5. Discussion of Fund Balance Protocol and Procedures

ADJOURNMENT (Action Item)

**SUN VALLEY AIR SERVICE BOARD
MEETING MINUTES
January 22, 2020 at 2:00 PM
City of Sun Valley Council Chambers**

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

Absent: None

Staff: Suzanne Frick – Administrator, City of Ketchum
Heather Dawson – Administrator, City of Hailey

CALL TO ORDER

Mayor Hendricks called the meeting to order at 2:01 PM.

PLEDGE OF ALLEGIANCE

The pledge was led by Mayor Martha Burke.

ELECTION OF OFFICERS FOR 2020

Mayor Bradshaw recommended to keep the officers the same as last year and the others concurred.

Motion to re-elect officers for 2020; Mayor Hendricks to remain as Chair and Mayor Bradshaw to remain as Secretary/Treasurer.

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

PUBLIC COMMENT

None.

REMARKS FROM THE CHAIR

None.

REMARKS FROM THE BOARD

Mayor Bradshaw welcomed Mayor Burke to the Board. He also mentioned that we have a special meeting on January 30th and it will be with the airspace consultant for Friedman Memorial Airport. He went over the two questions he will be asking. He then asked that at the next regular meeting we have an agenda item about the fund balance, specifically about the unallocated funds.

Chairman Greenberg made a few comments regarding the delayed and/or cancelled flights and then he stressed that we need to work together to give a coherent message to the FAA. He said that Chris Pomeroy, Airport Manager, will have more information to share at the January 30th meeting.

CONSENT AGENDA

1. **Approval of Air Service Board Minutes of December 4, 2019**
2. **Receive and File Financials:**
 - a. **1% Local Option Tax Report – Corrected Report for July-September 2019**
 - b. **1% Local Option Tax Report – October 2020**

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

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

ACTION/DISCUSSION/PRESENTATIONS

3. **Receive and file Allocation of Voting Rights Report for 2020**

Mayor Bradshaw went over the numbers and he recommended that we adopt the voting rights as presented.

Motion to adopt the voting rights as presented.

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

4. **Discussion and adoption of Resolution 2020-01 establishing meeting dates for calendar year 2020.**

Motion to approve Resolution 2020-01.

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

5. Authorization of payment of bills on-hand through January 17, 2020.

Motion to approve the bills on-hand through January 17, 2020.

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

6. Presentation and acceptance of FY19 audited financial statement by Dennis Brown, CPA

Brady Workman from Dennis Brown went over the financial statements and gave a quick overview on how the year went. He pointed out a few main points and commented that the Board has done a good job.

Motion to adopt the FY19 audited financial statement.

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

7. Joint presentation from Fly Sun Valley Alliance and Sun Valley Marketing Alliance on 5-year Strategic Plan and Budgeting Process.

Carol Waller, Fly Sun Valley Alliance, gave a summary on the 5-year strategic plan along with Scott Fortner, Visit Sun Valley. She went over specific goals, which included improving the Wood River Valley economy and quality of life through better air access for residents and visitors. She stated that the plan is dynamic and subject to many factors.

Waller then went over the budget presentation. She gave information on the process and on their projections. The objective in their budgeting process is that at least 50% of funds is available to Visit Sun Valley for marketing. The Board asked a few questions on how they collaborate to which Fortner responded. The discussion turned to the various boards and to any new positions recently filled or vacated.

EXECUTIVE SESSION – Pursuant to Idaho Code § 74-206 (d) to consider records that are exempt from disclosure as provided in Chapter 1, Title 74, and Idaho Code § 74-206 (e) to consider preliminary negotiations involving matters of trade or commerce in which the governing body is in competition with governing bodies in other states or nations.

Motion to move into Executive Session at 2:47 PM.

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

Motion to return to open session at 3:43 PM.

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

ADJOURNMENT

Motion to adjourn at 3:43 PM.

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

Meeting adjourned at 3:43 PM.

