

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

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

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 - 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

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 - Feb 2017 LOT – April 2017 FSVA Services	50,493.61	50,493.61
		Total	\$50,493.61



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.

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



Invoice

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
	Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing- March	179,527.21	179,527.21

Thank you for your participation and support of Visit Sun Valley!	Total	\$179,527.21
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Phone #
208-726-3423

Sun Valley Marketing Alliance, Inc.

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



Invoice

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

Thank you for your participation and support of Visit Sun Valley!	Total	\$201,974.44
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Phone #
208-726-3423

