

REVISED
AGENDA
SPECIAL SUN VALLEY AIR SERVICE BOARD MEETING
KETCHUM CITY HALL
480 EAST AVENUE NORTH
KETCHUM, ID
September 17, 2015 - 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 July 30, 2015; 1
- 2. Receive and File Financials:..... 3
 - a. 1% Local Option Tax Report – June 2015;

PRESENTATIONS

- 3. Fly Sun Valley Alliance, Budget Presentation, Carol Waller;..... 4
- 4. Sun Valley Marketing Alliance, Budget Presentation, Arlene Schieven; 19

ACTION/DISCUSSION

- 5. Discussion and action regarding renewal of insurance coverage with ICRMP for the Insurance Policy Year October 1, 2015 – September 30, 2016; 43
- 6. Consideration of Terrorism Property Coverage;..... 46
- 7. Authorization of Payment of Bills on-hand through September 14, 2015; 74
- 8. Rescheduling of the Regular Sun Valley Air Service Board September 24, 2015 meeting to consider contracts for services with Fly Sun Valley Alliance and Sun Valley Marketing Alliance; (no documents)

ADJOURNMENT

SUN VALLEY AIR SERVICE BOARD
MEETING MINUTES
July 30, 2015

KETCHUM CITY HALL MEETING ROOM 2 P.M.

Present: Dwayne Briscoe – Mayor, City of Sun Valley
Nina Jonas – Mayor, City of Ketchum

Absent: Fritz Haemmerle – Mayor, City of Hailey
Larry Schoen – Blaine County Commissioner

Staff: Suzanne Frick - Administrator City of Ketchum
Susan Robertson – Administrator City of Sun Valley
Heather Dawson – Administrator City of Hailey

CALL TO ORDER

Meeting called to order at 2:00 pm by Chairman Dewayne Briscoe

ROLL CALL

Mayor Fritz Haemmerle absent

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Jack Sibbach.

PUBLIC COMMENT

None

REMARKS FROM THE CHAIR

None

REMARKS FROM THE BOARD

None

CONSENT AGENDA

Mayor Nina Jonas moved to approve the Minutes of the May 28, 2015 Air Service Board Meeting, seconded by Mayor Dewayne Briscoe. A roll call vote was taken. Motion carried unanimously.

Motion

Mayor Nina Jonas moved to approve the Financials for April and May of 2015, seconded by Mayor Dewayne Briscoe. A roll call vote was taken. Motion carried unanimously.

PUBLIC HEARING

Consideration and adoption of the proposed Sun Valley Air Service Board Budget for FY 2015 for the expenditure of LOT revenues received by the Sun Valley Air Service Board for taxes payable from the period of 10/1/15 through 9/30/16.

City Administrator Susan Robertson presented the proposed budget and revenue projections from each municipality. Each City is forecasting an increase in LOT. Susan Robertson pointed out that if more

funds come in an amendment could be done. Mayor Nina Jonas asked if we are budgeting for growth. Susan Robertson explained that each city does their own projection. Heather Dawson said Hailey is anticipating growth. Susan Robertson said things in Sun Valley are doing better overall.

Mayor Dewayne Briscoe opened the meeting up for public comment.

There were no comments.

Mayor Dewayne Briscoe wanted it noted that there has been no response from the public verbally or in written form.

Motion

Mayor Nina Jonas moved to adopt the proposed budget for FY 15/16, seconded by Mayor Dewayne Briscoe. Motion carried unanimously.

Discussion and action regarding a proposal for auditing services for Fiscal Year 2015

City Administrator Susan Robertson said last year the board used Dennis Brown. She proposed the board use the same auditor for this year. The cost is \$975.00.

Motion

Mayor Nina Jonas moved to approve Dennis Brown for the Sun Valley Air Service Board audit for fiscal year 2015 in the amount of \$975.00, seconded by Mayor Dewayne Briscoe. Motion carried unanimously.

Authorization of Payment of Bills on-hand through July 27, 2015

City Administrator Susan Frick amended the payables showing a new bill that came in for checks printed by SafeGuard in the amount of \$176.50. Mayor Nina Jonas questioned why the amounts to the Sun Valley Marketing and Fly Sun Valley Alliance were so different. City Administrator Susan Robertson clarified that the money is fronted to Sun Valley Marketing and backended to Fly Sun Valley Alliance.

Motion

Mayor Nina Jonas moved to approve bills on hand with the addendum bill from Safeguard, seconded by Mayor Dewayne Briscoe. Motion carried unanimously.

Scheduling of a Special Sun Valley Air Service Board meeting to consider budget presentations from Fly Sun Valley Alliance and Sun Valley marketing Alliance.

Motion

Mayor Nina Jonas moved to approve the next meeting date to be set for September 17, 2015 at 2:00 pm at Ketchum City Hall, seconded by Mayor Dewayne Briscoe. Motion carried unanimously.

Motion

Mayor Nina Jonas moved to adjourn at 2:21 pm, seconded by Mayor Dewayne Briscoe. Motion carried unanimously.

Dewayne Briscoe, Chair

Nina Jonas, Secretary/Treasurer

1% LOCAL OPTION TAX REPORT - JUNE 2015

CASH FLOW of 1% LOT for FY 2014 -15 (October 14 - September 15 revenues and receipt of funds)

SUN VALLEY	BEDS 3%	BEDS 1%	LIQUOR 3%	LIQUOR1%	RETAIL 2.6%	RETAIL1%			TOTAL 3%	TOTAL 1%	MINUS COST	SVASB NET
October	15,550.45	5,183.48	3,175.80	1,058.60	32,499.75	12,948.11			51,226.00	19,190.19	-512.69	18,677.50
November	12,187.45	4,062.48	2,173.98	724.66	23,400.37	9,573.77			37,761.80	14,360.91	-512.69	13,848.22*
December	39,496.11	13,165.37	6,436.76	2,145.59	66,925.05	29,234.17			112,857.92	44,545.13	-512.69	44,032.44
January	31,281.02	10,427.01	4,747.42	1,582.47	46,823.04	20,029.62			82,851.48	32,039.10	-512.69	31,526.41
February	31,724.42	10,574.81	4,614.02	1,538.01	50,521.44	22,019.38			86,859.88	34,132.19	-512.69	33,619.50
March	32,555.02	10,851.67	4,062.53	1,354.18	40,151.21	16,432.99			76,768.76	28,638.84	-512.69	28,126.15
April	10,871.94	3,623.98	1,393.80	464.60	32,459.05	12,397.43			44,724.79	16,486.01	-512.69	15,973.32
May	8,655.92	2,885.31	1,705.42	568.47	35,389.95	13,580.39			45,751.29	17,034.17	-512.69	16,521.48
June	47,142.00	15,714.00	6,818.92	2,272.97	68,605.79	25,411.11			122,566.71	43,398.08	-512.69	42,885.39
July												
August												
September												
TOTAL	229,464.33	32,838.34	35,128.65	11,709.55	396,775.65	161,626.97			661,368.63	249,824.63	-4,614.21	245,210.42
*Note: Sun Valley Pd SVASB on Jan.14, 2015 for Nov. the total 1% before the direct costs were subtracted in Jan '15. SV invoiced SVASB for the \$512.69 to be pd. on Jan. 29, 2015												
KETCHUM	BEDS 3%	BEDS 1%	LIQUOR 3%	LIQUOR1%	RETAIL 2%	RETAIL1%	BDLG 2%	BDLG1%	TOTAL	TOTAL 1%	MINUS COST	SVASB NET
October	16,035.35	5,345.11	20,720.76	6,906.92	153,959.95	76,979.98	47,319.36	23,659.68	238,035.42	112,891.69	-5,471.08	107,420.61
November	12,229.06	4,076.35	15,425.46	5,141.82	154,173.15	77,086.57	45,125.11	22,562.55	226,952.78	108,867.29	-5,471.08	103,396.21
December	40,324.02	13,441.34	38,765.12	12,921.71	373,810.68	186,905.34	39,413.81	19,706.91	492,313.63	232,975.29	-5,471.08	227,504.21
January	33,441.66	11,147.22	30,189.45	10,063.15	226,039.45	113,019.73	34,439.17	17,219.59	324,109.73	151,449.68	-5,471.08	145,978.60
February	30,662.41	10,220.81	39,475.54	13,158.51	251,305.78	125,652.89	27,073.59	13,536.79	348,517.32	162,569.00	-5,471.08	157,097.92
March	30,839.46	10,279.82	34,116.71	11,372.24	211,477.62	105,738.81	35,039.23	17,519.62	311,473.02	144,910.48	-5,471.08	139,439.40
April	8,762.97	2,920.99	15,145.36	5,048.45	120,853.38	60,426.69	44,872.11	22,436.05	189,633.82	90,832.18	-5,471.08	85,361.10
May	10,933.54	3,644.51	15,505.64	5,168.55	115,182.51	57,591.25	46,247.20	23,123.60	187,868.89	89,527.91	-5,471.08	84,056.83
June	23,957.11	7,985.70	30,481.20	10,160.40	201,161.54	100,580.77	58,977.31	29,488.65	314,577.16	148,215.52	-5,471.08	142,744.44
July												
August												
September												
TOTAL	207,185.58	69,061.86	239,825.24	79,941.75	1,807,964.06	903,982.03	378,506.89	189,253.43	2,633,481.77	454,734.27	-49,239.72	438,321.03
HAILEY	BED/CAR3%	BED/CAR1%							TOTAL	TOTAL 1%	MINUS COST	SVASB NET
October	12,691.14	4,230.38								4,230.38	-118.45	4,111.93
November	7,101.45	2,367.15								2,367.15	-66.28	2,300.87
December	13,481.34	4,493.78								4,493.78	-125.83	4,367.95
January	25,612.11	8,537.37								8,537.37	-239.05	8,298.32
February	17,063.46	5,687.82								5,687.82	-159.26	5,528.56
March	17,258.19	5,752.73								5,752.73	-161.08	5,591.65
April	7,645.86	2,548.62								2,548.62	-71.36	2,477.26
May	9,329.28	3,109.76								3,109.76	-87.07	3,022.69
June	15,918.39	5,306.13								5,306.13	-148.57	5,157.56
July												
August												
September												
TOTAL	126,101.22	42,033.74								42,033.74	-1,176.95	40,856.79
									TOTAL FY	746,592.64	-55,030.88	724,388.24



2015 Summer Update

FY16 Contract for Service Scope of Work/Budget

Sept 17, 2015

Presented To

SUN VALLEY
AIR SERVICE BOARD





Summer FY15 Update

- Extended UA, AS summer flight capacity - earlier in June, later in Sept/Oct
- SUN Airport re-opened in May with terminal addition/airfield redesign
 - *Big investment which will have safety and economic dividends for years*
 - *Many positive comments from SUN air travelers*
- Advance flight bookings running ahead of last summer



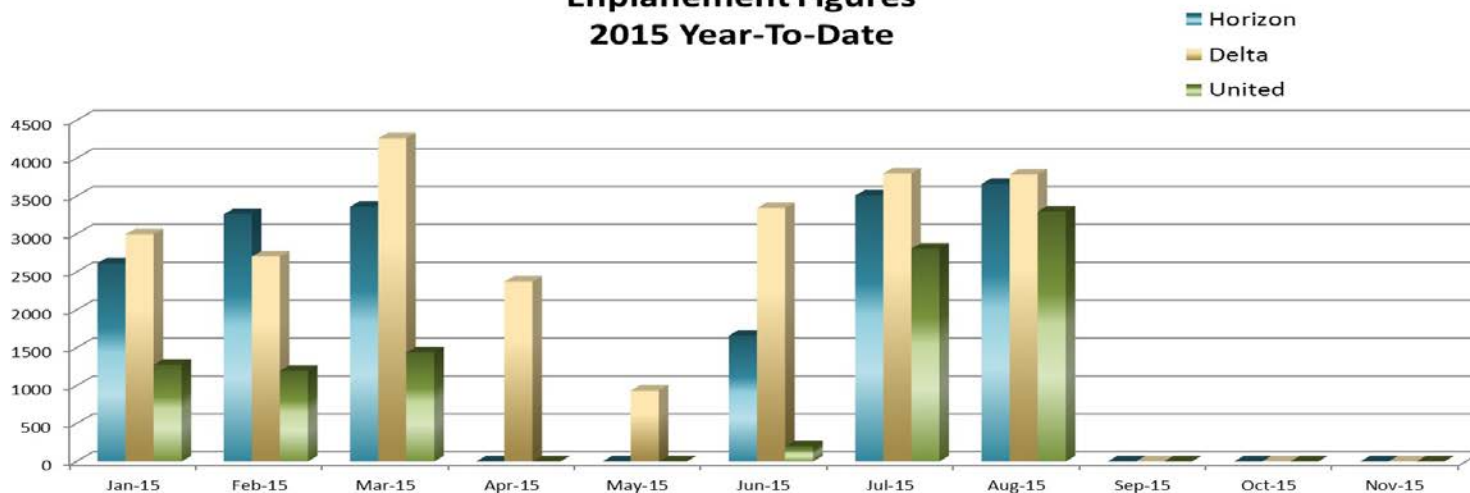


Summer 2015 Update

SUN Seats & Enplanement Stats

SUMMER	Alaska 2014	Alaska 2015	% Change	Delta 2014	Delta 2015	% Change	United 2014	United 2015	% Change	TOTAL 2014	TOTAL 2015	% Change
TOTAL MAY-AUG YTD												
Seats Available	10,608	10,744	1%	18,906	15,180	-20%	8,190	9,122	11%	37,704	35,046	-7%
Enplanements	8,604	8,830	3%	13,143	11,866	-10%	4,987	6,309	27%	26,734	27,005	1%
Load Factor % Avg	81%	82%	1 pt	70%	78%	8 pts	61%	69%	8 pts	71%	77%	6 pts

**Enplanement Figures
2015 Year-To-Date**





Summer/Fall 2015 Efforts

- **Airline Meetings/Strategic Development**

- Met with airline officials from United, Alaska, Delta to review winter results, negotiate contracts for winter FY16 service.
- Met with current/potential new airlines at Jumpstart Airline Conference
- Ongoing monitoring/tracking of bookings, competitive developments
- Planning for continuation of enhanced diversion bussing for winter FY16

- **Research**

- Managed SUN summer air passenger survey

- **Local Air Marketing**

- Promotion of air service and fare sales to local and regional (southern ID) markets.

- **Community Outreach & Education**

- Kept community, consumers, media updated with information via Enews, website, social media, press releases, presentations, etc.

Alaska
Fly from Sun Valley!

Seattle from
\$89!* ONE WAY

Los Angeles
from
\$115!* ONE WAY

HURRY!
Book by May 4, 2015

Alaska Airlines offers nonstop flights to SUN from Seattle (SEA) and Los Angeles (LAX), beginning June 12.



2015/16 SUN Winter Flights

MORE WINTER FLIGHTS: 13% more seats than last winter

- Daily nonstop flights from SEA, LAX, SFO, SLC this winter
- Daily nonstop flights from DEN during holidays, then 5x week peak season
- 2x daily nonstop flights from SEA during the holidays
- 3x daily nonstop flights from SLC during peak season

WINTER 2015-16 SUN VALLEY (SUN) NON-STOP FLIGHT SCHEDULE

AIRLINE	CITY	AIRPORT	PLANE	DEPARTS CITY	ARRIVES SUN	DEPARTS SUN	ARRIVES CITY	FREQUENCY	DATES	DETAILS
 www.alaskaair.com	Los Angeles	LAX	Q400	8:50am	12:19pm	12:55pm	2:27pm	Daily	Dec 17-Mar 28	Except Select Dates
				1:35pm	5:04pm	11:20am	12:52pm		Select Dates	Dec 19, 23, 26, 30, Jan 2
	Seattle	SEA	Q400	1:35pm	4:17pm	4:50pm	5:43pm	Daily	Dec 17-Mar 28	Except Select Dates
				8:00am	10:42am	5:40pm	6:35pm		Select Dates	Dec 19, 23, 26, 30, Jan 2
				8:00am	10:42am	11:20am	12:13pm		Select Dates	Dec 24, 27, 28, 29, 31, Jan 1, 3
				4:40pm	7:22pm	7:55pm	8:48pm		Select Dates	Dec 26, 30, Jan 2
 www.delta.com	Salt Lake City	SLC	CRJ700	11:15am	12:30pm	6:50am	7:50am	Daily	Year-round	
				9:40pm	10:55pm	1:05pm	2:10pm	Daily	Year-round	
				4:50pm	6:00pm	6:25pm	7:25pm	Daily	Dec 19-Jan 4	(no Dec 24-25, Jan 1)
								4x week	Feb 12-21	(no Mon/Tues/Wed)
								Daily	Feb 23-April 3	
 www.united.com	Denver	DEN	CRJ700	11:15am	1:00pm	1:40pm	3:20pm	Daily	Dec 17-Jan 3	
								Wed/Sat	Jan 4-Feb 7	
								5x week	Feb 8-Mar 28	(no Tues/Wed) (will operate on Feb 16)
	San Francisco	SFO	CRJ700	10:40am	1:30pm	2:10pm	3:05pm	Daily	Dec 17-Mar 28	

Flight times and dates are approximate and subject to change.
 Airline and independent booking resources should be checked for accurate flight schedules and times.





The Competition

We are successfully expanding our air service but so is our competition. Therefore, we are continually working to strategically add more seats and new flights from new markets.