Peter M. Hendricks, Chair

Neil Bradshaw, Secretary/Treasurer

**Sun Valley Air Service Board
Meeting Minutes
January 30, 2020
Hailey City Hall Meeting Room 11 am**

Present: Neil Bradshaw – Mayor, City of Ketchum
Jacob Greenberg – Blaine County Commissioner
Peter Hendricks – Mayor, City of Sun Valley
Martha Burke – Mayor, City of Hailey

Staff Present: Hailey – Heather Dawson

CALL TO ORDER:

11:07:58 AM Call to order by chair Peter Hendricks Sun Valley Mayor

11:08:15 AM Roll call vote
All present

No public comments

Remarks from chair
none
Remarks from board
None

11:09:20 AM Presentation from FAA representative Greg Dyer former FAA employee for 35 years and Chris Pomeroy. Dyer works for a planning and consulting firm (Jviation Aviation, out of Denver, and has been working with Pomeroy at the Friedman Memorial Airport for 3 1/2 years now. Pomeroy hands over the floor to Dyer.

Dyer, does not represent the FAA's opinions wants to make this clear. He does have 35 years' experience with the FAA, in route facilities, over towers in Montana. He has varied experience. Mountain airport challenges are similar. Pretty mountains make flying a challenge. Providing access to airports, Aspen and Eagle experience. Now focus is capacity and efficiency in commercial zones.

11:11:15 AM Pomeroy we are here to talk about our last holiday season at Friedman Airport, the New Year's traffic. Pomeroy, started 4 years ago, the day that Allen and Co. event started. After a couple of days, Pomeroy, knew he wanted to do better with events and flights. Travis was Pomeroy's former boss, so he called and asked for help. Dyer was in car with Travis. Travis stated that he had just hired Dyer for air traffic help. For the last 3 1/2 years, they have been working closely together on traffic from Salt Lake Center to optimize efficiency with our local airport traffic, with our FAA partner.

Pomeroy thanks the airport board for letting him do this, it is uncommon to be this proactive.

11:13:37 AM Dyer there is no crystal ball, keep building on incremental improvements. A couple of points to demonstrate this, Salt Lake Center, 45 air traffic controllers in SLC, every year do an exercise, this year it was a Hailey air traffic exercise, big commitment on their part. Changing the way we think to make this service more predictable, mother nature is still the boss of it. 11:15:20 AM Pomeroy talks about the challenges, with the Salt Lake tower reps and their visit last week, they visited Martin Luther King day, debrief, talk to the tower manager, they were disappointed in the event and some of the things were out of their control as well, we all want to make things better with our service.

11:16:18 AM Hendricks asks, who's idea was their visit? Pomeroy, responds, it was the local level. Pomeroy went on to say what was good about the visit was; that Monday was busy. These people got to see some of same demands, first-hand. They were talking directly with air traffic controllers to find better solutions.

11:17:26 AM Dyer comments on visibility, he is revising the plan every 2 hours. This year, one-page daily plan, this year, will keep an eye on Sun Valley because of volume and potential delays, may have to do this or that, spelled out actions on the document.

11:18:18 AM Bradshaw, that is remarkable

11:18:29 AM Pomeroy, this is a big thing.

11:18:39 AM Dyer, if you want federal help, the fact that we are on the page, is a big thing.

11:19:10 AM Pomeroy, received negative feedback from last season delays. His responsibility is the physical facilities, FAA responsibility is of air space. Salt Lake is the yellow traffic area, their responsibility is for traffic, on map. Friedman air service is about a 5 mile radius. In winter, Salt Lake sets up all traffic that comes into our airport and hands off to our local tower. Breaking down what happens with us, is unique. One way in/out, greatly reduces our capacity., also weather impacts capacity as well as runway, arrivals. We have 10-12 arrivals / hour in good weather, bad weather 4-5/hour. On departures, air traffic control has to work this in with the arrivals.

