AGENDA

SPECIAL SUN VALLEY AIR SERVICE BOARD MEETING

SUN VALLEY CITY HALL 81 ELKHORN ROAD SUN VALLEY, ID May 24, 2017 - 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 March 29, 2017;
- 2. Receive and File Financials:
 - a. 1% Local Option Tax Report January and February 2017;

NEW BUSINESS

3. Authorization of Payment of Bills on-hand through May 19, 2017;

ADJOURNMENT

SUN VALLEY AIR SERVICE BOARD MEETING MINUTES

March 29, 2017

Present: Nina Jonas – Mayor, City of Ketchum

Fritz Haemmerle – Mayor, City of Hailey Peter Hendricks – Mayor, City of Sun Valley

Absent: Larry Schoen – Blaine County Commissioner

Staff: Grant Gager – Finance Director/Internal Services – City of Ketchum

Suzanne Frick – City Administrator, City of Ketchum

CALL TO ORDER

Mayor Fritz Haemmerle called the meeting to order at 2:00 p.m.

ROLL CALL

Larry Schoen Blaine County Commissioner – absent

PUBLIC COMMENT

No public comment

REMARKS FROM THE CHAIR

None

REMARKS FROM THE BOARD

None

CONSENT AGENDA

- 1. Approval of Air Service Board Minutes of February 1, 2017
- 2. Receive and File Financials

Motion to approve the Consent Agenda in full.

RESULT: ADOPTED [UNANIMOUS]
MOVER: Nina Jonas, Mayor of Ketchum

SECONDER: Peter Hendricks, Mayor of Sun Valley

AYES: Hendricks, Jonas, Haemmerle

NEW BUSINESS

Amend the bills to add a payment to the Idaho Mountain Express in the amount of \$49.28 for publishing of the first quarter financials.

3. Authorization of payment of bills on-hand through March 22, 2017

Motion to amend agenda to include the Idaho Mountain Express bill.

RESULT: ADOPTED [UNANIMOUS]

MOVER: Peter Hendricks, Mayor of Sun Valley

SECONDER: Nina Jonas, Mayor of Ketchum **AYES:** Hendricks, Jonas, Haemmerle

Motion to approve the payment of bills on hand through March 22, 2017

RESULT: ADOPTED [UNANIMOUS]

MOVER: Nina Jonas, Mayor of Ketchum

SECONDER: Peter Hendricks, Mayor of Sun Valley

AYES: Hendricks, Jonas, Haemmerle

ADJOURNMENT

Motion to Adjourn at 2:03 p.m.

RESULT: ADOPTED [UNANIMOUS]

MOVER: Nina Jonas, Mayor of Ketchum

SECONDER: Peter Hendricks, Mayor of Sun Valley

AYES: Hendricks, Jonas, Haemmerle

	Fritz Haemmerle, Chair	
Nina Jonas, Secretary/Treasurer	<u> </u>	

SUN VALLEY AIR SERVICE BOARD 1% LOCAL OPTION TAX REPORT - JANUARY 2017 AND FEBRUARY 2017

				1% LOT Contribution	tribution		Ехре	Expenses	
1% LOT	1% LOT						Communities'	Adminsitrative	Œ
Generated	Received		Sun Valley	Ketchum	Hailey	TOTAL	Direct Costs	Budget	ŭ
Fund Balance						607,142.00			ĺ
Oct-16	Dec-16		25,044.55	116,078.61	3,841.16	144,964.32	(6,318.18)	(2,955.00)	
Nov-16	Jan-17		20,805.19	114,070.63	3,644.94	138,520.76	(6,312.67)	(125.00)	
Dec-16	Feb-17		75,320.65	256,203.22	6,839.51	338,363.38	(6,407.63)	(92.00)	
Jan-17	Mar-17		41,863.26	177,867.63	11,313.51	231,044.40	(6,527.39)	(108.00)	
Feb-17	Apr-17		52,938.78	197,649.74	8,434.30	259,022.82	(6,446.77)	(108.00)	
Mar-17	May-17								
Apr-17	Jun-17								
May-17	Jul-17								
Jun-17	Aug-17								
Jul-17	Sep-17								
Aug-17	Oct-17								
Sep-17	Nov-17								
		Total	215,972.43	861,869.83	34,073.42	1,111,915.68	(32,012.64)	(3,391.00)	1,

Note: Adjustments to the Administrative Expenses is Oct 2995 s/b 2758 difference of 197 adjusted in April 608-197 = 411 Nov 125 s/b 108 difference of 17 adjusted in Dec 125 - 108 = 95

				Fly SV Alliance	lliance			SV	SVMA
			В	Budget	1,495,000		ā	Budget	
			R	Remaining	1,295,800	87%	Ŗ	Remaining	
			Jo %						
1% LOT	1% LOT	Funds for	Available	Funds for	Invoiced		% of Available	Funds for	
Generated	Received	Contracts	Funds Owed	Contract	Amount	Available Funds	Funds Owed	Contract	Invoic
Fund Balance		396,365.00	%07	79,273.00	1	79,273.00	%08	317,092.00	ĺ
Oct-16	Dec-16	Dec-16 135,691.14	70%	27,138.23	ı	106,411.23	%08	108,552.91	
Nov-16	Jan-17	132,083.09	70%	26,416.62	132,827.85	(00:00)	%08	105,666.47	
Dec-16	Feb-17	331,860.75	70%	66,372.15	66,372.15	(00:00)	%08	265,488.60	
Jan-17	Mar-17	224,409.01	70%	44,881.80		44,881.80	%08	179,527.21	
Feb-17	Apr-17	252,468.05	70%	50,493.61		95,375.41	%08	201,974.44	
Mar-17	May-17	,	20%				%08		

