

**SUN VALLEY AIR SERVICE BOARD
MEETING MINUTES
May 27, 2020 at 2:00 PM
VIRTUAL MEETING**

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.

PUBLIC COMMENT

None.

REMARKS FROM THE CHAIR

None

REMARKS FROM THE BOARD

None

CONSENT AGENDA

1. Approval of Air Service Board Minutes of March 18, 2020
2. Receive and File Financials:
 - a. 1% Local Option Tax Report – February and March 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, Hendricks

ACTION/DISCUSSION/PRESENTATIONS

3. Authorization of payment of bills on-hand through May 22, 2020.

Motion to approve the bills on-hand through May 22, 2020.

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

4. Fly Sun Valley Alliance air service update

Carol Waller gave a general update. She mentioned that they maintained their service to all non-stop flight markets by reducing schedules and modifying frequency. They have been able to keep their flight markets which is good news though they are probably down 40-50% seat capacity. She gave details on how they are minimizing the MRG risk during this time and they will be revisiting their strategic plan, which was originally presented at the end of January.

5. Sun Valley Marketing Alliance update

Scott Fortner stated that they are approaching our current situation cautiously. They are changing their marketing focus to people "dreaming" to visit Sun Valley once they can travel. He believes that in the short term, there's more potential in the outbound travel flights currently than inbound. There's a lot of business travel and he mentioned that having that access is a relief for a lot of businesses. Also, he hasn't seen a lot of change in pricing right now.

Mayor Bradshaw asked about the allocation of funds and what they are doing and asked what Visit Sun Valley is doing regarding discretionary funding to which Fortner responded that they are being careful. They have chosen channels with the most flexibility in case they need to change their messaging. Compared to the way their spend flow has been historically, they have spent less. They are trying not to drop off the radar screen but they are aware that their budget is going to take a hit and are planning accordingly.

Mayor Hendricks asked if we are looking a lot better as far as hot spots and we have progress in our county, and we start to see all of the second homeowners bringing in all of their friends, how adroit could you be to get some interest for August or early September events if they should suddenly pop up to which Fortner said the channels they've chosen allows flexibility to do that.

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 2:40 PM.

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

Motion to return to open session at 2:58 PM.

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

ADJOURNMENT

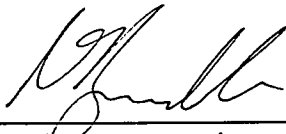
Motion to adjourn at 2:58 PM.

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

Meeting adjourned at 2:59 PM.



Peter M. Hendricks, Chair



Neil Bradshaw, Secretary/Treasurer