11:23:41 AM Pomeroy reviews 2019-2020 holiday demand, high demand on Dec 21, 26 and 27 and Jan 2, 4, peak demand times, 11 am to 4 pm. Several in air holds and delays, and at point of origin, "new ground delay" program. Holds resulted in unplanned diversions plus or minus 5 and 180 scheduled air carrier arrivals. Private aircraft also impacted, not just carriers.

11:25:46 AM Pomeroy states that private jets do not get priority. FAA Air Traffic Control (ATC) system is first come first served, equal access. In airspace, ground delay and ground stops, can't take off, 2 ground stops.

11:26:41 AM Dyer explains the ground delay program, Denver sun valley, if they (FAA) perceive capacity is lower than demand, they enable the ground delay program. Figure

out a plan how to match capacity, then methodically go through the list hour by hour based on flight plans / capacity.

11:28:25 AM Pomeroy, worst ground delay was 2 ½ hours. Aspen had 6-7 hours delay from original flight plan, throughout holiday plans.

11:29:09 AM Dyer, ground delay they know departure plan. Ground stop great big Question Mark and they can't plan.

11:29:58 AM Pomeroy, displays 2 pictures of flights, 12:15 pm, flight aware, can get a sense of demand, shows planes in blue icons, arrivals, green icons are departing aircraft, roughly 18 private vs. 2 commercial aircraft, Dec 21st 12:17 pm. At 12:41 pm same day. One air carrier was put on hold for almost ½ hour, Pocatello. 10 blue planes one green.

11:32:34 AM Hendricks asks about carriers making decisions to divert if they are low on fuel. Dyer responds, it is a safety issue, and operational need, not abused, it happens infrequently, where an airline is low on fuel and makes decision to divert. All carriers are supposed to land with 45 minutes of extra fuel in tank.

11:33:58 AM Hendricks, pilot getting low on fuel, divert to Twin? Pomeroy, the decision to go to Twin, plane was getting low per margins, flight crew and company made the decision to divert to Twin Falls. Dec. 21st was a good weather day, can get planes a lot closer together, must spread out aircraft.

11:35:28 AM Dyer, comments on Pocatello flight, interesting that with Twin Falls, busing, controller says hold for an hour, company discussion, to land in Twin, and bus and save fuel. Interesting combination of variables, can change a decision.

11:37:00 AM Pomeroy, scenario, visual, follow the plane in in good visibility. Worst situation with Horizon, Dec 27th, approach procedure, must hold several miles out, planes stacked 1000 feet apart, when released from stack, must be confirmed by our tower before next plane can leave stack. On Jan. 4th, 6 airplanes in stack, here comes Horizon into space, company decision made about going to Boise. Pomeroy asked why not refuel and come back to SUN? Response, the crew timed out, and they bussed all passengers. Weather 11:39:53 AM is such a huge impact on our one way in one way out approach. Function of number of planes.

11:40:23 AM Burke asks, what happens to passengers waiting to board planes that are supposed to arrive. Pomeroy, Delta sometimes brings another plane. United cancels outright.

11:41:11 AM Carol Waller, sometimes there is not enough time to get a bus.

11:41:25 AM Pomeroy, displays a picture of plane activity in summer time, planes stacked on runway, 5 planes. Sun Valley had 10 or 12 planes departure stack last summer.

11:42:11 AM what can be done? Mentioned extensive partnership, coordination, with Salt Lake Center and Sun Valley air traffic control tower. Can also visit with command center in Dulles FAA ATC, to explore opportunities, defining proposals on focused times for solution.

11:43:30 AM Dyer, feels very encouraged about where we are right now. When started working with mountain airports. When you start making tiny improvements, it makes a difference. Salt Lake exercise, is helpful, keep relationships going, commitment with SL ATC. We can plan for next season, look at calendar to identify 6-10 days that will be a challenge, bring in stakeholders including airlines. New approach procedure will help with the predictability. More increased predictability, more visibility and less chaos.

11:46:03 AM Pomeroy, Dyer has been trusted go to source. Want to engage him in the future for this coming plan.

