

AGENDA
SUN VALLEY AIR SERVICE BOARD MEETING
SUN VALLEY CITY HALL
81 ELKHORN ROAD
SUN VALLEY, ID
Wednesday, December 4, 2019 - 2:00 P.M.

CALL TO ORDER

ROLL CALL

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 September 25, 2019 (Action Item);
2. Receive and File Financials:
 - a. 1% Local Option Tax Report – August and September, 2019 (Action Item);

ACTION/DISCUSSION

3. Authorization for Payment of Bills on-hand through November 30, 2019 (Action Item);
4. Set meeting date, time and place for January meeting (*suggested date: Jan 22, 2020, 2:00 PM Hailey City Hall*) (Action Item)

ADJOURNMENT (Action Item)

**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:	Nail 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

Peter Hendricks, Chair

Neil Bradshaw, Secretary/Treasurer

Sun Valley Air Services Board
1% Local Option Tax Report
JULY - SEPTEMBER, 2019

1% LOT Generated	1% LOT Contribution				TOTAL	Expenses		Funds for Contracts
	Sun Valley	Ketchum	Hailey			Communities' Direct Costs	SVASB Administrative Budget	
Fund Balance								
Oct-18	33,520.10	154,784.92	194,525.33	6,220.31	6,220.31	-6,356.67	-3,025.00	207,994.00
Nov-18	18,843.27	135,472.58	157,967.53	3,651.68	3,651.68	-6,284.73	-75.00	185,143.66
Dec-18	83,237.35	281,950.71	372,625.34	7,437.28	7,437.28	-6,390.72	-75.00	151,607.80
Jan-19	55,839.88	197,874.24	264,741.45	11,027.33	11,027.33	-6,491.25	-75.00	366,159.62
Feb-19	57,141.52	192,124.82	251,437.99	7,171.65	7,171.65	-6,383.29	-75.00	258,175.20
Mar-19	78,124.75	201,127.33	289,097.15	9,845.07	9,845.07	-8,360.67	-75.00	244,979.70
Apr-19	25,266.23	110,931.24	148,300.71	12,103.24	12,103.24	-5,308.49	-575.00	280,661.48
May-19	40,469.79	120,341.42	164,027.12	3,215.91	3,215.91	-8,020.51	-75.00	142,417.22
Jun-19	69,245.12	192,896.92	269,109.07	6,967.03	6,967.03	-6,523.86	-75.00	155,931.61
Jul-19	126,159.30	271,516.37	419,235.91	21,566.24	21,566.24	-7,239.23	-75.00	262,510.21
Aug-19	109,916.93	241,299.92	367,278.81	16,061.96	16,061.96	-6,969.52	-75.00	411,921.68
Sep-19	73,005.13	193,563.68	274,752.90	8,184.09	8,184.09	-6,583.50	-75.00	360,234.29
Total	765,763.36	2,293,884.14	3,173,099.30	113,451.79	3,173,099.30	(80,912.44)	(4,350.00)	268,094.40

*May adjustment for Direct Cost of 1747.98 due to an error.