RESORT	2012/13 WINTER			2015/16 WINTER			% change 2012/13-2015/16		
	Deps	Seats	# Nonstop Cities	Deps	Seats	# Nonstop Cities	Deps	Seats	Cities
Jackson Hole (JAC)	1,111	120,702	9	1,592	172,863	13	43%	43%	44%
Vail/Beaver Creek (EGE)	1,438	205,071	10	1,446	186,049	11	1%	-9%	10%
Montrose/Telluride (MTJ)	919	67,966	9	1,116	92,214	11	21%	36%	22%
Steamboat Springs (HDN)	1,003	107,997	8	1,270	120,731	11	27%	12%	38%
Aspen (ASE)	2,402	158,096	6	2,943	202,311	8	23%	28%	33%
Sun Valley (SUN)	757	32,646	3	686	47,801	5	-9%	46%	67%
Mammoth (MMH)	537	37,572	4	344	25,616	4	-36%	-32%	0%
Gunnison/Crested Butte (GUC)	312	33,649	3	343	30,014	5	10%	-11%	67%



FY16 Scope of Work & Budget Proposal

Air Service Development

Secure & Manage Contract Air Service

Alaska for SEA & LAX flights; United for SFO & DEN flights



- Negotiate air service contract terms with airlines, in partnership with SV Resort :
 - Operating season and schedules
 - MRG cap amount; analysis of cost per flight & projected revenues
 - LOC requirements
 - Weather diversion busing provisions

- Monitor bookings on weekly basis; cost & revenue monthly
- Monitor fares on ongoing basis within our competitive set, plus BOI, TWF
- Initiate fare adjustment discussions with airlines where appropriate
- Coordinate airline marketing efforts for SUN with other partners (SVMA, SVR, ITC)
- Assist with coordination of local marketing of flights and fares sales with airlines and local/state partners



FY16 Scope of Work & Budget Proposal

Air Service Development

Manage & Support Non-Contract Air Service

Delta for SLC-SUN flights



- Work with FMAA re: monitoring fares on ongoing basis within our competitive set, plus BOI, TWF
- Continue fare & schedule adjustment discussions as appropriate
- Coordinate airline marketing efforts for SUN w/other partners (SVMA, SVR, ITC)
- Assist with coordination of local marketing of flights and fares sales with airlines and local/state partners



FY16 Scope of Work & Budget Proposal

Research

- Conduct SUN air passenger survey research winter/summer
 - 1000+ surveys to be collected/analyzed re: trends, demographics, economic impact
- Monitor monthly enplanement, seat occupancy, other air service data for SUN and our competitors



Local Air Marketing/ Community Outreach & Education

- Maintain FSVA website, www.flysunvalleyalliance.com content re; SUN air service schedules, info, statistics, news and more
- Ongoing communications via Enews, social media, press releases, media relations, meetings, presentations
- Local marketing/PR re: air service news, fare deals, more
- Discussions on air service needs with local businesses (tourism & non-tourism)



FY16 Scope of Work & Budget Proposal

Additional air service support

- Work with FMAA on leakage analysis and recapture strategies, fare analysis & monitoring, service expansion opportunities
- Maintain strong relationships with industry partners/contacts: airlines, consultants, officials, air service program directors in other areas
- Assist with customer service issues at SUN



Air service development

- Identify strategic opportunities for current service expansion
- Research and identify opportunities for new service; provide economic and demographic analyses of our market to prospective airlines
- Attend national industry conferences to meet with airlines
- Keep abreast of new air service development nationally and within our competitive set (other Rocky Mountain resort areas, regional cities)



FY16 Performance Metrics

- **Retain/Expand Current Air Service**
 - Retain contracted nonstop SEA, LAX, SFO, DEN flights
 - Optimize air service schedules/frequency
 - Expand winter and summer service/frequency (including SLC)
- **Minimize Air Service Contract Costs**
 - Work with airlines & marketing partners to increase load factors & minimize air service contract costs. Reduce local market leakage
 - Work with airlines to make SUN fares as competitive as possible
- **New Air Service**
 - Pursue at least one new nonstop flight market for FY17
- **Research**
 - Conduct 1000+ air passenger surveys at SUN; continue with competitive analysis, economic impact and air service ROI research.



FSVA FY16 BUDGET

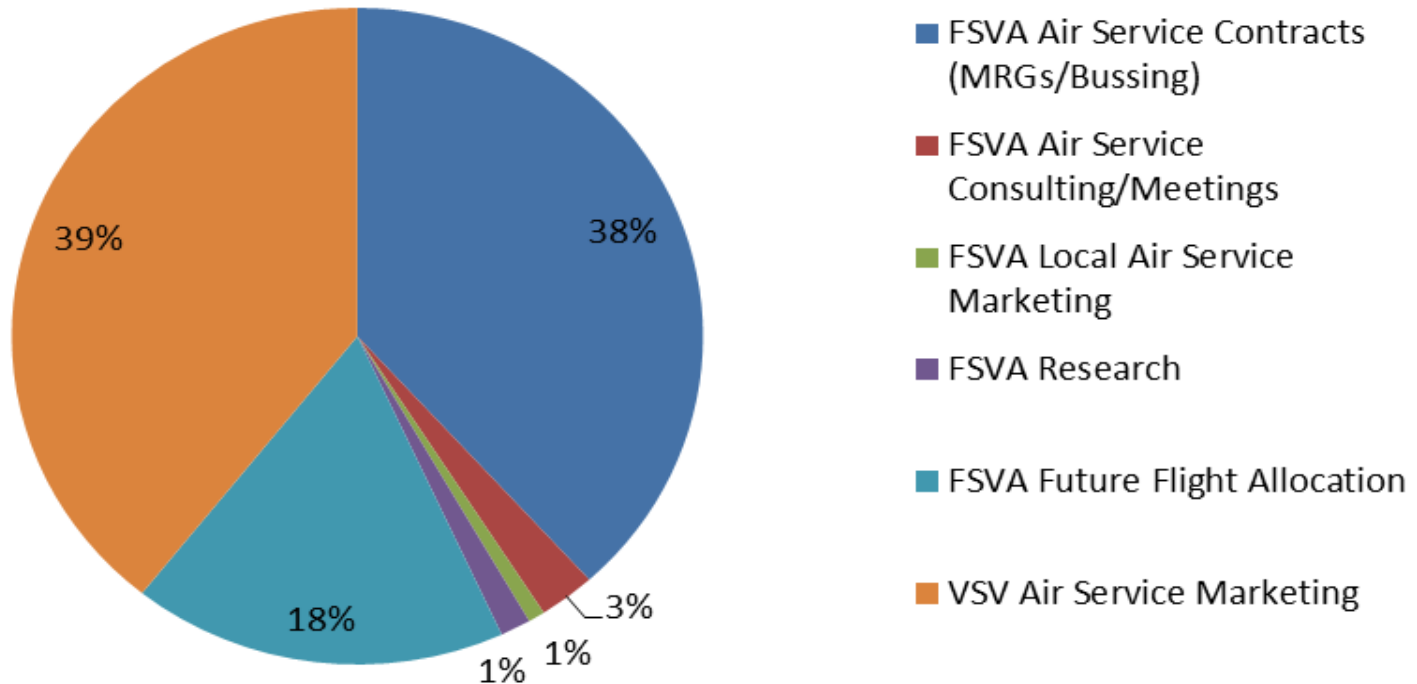
FSVA 1% LOT ASB CONTRACT BUDGET (FYE 9/30/16)

FSVA CONTRACT INCOME	FY14 1% LOT ACT	FY15 1% LOT Proj	FY16 1% LOT Proj
1% LOT Revenues* (Jan-Sept collections)	\$ 900,000	\$ 1,270,000	\$ 1,301,693
TOTAL INCOME	\$ 900,000	\$ 1,270,000	\$ 1,301,693
<i>*Contract for Services with Air Service Board</i>			
FSVA AIR SERVICE DEVELOPMENT EXPENSE			
Air Service Contract Costs (<i>United SFO/DEN; Alaska SEA/LAX</i>)	\$ 567,689	\$ 1,157,000	\$ 1,185,193
<i>Projected maximum MRG FSVA (50% share with SV Resort) + Bussing</i>			
Air Service Consulting Fees/Meetings/Travel	\$ 39,237	\$ 75,000	\$ 70,000
<i>Mead & Hunt consulting fees, airline meetings</i>			
Local Air Service Marketing (fare sales, etc)	\$ 11,540	\$ 18,000	\$ 25,000
<i>Wood River Valley, southern Idaho</i>			
Research	\$ 21,183	\$ 20,000	\$ 21,500
<i>Winter/summer air passenger surveys, other research</i>			
TOTAL EXPENSE	\$ 639,649	\$ 1,270,000	\$ 1,301,693
Future Flight Allocation	\$ 260,351		
TOTAL FSVA CONTRACT AMOUNT	\$ 900,000	\$ 1,270,000	\$ 1,301,693



FY14 Air Service & Marketing

FY14 ASB CONTRACTS FOR SERVICE
ACTUAL EXPENDITURES: \$1,482,654
Fly Sun Valley Alliance + Visit Sun Valley





FSVA Air Service Support Partners

FLY SUN VALLEY ALLIANCE SUN VALLEY AIR SERVICE KEY PARTNERS

SUN VALLEY
AIR SERVICE BOARD



Private Sector Investment in FSVA

- **Realtors for Air** (support from 351 SV Board of Realtor members)
- **Air Support Ski Passes** (over 40 local businesses participate)

Sun Valley Company's investment in air service contracts and marketing is very significant.

Public Sector Investment: 1% LOT

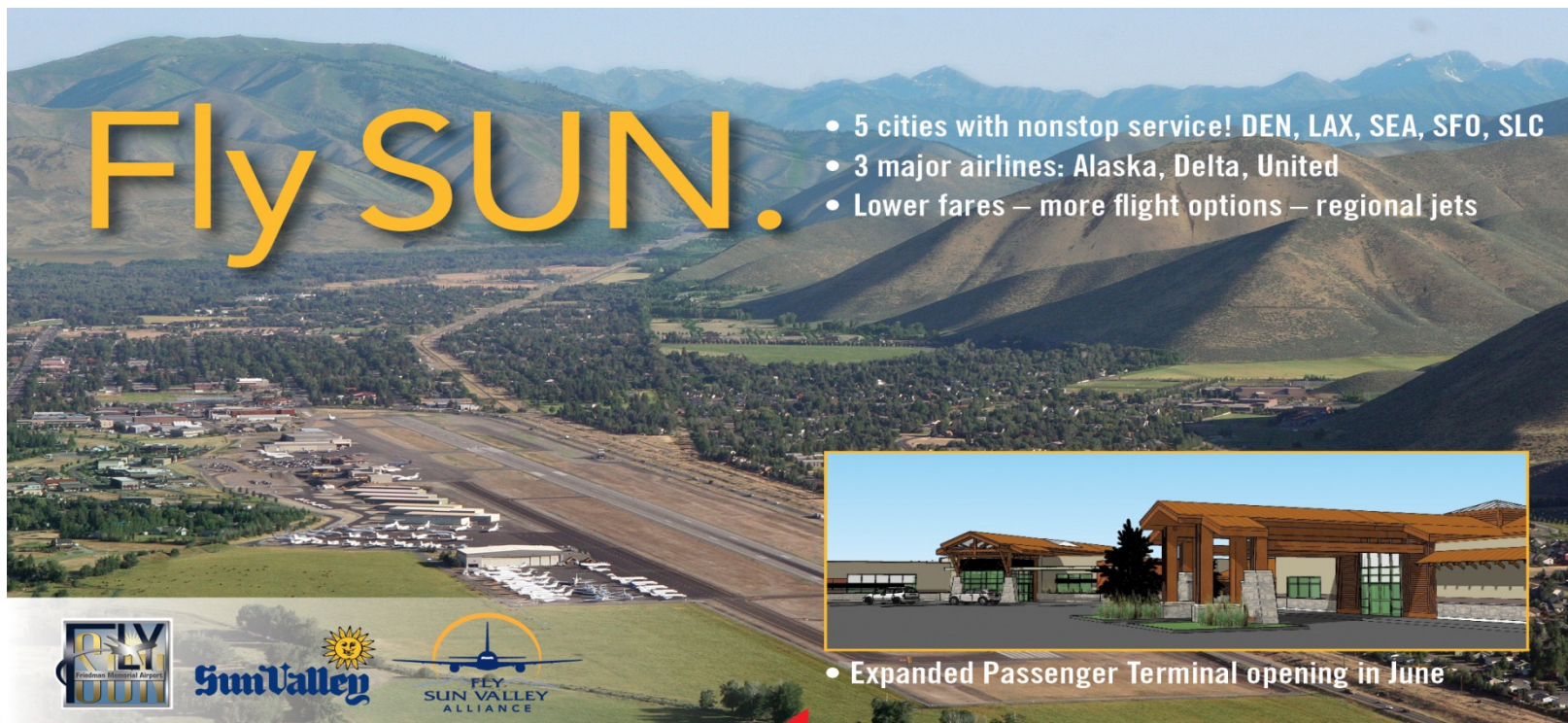
- Supported by Wood River Valley Community & Visitors



AIR SERVICE = BUSINESS

We continue to make great progress - more to come.

THANK YOU



- 5 cities with nonstop service! DEN, LAX, SEA, SFO, SLC
- 3 major airlines: Alaska, Delta, United
- Lower fares – more flight options – regional jets



- Expanded Passenger Terminal opening in June



Sign up for email alerts on Flight Deals & News:

www.flysunvalleyalliance.com
www.iflysun.com

Check SUN Fares First –
Book Early & Save!

Fly SUN. ✈️
Non-stop to DEN, LAX, SEA, SFO, SLC
ONE-STOP TO THE WORLD

Visit Sun Valley

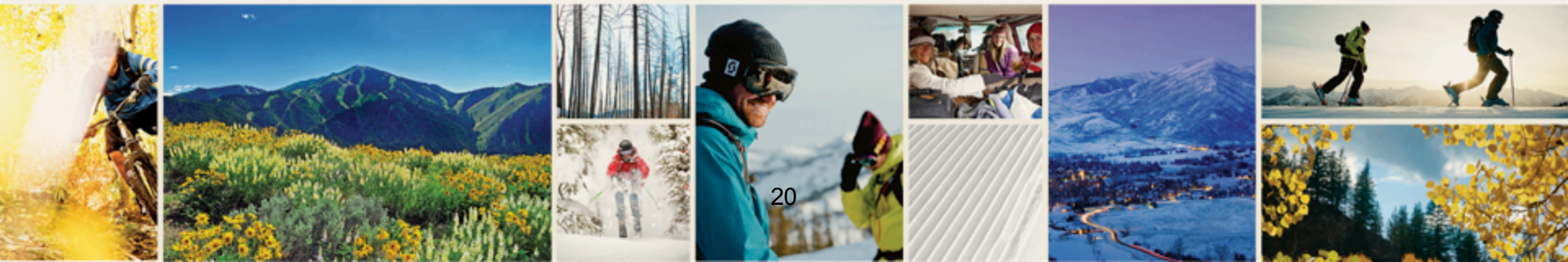
2015/16 Budget Presentation



Summer 2015 Results



- Second summer with additional funds
- Advertising in market June through September
- Record results (room nights sold/occupancy)
 - *June +29%, 57% occupancy*
 - *July +14%, 86% occupancy*
 - *August +5%, 74% occupancy*
- Best results for advertising campaign to date
 - *Video ads, content marketing*
- Website visits up by 50%YOY – 475,000 (est. by yr end)
 - *NY +142%; LA +117%; SF +25%; Seattle +36%; Denver +160%*





SOAK *it* UP

GRAB A BOARD OR GRAB A BITE.
HIT THE TRAILS OR HIT THE TOWN.
FIND WHATEVER IT IS YOU SEEK
AT VISITSUNVALLEY.COM



Visit
SunValley

SFO TO SUN IN UNDER 2 HRS, NON-STOP FLIGHTS ALL SUMMER

SOAK *it* UP

HIT THE TRAILS OR HIT THE TOWN.
FIND WHATEVER IT IS YOU SEEK AT
VISITSUNVALLEY.COM



Visit
SunValley

SEA TO SUN IN UNDER 2 HRS, NON-STOP FLIGHTS ALL SUMMER

SOAK *it* UP

NON-STOP FLIGHTS
FROM SEA TO SUN

PLAN YOUR TRIP



Visit
SunValley



SOAK *it* UP

CATCH A SHOW OR CATCH A FISH.
NON-STOP FLIGHTS FROM SEA TO SUN.

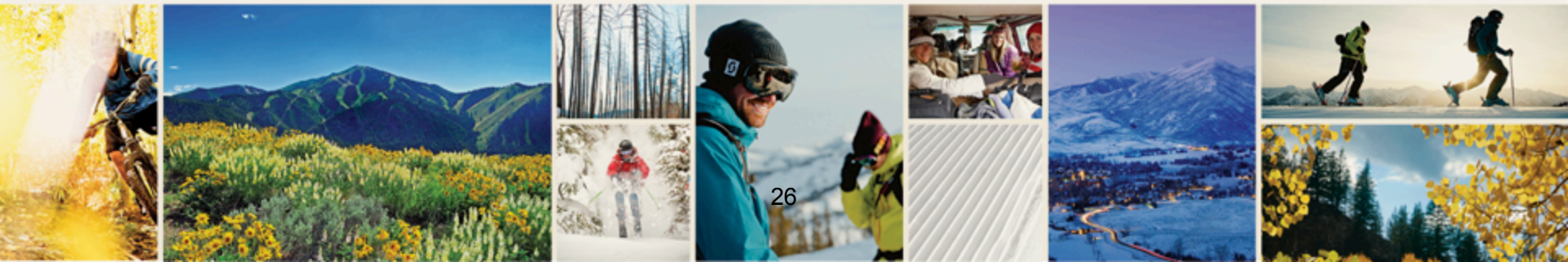
Visit
SunValley

[PLAN YOUR TRIP](#)

Summer Video



- <http://vimeo.com/95774329>
- Content marketing – targeted to air service markets



19 ABSOLUTE TRUTHS ABOUT SUMMER IN SUN VALLEY

BY KITT DOUCETTE
AUGUST 7, 2015



IT MAY BE TEMPTING to pigeonhole Sun Valley as a winter destination (it's home to one of the top ski resorts in North America, after all). But the options for adventure and fun only increase in proportion to the daily hours of sunlight — meaning that summer in Sun Valley is pretty hard to beat. Here are 19 truths that prove why.

