

**REVISED  
AGENDA  
SUN VALLEY AIR SERVICE BOARD MEETING  
SUN VALLEY CITY HALL  
81 ELKHORN ROAD  
SUN VALLEY, ID  
December 6, 2017 - 2:00 P.M.**

**CALL TO ORDER**

**ROLL CALL**

**PLEDGE OF ALLEGIANCE**

**PUBLIC COMMENT**

**REMARKS FROM THE CHAIR**

**REMARKS FROM THE BOARD**

**CONSENT AGENDA** *All items listed under the Consent Agenda will be approved in one motion without discussion unless any Board Member requests that the item be removed for individual discussion and possible action.*

1. Approval of Sun Valley Air Service Board Minutes of September 27, 2017;
2. Receive and File Financials:
  - a. 1% Local Option Tax Report: July 2017 – September 2017;

**ACTION/DISCUSSION**

3. Discussion regarding Board Communities' Administrative Costs;
4. Approval of payment schedules for Fly Sun Valley Alliance and Sun Valley Marketing Alliance for the 2017 – 2018 fiscal year;
5. Authorization of Payment of Bills on-hand through September 21, 2017;
6. Discussion and action regarding Resolution 2017-01 Setting the Sun Valley Air Service Board Meeting Dates For 2018;
7. Discussion of a review and audit of Fly Sun Valley Alliance and Sun Valley Marketing Alliance.

**ADJOURNMENT**

**SUN VALLEY AIR SERVICE BOARD  
MEETING MINUTES  
September 27, 2017**

**KETCHUM CITY HALL MEETING ROOM, 2:00 P.M.**

**Present:** Nina Jonas – Mayor, City of Ketchum  
Fritz Haemmerle – Mayor, City of Hailey  
Peter Hendricks – Mayor, City of Sun Valley

**Staff:** Susan Robertson – Administrator, City of Sun Valley

**CALL TO ORDER**

Chair Fritz Haemmerle called the meeting to order at 2:05 p.m.

**ROLL CALL**

All present

**PUBLIC COMMENT**

Chair Haemmerle opened the meeting for public comment. There was none.

**REMARKS FROM THE CHAIR**

Chair Fritz Haemmerle questioned the administrative cost for each City be put on the next agenda in December.

**REMARKS FROM THE BOARD**

Fly Sun Valley Executive Director Carol Waller advised that In August United Airlines had increased bookings from Chicago. It looks full for the holidays. The feedback has been positive. It will stop running for 4 weeks from New Year's to mid-February. Performance tests will be done at that time.

Mayor Fritz Haemmerle talked about a backup at the terminal for aircraft parking and gave Carol Waller credit for the increase in flights. He talked about the construction going on at the airport to address this problem and advised that the cost of construction is exceeding the budget.

**CONSENT AGENDA**

1. Approval of Air Service Board Minutes of July 26, 2016
2. Receive and File Financials

Mayor Fritz Haemmerle asked City Administrator Susan Robertson for detail on the bills. She explained the summary and advised that there was a typo on one of the bills. Fritz Haemmerle asked for clarification of the actual incurred costs. Susan Robertson explained. The reason for the delay in payment of bills was discussed.

**Motion to approve the Consent Agenda in full.**

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Fritz Haemmerle, Mayor of Hailey
<b>SECONDER:</b>	Peter Hendricks, Mayor of Sun Valley
<b>AYES:</b>	Hendricks, Jonas, Haemmerle

**ACTION DISCUSSION**

3. Discussion and action regarding renewal of insurance coverage with ICRMP for the Insurance Policy Year October 1, 2017-September 30,2018.

City Administrator Susan Robertson explained the changes in the policy to the board.

4. Consideration of Terrorism Property Coverage.

City Administrator Susan Robertson explained that ICRMP is required to offer the coverage however it's already covered thru our ICRMP policy. It is recommended to decline this coverage.