1% LOT Generated	1% LOT Received	Funds for Contracts	Fly SV Alliance		Available Funds	Budget Remaining	Budget Remaining	SVMA	Budget Remaining	Funds for Contract	Invoiced Amount	Available Funds
			% of Available Funds Owed	Funds for Contract								
Fund Balance												
Oct-18	207,994.00	14,559.58	7%	14,559.58	14,559.58	93%	193,434.42	1,690,000	193,434.42	193,434.42	193,434.42	0%
Nov-18	185,143.66	74,057.46	40%	74,057.46	88,617.04	60%	111,086.20	0	111,086.20	304,520.62	304,520.62	0%
Dec-18	151,607.80	60,643.12	40%	60,643.12	0.00	60%	90,964.68	0	90,964.68	0.00	0.00	0%
Jan-19	366,159.62	146,463.85	40%	146,463.85	149,260.16	60%	219,695.77	0	219,695.77	395,485.30	395,485.30	0%
Feb-19	244,979.70	103,270.08	40%	103,270.08	249,733.93	60%	154,905.12	0	154,905.12	374,600.89	374,600.89	0%
Mar-19	280,661.48	97,991.88	40%	97,991.88	97,991.88	60%	146,987.83	0	146,987.83	146,987.83	146,987.83	0%
Apr-19	142,417.22	112,264.59	40%	112,264.59	112,264.59	60%	168,396.89	0	168,396.89	168,396.89	168,396.89	0%
May-19	155,931.61	71,208.61	50%	71,208.61	70,788.72	50%	71,208.61	0	71,208.61	70,788.78	70,788.78	0%
Jun-19	262,510.21	77,965.81	50%	77,965.81	77,965.81	50%	77,965.81	0	77,965.81	77,965.80	77,965.80	0%
Jul-19	411,921.68	131,255.11	50%	131,255.11	209,220.92	50%	131,255.11	0	131,255.11	209,220.91	209,220.91	0%
Aug-19	360,234.29	205,960.84	50%	205,960.84	205,960.84	50%	205,960.84	0	205,960.84	205,960.84	205,960.84	0%
Sep-19	268,094.40	180,117.15	50%	180,117.15	180,117.15	50%	180,117.15	0	180,117.15	118,138.73	118,138.73	0%
Total		24,241.92		24,241.92	410,319.91		Bal of Cont					
		1,300,000.00		1,300,000.00			1,690,000.00					

*subtract the overpayment in Jul over paid Jan-19

FSV reached the budgeted amount: The remaining amount is (Sept) \$136,614.72

-419.89 from Funds for Contract Apr-19, Jun-19

SVMA reached the budgeted amount.

The remaining amount is (Aug) \$61,978.42 + (Sept) \$107,237.76 = \$169,216.18.

-629.83 from Funds for Contract Apr-19, Jun-19

SUN VALLEY AIR SERVICES BOARD

INVOICES TO BE PAID

Through November 30, 2019

Fly Sun Valley Alliance	July - Sept 2019 LOT Invoice	\$ 205,960.84
Fly Sun Valley Alliance	Aug - Oct 2019 LOT Invoice	180,117.15
Fly Sun Valley Alliance	Sept - November LOT Invoice	24,241.92
Sun Valley Marketing Alliance	July 2019 LOT Invoice	205,960.84
Sun Valley Marketing Alliance	Aug 2019 LOT Invoice	118,138.73
<u>TOTAL</u>		<u>734,419.48</u>

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

Date	Invoice #
7/31/2019	228

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

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT - July 2019 – FSVA Contract Services Sept 2019	205,960.84	205,960.84
		Total	\$205,960.84



FSVA CONTRACT SERVICES RENDERED TO SVASB – SEPTEMBER 2019

AIR SERVICE

AIR SERVICE DEVELOPMENT

- Reviewed/monitored/analyzed weekly flight booking reports; monthly reports
- Ongoing research/analysis of seat, enplanements, load factors, fares; for SUN and competitive markets
- Continued strategic planning efforts regarding air service and air service marketing:
 - Finalized priority matrix for new/expanded service based on key target market data from VSV, SVR, ski passenger O&D, etc.
 - Compiled information relative to air service options & costs for prioritization planning
 - Developing data model for analysis of correlations between seats, passengers, load factors, MRG cost, air marketing spend.
- Worked on winter contracts with airlines, finalized AS FY20 contract & UA FY20 winter contract
- Finalized winter FY20 diversion busing contract with CTC, organized pre-season busing mtg in Oct with stakeholders
- 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 to work with Couloir Consulting for SVASB consulting project; met as necessary
- Worked with VSV and other marketing partners on air service marketing efforts

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and social media channels; updated website as needed
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign via local publications
- Created/executed ongoing FSVA local marketing & PR for air service (*print, digital*)
- Attended various community and stakeholder meetings to continue information outreach efforts
- Provided information regarding air service to inquiries from local and other travelers

RESEARCH/OTHER

- Continued implementation of 2019 Summer Air Passenger Survey. (summer survey data collected June-October)
- Continued work on compiling/tracking relevant news and comparative data and information on air service