- f 1073
- t 69
- p 0
- g 7
- s 1,105
- t



Get Travel Inspiration Delivered To You

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TRAVEL MINDSET
Inspiration starts here

Sign In | Create Account

THEMES DESTINATIONS EXPERIENCES 48 HOURS    



SUN VALLEY KIDS: 14 VACATION IDEAS THE WHOLE FAMILY CAN ENJOY TOGETHER

 FAMILY TRAVEL





6 SURPRISING WAYS TO GET CULTURED IN SUN VALLEY


CULTURAL EXPERIENCE



Hemingway Memorial | Photo Credit: Ray J. Gadd - Visit Sun Valley

107
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 Lauren Monitz
Posted on Jun 26, 2015

When you think of cities teeming with literature and the arts, big urban developments probably come to mind. On the contrary, when artists are looking for inspiration, they escape to nature.

With a backdrop of Baldy, a bevy of rivers, and trails galore, it's hard not to have an aha moment in [Sun Valley](#). You could even call it your "coming to the sun" moment. If you're looking for a destination that'll enrich your mind, body and soul, it's time to give this small mountain town a second look because they offer much more than meets the eye.

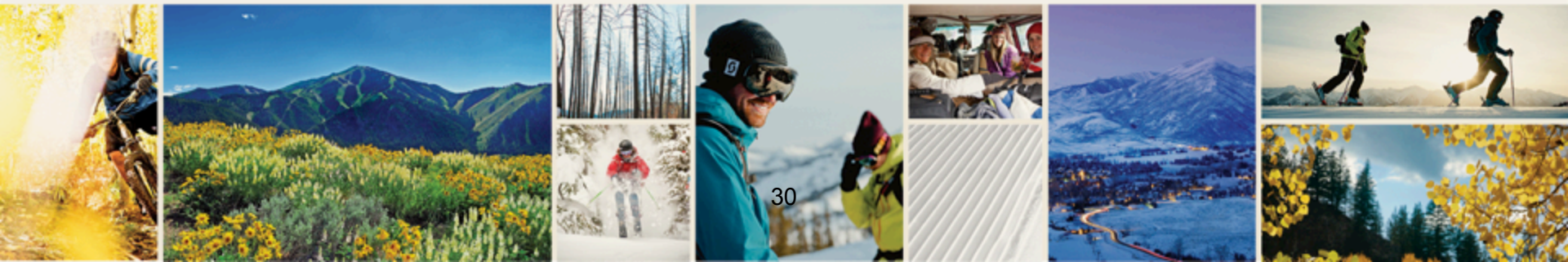
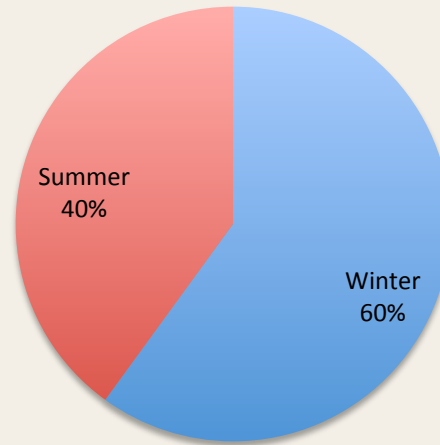
VISA® CARD HOLDERS
YOUR CHANCE TO WIN A
7-NIGHT CRUISE*
 **ENTER NOW**



2015/16 Marketing Budget

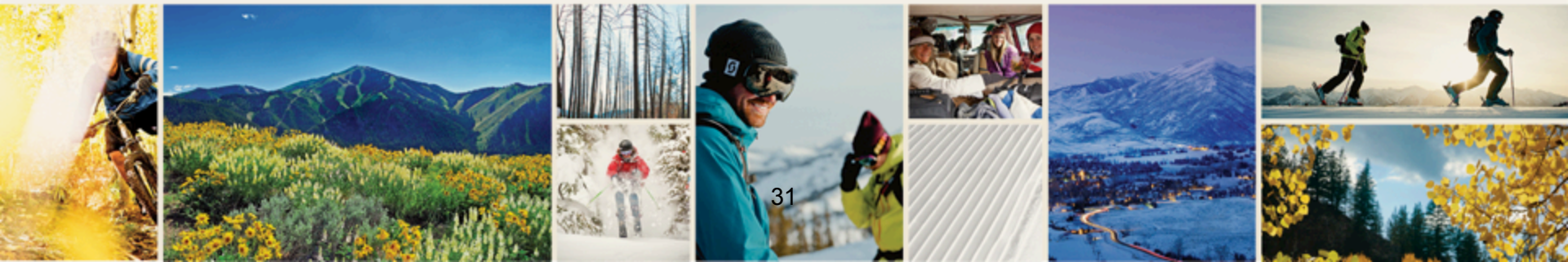


Total = \$1,135,000

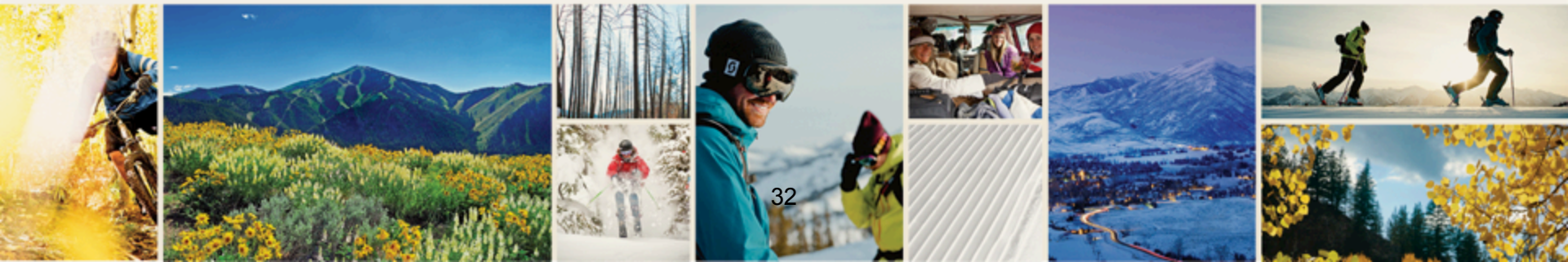
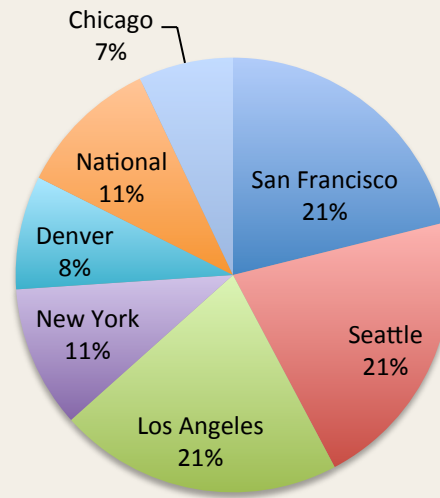


Target Markets

1. San Francisco
2. Los Angeles
3. Seattle
4. New York
5. Denver
6. Chicago



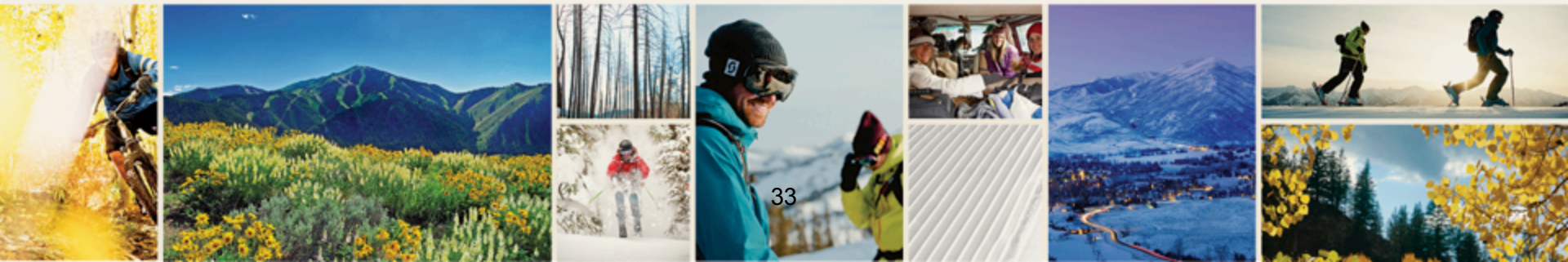
Budget by Market Winter 2015/16



Winter 2015/16 Media Plan

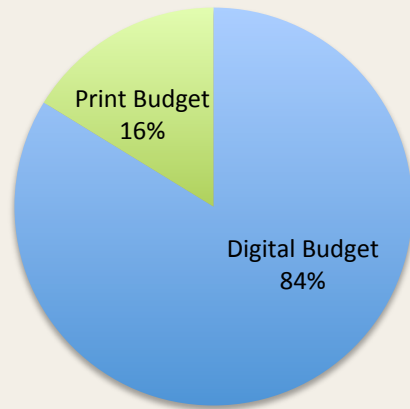


Print	Digital	Digital
Seattle Magazine	On the Snow	Orbitz.com
Seattle Weekly	FastG8	Weekend Sherpa
Conde Nast Traveler	SnoCountry	YouTube Pre-roll
LA Magazine	Pandora Mobile	Facebook retargeting
SF Weekly	Matador Network	Co-op retargeting
Diablo Magazine	Iexplore & Travelmindset	Seattle Met
The Ski Journal	National Geographic	Seattle Weekly
	Tremor Video	Steepandcheap.com

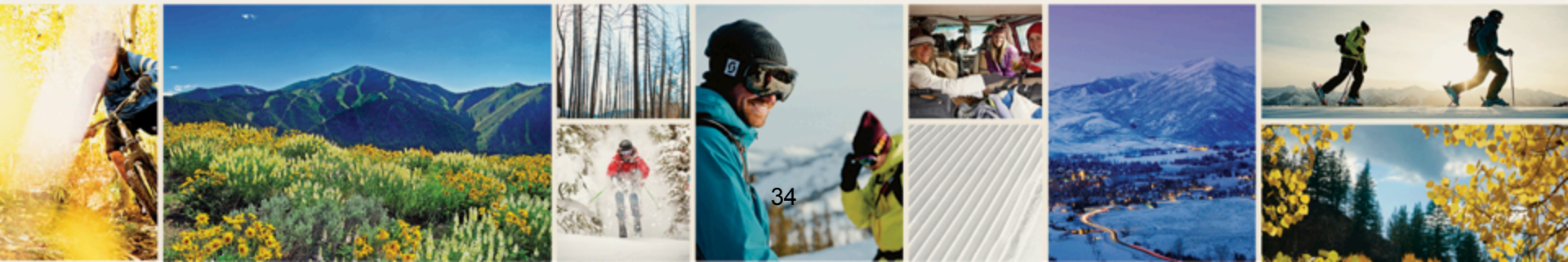
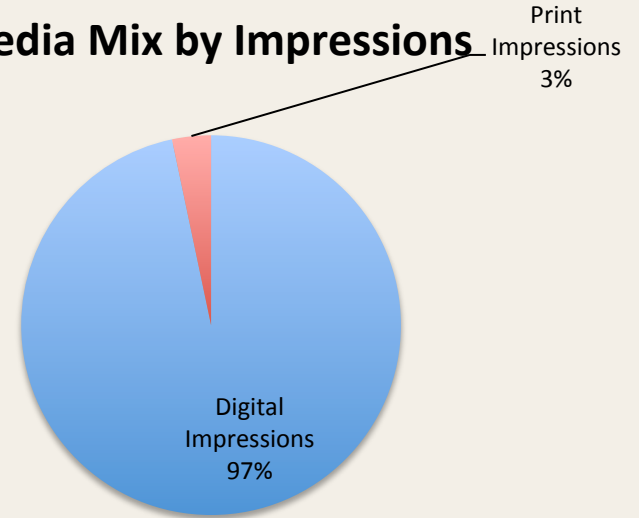


Media Mix by Budget & Impressions

Media Mix by Budget



Media Mix by Impressions



LET *the* MOUNTAINS *be your* CANVAS

VISITSUNVALLEY.COM

SUN VALLEY. A WINTER
PARADISE FAMED FOR 3,400
FEET OF QUAD-BUSTING
RUNS, CRAVEABLE CUISINE
AND ARTISTIC INSPIRATION
THAT STIRS YOUR SOUL. IT
BECOMES MORE THAN A PLACE
—IT BECOMES PART OF YOU.
PLAN YOUR JOURNEY.

Visit
SunValley

LAX TO SUN IN 2.5 HRS. NON-STOP FLIGHTS ALL WINTER.

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FEEL
a PULL
STRONGER THAN
gravity

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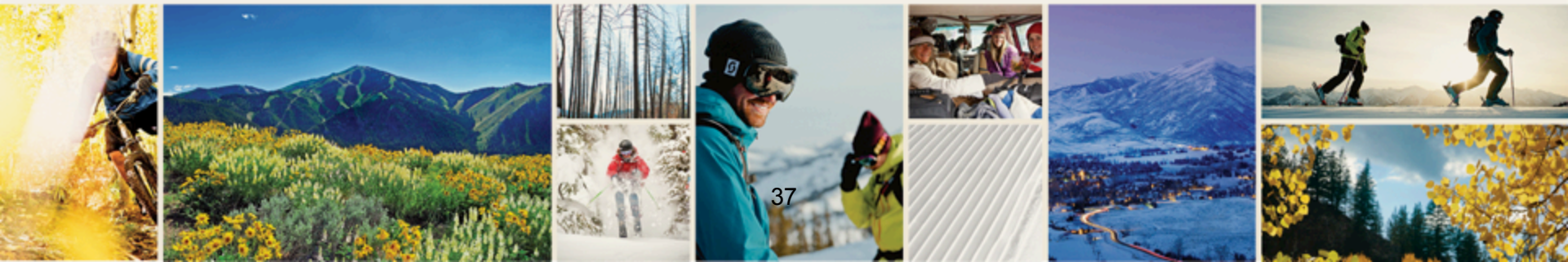


Visit
SunValley

NON-STOP FLIGHTS FROM 5 MAJOR CITIES

Recent Research Findings *Visit* SunValley

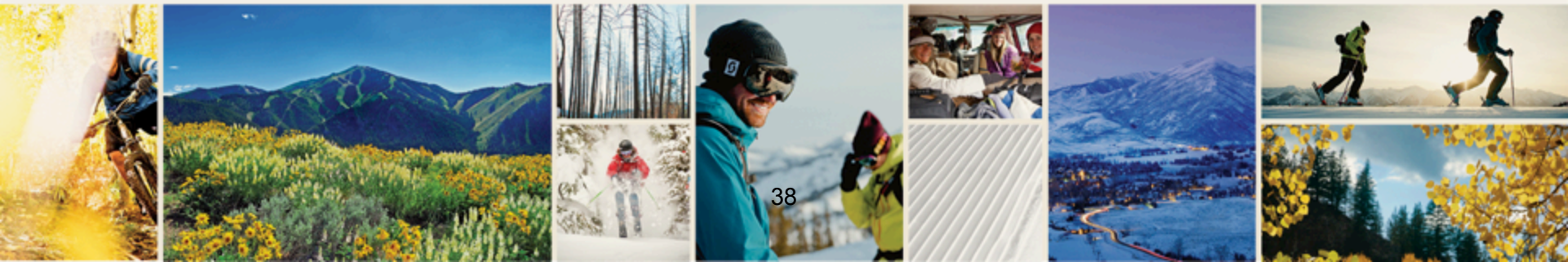
- Awareness levels in CA and WA are trending upwards, but there is still a long way to go in CA
- Knowledge of Sun Valley is still lacking, particularly in SF. This indicates a need to continue to work on brand/inspirational marketing
- Sun Valley still needs to work on attracting a younger demographic
- Competition for Seattle is fierce
- A significant number of skiers from SF and especially Seattle choose to drive to SV