**Motion to approve insurance coverage with ICRMP for 2017-2018 and Deny Terrorism Property Coverage.**

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Nina Jonas, Mayor of Ketchum
<b>SECONDER:</b>	Peter Hendricks, Mayor of Sun Valley
<b>AYES:</b>	Hendricks, Jonas, Haemmerle

5. Authorization of Payment of Bills on-hand through September 22, 2017

**Motion to authorize payment of bills in the amount of \$485,415.72**

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Nina Jonas, Mayor of Ketchum
<b>SECONDER:</b>	Peter Hendricks, Mayor of Sun Valley
<b>AYES:</b>	Hendricks, Jonas, Haemmerle

**ADJOURNMENT**

**Motion to Adjourn at 2:21 p.m.**

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Peter Hendricks, Mayor of Sun Valley
<b>SECONDER:</b>	Nina Jonas, Mayor of Ketchum
<b>AYES:</b>	Hendricks, Jonas, Haemmerle

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Fritz Haemmerle, Chair

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Nina Jonas, Secretary/Treasurer

1% LOT Generated	1% LOT Received	1% LOT Contribution				Expenses	
		Sun Valley	Ketchum	Hailey	TOTAL	Communtles' Direct Costs	SVASB
Fund Balance					607,142		
Oct-16	Dec-16	25,045	116,079	3,841	144,964	(6,318)	
Nov-16	Jan-17	20,805	114,071	3,645	138,521	(6,313)	
Dec-16	Feb-17	75,321	256,203	7,037	338,560	(6,408)	
Jan-17	Mar-17	41,863	177,868	11,314	231,044	(6,527)	
Feb-17	Apr-17	52,939	197,650	8,434	259,023	(6,447)	
Mar-17	May-17	42,712	174,032	7,554	224,299	(6,422)	
Apr-17	Jun-17	17,780	99,746	3,971	121,497	(6,322)	
May-17	Jul-17	24,717	109,373	2,965	137,055	(6,294)	
Jun-17	Aug-17	57,560	165,712	7,350	230,622	(6,416)	
Jul-17	Sep-17	108,665	220,897	16,462	346,024	(6,672)	
Aug-17	Oct-17	90,234	227,738	15,234	333,206	(6,637)	
Sep-17	Nov-17	53,459	186,995	8,024	248,477	(6,435)	
Total		611,099	2,046,363	95,830	2,753,293	(77,211)	

Note: Adjustments to the Administrative Expenses is Oct 2995 s/b 2758 difference of 197 adjusted in April 608-197 = 411  
Nov 125 s/b 108 difference of 17 adjusted in Dec 125 - 108 = 95

2nd Note: Some typos (highlighted yellow) were discovered in some of the number. Upon correction, a negative balance resulted for FSV and SVMA in August. Given this, an adjustment was made for the final invoice.

1% LOT Generated	1% LOT Received	Funds for Contracts	Fly SV Alliance				Budget Remaining	Budget Remain
			% of Available Funds Owed	Funds for Contract	Invoiced Amount	Available Funds		
Fund Balance		396,365	20%	79,273	-	79,273		
Oct-16	Dec-16	135,691	20%	27,138	-	106,411	80%	
Nov-16	Jan-17	132,083	20%	26,417	132,828	(0)	80%	
Dec-16	Feb-17	332,058	20%	66,412	66,372	39	80%	
Jan-17	Mar-17	224,409	20%	44,882	44,882	39	80%	
Feb-17	Apr-17	252,468	20%	50,494	50,494	39	80%	
Mar-17	May-17	217,769	80%	174,215	174,215	39	20%	
Apr-17	Jun-17	114,764	90%	103,288		103,327	10%	
May-17	Jul-17	130,653	90%	117,588		220,915	10%	
Jun-17	Aug-17	224,098	90%	201,688	435,793	(13,190)	10%	
Jul-17	Sep-17	339,244	90%	305,320		292,129	10%	
Aug-17	Oct-17	326,461	90%	293,815		585,944	10%	
Sep-17	Nov-17	241,934	Bal of Cont	4,472		590,416	Bal of Cont	
Total				1,495,000	904,584			

# SUN VALLEY AIR SERVICE BOARD

## Memo

**To:** Sun Valley Air Service Board

**From:** Susan E. Robertson, ICMA-CM  
City Administrator, City of Sun Valley

**Date:** December 1, 2017

**Re:** Discussion re Sun Valley Air Service Board Member Communities' Determination of Administrative Costs

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At the last Sun Valley Air Service Board meeting, the Board indicated that it wanted to review how member communities determined the administrative costs they deduct from the 1% Local Option Tax (LOT) proceeds before they are sent to the Sun Valley Air Service Board. I have contacted each community and a description of what they do follows. I have also included the Joint Powers Agreement establishing the Sun Valley Air Service Board in your packet and highlighted the section on page 4 that deals with communities' administrative costs to aid in your discussion.