11:46:34 AM Greenberg, how does this change first come first serve priority? What does it mean? Dyer, 2 prongs, if we can make headway in bad weather situations. Reducing the 13-15 minute path, which has dependence on Salt lake center helping us. Harder question, how does it change, like to think that problems, Hailey has 2 airports, private commercial, with different needs and coordination. Have had success in some similar in other airports by having conversations with General aviation, but must get all parties into the conversation. Can give priority to a certain set of users.11:49:33 AM Greenberg, I hear there are opportunities.

11:49:45 AM Dyer, does not want to be misunderstood by any party.

11:50:05 AM Hendricks, have been hearing for years for better avionics, does this help our problem. Pomeroy, hoping by May or June 2020 for new instrument approach procedure. Skywest(Delta) and United, may get 1 mile visibility, hoping for 70-80% increase in reliability with using these instruments. 11:51:37 AM compare weather to minimums. One caveat, Nov. 9th Skywest, Pomeroy on plane testing the equipment, it tested as expected, it was phenomenal. The Delta aircraft must commit in the investment to the upgrade to the software and planes, it is not cheap. On airport operational side it means we must have additional man power to handle. 11:53:12 AM the airport authority paid a consultant to develop this procedure and we are hopeful the airlines will jump on board.

11:53:34 AM Hendrick's asks, Alaska and Horizon have equipment and Delta and Skywest will be coming? Pomeroy it is a different system.

11:54:27 AM Bradshaw asks, can we help the airlines with this cost? Pomeroy, not sure how that would work. Greenberg, do you use public funds for private business? The board committed to developing the product and then we need to rely on the companies to install the equipment. For the airport, this is an important economic impact revenue to have them land. Pomeroy 11:56:25 AM important to note, the airport cannot put public funds into private businesses.

11:56:57 AM Hendricks asks a question, Pomeroy, each plane/airlines has a certain set of avionics, Honeywell is one of them. There are 2 different sets of manufacturers to select from which can utilize this flight approach solution.

11:57:35 AM Alli with Visit Sun Valley, asks about the First come first served priority, Dyer describes how to prioritize planes outside the first come first served plan and it becomes a slippery slope. In Atlanta, United or American, airline debates, opens up litigation if you don't prioritize by first come first served basis. This started in the 1930's for public good, fair access by FAA, up to everyone to use that access. In 50's 60's and 70s airports were regulated, 1978, the feds deregulated fair market terminals.

12:00:57 PM Greenberg comments, on schedules who change flight plans. 12:01:44 PM Dyer it is a natural revolution, slot programs, then United flight delayed from Chicago, then who gets priority, system is so dynamic because of weather, winds and equipment delays.

12:02:37 PM Pomeroy, every minute of air space is critical to planning.

12:02:55 PM Hendricks, what do you need from this board, how can we help? Pomeroy, opportunity to one of you to go along with us on the visit. Dyer, let's build our strategy, starting next week, talk to Salt Lake Center and tell them why. If they go to command center, they will have different priorities, we need their support. We need to bring in stakeholders, invite ourselves to command center, go through chain of command, show new possibilities and how the schedule could work, more than one meeting with their specialists. Check in, make sure we are all on same plan, keep tweaking it and make it better.

12:05:56 PM Pomeroy, they would need financial support, sharing the cost of this consultant.

12:06:17 PM Hendricks, any improvement is important to the discussed results. Moving the needle in that direction would help. Start that conversation now, encourage you to start this now, would like to see this happen. This is an important part of our effort to make this successful.

12:08:16 PM Greenberg everyone needs to contribute, we all see the success. How does this work for us. Would like to see what success looks like when you have a plan, feel this is important too.

12:10:10 PM Bradshaw are we landing more planes in bad weather, is the success.

12:11:16 PM Burke summarizes what we've heard from Dyer and Pomeroy, making best use of capacity, how we do it, instruments will help, right off the bat, we know we are heading in the right direction.

