

**SUN VALLEY AIR SERVICE BOARD
MEETING MINUTES
September 25, 2019**

Present: Neil Bradshaw - Mayor, City of Ketchum
Fritz Haemmerle – Mayor, City of Hailey
Peter Hendricks – Mayor, City of Sun Valley

Absent: Larry Schoen – Blaine County Commissioner

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

CALL TO ORDER

Mayor Peter Hendricks called the meeting to order at 2:04pm

ROLL CALL

Larry Schoen Blaine County Commissioner – absent

PUBLIC COMMENT

None

REMARKS FROM THE CHAIR

None

REMARKS FROM THE BOARD

None

CONSENT AGENDA

1. Approval of Air Service Board Minutes of July 31, 2019 (Action Item);
2. Receive and File Financials:
 - a. 1% Local Option Tax Report – June and July 2019 (Action Item)

Motion to approve the consent agenda.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Neil Bradshaw, Mayor of Ketchum
SECONDER:	Fritz Haemmerle, Mayor of Sun Valley
AYES:	Hendricks, Bradshaw, Haemmerle

ACTION/DISCUSSION

3. Report from Fly Sun Valley Alliance on contract needs for FY 2020

Executive Director, Carol Waller presented FSVA's recent work and progress over the past few years. Ms. Waller showed a power point outlining lodging occupancy and percentages of visitors and went on to talk about data gathered from the airlines on flights into Sun Valley and who they consisted of. Carol Waller advised that they are working on setting next year's contracts with the airlines regarding times and dates of flights. She talked about air capacity growth, advising we are up 2% and advised that Winter is the time for growth on flights into the area for direct service. Joint strategic goals were talked about. The major changes they are making is building around the epic pass and talked about the flights they are adding. They are in the process of developing a 5-year plan. She showed this year's winter flight schedule advising there is an overall 2% increase in seats. Carol Waller presented the FSVA budget request of \$1.4 million to the Board.

Ketchum Mayor, Neil Bradshaw, asked about FY 20 budget compared to last year. Carol Waller advised that last year's budget was \$1.3 M. Hailey Mayor, Fritz Haemmerle, asked if we are getting marketing data on customer satisfaction. Carol Waller talked about the Net promoter scores saying there is a random survey done at the airport each year. Mayor Haemmerle said there are a lot of private aircraft and he would like to know how we compare to other resort areas? Carol Waller advised that we don't track the private airport, however, she will look at getting that data.

4. Report from Sun Valley Marketing Alliance on contract needs for FY 2020

Sun Valley Mayor Peter Hendricks asked for the actual title of this organization. Executive Director Scott Fortner advised it is Sun Valley Marketing Alliance dba Visit Sun Valley.

Executive Director Scott Fortner presented Visit Sun Valley's recent work and progress over the past few years. He showed lodging occupancy numbers over the past year advising we are on pace to be up 5% on average and up 15% over Labor Day Weekend. He went over advertising times for the winter travel months and when they will be focusing on that. Mr. Fortner talked about bookings and passenger counts as well as the revenue received from these bookings. Scott Fortner touched on the promotions they are putting together saying they are working with the airlines and the different hotels to put together packages. Mayor Fritz Haemmerle asked if the hotels down south are aware of the promotion and Scott Fortner advised that they are, but they have chosen not to participate. He went over the bookings over holiday weekends last year and their success and how they will be approaching that for this year. Scott Fortner presented their PR mission and advised that it is successful. He talked about their tracking mechanisms and about the success of the epic pass and went over the cash flow and this year's goals.

Mayor Fritz Haemmerle questioned if we are targeting Boise? Scott Fortner advised they are.

Mr. Fortner presented the Visit Sun Valley budget request of \$1.77m to the Board.

5. Discussion & action regarding Fly Sun Valley Alliance Contract Exhibit Payment Schedule FY 2020

Mayor Peter Hendricks asked how closely this is being coordinated. Carol Waller advised there has been a lot of communication. Mayor Hendricks questioned if there any happenings in the structure of the organizations that the board needs to know about? Carol Waller advised that they are doing an analysis of the strategic plan.

Motion to approve Fly Sun Valley Contract exhibit for payment at 1.4 M.

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

6. Discussion & action regarding Sun Valley Marketing Alliance Contract Exhibit Payment Schedule FY 2020

Motion to approve the SVMA Contract FY 2020 payment 1.77 M.

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

7. Discussion and action regarding renewal of insurance coverage with ICRMP for the Insurance Policy Year October 1, 2019 – September 30, 2020 (Action Item);

Motion to approve ICRMP policy payment of \$1,443.

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

8. Authorization for Payment of Bills on-hand through September 20, 2019 (Action Item);

Hailey City Administrator Heather Dawson reported a corrected invoice amount for VSV.

Motion to approve the payment of bills on hand thru September 2019 in the amount of \$429,384.83

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

EXECUTIVE SESSION – Pursuant to Idaho Code § 74-206 (1) (d) to consider records that are exempt from

disclosure as provided in Chapter 1, Title 74, Idaho Code and Idaho Code § 74-206 (1)(e) to consider preliminary negotiations involving matters of trade or commerce in which the governing body is in competition with governing bodies in other states or nations (Action Item);

Motion to go into Executive Session Pursuant to Idaho Code § 74-206 (1) (d) to consider records that are exempt from disclosure as provided in Chapter 1, Title 74, Idaho Code and Idaho Code § 74-206 (1) (e) to consider preliminary negotiations involving matters of trade or commerce.

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

Motion to come out of Executive Session

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

9. **Adjournment**

Motion to adjourn

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



Neil Bradshaw, Secretary/Treasurer



Peter Hendricks, Chair