### City of Hailey

The City of Hailey has tracked its time spent on collecting, reconciling, and reporting the 1% aspect of their LOT through a project management software module. It averages out to be 2.8%, which they deduct from their payments to the Sun Valley Air Service Board. When the FY 18 Budget was developed, the total amount of the cost was estimated at \$2,240. Hailey receives LOT payments from approximately 33 entities.

### City of Ketchum

The City of Ketchum assigns a pro-rata share of total LOT collection costs to its 1% LOT fund. Since inception of the 1% LOT, it has accounted for 47% of total Ketchum LOT collections (in the just closed FY 17, it was \$2,031,295 of \$4,314,694). So, 47% of their total LOT collection costs are assigned to that fund and deducted before the proceeds are sent to the Sun Valley Air Service Board.

The amount to be deducted in FY 18 for the collection costs is the same as for FY 17. In FY 17, Ketchum's total cost of collecting its LOT was budgeted at approximately \$141,005, which included \$2,500 of materials/supplies cost with the remainder personnel costs. The personnel involved include the Business License and Tax Specialist as well as portions of a Community Service Officer (for enforcement purposes) and the Treasurer. The Business License and Tax

Specialist is the bulk of the cost at approximately \$97,000 in total compensation (salary and benefits). Taking the \$141,005 in total LOT collection costs and assigning 47% to those costs results in a deduction of \$66,272 for Ketchum's collection costs. Ketchum receives LOT payments from approximately 700 businesses.

#### City of Sun Valley

The City of Sun Valley reviews the amount of time spent on collecting and administering the 1% LOT each year. The City Administrator, Finance Manager/Treasurer, City Clerk, and Assistant City Clerk/Assistant Treasurer positions are involved with the 1% LOT collection and administration. Based on the time each position spends, a pro-rata portion of their salary and benefits costs along with a small amount of related office supply expenses (\$35 in FY 18) is determined. In FY 18, the cost that will be deducted from the Sun Valley's 1% LOT receipts will be \$646.70/month for a total of \$7,760.42. Sun Valley receives LOT payments from approximately 614 business.

**JOINT POWERS AGREEMENT ESTABLISHING  
THE SUN VALLEY AIR SERVICE BOARD  
TO RETAIN, IMPROVE AND DEVELOP COMMERCIAL AIR TRANSPORTATION  
SERVICES AT FRIEDMAN MEMORIAL AIRPORT**

November, 2013

This Agreement ("Agreement"), made and entered into on November 16, 2013, by and between the CITY OF KETCHUM, IDAHO, a municipal corporation ("Ketchum"), the CITY OF SUN VALLEY, IDAHO, a municipal corporation ("Sun Valley"), the CITY OF HAILEY, a municipal corporation ("Hailey"), (collectively known as "Cities"), and the COUNTY OF BLAINE, a body politic and corporate ("Blaine County") all described, individually as "Party," or jointly as "Parties;"

WITNESSETH:

WHEREAS, the Friedman Memorial Airport Authority ("FMAA"), of which Hailey and Blaine County are members, operates the Friedman Memorial Airport (the "Airport"), and over the past six years commercial enplanements have decreased to the Airport; and

WHEREAS, the Parties recognize both year-round tourism and commerce are primary contributors to the economic base of Blaine County and its Cities; and

WHEREAS, air service to the Airport is critical for such year-round tourism and commerce; and

WHEREAS, each of the respective City Councils of the Cities of Ketchum, Sun Valley, and Hailey have either: (i) voted in properly noticed public meetings to place before their respective voters on the November 5, 2013, ballot, the question of a 1% Local Option Tax ("LOT") (the "Ballot Questions") to fund retention, improvement and development of commercial air transportation services to the Airport, or (ii) previously received voter approval on the Ballot Questions; and

WHEREAS, an opinion from the Office of the Attorney General dated March 12, 2012, to Representative Wendy Jaquet (the "AG Opinion"), indicates that general authority exists under Idaho Code Section 67-2328 for cities and counties to enter into a joint powers agreement to provide for agreements for air service, including minimum revenue guarantees ("MRG's"); and

WHEREAS, to retain, improve and develop commercial air transportation services, the Ballot Questions provide for MRG's and promotion of commercial air service to increase seats and enplanements to the Airport; and