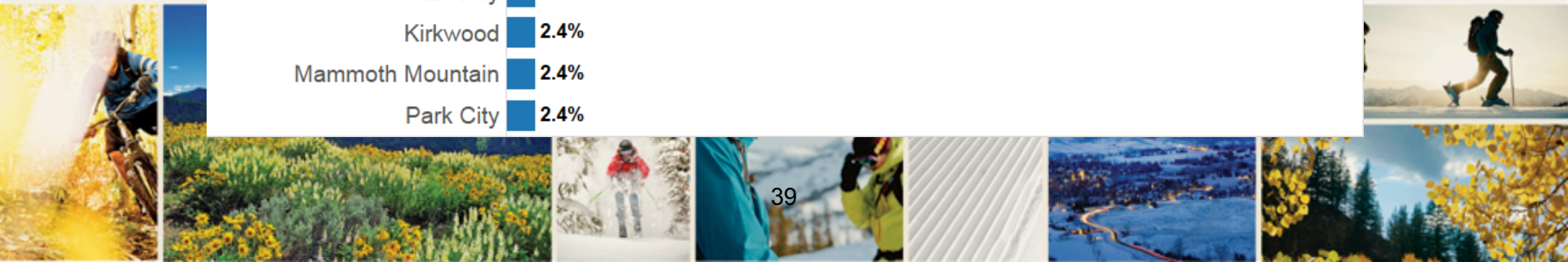
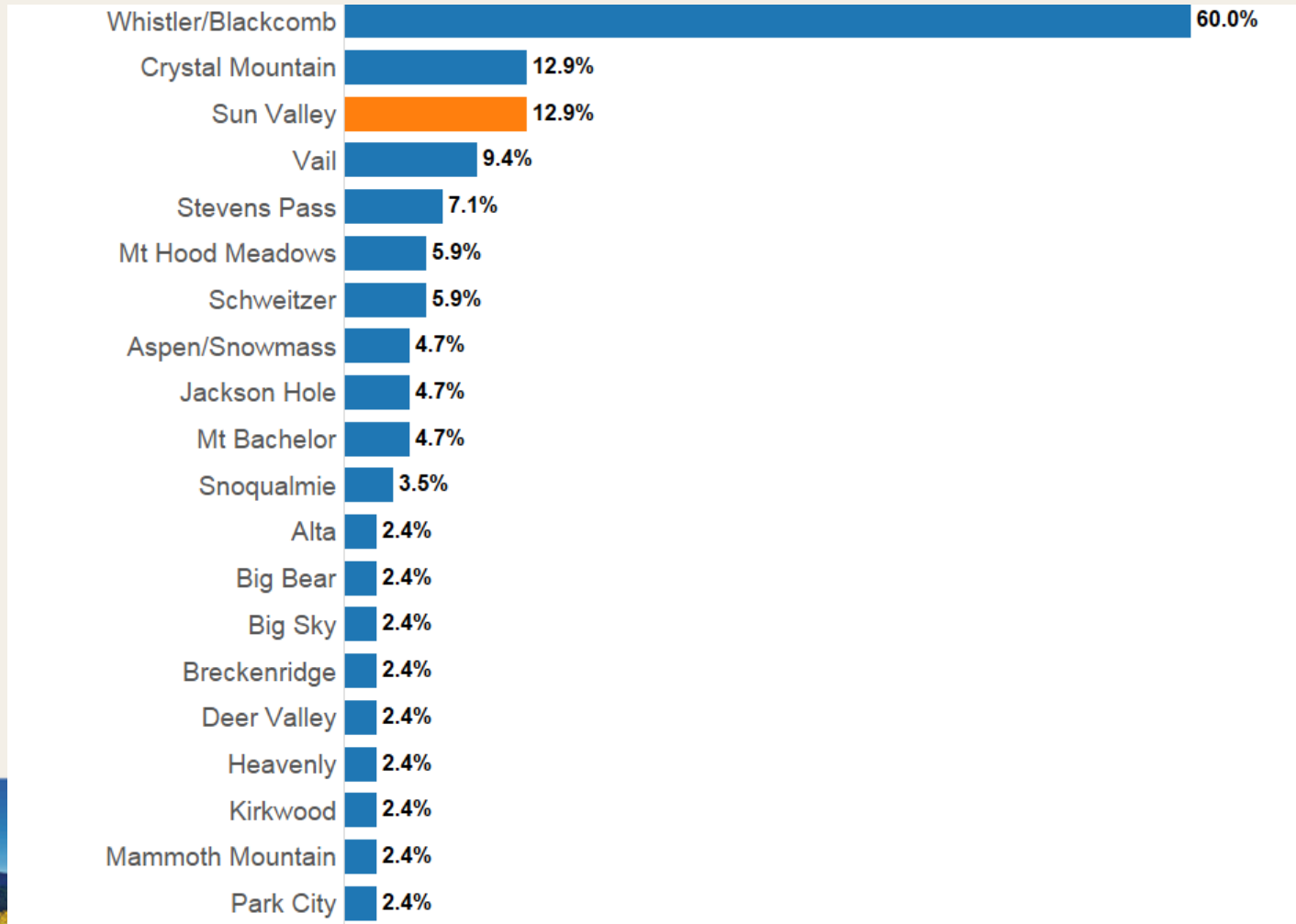
Summary and Conclusions



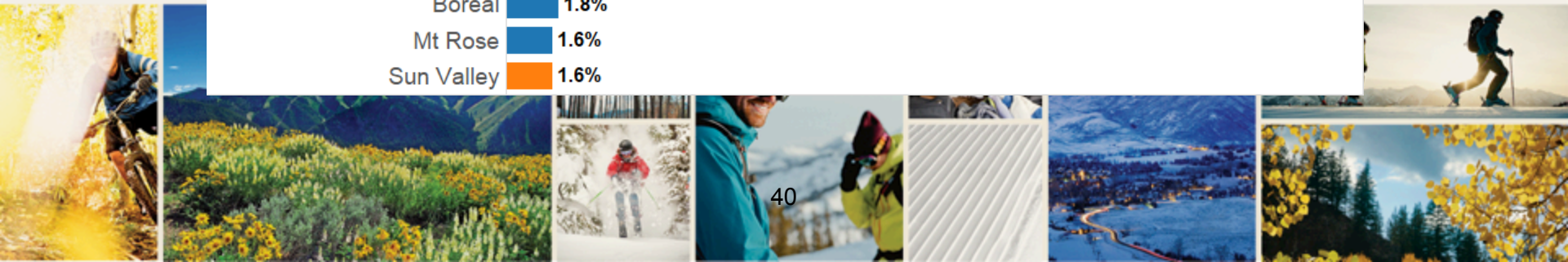
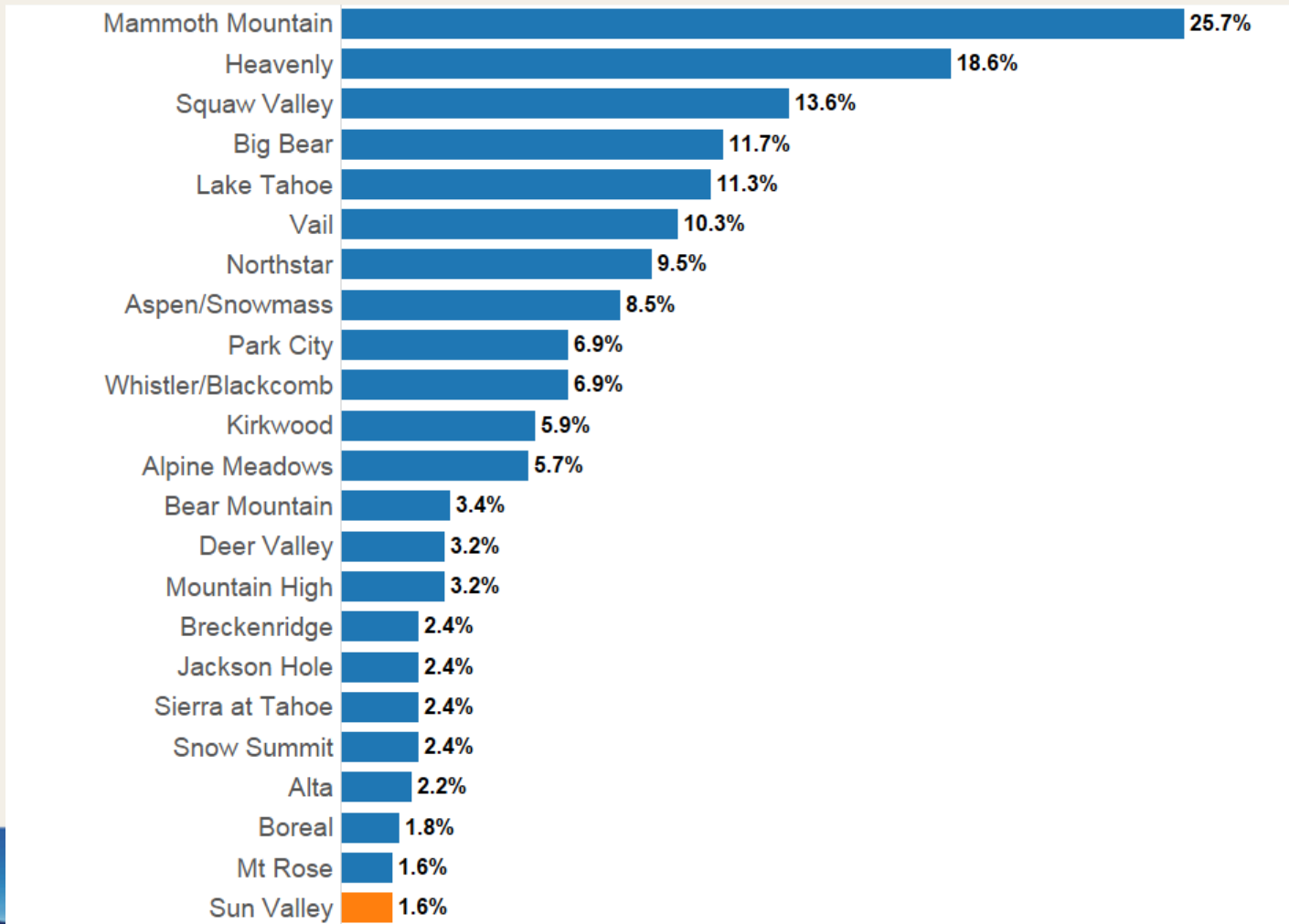
- Access is still a negative for Sun Valley. There is a perception that access is also difficult once you are here
- Sun Valley has a positive reputation; however, reputation is not an important motivator
- Sun Valley is still perceived as an expensive destination and value is an important motivator
- Consideration of Sun Valley increases with skier ability



Top of Mind Awareness for WA Skiers



Top of Mind Awareness for CA Skiers



Recent Accolades for Sun Valley

- Top 10 Bump Runs in the USA
- The 10 Best Ski Town Night-life in the USA
- The 20 Coolest Towns in the USA
- Love Golf and Tennis? These 10 Resorts are Winners.
- 10 of the Best Fall Festivals to Celebrate the Season
- America's 10 Best Mountain Bike Towns
- 30 Highest Value Getaways (Fall)
- 10 Most Luxurious Ski Resorts in the World
- Ski Magazine
- Snowboarder Magazine Feature



Questions?





SUN VALLEY AIR SERVICE BOARD

Anniversary Date	10/1/15 – 10/1/16
Company	ICRMP
Annual Premium	\$1,122

COVERAGE:

LIABILITY:

Each Occurrence	\$3,000,000
Premises and Operations Medical – Each Person	\$ 5,000
Each Accident	\$ 100,000
Law Enforcement – Each Occurrence	\$3,000,000
Auto Liability – Each Occurrence	\$3,000,000
Auto Medical Payments – Each Person	\$ 5,000
Each Accident	\$ 100,000
Uninsured/Underinsured Motorist	\$ 300,000

ERRORS AND OMISSIONS:

Errors and Omissions – Per Occurrence	\$3,000,000
Employee Medical Insurance Benefit Liability	\$3,000,000

CRIME INSURANCE:

Employee Dishonesty	\$ 500,000
Monies and Securities (within premises)	\$ 500,000
Monies and Securities (outside premises)	\$ 500,000
Money Order and Counterfeit Paper Currency	\$ 500,000
Depositors Forgery	\$ 500,000

Deductible \$500



BOILER AND MACHINERY:

Damaged Property:	
Off-Premise Property Damage	\$ 100,000
Data or Media	\$ 100,000
Ammonia Contamination	\$1,000,000
Consequential Loss	\$1,000,000
Hazardous Substance	\$ 500,000
Water Damage	\$2,500,000
Fungus	\$ 15,000
Expediting Expenses	\$2,500,000
Business Income – Included in Annual Aggregate	
Spoilage Damage	\$1,000,000
Utility Interruption	\$2,500,000
Newly Acquired Premises	\$5,000,000
Ordinance or Law	\$5,000,000
Errors and Omissions	\$10,000,000
General Aggregate	\$100,000,000
Deductible	\$ 500

CHEMICAL SPRAYING LIABILITY:

Spraying Liability	\$ 500,000
Medical Payments – Each Person	\$ 5,000
Each Accident	\$ 10,000
Emergency Clean-Up Expense	
Each Person	\$ 5,000
Each Accident	\$ 10,000

FLOOD AND EARTHQUAKE:

Flood – In the Aggregate Annually for all Icrmp Members	\$50,000,000
High Hazard Areas (A&V)	\$ 5,000,000
Moderate Hazard (B&X)	\$25,000,000
Earthquake – In the Aggregate Annually for all Icrmp Members	\$50,000,000



PROPERTY:

Buildings, Structures and Personal Property – Schedule of Values

Architect Fees	\$ 250,000
Fine Arts	\$ 500,000
Ordinance Deficiency	\$5,000,000
Preservation of Property	\$ 25,000
Property in Course of Construction – New	\$ 100,000
Repairs or Renovations of Existing	\$1,000,000
Service Animals	\$ 10,000
Auto/Mobile Equipment – Physical Damage	\$1,000,000
Operational Disruption Expense	\$1,000,000
Valuable Papers and Records	\$ 100,000

Deductible \$500

Policy Year 2015-2016

PUBLIC ENTITY

Multi-Lines

Insurance Policy



Sun Valley Air Service Board

Idaho Counties Risk Management Program,
UNDERWRITERS

3100 Vista Avenue, Suite 300, Boise, ID 83705 Phone: (208) 336-3100 Fax: (208) 336-2100





**JOINT POWERS SUBSCRIBER
AGREEMENT**

**APPROVED BY BOARD OF TRUSTEES
FOR USE AFTER FEBRUARY 2, 2015**

JOINT POWERS SUBSCRIBER AGREEMENT

Idaho Counties Risk Management Program, Underwriters

THIS AGREEMENT is entered into pursuant to the provisions of Idaho Code, Sections 67-2326 through 67-2333, relating to the joint exercise of powers among political subdivisions of the State of Idaho, by political subdivisions of the state of Idaho as defined by the Idaho Tort Claims Act, as subscribers to counterparts of this Agreement, for the purpose of operating a separate legal entity to be known and designated as the Idaho Counties Risk Management Program, Underwriters, hereinafter referred to as "ICRMP". At the time of making of this Agreement, ICRMP is considered by the Idaho Department of Insurance to be a reciprocal insurer organized pursuant to provisions of Idaho Code, Title 41, Chapter 29.

It is AGREED among the MEMBERS of ICRMP all of which have accepted this Agreement or to a prior counterpart, that by virtue of accepting the terms of this version of the Joint Powers Subscriber Agreement, by approving a prior counterpart and subsequently renewing participation after changes to a prior counterpart have been implemented by the Board of Trustees or by paying a Member contribution as billed, as follows:

WHEREAS, POLITICAL SUBDIVISIONS of the State of Idaho have the authority to purchase liability insurance for themselves and their employees pursuant to Idaho Code §6-923 and to contract for property and other insurance coverage as they deem necessary or proper pursuant to Idaho Code §67-2328; and

WHEREAS, it is to the mutual benefit of POLITICAL SUBDIVISIONS to join together to establish the legal entity created by this Joint Powers Agreement (JPA) to accomplish the purposes hereinafter set forth; and

WHEREAS, the MEMBERS have determined that there is a need for POLITICAL SUBDIVISIONS to jointly create an insurance and risk management program; and

WHEREAS, the laws of the State of Idaho authorize the formation of what has been classified as a reciprocal insurer by POLITICAL SUBDIVISIONS without abrogating any privileges or immunities accorded to them by law;

NOW, THEREFORE, BE IT AGREED, in consideration of the mutual advantages, obligations and benefits to each POLITICAL SUBDIVISION and the mutual covenants herein contained, the MEMBERS of ICRMP, with the consent and concurrence of the subscribing POLITICAL SUBDIVISION, agree as follows:

ARTICLE I. DEFINITIONS.

As used in this Agreement, the following terms shall have the respective meanings hereinafter set forth:

- (1) **ICRMP (PROGRAM).** The Idaho Counties Risk Management Program, Underwriters, a pooled insurance and risk management program established pursuant to the statutes of this state by this Joint Powers Subscriber Agreement and licensed as a reciprocal insurer pursuant to Idaho Code Title 41, Chapter 29.
- (2) **BOARD.** The Board of Trustees of ICRMP, which shall serve as the Subscribers' Advisory Committee, as such is required by Idaho Code Title 41, Chapter 29.
- (3) **MEMBERS.** The POLITICAL SUBDIVISIONS, as defined in Section 6-902(2), Idaho Code, which qualify and agree to the terms of this JPA, as such may be revised upon approval by the Board of Trustees from time to time.
- (4) **JOINT POWERS SUBSCRIBER AGREEMENT (JPA).** This Agreement, wherein political subdivisions agree to participate in the insurance and risk management offerings of ICRMP as set forth by the BOARD.

ARTICLE II. ESTABLISHMENT, MAINTENANCE AND PARTICIPATION IN ICRMP.