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

Date	Invoice #
8/31/2019	229

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

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT - August 2019 – FSVA Contract Services Oct 2019	180,117.15	180,117.15
		Total	\$180,117.15



FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD

OCTOBER 2019

AIR SERVICE

AIR SERVICE DEVELOPMENT

- Reviewed/monitored/analyzed weekly flight booking reports; monthly reports
- Ongoing research/analysis of seat, enplanements, load factors, fares; for SUN and competitive markets
- Continued strategic planning efforts regarding air-service and air service marketing:
 - Finalized priority matrix for new/expanded service based on key target-market data from VSV, SVR, ski passenger O&D, etc.
 - Compiled information relative to air service options & costs for prioritization planning.
 - Developed flight performance & passenger analysis for each current SUN nonstop flight market
 - Developing data model for analysis of correlations between seats, passengers, load factors, MRG cost, air marketing spend.
- Worked on winter contracts with airlines, finalized UA FY20 winter contract
- Finalized winter FY20 diversion busing contract with CTC, organized/held pre-season busing mtg with stakeholders
- 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 to work with Couloir Consulting for SVASB consulting project; met as necessary
- Worked with VSV and other marketing partners on air service marketing efforts

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and social media channels; updated website as needed
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign via local publications
- Created/executed ongoing FSVA local marketing & PR for air service (*print, digital*)
- Attended various community and stakeholder meetings to continue information outreach efforts
- Provided information regarding air service to inquiries from local and other travelers

RESEARCH/OTHER

- Continued implementation of 2019 Summer Air Passenger Survey. (summer survey data collected June-October)
- Continued work on compiling/tracking relevant news and comparative data and information on air service

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

Date	Invoice #
9/30/2019	230

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

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT- September 2019 – FSVVA Contract Services Nov 2019	24,241.92	24,241.92
		Total	\$24,241.92



FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD

NOVEMBER 2019

AIR SERVICE

AIR SERVICE DEVELOPMENT

- Reviewed/monitored/analyzed weekly flight booking reports; monthly reports
- Ongoing research/analysis of seat, enplanements, load factors, fares; for SUN and competitive markets
- Prepared draft 5 Strategic Plan for SUN Air Service – presented to joint FSVA-VSV board, continued updating
- Managed diversion busing program which began November 1 – updated materials, communications
- Ongoing communication/meetings with airlines, M&H consultant, FMAA, customers, stakeholders
- Met with Alaska airline executives in Seattle to discuss air service planning and marketing
- Prepared materials for Air Service Board reports, invoices, etc. Attended meetings as needed.
- Worked with VSV and other marketing partners on air service marketing planning/efforts, including promotional air voucher management.

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and social media channels; updated website as needed
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign via local publications
- Created/executed ongoing FSVA local marketing & PR for air service (*print, digital*)
- Attended various community and stakeholder meetings to continue information outreach efforts
- Provided information regarding air service to inquiries from local and other travelers

RESEARCH/OTHER

- Completed 2019 Summer Air Passenger Survey, worked with RRC on analysis.
- Continued work on compiling/tracking relevant news and comparative data and information on air service

SUN VALLEY MARKETING ALLIANCE, INC.

PO Box 4934
Ketchum, ID 83340 US
208-726-3423
Scott@VisitSunValley.com
www.visitsunvalley.com

Invoice

VISIT SUN VALLEY

BILL TO
Air Service Board PO Box 3801 Ketchum, ID 83340

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1118	09/30/2019	\$205,960.84	10/30/2019	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing July 2019	1	205,960.84	205,960.84

Visit Sun Valley, as always, appreciates the support.

BALANCE DUE \$205,960.84

SUN VALLEY MARKETING ALLIANCE, INC.

PO Box 4934

Ketchum, ID 83340 US

208-726-3423

Scott@VisitSunValley.com

www.visitsunvalley.com

Invoice

VISIT SUN VALLEY

BILL TO
Air Service Board PO Box 3801 Ketchum, ID 83340

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1155	09/30/2019	\$118,138.73	10/30/2019	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing August / Balance 2019	1	118,138.73	118,138.73

Visit Sun Valley, as always, is grateful for the support.

BALANCE DUE \$118,138.73