12:12:05 PM Dyer, if you think, let's just say we have 200 slots to land people, how many those are going to be delayed, no matter how the delays happen those 12 are delayed no matter what. They (FAA) have a uniform problem, can change the service of the 188 that will get to land. How we deal with the 12 is the important factor, planning for predictability.

12:13:54 PM Pomeroy our challenges are one way in and one way out. There are ways in good weather, to squeeze out 16 departs, in 15 minutes in optimal flow.

12:14:46 PM Dyer, if new approach, talk to Salt Lake, have another subset for a new procedure with flight instruments. Discussion of the separation rule.

12:15:21 PM Dyer talks about conversations with Salt Lake tower and communicating the avionics that the airlines are utilizing, to help provide 12:16:14 PM opportunities for improvements with the planning.

12:16:49 PM Hendricks asked them for a timeline, financial side, and for them to come up with plan, and come back to us. 12:17:12 PM Pomeroy will have Dyer put together a draft scope of work. Airport will help with their budget and then get back to this board.

12:17:51 PM Bradshaw, can we fund this? Hendricks, not sure, we need to find out.

12:18:13 PM Burke, get scope of work, schedule, cost, timeframe, then ask legal if we can do this.

12:18:37 PM Hendricks, measuring success is important to this group. Pomeroy, success with Allen and Co. we've had zero delays during the last 2 years events.

Next meeting is March 25th, should be enough time. Pomeroy may be out of town at that meeting date.

12:20:23 PM **Burke makes motion to adjourn, second by Bradshaw, motion passed unanimously.**

Sun Valley Air Service Board
1% Tax Report for November and December 2019, and January 2020

1% LOT Generated	1% LOT Received	1% LOT Contribution				TOTAL	Expenses		Funds for Contracts
		Sun Valley	Ketchum	Hailey			Communities' Direct Costs	SVASB Administrative Budget	
Fund Balance									276,103.00
Oct-19	Dec-19	42,483.21	157,256.28	6,949.77	206,689.26	-6,499.45	-3,025.00	197,164.81	
Nov-19	Jan-20	30,482.35	141,838.87	3,119.36	175,440.58	-6,374.26	-75.00	168,991.32	
Dec-19	Feb-20	87,478.39	305,354.66	8,158.93	400,991.98	-6,621.20	-75.00	394,295.78	
Jan-20	Mar-20	61,767.98	209,883.25	13,700.73	285,351.96	-6,892.75	-75.00	278,384.21	
Feb-20	Apr-20	0.00	0.00	0.00	0.00	-6,221.41	-75.00	-6,296.41	
Mar-20	May-20	0.00	0.00	0.00	0.00	-6,221.41	-75.00	-6,296.41	
Apr-20	Jun-20	0.00	0.00	0.00	0.00	-6,221.41	-675.00	-6,896.41	
May-20	Jul-20	0.00	0.00	0.00	0.00	-6,221.41	-75.00	-6,296.41	
Jun-20	Aug-20	0.00	0.00	0.00	0.00	-6,221.41	-75.00	-6,296.41	
Jul-20	Sep-20	0.00	0.00	0.00	0.00	-6,221.41	-75.00	-6,296.41	
Aug-20	Oct-20	0.00	0.00	0.00	0.00	-6,221.41	-75.00	-6,296.41	
Sep-20	Dec-20	0.00	0.00	0.00	0.00	-6,221.41	-75.00	-6,296.41	
Total		222,211.93	814,333.06	31,928.79	1,068,473.78	(76,158.94)	(4,450.00)		