SUN VALLEY AIR SERVICES BOARD

INVOICES TO BE PAID

Through May 19, 2017

Fly Sun Valley Alliance	January 2017 LOT Invoice	\$ 44,881.80
Fly Sun Valley Alliance	February 2017 LOT Invoice	50,493.61
Sun Valley Marketing Alliance	January 2017 LOT Invoice	179,527.21
Sun Valley Marketing Alliance	February 2017 LOT Invoice	201,974.44
JML Publishing	April 1, 2017 Invoice for Website Hosting	240.00
TOTAL		\$477,117.06

Fly Sun Valley Alliance Inc.

PO Box 6316 Ketchum, ID 83340

Invoice

Date	Invoice #
1/31/2017	184

Bi ll 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 - Jan 2017 LOT - March 2017 FSVA services		44,:	881.80	44,881.80
			Total		\$44,881.80



TO: SUN VALLEY AIR SERVICE BOARD CONTRACT SERVICES RENDERED – March 2017

AIR SERVICE

AIR SERVICE RETENTION, IMPROVEMENT, DEVELOPMENT

- Reviewed/monitored/analyzed weekly booking reports for 2016/17 winter flights
- Ongoing research/analysis of seat, enplanements, load factors; for SUN and competitive markets
- Continued strategic planning/analysis regarding future air service needs/opportunities FY18 and beyond
- Continued discussions with airlines re FY17 summer service; future service, etc.
- Met with airlines at March Mead & Hunt air service development conference
- 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 working with bus company, airlines, airport on winter enhanced diversion bussing program
- Worked with VSV and other marketing partners to discuss air service marketing efforts in key markets

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and ongoing social media channels; updated 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); fare sale promotion
- Attended various community and stakeholder meetings to continue information outreach efforts
- Provided information regarding air service/busing to inquiries from local and other travelers

RESEARCH/OTHER

- Continued implementation of winter 2016/17 Air Passenger surveys
- Continued work on compiling/tracking relevant news and comparative data and information of air service

Fly Sun Valley Alliance Inc.

PO Box 6316 Ketchum, ID 83340

Invoice

Date	Invoice #
2/28/2017	185

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

P.O. No.	Terms	Project
	Due on receipt	

	1				
Quantity	Description		Rate		Amount
	1% LOT - Feb 2017 LOT - April 2017 FSVA Services		50,4	493.61	50,493.61
			Total		\$50,493.61
			IOtal		φυσ, 199.01



TO: SUN VALLEY AIR SERVICE BOARD CONTRACT SERVICES RENDERED – April 2017

AIR SERVICE

AIR SERVICE RETENTION, IMPROVEMENT, DEVELOPMENT

- Reviewed/monitored/analyzed weekly booking reports for 2016/17 winter flights, monthly reports
- Ongoing research/analysis of seat, enplanements, load factors; for SUN and competitive markets
- Continued strategic planning/analysis regarding future air service needs/opportunities FY18 and beyond
- Continued discussions/planning with airlines re FY17 summer service; future service, etc.
- Prepared for airline meetings at upcoming ACI JumpStart air service development conference
- Ongoing communication/meetings with airlines, M&H consultant, FMAA, customers, stakeholders
- Prepared materials for Air Service Board reports, invoices, etc. Attended meetings as needed
- Held post season meeting with bus company, airlines, airport, hotel partners, etc. to discuss continued improvements for winter diversion bussing program
- Worked with VSV and other marketing partners to discuss air service marketing efforts in key markets

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and ongoing social media channels; updated 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); fare sale promotion
- Attended various community and stakeholder meetings to continue information outreach efforts
- Provided information regarding air service/busing to inquiries from local and other travelers

RESEARCH/OTHER

- Completed winter 2016/17 Air Passenger surveys
- Continued work on compiling/tracking relevant news and comparative data and information of air service

Sun Valley Marketing Alliance, Inc.

Invoice

Visit Sun Valley
P.O. Box 4934
Ketchum, ID 83340

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Date	Invoice #
5/19/2017	817

Bill To Air Service Board PO Box 3801 Ketchum, ID 83340			
		P.O. No.	Terms
Quantity	Description	Rate	Amount
c you for your participation and supp	ort of Visit Sun Valley!	Total	\$179,527.21
Phone #			

Invoice

Sun Valley Marketing Alliance, I	Iarketing Alliance,	Inc
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Visit Sun Valley P.O. Box 4934 Ketchum, ID 83340

Phone # 208-726-3423

SunValley

Date	Invoice #
5/20/2017	818

Bill To	
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- April	201,974.44	201,974.44
		3	
ank you for	your participation and support of Visit Sun Valley!		
		Total	\$201,974.44

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JML Publishing

PO Box 3958 Hailey, ID 83333

Invoice

Date	Invoice #
4/1/2017	7732

Sun Valley Air Service Board Lisa Enourato P.O. Box 2315 Ketchum, ID 83340

	Terms	Due Date
	Due on receipt	4/1/2017
Description		Amount
year hosting SVAirServiceBoard.org		240.0
	Total	\$240.0