The Idaho Counties Risk Management Program, Underwriters, a separate Joint Powers Entity, was created through a JPA by numerous counties of the state of Idaho with an initial effective date of November 29, 1985. The JPA has been subsequently amended numerous times during the history of the PROGRAM. This JPA is intended to continue the organization and operation of ICRMP into future years upon the foundation laid by prior joint powers and subscribers' agreements. The public entity named on the concluding page of this JPA, a political subdivision of the State of Idaho, upon approval of payment of an allocated MEMBER contribution will become a MEMBER of the Idaho Counties Risk Management Program, Underwriters (ICRMP) with all rights and duties associated therewith. This Agreement supersedes all prior ICRMP JPAs and will become effective for all MEMBERS on the date identified in the footer of this version of the JPA upon acceptance of the tender of continued participation offered during the annual renewal process. Changes to the JPA are deemed accepted either by express action by the governing board or by renewing participation in the PROGRAM by paying the allocated MEMBER contribution for a succeeding year. The rights and privileges of any withdrawing Member will be governed by the JPA in effect for the final year of any Member's participation.

ARTICLE III. PURPOSES AND DURATION.

- (1) The purposes of ICRMP are to provide an insurance and risk management program and to assist MEMBERS to prevent and reduce losses to MEMBERS' property and injuries or harm to persons or property which might result in claims being made against MEMBERS, their employees, officers, or agents, whether appointed, employed, elected or serving as recognized volunteers.
- (2) It is the intent of the MEMBERS of ICRMP to create a separate entity of unlimited duration that will administer an insurance and risk management program and use funds contributed by MEMBERS to defend and indemnify, in accordance with this Agreement and the issued policy(ies) of insurance, any ICRMP MEMBER against stated liability or loss, to the limits of the insurance policy issued by or procured through ICRMP. It is also the intent of the MEMBERS to have ICRMP provide continuing stability and availability of needed insurance coverage at reasonable costs and to provide education and training to ICRMP MEMBERS in the interest of meeting the challenges of local governance. All income and assets of ICRMP shall be at all times dedicated to the ultimate benefit of its MEMBERS in matters of risk and insurance, inclusive of services and issues not directly addressed by ICRMP-issued policies.
- (3) It is the intent of the MEMBERS of ICRMP that the PROGRAM serve as a vehicle for cooperative undertakings for all program MEMBERS, or selected groups thereof, to share the costs of certain required or desired insurance or risk-related obligations which the MEMBERS desire to study or implement. In implementation of any such programs, the participating MEMBERS shall bear the allocated costs of carrying out the purposes of the program(s).

Participation in ICRMP shall be comprised of those POLITICAL SUBDIVISIONS that have approved this Agreement or one of its prior iterations or that have agreed to pay the required MEMBER contributions. MEMBERS agree to the admission of future MEMBERS in accordance with provisions of the JPA and acknowledge that they shall have no right to object to the addition of such MEMBERS provided they are admitted in accordance with the terms hereof. This Agreement shall be automatically renewed, annually or periodically, consistent with BOARD-established policy terms, unless the provisions for withdrawal, expulsion or termination are applied in compliance with the terms of this agreement or adopted BOARD policy. No insurance will be provided unless the allocated MEMBER contribution is paid when due. The BOARD, or the Executive Director, as delegated by the BOARD, is authorized to attach conditions to entry into ICRMP membership or to maintenance of membership in ICRMP in the interest of protecting the shared interests of participating MEMBERS. Such conditions may include contribution surcharges, coverage limitations, reductions of limits or other methods designed to recognize risk exposure or to protect the shared interests of other PROGRAM participants.

ARTICLE IV. MANNER OF FINANCING.

Financial operations of ICRMP shall be committed to the sound discretion of the BOARD with the primary intent being the long-term solvency of the PROGRAM. Financial contributions from MEMBERS shall be determined by the BOARD of ICRMP working through the Executive Director, considering, among other factors, risk exposure, loss experience, net operating expenditures, property ownership, costs of administering claims, costs of providing risk management services, participation in risk reduction programs, conduct by officials and other appropriate or necessary costs of program administration .

ARTICLE V. NON-WAIVER OF GOVERNMENTAL OR OTHER IMMUNITY.

MEMBERS of ICRMP, by participation in this PROGRAM, do not waive any immunities or limitations of liability provided to political subdivisions or their employees by any law of this state or nation.

ARTICLE VI. ICRMP POWERS AND DUTIES.

The powers of ICRMP to perform and accomplish the purposes set forth above shall, within budgetary limits and procedures set forth in this Agreement and as otherwise established by the BOARD, be to:

- (a) Employ agents, employees and independent contractors.
- (b) Purchase, sell, encumber and lease real property; to incur obligations on behalf of the PROGRAM to the extent permitted by Idaho statutes and the Idaho Constitution; and to purchase, sell, or lease equipment, machinery, and personal property.
- (c) Invest funds as allowed by Idaho statutes.
- (d) Carry out educational and other programs relating to risk management, including the prerogative to offer discounts or credits upon demonstrating compliance with standards for BOARD-approved risk reduction methods or plans.
- (e) Create, collect funds for, and administer an insurance and risk management program.
- (f) Purchase excess insurance and/or reinsurance to supplement the self-insured retention.
- (g) Establish reasonable and necessary loss reduction and prevention recommendation procedures to be followed by the MEMBERS.
- (h) Provide insurance-related services, risk management, loss control, underwriting and claims adjustment or to contract for such services, including the defense and settlement of claims, subject to specific limitations and/or restrictions, which may be imposed and adopted by the BOARD.
- (i) Carry out such other activities as are necessarily implied or required to carry out the purposes of ICRMP specified in Article III of this Agreement, even though such undertakings might not be known at the time of entering into this Agreement, or might not be included within the specific powers enumerated in this Article.
- (j) Sue and be sued.
- (k) Enter into contracts.

- (l) Reimburse BOARD members for reasonable and approved expenses incurred in attending to BOARD responsibilities.
- (m) Provide security, insurance or bonds regarding the official responsibilities of all officers, BOARD members and employees of ICRMP.
- (n) Borrow funds with approval by the BOARD as necessary for current operating purposes, so long as repayment is achieved before the conclusion of the subsequent fiscal year.
- (o) Take appropriate steps to protect pool resources from careless or reckless conduct by ICRMP MEMBERS or by individual public officials of Member entities.
- (p) Establish terms and conditions of initial or continued Membership in the ICRMP Program.

ARTICLE VII. PARTICIPATION.

Any MEMBER of ICRMP shall be permitted to participate in the activities of ICRMP as authorized by this Agreement or pursuant to decisions by the Board of Trustees. MEMBER participation in ICRMP activities concerning the respective rights and responsibilities of any particular MEMBER shall require the approval of the governing board of that MEMBER.

ARTICLE VIII. MEMBERS' RIGHTS AND OBLIGATIONS - DISPUTE RESOLUTION PROCEDURES.

- (1) The individual MEMBERS of ICRMP, acting through their respective governing boards, shall have the right to:
 - (a) Petition the BOARD to be heard regarding any aspect of the PROGRAM operation in accordance with internal dispute resolution procedures approved by the BOARD or as otherwise determined in accordance with procedural guidelines authorized by the BOARD or the Chairman of the BOARD as circumstances warrant.
 - (b) Withdraw from PROGRAM participation at any time authorized by this Agreement. MEMBERS recognize that the PROGRAM is managed for long-term participation and that agreements that support PROGRAM operation are of one-year or longer duration. Consequently, early withdrawal from the PROGRAM during the course of a policy year may be subject to additional financial obligation for the withdrawing MEMBER as determined by the BOARD.
 - (c) After renewing its membership in ICRMP at least once, to nominate, recommend or vote concerning selection of a representative to serve on the BOARD of ICRMP as provided by this JPA.

(2) The obligations of MEMBERS of ICRMP shall be as follows:

- (a) To pay promptly all MEMBER contributions to ICRMP at such times and in such amounts as shall be established by the BOARD pursuant to this Agreement. Any delinquent payments may incur interest, penalties or other financial consequences as determined by resolution of the ICRMP Board of Trustees. Insurance coverage and other services will not continue for MEMBERS that are delinquent in payment of contribution amounts according to the terms of this Agreement and any related resolution approved by the Board of Trustees. Notice of termination of coverage or of services, for non-payment or otherwise, will be provided in writing in compliance with Idaho Department of Insurance requirements.
- (b) To allow the PROGRAM and its agents, officers and employees reasonable access to all premises of the MEMBER and all records, including but not limited to financial and administrative records, as reasonably required for the administration of ICRMP and the effective handling of claims threatened or brought against MEMBERS.
- (c) To cooperate fully with the PROGRAM'S attorneys, claims adjusters and any other agent, employee, or officer of ICRMP in activities relating to the purposes and powers of ICRMP.
- (d) To make good faith efforts to follow the safety, loss reduction and prevention recommendations expressed by the PROGRAM and to cooperate in risk reduction strategies proposed or required by the PROGRAM.
- (e) To report to ICRMP immediately all incidents or occurrences that could reasonably be expected to result in ICRMP being required to consider a claim against the MEMBER, its agents, officers, or employees, or for losses to MEMBER'S property within the scope of coverage undertaken by ICRMP.
- (f) To report to ICRMP as soon as reasonably possible, by way of the public entity's insurance agent or otherwise, in accordance with the issued Policy of Insurance and related guidelines, the addition of new programs, facilities and equipment or the significant reduction or expansion of existing programs, facilities and equipment or other acts that could cause material changes in the MEMBER'S risk of property or liability-related loss exposure.
- (g) To provide ICRMP periodically and consistent with Policy terms, but in no instance less frequently than annually, in accordance with the issued Policy of Insurance, with information on the value of buildings and contents and other real and personal properties. Each MEMBER is obliged to cooperate with the PROGRAM *via* its independent insurance agent.

(h) To utilize BOARD-approved dispute resolution procedures regarding any contest or disagreement regarding a provision or scope of coverage pursuant to the insurance program/policy or any other aspect of PROGRAM operation, prior to addressing any such disagreement to a state or Federal administrative agency or prior to initiating legal action against ICRMP. MEMBERS expressly agree to follow the internal dispute resolution procedures adopted by the BOARD before contesting administrative determinations, coverage or claims non- payment issues in a court of law or before a regulatory agency. Such procedures require MEMBERS to thoroughly disclose any bases for such disagreement in writing to the BOARD prior to being heard in the process of resolving any such dispute. MEMBER expressly agrees that failure to exhaust the internal dispute resolution procedures established by the BOARD constitutes a material breach of this JPA. MEMBER further agrees not to initiate legal action against the PROGRAM or initiate contested procedures before any state or Federal regulatory agency regarding any dispute with the PROGRAM until said dispute resolution procedure has reached its conclusion before the BOARD within a reasonable timeframe. MEMBER agrees that ICRMP may enforce this provision by seeking the remedy of specific performance in a court of competent jurisdiction. A MEMBER that pursues a remedy in court or before a regulatory agency agrees to reimburse the PROGRAM its reasonable costs and attorney fees incurred in defense of any such suit or administrative proceeding if the matter has not first been brought to the BOARD pursuant to this dispute resolution procedure. The restrictions contained in this subsection may be waived by mutual agreement of the PROGRAM and the MEMBER.

(3) The basic elements of the dispute resolution procedure within ICRMP shall include the following:

(a) Filing a written statement by the MEMBER stating the specific basis for disagreement with a decision by the Executive Director or BOARD regarding aspects of PROGRAM operation or contribution requirements, provision of coverage or non-payment of a claim for money damages. Such filing shall be followed promptly by a conference with the Executive Director, in person or by telephone, to attempt to resolve the stated differences. The Executive Director shall thereafter respond to the MEMBER in writing not more than ten (10) business days after the conference. Such written response shall set forth the basis of the Executive Director's decision concerning the contested matter. If the matter contested involves a decision originally made by the BOARD, the request for BOARD consideration can be routed directly to the BOARD if the Executive Director lacks authority to revise a BOARD-established policy, practice or result.

(b) Following receipt of the Executive Director's written response, MEMBER may appeal the determination of the Executive Director to the BOARD. Any such appeal shall be made in writing setting forth the specific basis for the

appeal and the particular reasons for the disagreement with the determination of the Executive Director. When an appeal is received at least fourteen (14) days prior to a BOARD meeting, it will be included on the next BOARD agenda. If an appeal is not received at a time that allows it to be timely placed upon the agenda of the next BOARD meeting, the MEMBER and Executive Director, working in consultation with the Chairman of the BOARD, shall determine whether the matter is of such importance and urgency that it requires the call of a special BOARD meeting or whether it can be addressed at the next regularly scheduled BOARD meeting without irreparably harming the MEMBER. If a MEMBER insists upon the call of a special meeting by formal action of its governing board, a special meeting of the BOARD shall be called to hear the appeal.

- (c) The BOARD shall hear oral presentations, not in excess of one hour each, by the MEMBER and the Executive Director, or those designated by the Executive Director, should either or both desire. After hearing from both parties, the BOARD shall decide the controversy and shall tender its decision in writing within thirty (30) days. In doing so the BOARD may consult independently, or through the Executive Director, with legal advisers and/or consultants. The decision of the BOARD shall be final, unless reconsideration is requested by the MEMBER and approved for reconsideration by the BOARD. Until a final decision is made pursuant to the procedures set forth in this Article, no MEMBER may initiate or institute legal action against ICRMP or its officers, employees or agents arising out of the performance of this Agreement or the contract of insurance issued pursuant to this Agreement. Nor shall a contested matter be initiated by a MEMBER before a state or federal administrative agency without completing the dispute resolution procedure set forth herein.
- (d) The BOARD reserves the right to vary the foregoing procedures in a mutually agreeable manner, as necessary to accommodate the interests of ICRMP, its MEMBERS, or others with an interest in the just resolution of differences regarding PROGRAM operation.

ARTICLE IX. MEMBER CONTRIBUTIONS.

The BOARD of ICRMP shall institute methods to establish annual or periodic contribution amounts for MEMBERS. The PROGRAM may change contribution amounts charged to any MEMBER from year to year to reflect changes in PROGRAM operating costs, changes in risk resulting from operational changes, changes in property values or ownership, reevaluation of operating risks MEMBER conduct concerning exposures or risks or refusal to participate in or willful violation of safety or loss prevention programs or for other reasons established by the BOARD. Conversely, the PROGRAM may offer contribution amount discounts for any MEMBER that faithfully participates in loss prevention and safety programs or for other reasons established by the PROGRAM. Each MEMBER'S contribution amount shall

be calculated in accordance with rate determination methods approved by the BOARD for any Policy Year, unless additional coverage is requested by the MEMBER. While the BOARD's rate determination methods must have the objective for each MEMBER's contribution to not be inadequate, excessive or unfairly discriminatory, relative to the assessable risk of each MEMBER and the PROGRAM, MEMBERS acknowledge that rate-setting involves risk and exposure assumptions which are not purely formulaic and which rely on the professional judgment of the BOARD and BOARD's advisors. No MEMBER may be further assessed during a Policy Year unless in response to a material change in property or activities not disclosed or addressed at the time of annual renewal. Additional contribution amount may be charged when changes are made to covered property or activities during the course of a year. The PROGRAM reserves the right to condition continued participation by any MEMBER upon compliance with specific performance requirements, payment of modified deductible amounts and such other measures as the PROGRAM deems necessary or appropriate. The PROGRAM also reserves, in compliance with Article XVIII, the right to discontinue membership or diminish coverage or limits or increase the self-insured responsibility of any MEMBER that does not cooperate with PROGRAM goals, objectives, or requirements or that acts without regard to consequences concerning matters that affect ICRMP and its MEMBERS.

ARTICLE X. BOARD OF TRUSTEES – ELECTION AND REPRESENTATION.

The BOARD of Trustees shall be comprised of nine (9) elected public officials, upon the initial effective date of this iteration of the JPA, six (6) of whom shall be county commissioners and three (3) who shall hold elective office in other POLITICAL SUBDIVISIONS. The electoral/appointive boundaries for designated BOARD members shall be organized as follows:

County District I: Counties of Boundary, Bonner, Kootenai, Benewah and Shoshone.

County District II: Counties of Latah, Clearwater, Nez Perce, Lewis and Idaho.

County District III: Counties of Adams, Valley, Washington, Payette, Gem, Boise, Canyon, Ada, Elmore and Owyhee.

County District IV: Counties of Camas, Blaine, Gooding, Lincoln, Jerome, Minidoka, Twin Falls and Cassia.

County District V: Counties of Bingham, Power, Bannock, Caribou, Oneida, Franklin and Bear Lake.

County District VI: Counties of Lemhi, Custer, Clark, Fremont, Butte, Jefferson, Madison, Teton and Bonneville

Region I: Elected official of a city from within Districts I, II, and III elected by all Member cities in the Region .

Region II: Elected official of a city from within Districts IV, V and VI elected by Member cities in the Region.

Special District Member: Elected official of any MEMBER other than a county or city, selected by a vote of the Board, chosen from nominees submitted by non-county or non-city MEMBERS.