1% LOT Generated	1% LOT Received	Funds for Contracts	Fly SV Alliance		Available Funds	% of Available Funds Owed	Funds for Contract	Invoiced Amount	Available Funds
			Budget Remaining	1,400,000					
		276,103.00		984,466					
Oct-19	Dec-19	197,164.81	40%	78,865.92	78,865.92	40%	118,298.89	118,298.89	0.00
Nov-19	Jan-20	168,991.32	40%	67,596.53	-	40%	101,394.79	-	0.00
Dec-19	Feb-20	394,295.78	40%	157,718.31	-	40%	236,577.47	-	0.00
Jan-20	Mar-20	278,384.21	40%	111,353.68	336,668.52	40%	167,030.53	505,002.79	0.00
Feb-20	Apr-20	-6,296.41	40%	-	-	40%	-	-	0.00
Mar-20	May-20	-6,296.41	40%	-	-	40%	-	-	0.00
Apr-20	Jun-20	-6,896.41	50%	-	-	50%	-	-	0.00
May-20	Jul-20	-6,296.41	50%	-	-	50%	-	-	0.00
Jun-20	Aug-20	-6,296.41	50%	-	-	50%	-	-	0.00
Jul-20	Sep-20	-6,296.41	50%	-	-	50%	-	-	0.00
Aug-20	Oct-20	-6,296.41	50%	-	-	50%	-	-	0.00
Sep-20	Dec-20	-6,296.41	60%	-	-	60%	-	-	0.00
Total				415,534.44	415,534.44		623,301.68	623,301.68	

SUN VALLEY AIR SERVICES BOARD

INVOICES TO BE PAID

Through March 13, 2020

Fly Sun Valley Alliance November 2019 Invoice \$ 67,596.53

Fly Sun Valley Alliance December 2019 Invoice \$ 157,718.31

Fly Sun Valley Alliance January 2020 Invoice \$111,353.68

Sun Valley Marketing Alliance November 2019 Invoice \$101,394.79

Sun Valley Marketing Alliance December 2019 Invoice \$236,577.47

Sun Valley Marketing Alliance January 2020 Invoice \$167,030.53

Total Invoices November – December 2019 & January 2020 \$841,671.31

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

Date	Invoice #
11/30/2019	242

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 - Nov 2019 FSVA Contract Services Jan 2020	67,596.53	67,596.53
Total			\$67,596.53



FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD

JANUARY 2020

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
- Finalized five-year Strategic Plan for SUN Air Service – presented to SVASB
- Managed winter SUN diversion busing program, addressed issues as needed
- Began preparation/plans for airline meetings at upcoming air service development conferences
- 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/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 various community and stakeholder meetings to continue information outreach efforts
- Provided information regarding air service to inquiries from local and other travelers

RESEARCH/OTHER

- Continued 2019-20 Winter Air Passenger Survey collection, tracking
- Received/reviewed final summer 2019 SUN Air Passenger survey report
- Continued work on compiling/tracking relevant news and comparative data and information on air service

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

Date	Invoice #
12/31/2019	243

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 - Dec 2019 FSVA Contract Services Feb 2020	157,718.31	157,718.31
		Total	\$157,718.31



FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD

FEBRUARY 2020

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
- Continued implementation of Strategic Plan in coordination with all key partners
- Managed winter diversion busing program, addressed issues as needed
- Continued preparation/plans for airline meetings at upcoming air service conferences
- 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/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 various community and stakeholder meetings to continue information outreach efforts
- Provided information regarding air service to inquiries from local and other travelers

RESEARCH & OTHER

- Continued 2019-20 Winter Air Passenger Survey
- Received/reviewed final 2018/19 SUN Air Passenger survey report, shared with board and key stakeholders
- Continued work on compiling/tracking relevant news and comparative data and information on air service

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

Date	Invoice #
1/31/2020	244

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 2020 – FSVA contract services March 2020	111,353.68	111,353.68
Total			\$111,353.68



FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD

MARCH 2020

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
- Continued implementation of Strategic Plan in coordination with all key partners
- Finalized summer/fall air service contracts and schedule
- Managed winter SUN diversion busing program: tracked operations, addressed issues as needed
- Continued preparation for airline meetings at upcoming air service conferences
- 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/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 various community and stakeholder meetings to continue information outreach efforts
- Provided information regarding air service to inquiries from local and other travelers

RESEARCH/OTHER

- Continued 2019-20 Winter Air Passenger Survey collection, tracking
- Developed specialized air pax profile and travel data reports with RRC, shared with VSV and other marketing partners to assist with future marketing planning & targeting
- Continued work on compiling/tracking relevant news and comparative data and information on air service

SUN VALLEY MARKETING ALLIANCE, INC.

PO Box 4934
Ketchum, ID 83340 US
208-726-3423
Scott@VisitSunValley.com
www.visitsunvalley.com

Invoice

VISIT SUN VALLEY

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

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1188	03/18/2020	\$101,394.79	04/17/2020	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing November 2019	1	101,394.79	101,394.79

Thank you, ASB, for your continued support.

BALANCE DUE

\$101,394.79

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VISIT SUN VALLEY

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

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1213	03/13/2020	\$236,577.47	04/12/2020	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing December 2019	1	236,577.47	236,577.47

Thank you, ASB, for your continued support.

BALANCE DUE

\$236,577.47

SUN VALLEY MARKETING ALLIANCE, INC.
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208-726-3423
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Invoice

VISIT **SUN VALLEY**

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

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1214	03/13/2020	\$167,030.53	04/12/2020	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing January 2020	1	167,030.53	167,030.53

Thank you, ASB, for your continued support.

BALANCE DUE

\$167,030.53

VISIT SUN VALLEY

Air Service Board Update March 18th, 2020

DestiMetrics/Occupancy Reports:

- October
 - Occupancy – paid: 37.9% v. 37.5% in 2018 = +1.2%
 - Occupancy – pure: 45.5% v. 46.1% in 2018 = -1.5%
 - Room Nights:
 - Available: 21,787 v. 19,359 in 2018 = +12.5%
 - Sold: 8,264 v. 7,254 in 2018 = +13.9%
 - ADR: \$177 v. \$183 in 2018 = -2.9%
- November
 - Occupancy – paid: 24.5% v. 25.4% in 2018 = -3.3%
 - Occupancy – pure: 45.5% v. 46.1% in 2018 = -1.5%
 - Room Nights:
 - Available: 19,838 v. 18,556 in 2018 = +6.9%
 - Sold: 4,861 v 4,704 in 2018 = +3.3%
 - ADR: \$155 v. \$153 in 2018 = +1.5%
- December
 - Occupancy – paid: 38.3% v. 39.8% in 2018 = -3.8%
 - Occupancy – pure: 45.1% v. 50.6% in 2018 = -11%
 - Room Nights:
 - Available: 20,752 v. 19,124 in 2018 = +8.5%
 - Sold: 7,954 v. 7,617 in 2018 = +4.4%
 - ADR: \$363 v. \$348 in 2018 = +4.2%
- January
 - Occupancy – paid: 39.4% v. 38.9% in 2018 = +1.5%
 - Occupancy – pure: 48.9% v. 47.4% in 2018 = +3.2%
 - Room Nights:
 - Available: 22,177 v 21,324 in 2018 = +5.5%
 - Sold: 8,748 v. 8,291 in 2018 = +4.4%
 - ADR: \$271 v. \$277 in 2018 = -2.2%
- 10 properties reporting

Social Media

- Facebook followers: October +117, November +200, December +171, January +193, February +159
- Instagram followers: (1800 gained since September) | +8%
- Website October – February sessions for 2019/2020 to visitsunvalley.com were up +18% compared to the same period last year. Our session duration or time on site was down -5% Our organic search traffic is up +3%.
- TripAdvisor rolled in to a new platform in June and is now beginning to track unique page views as a metric. We will report these as they become available.
- The PR momentum keeps rolling with robust stories in top-tier media

VISIT SUN VALLEY

Marketing & Advertising

- Our winter advertising will start to wrap up in the coming weeks. We were pleased with the variety of partners covering an array of topics ranging from Health & Wellness to Core Skiing.
- We built out “Flights & Delights” promotion that offers a \$400 Visa Reward Card and the 5th Night Free to guests that book a minimum of 5 nights and fly in to the Friedman Memorial Airport. This will run through the middle of March.
- We compiled a series of Wellness offerings to promote January as Wellness Month in Sun Valley
- We coordinated an effort to have the local lodging properties and businesses to offer discounts to Epic Pass holders.
- We hosted a variety of influencers with a partnership via Travel Mindset.
 - Jerald McDermott
 - Mason Prendergest
 - Elena Pressprich
- Blogging continues to be a top priority of ours as we move down the consumer funnel by being a resource for inspirational things to do when trip planning and also when the visitor is in town.