Each member of the BOARD shall be either a commissioner elected from a MEMBER County, an elected official of a MEMBER city or other POLITICAL SUBDIVISION, and shall serve for a period of two (2) years, or until a successor is elected or appointed. Four (4)

members of the BOARD (even-numbered County Districts and the Region II seat) shall be elected for two (2) year terms in the final months of odd-numbered years, while another five (5) members of the BOARD (odd-numbered County Districts and the Region I seat plus the Special District Member) shall be elected/appointed for two (2) year terms in even-numbered years. For purposes of this Agreement, a "Board Seat" shall be defined as the position on the ICRMP Board of Trustees designated for and occupied by the representative duly elected or appointed from a District, Region or statewide, respectively, as outlined in this Section. The Executive Director shall administer the election process in order to allow election results to be canvassed by the BOARD during its December meeting. The respective boards of county commissioners of each MEMBER county may cast a ballot for their District member of the BOARD; governing boards of cities may vote for regional City representatives and Special District Member candidates may be nominated by governing boards of Member Special Districts. Valid ballots must be received by ICRMP at a time and place specified by the Executive Director prior to the BOARD's final meeting each calendar year. Each member of the BOARD shall serve from the date of the first BOARD meeting in the year succeeding his election/appointment through the conclusion of his/her term when a succeeding BOARD member is seated or for another term if the BOARD member is re-elected/reappointed.

Article XI. REMOVAL OF BOARD MEMBER

At any time during the course of service of an elected BOARD member such member may be removed by the PROGRAM MEMBERS that elected such BOARD member by either of two (2) means. The first method by which an elected BOARD member's continued service may be submitted to his constituent electors is by receipt of a petition of no confidence approved by the respective governing boards of MEMBER entities equal to at least one-half (1/2) of the number of votes received by the BOARD member when the BOARD member was most recently elected to the BOARD. Any such petition shall succinctly set forth the reasons of misconduct, personal behavior, wrongdoing, failure to exercise diligence or failed representation that justifies a no-confidence/removal election.

The second alternative to refer a BOARD member's continued service to his constituent electors would be a no-confidence declaration by members of the ICRMP BOARD. By majority vote of no confidence, exclusive of the BOARD member in question, the BOARD may choose to submit the question of continued service by an elected BOARD member to the BOARD member's constituent electors, stating in any motion to proceed with such election the express reasons therefor. Any BOARD member appointed to fill the remainder of an elected member's term shall be treated as an elected BOARD member.

In the event of receipt of a qualifying no-confidence petition, or following a no-confidence vote by the ICRMP BOARD, the question to be presented to a BOARD member's constituent electors shall be whether the identified BOARD member should continue to serve on the BOARD. The reasons for no-confidence stated in the petition from dissatisfied MEMBERS or expressed in the motion by BOARD shall be included in election materials sent to constituent electors along with a statement prepared by the BOARD member in response. Neither message shall exceed three hundred (300) words. Voting in any such election shall be open for at least

twenty-one (21) days from the date ballots are first mailed. The Executive Director shall establish a time and date-certain by which all ballots must be received. Votes shall be tallied by the Executive Director or his designee(s). A majority of lawful votes cast shall determine the outcome. If a no-confidence vote results in removal of BOARD member, the seat may be refilled by BOARD appointment until the next election wherein a replacement can be elected to fill a new term or the remainder of the prior term, whichever is applicable.

Any BOARD Member holding an appointive or *ex-officio* non-voting position may be removed by majority vote of the BOARD for reasons of misconduct, personal behavior, wrongdoing or failure to exercise diligence after providing the BOARD Member a written statement of concerns and allowing the BOARD Member an opportunity to be heard by the BOARD. In the circumstances of such proceedings, a BOARD Member facing possible removal shall be entitled to written notice of the concerns no less than seven (7) calendar days prior to BOARD action and the hearing opportunity for the subject BOARD Member shall be no less than one (1) hour in duration.

ARTICLE XII. POWERS AND DUTIES OF THE BOARD OF TRUSTEES.

The BOARD shall have the following powers and duties to:

- (1) Annually elect a chairman and vice-chairman. Each officer shall serve until his or her successor is elected.
- (2) Admit or expel MEMBERS, or to condition continued participation in the PROGRAM, in accordance with this Agreement.
- (3) Establish procedures for determining contribution amounts and authorizing payment procedures for MEMBERS.
- (4) Establish the insurance and risk management program design.
- (5) Provide for selection of all personnel and contractors necessary for the administration of ICRMP, including the appointment of an Executive Director to supervise the business of the PROGRAM and carry out other functions delegated by the BOARD.
- (6) Establish a schedule for BOARD meetings.
- (7) Exercise all powers of ICRMP, except powers reserved to the MEMBERS.
- (8) Prepare, adopt and oversee ICRMP's budget.
- (9) Receive reports concerning PROGRAM activities and to make reports to the MEMBERS.
- (10) Provide for underwriting, claims and loss control procedures.
- (11) Provide for the investment and disbursement of funds.
- (12) Enact resolutions establishing procedures governing its own conduct and the powers and duties of its officers, not inconsistent with this Agreement and applicable provisions of law.
- (13) Provide to MEMBERS an annual report of operations and financial affairs.
- (14) Form committees and advisory panels; and to provide other services as needed by ICRMP. The BOARD shall determine the method of appointment and terms of members of committees and advisory panels.

- (15) Submit to MEMBERS an amended JPA upon adoption and at the date of periodic renewal, or otherwise, for re-adoption, express acceptance or payment of a member contribution by MEMBERS.
- (16) Dissolve ICRMP when BOARD action is accompanied by a two-thirds (2/3) vote of the entire then-current MEMBERSHIP, provided that a notice of intent to dissolve ICRMP shall be given to the Director of the Department of Insurance of the State of Idaho at least ninety (90) days prior to the proposed effective date. Like notice of such intent shall be provided to all MEMBERS at least thirty (30) days before any such vote regarding dissolution in compliance with title 41, Idaho Code and other applicable statutes. Assets remaining after discharge of its indebtedness and policy obligations, the return of any surplus made as provided in Idaho Code §41-2916, and the return of any unused premium, savings or credits then standing on subscribers' accounts, shall be distributed to its subscribers who were such within the twelve (12) months prior to the last termination of its certificate of authority, according to such reasonable formula as the director may approve pursuant to Idaho Code §41-2928.
- (17) Appoint or remove appointed or non-voting *ex-officio* members of the BOARD
- (18) Do or delegate all acts necessary and proper for the implementation of this Agreement.

ARTICLE XIII. ESTABLISHMENT OF LOSS PAYING FUND.

The PROGRAM shall endeavor to maintain available funds in amounts the BOARD deems reasonably sufficient to annually provide the resources necessary to fund ICRMP's general and administrative expenses, any reinsurance or excess insurance requirements, to pay the current year's claims and claims expenses and to sustain the financial stability of the PROGRAM, in addition to funds necessary to meet ICRMP's obligation to satisfy the requirements of any regulatory authority.

ARTICLE XIV. SCOPE OF COVERAGE.

- (1) ICRMP shall provide policy protection to each MEMBER as provided in the MEMBER'S policy of insurance. MEMBER acknowledges that the policy of insurance transfers risk of loss from the MEMBER to ICRMP subject to the terms, conditions and exclusions addressed by the policy. MEMBER acknowledges that not all risks are insurable and that any excluded risks are not transferred pursuant to this Agreement.
- (2) In the event that a claim or a series of claims exceeds the amount of coverage provided by the MEMBER's Policy, payment of valid claims shall become the sole and separate obligation of the individual MEMBER or MEMBERS against whom the claim was made and perfected by litigation or settlement. No Subscriber shall be entitled to a contribution from other MEMBERS beyond the annual amount obligated by this Joint Power Subscribers Agreement and the policy of insurance which complements it.

ARTICLE XV. MEETINGS OF THE BOARD OF TRUSTEES.

- (1) The BOARD may set a time and place for meetings in accordance with applicable law. All provisions of law applicable to public meetings shall be observed.
- (2) A majority of seated trustees shall constitute a quorum to do business. All formal acts of the BOARD shall require a majority vote of the trustees present and voting, unless otherwise required by law.
- (3) Because of the distance that separates the Trustees, the BOARD may conduct official business by telephone/video conference call. When a conference call meeting is convened the base of such meeting will normally be the ICRMP Building in Boise, Idaho. An alternative base meeting location may be designated by the Executive Director when necessary to effectively conduct BOARD business. At the base location a speaker phone shall be provided in order to allow the public to hear the discussion carried on by the BOARD. Executive session and notice provisions of the Open Meeting Law shall apply when appropriate or required.

ARTICLE XVI. LIABILITY OF BOARD OF TRUSTEES OR OFFICERS.

The trustees or officers of ICRMP should use ordinary care and reasonable diligence in the exercise of their powers and in the performance of their duties hereunder. They shall not be personally liable for any mistake of judgment or other action made, taken or omitted by them in good faith; nor for any action taken or omitted by any agent, employee or independent contractor selected with reasonable care so long as the actions or omissions complained of shall have taken place within the course and scope of their official duties. No trustee shall be personally liable for any action taken or omitted by any other trustee. The assets of ICRMP may be used to defend and indemnify any trustee, officer, agent or employee for actions taken by each such person in good faith within the scope of his or her authority for ICRMP as public officials in the state of Idaho. ICRMP may purchase insurance providing coverage for trustees, officers and employees.

ARTICLE XVII. WITHDRAWAL FROM MEMBERSHIP.

Any MEMBER may withdraw from ICRMP after the MEMBER'S initial one (1) year term by giving notice to the Executive Director, in writing, of its desire to withdraw. Any MEMBER may withdraw from ICRMP within thirty (30) days after the date that the PROGRAM gives notice in writing of an amendment to this Agreement or its accompanying policy of insurance by tendering to the Executive Director written notice of its intent to withdraw. The continuing rights of any withdrawing MEMBER shall be as set forth in the most recent JPA. A voluntarily withdrawing MEMBER shall be deemed to have forfeited any claim of right or equity to any portion of liquidated surplus or to any credit or dividend should any be declared by the Board of Trustees.

ARTICLE XVIII. EXPULSION OF MEMBERS - CONDITIONS OF CONTINUED PARTICIPATION.

- (1) Any MEMBER may be expelled at the initiation of the Executive Director or the BOARD at any time during a policy year for one or more of the following reasons:
 - (a) Failure to make any payments due to ICRMP.
 - (b) Willful failure to undertake or continue loss reduction or loss prevention recommendations by ICRMP.
 - (c) Failure to allow ICRMP reasonable access to all facilities and records of the MEMBER necessary for proper administration of ICRMP.
 - (d) Failure to fully cooperate with ICRMP's attorneys, claim adjusters or other agents, employees, or officers of ICRMP.
 - (e) Failure to carry out any obligation of a MEMBER which impairs the ability of ICRMP to carry out its purpose or powers.
 - (f) Exhibiting reckless behavior which causes claims which could have been avoided by prudent or responsible action.

- (2) No MEMBER expulsion shall be effective until at least thirty (30) days after notice from the Executive Director of the alleged failure of performance, however the notice of expulsion from the Executive Director may include exclusions from, or limitations on, coverage related to foreseeable willful actions addressing conduct of the MEMBER. Any such exclusions or limitations shall be effective immediately unless subsequently rescinded by BOARD action or modified by mutual agreement. Notice to a MEMBER shall state whether a cure is believed to be possible. The MEMBER may request, in writing, a hearing before the BOARD, either by telephone or in person, within fourteen (14) days of the notice provided by the Executive Director. MEMBERS must act through their governing board. Notices of expulsion or extraordinary exclusions or limitations of coverage are subject to the Dispute Resolution Procedure set forth in Article VIII. If a decision to expel, exclude or limit is affirmed after hearing, such date of expulsion or limitation shall relate back to the date of initial decision to expel by the Executive Director or the BOARD from which the notice of intent to expel derives. The rights of any expelled MEMBER shall be as set forth in this Agreement or upon such other terms and conditions as the BOARD may negotiate with the expelled MEMBER. Nothing in any policy of insurance shall contravene provisions of this JPA respecting separation from the PROGRAM.

- (3) Any MEMBER separating from ICRMP (withdrawing or expelled) shall not be entitled to any reimbursement of contribution amounts that have been paid unless otherwise required by provisions of applicable law. All claims relating to events occurring after the date of separation from ICRMP shall become the sole responsibility of the separated Subscriber. With respect to any Claims Made coverage provided to a MEMBER, any claims occurring or reported after the date of separation from ICRMP shall become the sole responsibility of the separated MEMBER. Any MEMBER expelled from the PROGRAM by action of the Board of Trustees shall have any entitlement to liquidation value provided pursuant to this JPA

reduced by the amount of ultimate net loss that exceeds the MEMBER's contributions for the period of liquidation rights established by the terms of the JPA then in effect. Such entitlement to liquidation value shall be payable only upon actual liquidation of the PROGRAM.

- (4) As an alternative to expulsion the BOARD or Executive Director may, at any time, condition continued participation in the PROGRAM upon compliance with specific terms and conditions established by agreement between the MEMBER and ICRMP. Conditions may include consultation requirements, increased deductible amounts, increased MEMBER contributions, restriction of coverage, diminishment of coverage limits and such other limitations as the BOARD may deem reasonable to protect the resources of ICRMP as allowed by applicable law.

ARTICLE XIX. BINDING CONTRACTUAL OBLIGATION.

This document shall constitute a JPA, a binding contract, among those POLITICAL SUBDIVISIONS that are MEMBERS of ICRMP. The terms of this Agreement may be enforced in court by ICRMP itself or by any of its MEMBERS, as respects its interests, subject to the terms and conditions of applicable laws and this Agreement. The consideration for the duties herewith imposed upon the MEMBERS to take certain actions and to refrain from certain other actions is based upon the mutual promises and agreements of the MEMBERS set forth herein and the Member contributions paid by Members. This Agreement shall be deemed approved by each MEMBER by payment of the required Member contribution or by subsequent renewal pursuant to procedures specified by law, the Executive Director or the BOARD. MEMBER asserts that it has complied with relevant laws and that it waives its ability to object to the binding nature of this Agreement by virtue of informalities in its approval. Except to the extent of the financial contributions to ICRMP agreed to herein, or such additional obligations as may come about through amendments to this Agreement, no MEMBER agrees or contracts herein to be held responsible for any claims in tort or contract made against any other MEMBER. The contracting parties intend in the creation of ICRMP to establish an organization for joint risk management only within the scope herein set out, and have not herein created as between MEMBER and MEMBER any relationship of general surety or indemnitor, nor by participating herein does any MEMBER otherwise assume responsibility for the debts of or claims against any other MEMBER.

ARTICLE XX. DISTRIBUTION OF PROPERTY, FUNDS AND SUPPLIES UPON DISSOLUTION OF ICRMP.

In the event of termination of this JPA such that ICRMP is dissolved, all unused consumable supplies, non-consumable supplies or other property or assets acquired by ICRMP shall be liquidated in a manner permissible by law, and the proceeds of such liquidation shall be disbursed to the then-current MEMBERS at a rate proportionate to each MEMBER'S *pro rata* share of the cumulative Member contributions paid to ICRMP for the most recent five (5) fiscal years. Said determination of net asset distribution shall be made in good faith by the BOARD subject to application of the business judgment rule.

ARTICLE XXI. SEVERABILITY.

In the event that any Article, provision, clause or other part of this Agreement should be held invalid or unenforceable by a court of competent jurisdiction, such invalidity or unenforceability shall not affect the validity or enforceability with respect to other Articles, provisions, clauses, applications or occurrences, and this Agreement is expressly declared to be severable.

ARTICLE XXII. POWER OF ATTORNEY - EXPENSES AND DUTIES.

- (1) To the extent required by Idaho Code Title 41, Chapter 29, and not inconsistent with applicable constitutional and statutory obligations and prerogatives, MEMBER hereby appoints Idaho Counties Risk Management Program, Underwriters (ICRMP), as its Attorney-in-Fact empowered to take all actions and execute all documents which are necessary or appropriate in carrying on the business of insurance through ICRMP on behalf of MEMBER. MEMBER agrees that the BOARD of ICRMP may delegate powers to an Executive Director in accordance with this JPA.
- (2) The Executive Director appointed by the BOARD is hereby empowered by the undersigned to accept service of process on behalf of ICRMP. The Director of the Department of Insurance of the State of Idaho is also authorized to receive service of process in actions against ICRMP upon contracts of insurance provided to Subscribers of ICRMP. Such authorization does not supersede the procedural requirements of this Agreement. The general services to be performed by the Executive Director shall include: (a) issuing, underwriting and servicing policies of insurance; (b) contracting with agents for sale and servicing of policies of insurance; (c) executing treaties of reinsurance or contracts of excess insurance; (d) providing risk management services and administering programs to diminish claims for damages and (e) supervising the investment policy of ICRMP. The Executive Director's obligations and liability shall be limited by the terms and conditions of ICRMP's JPA and by the Idaho Tort Claims Act.
- (3) The general items of expense to be paid by ICRMP shall include, but not be limited to: (a) losses and claims payments; (b) allocable claims expense; (c) governmental charges, license fees, and lawful taxes; (d) expenses incurred in auditing ICRMP's books and records; (e) contribution amount collection costs; (f) BOARD expenses; (g) premiums on reinsurance and excess insurance; (h) fees of investment counsel and direct investment expense; (i) salaries and expenses of officers and employees of ICRMP; (j) disbursement of dividends; (k) special expenses authorized by the Board of Trustees of ICRMP; (l) broker and agent commissions; (m) indemnity insurance premiums; (n) home and branch office expense; and (o) actuarial, auditing, legal, risk management and loss prevention expenses.
- (4) The Power of Attorney conveyed herein shall expire upon termination of all obligations of ICRMP. The policies of insurance issued by ICRMP are conditional upon payment of MEMBER contributions to ICRMP. The liability of each

MEMBER for the obligations of ICRMP shall be an individual, several and proportionate liability and not a joint liability. The liability of each MEMBER shall be limited as stated in this JPA provided, however, that in no event shall any MEMBER be required to contribute more than the amount authorized by applicable state statutes and constitutional provisions pursuant to which ICRMP is established.