PR

- Working with Fahlgren-Mortine to continually refine our PR strategy
 - Successful joint media trip to Seattle piggybacking on the popularity of the Warren Miller ski movie premier that draws nearly 5,000 attendees.
 - Looking at potential winter media missions to Chicago, Seattle and Jackson Hole.
 - Met with a variety of journalists.
- Sun Valley Mentions & Features
 - Salt Lake Magazine | Worth the Trip: A Weekend in Sun Valley
 - Momtrends.com | The Reasons Why We Love Galena Lodge, Idaho
 - MindBodyGreen | Your Dream Winter Weekend in Sun Valley, Idaho, Based on Your Travel Personality | Paid
 - Ski Magazine | Sun Valley, Idaho
 - Seattle Mag | Nonstop to Sun Valley – Idaho’s Winter Playground | Paid
 - Unofficial Networks | The Backcountry Paradise That Is Sun Valley, Idaho | Paid
 - Unofficial Networks | Sun Valley, Idaho: Lift Lines? Haven’t Heard of ‘Em | Paid
 - Field Mag | 48 Hours in Sun Valley: A Skier’s Guide to Idaho’s Best Backcountry
 - MindBodyGreen | This Ski Town Is The Perfect Place For A Post-Holiday Wellness Retreat | Paid
 - Red Tricycle | 8 Reasons Why Idaho is Your Ultimate Winter Family Destination
 - Teton Gravity Research | Inbound Outbound: Sun Valley | Paid
 - Freeskier | Home Grown Gem
 - Travel + Leisure | Sun Valley Invented the Great American Ski Resort — Now It’s Time to Experience It Yourself
 - Teton Gravity Research | Karl Fostvedt Shows Us the Best of Sun Valley | Paid
 - FasterSkier | The Beginners Guide to the Boulder Mountain Tour | Paid
 - Forbes | Sun Valley: An Ideal Place to Connect Mind, Body & Spirit
 - Fodor’s | Where to Weekend: Sun Valley, Idaho
 - Fodor’s | Inside America’s Coolest (and Drunkest) Ski Town

VISIT **SUN VALLEY**

Social Media

- Continual content building and distribution of Visit Sun Valley Facebook page & Instagram account
- Internally composed and distributed a variety of blog pieces including:
 - Sun Valley Music Festival Winter Series
 - Rotarun Ski Area
 - What We're Made Of: The Sawtooth Avalanche Center
 - 24hrs in Sun Valley – February – Paddy McIlvoy
 - The Guide to Sun Valley's Breweries, Distilleries & Wine Establishments
 - What We're Made Of: Hempitecture – Two Entrepreneurs & Forbes 30 Under 30
 - 24hrs in Sun Valley – January – Tiffany Larson
 - What We're Made of: Pro Athlete Extraordinaire – Rebecca Rusch
 - What We're Made Of: The Covey Owner – Jesse Sheue
 - What We're Made Of: Art Connoisseur – Meredith Skillman
 - Get Your Wellness On in Sun Valley, Idaho
 - 24hrs in Sun Valley – December – Don & Erin
 - Your Guide to the Holidays in Sun Valley, Idaho
 - What We're Made Of – Higher Ground
 - Epic Pass Road Trip: Sun Valley, Snowbasin, and Park City
 - Plan the Ultimate Ladies Weekend in Sun Valley this Winter
 - 24 Hours in Sun Valley – November
 - Sun Valley Jazz & Music Festival
 - 24 Hours in Sun Valley - October
 - The Community Library's "Hemingway in Idaho's High Desert" Audio Tour