ARTICLE XXIII. MISCELLANEOUS PROVISIONS - NOTICE.

- (1) The provisions of this Agreement shall be interpreted pursuant to the laws of the State of Idaho.
- (2) The parties hereto consent that courts in the State of Idaho shall have jurisdiction over any dispute arising under this Agreement after exhaustion of the dispute resolution procedures provided for herein. If reasonable attorney fees are incurred in enforcing provisions of this Agreement in a court of law, the prevailing party to such an action shall be entitled to reimbursement of its reasonable attorney fees.
- (3) No waiver of any breach of this Agreement or any provision herein contained shall be deemed a waiver of any preceding or succeeding breach thereof or of any of the other provisions herein contained. No extension of time for performance of any obligation or act shall be deemed an extension of time for performance of any other obligations or acts.
- (4) In the event that any provision of this Agreement is in conflict with or is incompatible with the MEMBER'S Policy issued hereunder, the terms and conditions of the MEMBER'S Policy shall prevail and take precedence.
- (5) This Agreement may be modified or amended by a written proviso authorized by the Board. Provided, however, no such modification shall be effective retroactively, nor as to any insurance contract or coverage issued prior thereto. Said modifications may be made effective during a Policy Year only to comply with applicable laws respecting operation of ICRMP or with express consent of the MEMBER. Changes may be made to the policy of insurance issued by ICRMP at any time during the policy year in accordance with rules or statutes governing the business of insurance within the State of Idaho. If a MEMBER does not accept changes made during a policy year, its sole remedy shall be to cancel future coverage, subject to a proportionate refund of any *pro rata* MEMBER contributions already paid, less equitable commission and administrative charges.
- (6) MEMBER agrees to hold ICRMP, its employees, contractors, and/or legal counsel, harmless and without liability to MEMBER from any claims arising out of loss control or related administrative activities undertaken for Subscriber's benefit. ICRMP assumes no responsibility for the lawful operation of MEMBER'S POLITICAL SUBDIVISION. MEMBER further agrees that communications with attorneys on the ICRMP staff or retained by the PROGRAM to assist a MEMBER to

resolve or avoid claims will remain confidential pursuant to the Attorney-Client privilege and that written materials generated as a consequence of such effort to assist MEMBER shall constitute attorney work product. MEMBER further agrees that the employees, contractors and/or legal counsel of ICRMP when acting in a loss control capacity are representing ICRMP, not MEMBERS, and that information obtained in such loss control capacity may be provided to ICRMP in order to carry out the purposes of this JPA.

- (7). All notices required to be given under this Agreement shall be delivered in writing. Notices by a MEMBER to ICRMP shall be sent to ICRMP'S principal place of business. Notices to any MEMBER shall be sent to the MEMBER'S last known address. In the event that any party to this Agreement desires to change its address, notice of change of address shall be sent to the other party by United States Mail in accordance with the terms and provision of this Article. Each MEMBER of ICRMP whether by initiating membership after October 1, 2013, or by renewing membership after October 1, 2013, hereby authorizes and consents to delivery of documents between itself and ICRMP by electronic means in accordance with provisions of Idaho Code §41-1851 or its successor unless it provides written notice to ICRMP that it declines to accept delivery of documents by electronic means.
- (8) Warranty of Eligibility – Each MEMBER authorizing participation in ICRMP by approval of this Agreement and execution by an authorized official hereby warrants that it is a political subdivision of the state of Idaho as defined by the Idaho Tort Claims Act and thereby eligible to be a MEMBER of ICRMP. By such warranty each MEMBER consents to its immediate separation from ICRMP participation upon discovery that it is not a qualifying political subdivision. Each MEMBER also agrees that it will indemnify ICRMP for any loss ICRMP may suffer by virtue of the inapplicability of privileges and immunities otherwise available to political subdivisions of the state of Idaho by virtue of the mischaracterization of any MEMBER as a qualified Idaho political subdivision.
9. Procedural standards established within this JPA shall serve functions frequently fulfilled by organizational by-laws. Other procedural requirements may be established by applicable state law. Additionally, nothing contained in this JPA shall prohibit the ICRMP Board of Trustees from adopting procedural standards or guidelines for the conduct of Board business or from authorizing administrative policies to guide ICRMP's internal affairs.

ARTICLE XXIV. EXECUTION AND ATTEST.

In Witness hereof, this Agreement is executed on the ____ day of _____ 20 __, by the undersigned who are duly authorized officer(s) of the Political Subdivision indicated below and by the Idaho Counties Risk Management Program, Underwriters (ICRMP), pursuant to action taken by the Governing Board of the MEMBER on the ____ day of _____ 20 ____ or by payment of the required Member contribution. Such payment of Member contribution, execution upon this Agreement or upon execution of a prior counterpart accompanied by continuing renewal shall constitute agreement by the POLITICAL SUBDIVISION to the terms and conditions of membership in ICRMP until proper written notice of withdrawal is provided or until a MEMBER is expelled as provided herein. An authorized signature or payment of Member contribution is required for new membership. Renewal occurs annually by issuance of a policy of insurance and payment of MEMBER CONTRIBUTION subject to the terms of the then-current JPA proffered by the ICRMP Board of Trustees in conjunction with insurance policy terms for the succeeding policy year.

POLITICAL SUBDIVISION: _____

By: _____
CHAIRMAN OF THE BOARD, MAYOR, OR OTHER
EXPRESSLY AUTHORIZED OFFICER

Title: _____

Attest/Witness: _____
CLERK OR OTHER AUTHORIZED OFFICER

ACCEPTED FOR THE IDAHO COUNTIES RISK MANAGEMENT
PROGRAM, UNDERWRITERS (ICRMP)

By: _____
EXECUTIVE DIRECTOR

PUBLIC ENTITY MULTI-LINES INSURANCE POLICY DECLARATIONS

ISSUED BY IDAHO COUNTIES RISK MANAGEMENT PROGRAM, UNDERWRITERS

Named Insured: **Sun Valley Air Service Board**
 Address: **PO Box 416**
Sun Valley, Idaho 83353

Policy Number: **35A15014022114**
 Policy Period: From: **October 1, 2015**
 To: **October 1, 2016**
 Both dates above at 12:01 AM

Application Date: **August 1, 2015**

Retroactive Date Section VI,
 Insuring Agreement 3: **February 21, 2013**

Member Contribution: **\$1,122**

Retroactive Date Section VIII: **February 21, 2011**

Retroactive Date Section XI: **October 1, 2014**

SECTION V – PROPERTY

<i>Insuring Agreements</i>	<i>Limit of Indemnification</i>	<i>Coverage Basis and/or Aggregate</i>	<i>Deductible</i>	
Buildings, Structures & Property, Mobile Equipment and Automobile Physical Damage				
Professional Fees	\$1,000,000	Per covered occurrence.	The first \$500 of any loss is applicable to Section V, Insuring Agreements 1 and 2, excepting flood and earthquake losses.	
Fine Arts	\$1,000,000	Per covered occurrence and/or in the aggregate for multiple occurrences in one policy year.		
Landscape Items	\$25,000	Per covered occurrence.		
Ordinance Deficiency	\$5,000,000	Per covered occurrence.		
Preservation of Property	\$250,000	Per covered occurrence.		
Newly Acquired Property	\$10,000,000	Per covered occurrence.		
Property in Course of Construction	\$1,000,000	Per covered occurrence.		
Property In Transit	\$1,000,000	Per covered occurrence.		
Service Animals	\$25,000	Per covered occurrence.		
Water/Sewer Backup	\$1,000,000	Per covered occurrence and/or in the aggregate for multiple occurrences in one policy year.		
Earth Movement	\$50,000,000	Per Covered occurrence and/or in the Annual Aggregate all Public Entity members combined in one policy year.		Earth Movement: The first \$25,000 of any loss. *Flood Type A: The first \$25,000 of any loss.
Flood Type A*	\$50,000,000	Per Covered occurrence and/or in the Annual Aggregate all Public Entity members combined in one policy year.		
Flood Type B**	\$5,000,000	Per Covered occurrence and/or in the Annual Aggregate all Public Entity members combined in one policy year.		
Operational Disruption Expense	\$2,500,000	Per covered occurrence and/or in the aggregate multiple occurrences in one policy year.		**Flood Type B: The first \$500,000 per building and first \$500,000 per contents.
Data Restoration Related to Operational Disruption Expense	\$250,000	Per covered occurrence and/or in the aggregate multiple occurrences in one policy year.		
Valuable Papers and Records	\$1,000,000	Per covered occurrence and/or in the aggregate multiple occurrences in one policy year.		
Data Restoration Related to Valuable Papers and Records	\$500,000	Per covered occurrence and/or in the aggregate multiple occurrences in one policy year.		

TOTAL SECTION V LIMIT OF INDEMNIFICATION IS \$200,000,000 PER OCCURRENCE LIMIT FOR ALL PROPERTY COVERAGES AND ALL LIMITS OF INDEMNIFICATION COMBINED FOR ALL PUBLIC ENTITY MEMBERS COLLECTIVELY.

----- SECTION VI – GENERAL LIABILITY -----

<i>Insuring Agreements</i>	<i>Indemnification Limit For Covered Claims Brought Pursuant to Title 6, Ch. 9, Idaho Code</i>	<i>Indemnification Limit for All Other Covered Claims</i>	<i>Defense Cost Limit for Covered Claims</i>	<i>Coverage Basis</i>
1. General Liability	\$500,000	\$3,000,000	\$2,000,000	Per covered occurrence.
City/County Prosecutors or Appointed City Attorneys serving as Independent Contractors	\$500,000	\$500,000	Included in above	
Sewer Backup, Mold & Fungus Abatement & Remediation	\$500,000	\$500,000	Included in above	
Fire Suppression Liability	\$500,000	\$500,000	Included in above	
2. Law Enforcement Liability	\$500,000	\$3,000,000	\$2,000,000	Per covered occurrence.
3. Sexual Molestation Liability – CLAIMS MADE COVERAGE – See Retroactive Date	\$500,000	\$3,000,000	\$2,000,000	Per Covered Claim.

----- SECTION VII – AUTOMOBILE LIABILITY -----

<i>Insuring Agreements</i>	<i>Indemnification Limit For Covered Claims Brought Pursuant to Title 6, Ch. 9, Idaho Code</i>	<i>Indemnification Limit for All Other Covered Claims</i>	<i>Defense Cost Limit for Covered Claims</i>	<i>Coverage Basis</i>
1. Automobile Liability (Outside State of Idaho)	\$500,000	\$3,000,000	\$2,000,000	Per covered accident.
Automobile Liability (Inside State of Idaho)	\$500,000	\$500,000	Included in above	
2. Automobile Medical Payments	\$5,000 \$100,000	\$5,000 \$100,000	Not Applicable	Each person. Each accident.
3. Uninsured / Underinsured Motorists	\$100,000 \$300,000	\$100,000 \$300,000	Included in above	Each person. Each accident.

----- SECTION VIII – ERRORS AND OMISSIONS CLAIMS MADE -----

<i>Insuring Agreements</i>	<i>Indemnification Limit For Covered Claims Brought Pursuant to Title 6, Ch. 9, Idaho Code</i>	<i>Indemnification Limit for All Other Covered Claims</i>	<i>Defense Cost Limit for Covered Claims</i>	<i>Coverage Basis</i>
1. Errors and Omissions CLAIMS MADE COVERAGE-See Retroactive Date	\$500,000	\$3,000,000	\$2,000,000	Per covered claim.
City/County Prosecutors Appointed City Attorneys serving as Independent Contractors		\$500,000	Included in above	
2. Employee Benefit Liability CLAIMS MADE COVERAGE- See Retroactive Date	\$500,000	\$3,000,000	Included in above	Per covered claim.
3. Employment Practices Liability CLAIMS MADE COVERAGE- See Retroactive Date	\$500,000	\$3,000,000	Included in above	Per covered claim.

INDEMNIFICATION LIMIT IN THE AGGREGATE FOR POLICY PERIOD SPECIFIED FOR SECTIONS VI, VII, VIII, XI and XII COMBINED IS \$5,000,000.

DEFENSE COST LIMIT IN THE AGGREGATE FOR POLICY PERIOD SPECIFIED FOR SECTIONS VI, VII, VIII, XI and XII COMBINED IS \$3,000,000.

..... SECTION IX – CRIME INSURANCE

<i>Insuring Agreements</i>	<i>Limit of Indemnification</i>	<i>Coverage Basis</i>	<i>Deductible</i>
1. Employee Dishonesty	\$500,000	Per covered occurrence.	The first \$500 of any loss in this section.
2. Loss Inside Premises	\$500,000	Per covered occurrence.	
3. Loss Outside Premises	\$500,000	Per covered occurrence.	

..... SECTION X – MACHINERY BREAKDOWN INSURANCE

<i>Insuring Agreements</i>	<i>Limit of Indemnification</i>	<i>Coverage Basis</i>	<i>Deductible</i>
1. Property Damage		Per covered occurrence.	The first \$500 of any loss in this section.
Off Premise Property Damage	\$100,000		
Data or Media (Property)	\$1,000,000		
Data or Media (Bus. Income & Extra Expense)	\$5,000,000		
Ammonia Contamination	\$1,000,000		
Consequential Loss	\$1,000,000		
Hazardous Substance	\$500,000		
Water Damage	\$2,500,000		
Fungus	\$15,000		
2. Expediting Expenses	\$2,500,000	Per covered occurrence.	
3. Business Income and Extra Expense	\$1,000,000	Per covered occurrence.	
4. Perishable Goods/Spoilage Damage	\$1,000,000	Per covered occurrence.	
5. Service Interruption	\$2,500,000	Per covered occurrence and 24 hour waiting period.	
6. Newly Acquired Premises	\$5,000,000	Per covered occurrence.	
7. Ordinance or Law	\$5,000,000	Per covered occurrence.	
8. Errors and Omissions	\$10,000,000	Per covered claim.	

TOTAL SECTION X LIMIT OF INDEMNIFICATION IS \$100,000,000 PER OCCURRENCE LIMIT FOR ALL MACHINERY BREAKDOWN COVERAGES AND ALL LIMITS OF INDEMNIFICATION COMBINED FOR ALL PUBLIC ENTITY MEMBERS COLLECTIVELY.

----- SECTION XI - CHEMICAL SPRAYING ACTIVITIES LIABILITY INSURANCE -----

<i>Insuring Agreements</i>	<i>Indemnification Limit For Claims Brought Pursuant to Title 6, Ch. 9, Idaho Code</i>	<i>Indemnification Limit for All Other Claims</i>	<i>Defense Cost Limit for All Liability Claims</i>	<i>Coverage Basis</i>
1. Chemical Spraying Activities Liability CLAIMS MADE COVERAGE See Retroactive Date	\$500,000	\$500,000	\$500,000	Per covered claim and/or in the aggregate for multiple claims.

----- SECTION XII - ENDORSEMENTS -----

<i>Insuring Agreements</i>	<i>Limit of Indemnification</i>	<i>Defense Cost Limit</i>	<i>Coverage Basis and/or Aggregate</i>	<i>Deductible</i>
1. Accidental Discharge of Pollutants Endorsement #1	\$50,000	Not applicable	Per covered occurrence and/or in the aggregate for multiple claims.	The first \$500 of any loss for Endorsement #1.
2. Terrorism Insurance Physical Damage/Loss Endorsement #2	\$50,000,000	Not applicable	In the aggregate annually for all ICRMP Members Collectively in the aggregate insured by this Policy.	The first \$25,000 of any loss for Endorsement #2.
3. Cyber Liability Endorsement #3 CLAIMS MADE COVERAGE Retroactive Date: October 1, 2014	\$1,000,000	Included in limit of indemnification	Per Covered Claim and \$4,000,000 in the aggregate for multiple claims.	The first \$25,000 of any loss for Endorsement #3.
4. Public Land Fire Suppression Endorsement #4	\$500,000	Not applicable	Per covered occurrence and/or in the aggregate for multiple claims.	
5. Terrorism Liability Endorsement #5	\$500,000	\$500,000	Per covered occurrence and/or in the aggregate for multiple claims.	
6. Asbestos Remediation Endorsement #6	Included in Building Value as Listed in Schedule of Values	Not applicable	Per covered occurrence.	The first \$500 of any loss for Endorsement #7.

NOTICE RE: INSURANCE GUARANTY ASSOCIATION

As required by Article VIII, Section 4 of the Idaho Constitution and Idaho Code Section 41-3603(10), the ICRMP Program is not a participant in the Idaho Insurance Guaranty Association. As such, ICRMP Subscribers are not responsible for the costs of private insurer insolvencies, nor are they or claimants against them entitled to any of the protections which participation in the Guaranty Association would provide. This notice is provided in cooperation with the Idaho Insurance Guaranty Association. For additional information concerning this notice, contact the ICRMP Executive Director at 1-800-336-1985.

August 13, 2015

TO: Sun Valley Air Service Board

RE: Terrorism Coverage for Policy Year Effective July 1, 2015

Dear Valued ICRMP Member:

Following the events of September 11, 2001, the nation's largest insurers took their case to Congress concerning their ability to withstand the financial consequences of additional terrorist acts that might take place on American soil. As a consequence, Congress enacted the Terrorism Risk Insurance Act (TRIA) that is intended to protect insured property owners by assuring that their property insurers are not overwhelmed by terrorism-driven claims. Local government risk sharing pools generally were excluded from TRIA.

Because ICRMP is regulated under Idaho law as a reciprocal insurer, federal law requires ICRMP to offer complete terrorism property coverage to its Members. This offering, which is additional to the regular coverage provided by the ICRMP Program, would require payment of an additional Member contribution, based upon the value of the property assets to be covered. An explanation is provided on the accompanying offer sheet.

You should understand that your ICRMP Member agency is under no obligation to accept the terrorism coverage that we are required to offer. In fact, the ICRMP Board of Trustees has purchased excess insurance for Members of ICRMP (as a whole) in the amount of fifty million dollars (\$50,000,000) per year. The coverage provided for all Members is available to be shared among any Members affected by acts of terrorism during a policy year. The Board believes this is a more cost-effective way of addressing this potential exposure. It is included in your regular ICRMP coverage **at no additional cost to you**.

The decision regarding terrorism coverage belongs to your governing board. Please complete the offer sheet evidencing your agency's desire to procure additional terrorism coverage and pay an additional Member contribution, or to reject it and share in the coverage procured for all ICRMP Members. In order to comply with the law, we need your answer promptly. Thank you.

Sincerely,

Rick Ferguson
Executive Director

NOTICE - OFFER OF TERRORISM COVERAGE (Required by Federal law)

NOTICE – DISCLOSURE OF ADDITIONAL PREMIUM

TO: ICRMP Member:

The Terrorism Risk Insurance Act, as extended on December 26, 2007 by the enactment of the Terrorism Risk Insurance Program Reauthorization Act of 2007 (TRIPRA), is a U.S. Treasury Department program under which the federal government would share, with regulated insurance carriers, the risk of loss from terrorist attacks. The Act applies when the Secretary of the Treasury, in concurrence with the Secretary of State and the Attorney General of the United States, certifies that an event meets the definition of a "certified act of terrorism". Certified acts of terrorism can also include foreign or domestic acts of terrorism, but they still must be certified as such by the Federal officers listed above.

In accordance with the Terrorism Risk Insurance Act, as extended on December 26, 2007, we are required to offer you coverage of all of the property we insure that your agency owns against any "certified act of terrorism". Your public agency must decide whether you desire the coverage (for an additional premium) or whether you choose to reject the offer of coverage and not pay the premium. The choice belongs to the governing board.

If you choose to accept this offer of terrorism coverage, your premium will include the additional premium for terrorism as stated in this disclosure. If you choose to reject this offer, you must do so by signing the enclosed statement and returning it to your agent, Betty Urbany at (208) 726-8866 or mail directly to ICRMP at P.O. Box 15249, Boise, Idaho, 83715.

If you reject coverage under the Act, the ICRMP policy provided to your public entity will provide an alternative form of coverage of terrorism-related insurance. Rather than cover the entire value of every item of property every public entity member of ICRMP might insure, the alternative form of coverage will provide a fixed amount of coverage (50 million dollars) for the entire membership of ICRMP during any single policy year. If terrorism-caused covered losses do not exceed 50 million dollars during any single policy year, such losses will be paid in full, subject to policy terms and conditions. If total terrorism-caused losses exceed 50 million dollars in the current policy year, such losses will be paid on a *pro-rata* basis among members suffering covered terrorism-caused losses, in proportion to their covered losses expressed as a percentage of all covered losses. Coverage under this alternative process shall not require certification by the Federal officials pursuant to TRIPRA.

Named Insured: Sun Valley Air Service Board

DISCLOSURE OF PREMIUM

If you accept this offer, the premium for terrorism coverage is estimated to be an additional amount of **\$5,000** over and above your proposed renewal Member contribution based on reported total insured values of **\$0**.

CONTINUED ON NEXT PAGE

IF YOU WISH TO REJECT COVERAGE UNDER THE TERRORISM RISK INSURANCE ACT, AS EXTENDED ON DECEMBER 26, 2007, THE NAMED INSURED MUST APPROVE AND SIGN THE FOLLOWING STATEMENTS:

TERRORISM RISK INSURANCE ACT REJECTION OF FULL COVERAGE

We, as a Member of ICRMP, acknowledge that we have been notified as required under the Terrorism Risk Insurance Act, as extended on December 26, 2007, that as respects to the above referenced policy of insurance policy referenced above:

1. We have been offered coverage for acts of terrorism as defined in the Act;
2. We have been advised that if we accept coverage for acts of terrorism as defined in the Act, the United States Government will participate in the payment of terrorism losses insured under the Act, subject to the provisions of the Act;
3. We have been told that if we reject coverage under the Act by signing this notice, to the extent allowed by law, we will have only our respective share of the alternative coverage for any act of terrorism under the policy issued by ICRMP.
4. We have been notified of the annual premium for coverage for acts of terrorism as defined in the Act.
5. We hereby **reject** coverage for acts of terrorism as defined in the Act and understand my policy will contain an exclusion for acts of terrorism as defined by TRIPRA, but will otherwise provide limited coverage concerning acts of terrorism as addressed by the ICRMP policy issued annually to Members.

Chief Executive/Administrative Officer

Date

Print name

Print

public office held

Sun Valley Air Service Board

Public Entity Name

RETURN THIS FORM TO YOUR AGENT OR ICRMP. A COPY OF THIS DOCUMENT IS AS BINDING AS THE ORIGINAL.

ATTENTION AGENT: THIS FORM MUST BE SIGNED PERSONALLY BY AN AUTHORIZED OFFICER OF THE INSURED AND RETURNED TO ICRMP.

SUN VALLEY AIR SERVICE BOARD

INVOICES TO BE PAID

Through September 14, 2015

Fly Sun Valley Alliance	April 2015 LOT Invoice (amount not previously billed)	\$ 461.42
Fly Sun Valley Alliance	May 2015 LOT Invoice	93,109.65
Fly Sun Valley Alliance	June 2015 LOT Invoice	171,577.40
Sun Valley Marketing Alliance	June 2015 LOT Invoice	11,763.79
ICRMP	October 1, 2015 – September 30, 2016 Invoice	1,122.00
TOTAL		\$278,034.26

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

Date	Invoice #
6/30/2015	160

Bill To
Sun Valley Air Service Board Attn: Sandy C & Kathleen S City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT - April 2015 Collections (additional) - June 2015 FSVA Contract Services	461.42	461.42
Total			\$461.42

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

Date	Invoice #
7/31/2015	158

Bill To
Sun Valley Air Service Board Attn: Sandy C & Kathleen S City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT - May 2015 Collections - July 2015 FSVA Contract Services	93,109.65	93,109.65
		Total	\$93,109.65



TO: SUN VALLEY AIR SERVICE BOARD

SERVICES RENDERED – July 2015

AIR SERVICE

AIR SERVICE RETENTION, IMPROVEMENT, DEVELOPMENT

- Reviewed/monitored ongoing booking, revenue, load factor statistics for 2014-15 flights; analyzed impact of key schedule and cost changes, ROI, marketing, etc.
- Ongoing analysis of seat, enplanements, load factors by season by market; for SUN and competitive markets.
- Continued strategic planning and analysis regarding future air service needs and opportunities for FY16 and beyond.
- 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 work with bus contractor and airline/airport partners on diversion bussing improvements for FY16

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and ongoing social media postings; updated website as needed.
- Developed winter 2015/16 flight schedule; confirmed schedules/times with airlines.
- Created/executed ongoing local area marketing/ PR for air service; in partnership with FMA. *(print, digital, tv)*
 - *Helped promote and attended July 2 Grand Opening Terminal Celebration at FMA*
- Attended various community and stakeholder meetings to continue information outreach efforts.

RESEARCH/OTHER

- Managed SUN Air Passenger Summer 2015 survey collections. Worked with airport staff to get key surveyors trained and badged.
- 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 #
8/31/2015	161

Bill To
Sun Valley Air Service Board Attn: Sandy C & Kathleen S City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT - June 2015 Collections - August 2015 FSVA Contract Services	171,577.40	171,577.40
		Total	\$171,577.40



TO: SUN VALLEY AIR SERVICE BOARD

SERVICES RENDERED – August 2015

AIR SERVICE

AIR SERVICE RETENTION, IMPROVEMENT, DEVELOPMENT

- Reviewed/monitored ongoing booking, revenue, load factor stats for 2014-15 flights; analyzed impact of key schedule and cost changes, ROI, marketing, etc.
- Ongoing analysis of seat, enplanements, load factors by season by market; for SUN and competitive markets
- Continued strategic planning and analysis regarding future air service needs and opportunities for FY16 and beyond
- Began planning for fall meetings with airlines to discuss FY16 summer and FY17 service
- 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 work with bus contractor and airline/airport partners on diversion bussing improvements for FY16

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and ongoing social media postings; updated website as needed
- Developed winter 2015/16 flight schedule; confirmed schedules/times with airlines.
- Created/executed ongoing local area marketing/ PR for air service; in partnership with FMA. (*print, digital, tv*)
 - *Winter publications, SVED Economic Almanac, etc.*
- Attended various community and stakeholder meetings to continue information outreach efforts

RESEARCH/OTHER

- Managed SUN Air Passenger Summer 2015 survey collections; worked with airport staff to get key surveyors trained and badged
- Continued work on compiling/tracking relevant news and comparative data and information of air service



T 208.725.2109
 F 208.726.4533
 E sedwards@visitsunvalley.com
 www.VisitSunValley.com

Sun Valley Marketing Alliance, Inc.
 PO Box 4934 • 460 E. Sun Valley Rd. • Suite 201 • Ketchum ID • 83340

Invoice

Date	Invoice #
9/14/2015	61867

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 - June 2015 Final Payment	11,763.79	11,763.79
		Balance Due	\$11,763.79



Detail for invoices submitted to Air Service Board FY'15 @ Sept 14, 2015

October-November:

- Placed 25% of winter media, including design and submission of ads
- Began winter PPC (pay per click) campaign in air service markets
- Utilized a variety of creative styles and messaging to test which ads perform the best
- Investigated additional add-ons to winter campaign including remnant ad buys and additional SF outreach

December-January:

- Continued execution of winter media plan in SF, LA, Seattle, Denver and New York
- Added an additional boost campaign (50K) to San Francisco
- Optimized media plan based on early results
- Continued PPC (pay per click) campaign in Air Service markets
- Began work on summer campaign, including development of creative brief, meetings and discussions regarding creative approach and media strategy

Additional Funds:

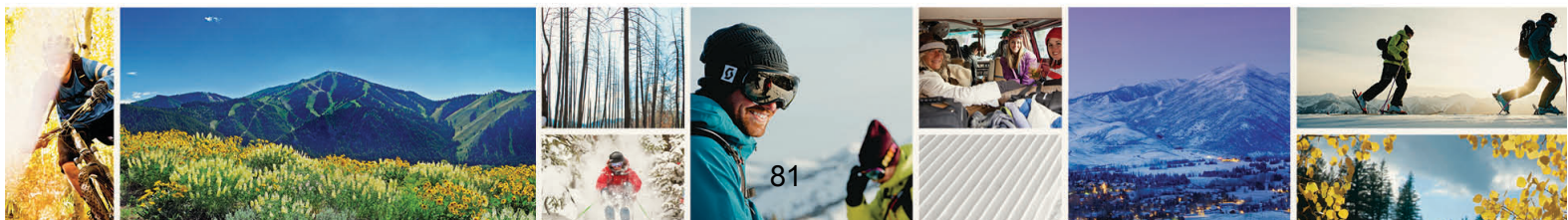
- The additional carry-over funds will be used to bolster the summer 2015 advertising campaign
 - 20,739.40 from the excess funds will be allocated to San Francisco
 - 22,660.60 from the applied fund balance will be allocated to Los Angeles

February-March

- Continued placing winter ads in air service markets – digital, print, video
- Continued campaign optimization based on monthly results
- Continued PPC (pay per click) campaign in air service markets
- Selected creative concept for summer campaign
- Began media planning for summer campaign – sent out requests for RFP's to all potential vendors
- Bolstered late season advertising with additional dollars
- Began planning for research in air service markets to measure awareness and barriers to additional travel to Sun Valley

April-May

- Analyzed winter results to inform final decisions for the summer media plan and next winter's plan.
- Selected all vendors and finalized summer media plan
- Commenced summer PPC (pay per click) campaign
- Re-launched new responsive website design to coincide with summer launch (April 15)
- Created a 30 second video ad to be used in advertising



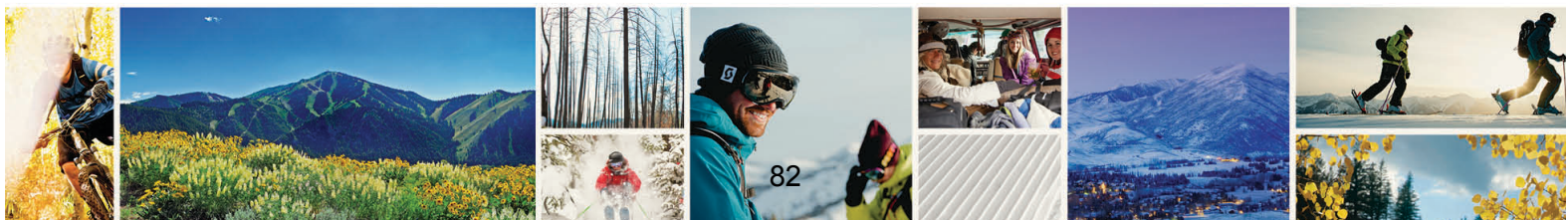
- Finalized design for all summer ads – static digital, animated GIF, print, video, etc
- Created and resized ads for submission. Submission of ads will continue through September
- Prepared marketing summaries for Alaska Airlines and United Airlines
- Fielded research in California and Washington, with an additional focus on the Bay area. Results will be forthcoming in the next few weeks and will assist in future planning
- Began work on development of preliminary concepts for Winter 2015/15 and beyond

June-July

- On-going placement of summer ads in Air Service Markets – digital, print, audio and video
- On-going creation of copy for partner e-newsletters, audio (Pandora ads) and digital takeover campaigns
- Reviewed advertising campaign results at June 30th and made adjustments to remaining plan based on those indicators. This summer’s advertising campaign results are the strongest of any campaign to date so far.
- Updated Winter visitor numbers – overall increased was 27%
- On-going monitoring and reporting of Room Nights Sold to reflect changes in visitor activity (room nights sold are up 20% YTD).
- Finalized campaign concept for next year and began developing assets for Winter 2015/16 campaign
- Sent out video and photo submission guidelines to support upcoming campaigns. Evaluated submissions and began work on video ads
- Sent out RFP’s to potential partners for Winter 2015/16 advertising campaign. Draft plan will be complete by early August
- Updated draft 2015/16 Strategic Plan Summary
- Began planning for media outreach trip to New York to meet with key travel and lifestyle writers
- Received final research report for awareness research and additional San Francisco research and began work on a summary report for stakeholders

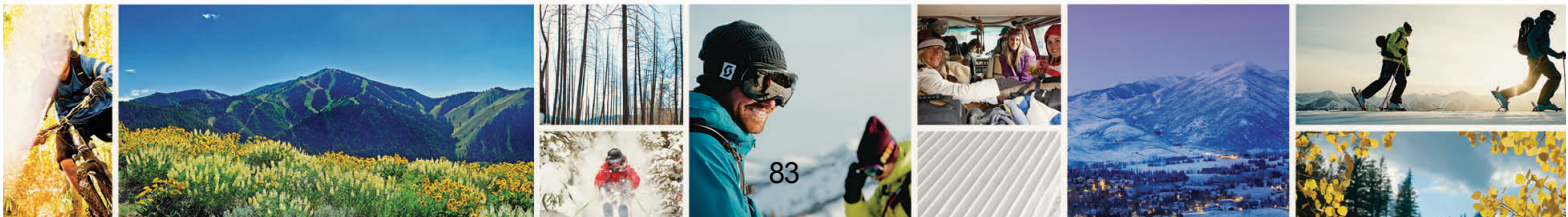
July-Sept

- On-going placement of summer/fall ads in Air Service Markets – digital, print, audio and video
- On-going creation of copy for partner e-newsletters, audio (Pandora ads) and digital takeover campaigns
- Reviewed advertising campaign results at July 31st and made adjustments to remaining plan based on those indicators. This summer’s advertising campaign results continue to be the strongest of any campaign to date.
- Ongoing monitoring and reporting of Room Nights Sold to reflect changes in visitor activity (room nights sold are up 17% YTD).
- Secured photography and video assets for winter campaign



Visit SunValley

- Finalized winter media plan, confirmed all vendors and began placing winter ads
- Confirmed media outreach trip to New York to meet with key travel and lifestyle writers
- Prepared a summary report on CA and WA research for stakeholders
- Developed first round of creative for Summer 2016 campaign





Insurance Billing Invoice

Susan Roberts
Sun Valley Air Service Board
PO Box 416
Sun Valley, ID 83353

Date Billed:
9/1/2015
Policy Number:
35A15014022114

DESCRIPTION	AMOUNT
Total Annual Member Contribution for Policy Period 10-1-15 to 9-30-16	\$1,122.00
If you have already paid all or the minimum premium, please disregard this notice.	
Minimum 50% due on October 1, 2015	
Balance Due on April 1, 2016	

----- Return this portion with your payment -----

Member:

Sun Valley Air Service Board
PO Box 416
Sun Valley, ID 83353

Address corrections?

Please check this box and make changes on the back of this form and enclose with your payment.

Make Checks Payable to:

ICRMP
PO Box 15116
Boise, ID 83715

Policy Number:	Due Date:
35A15014022114	10/1/2015

Minimum Due:
\$561.00