WHEREAS, this Agreement will create the separate legal entity described below, the Sun Valley Air Service Board (the "Board"), which will contract with one or more parties, pursuant to Contracts for Services as described herein, to discharge the Board's duties and responsibilities described in the Ballot Questions; and

WHEREAS, each of the Parties has made findings regarding the need for this Agreement to satisfy the duties and responsibilities described in the Ballot Questions; and

WHEREAS, the City Parties hereto are municipal corporations organized and existing under and by virtue of the laws of the State of Idaho and as such are authorized and empowered by Idaho Code Sections 50-321, 50-322, 21-110, 21-401 and related statutes to undertake the responsibilities contemplated by the Ballot Questions; and

WHEREAS, the County, pursuant to Idaho Code Sections 31-110, 21-876 and related statutes, in coordination with Hailey, provides for the operation of the Airport through the FMAA and the County as a Party to this Agreement may assist in discharging the duties contemplated by the Ballot Questions; and

WHEREAS, it is the mutual desire of the Parties hereto, acting pursuant to Idaho Code Sections 67-2328, *et seq.*, and Idaho Code Section 21-403, to create and maintain the Authority to discharge the duties and responsibilities set forth in the Ballot Questions;

NOW, THEREFORE, in order to accomplish the aforesaid purposes, and in consideration of the mutual term, covenants and conditions set forth herein, the Parties hereto agree as follows:

1. **Establishment of Separate Legal Entity; Governance.** The Parties hereto hereby establish the Sun Valley Air Service Board (“Board”) as a separate legal entity and delegate each Party’s respective power to the Board to oversee and administer the joint undertakings contemplated herein. Parties will join and become members of the Board upon execution of this Agreement by their respective governing body.
2. **Board Membership.** The representatives of the Parties who shall be members of the Board shall be configured as described below:
  - A. One (1) member from the City of Ketchum, one (1) member from the City of Sun Valley and one (1) member from the City of Hailey shall be respectively appointed by the Mayors of Ketchum, Sun Valley and Hailey with the consent and approval of the City Council of each city.
  - B. One (1) member from Blaine County shall be appointed by the Board of County Commissioners.
  - C. Each of the Parties shall establish its own Board member qualification criteria subject to subparagraph E.
  - D. Employees, directors, shareholders, partners, owners and others with financial interests in any business, company or entity which the Board has employed or contracted with to provide equipment or services shall not be appointed or remain members of the Board.



E. Members of the Board shall be appointed without respect to political affiliation or religious denomination. Any person over the age of eighteen (18) may be eligible for appointment.

F. Members of the Board shall serve without compensation.

**3. Board Member Voting Power & Voting Majority.**

A. City Parties shall retain 90% of the voting rights and voting rights shall be allocated among all Board members based on their respective annual 1% LOT contributions to the Board. The initial allocation of these voting rights shall be determined using each City Party's year ending September 30, 2013, total fiscal year actual LOT revenue collection on taxable sales described in the Ballot Questions. Each year thereafter, the voting percentages shall be revised as necessary to reflect each City Party's year ending September 30 actual 1% LOT revenue contributions to the Board.

B. Blaine County shall not have a vote as a member of the Board, except in the instance described herein. In recognition that Friedman Memorial Airport is jointly owned by the City of Hailey and Blaine County, 10% of the voting rights of the Board members will be allocated to the Board member appointed by Hailey, unless Hailey is not a Party to this Agreement, in which case such 10% shall be allocated to the Board member appointed by Blaine County.

C. Voting Majorities. The members of the Board shall take action upon the affirmative vote of those members holding more than 50% of the voting rights, unless otherwise provided herein. A super-majority of two-thirds of those members holding voting rights shall be needed to (1) approve any initial Contract for Services with an entity or contractor or change an entity or contractor with a Contract for Services in excess of \$50,000 to a different entity and/or contractor; and (2) approve any initial performance metrics and change in performance metrics determined jointly by members of the Board and contractor(s) as identified in the Contracts for Services.

**4. Term of Office.** The term of office on said Board shall be for the following initial terms:

- 1 member from Ketchum for one (1) year
- 1 member from Sun Valley for one (1) year
- 1 member from Hailey for one (1) year
- 1 member from Blaine County for one (1) year

Subsequent appointments shall be for one (1) year and a board member shall hold a seat on the board until his or her successor has been appointed and qualified. Vacancies occurring otherwise than through the expiration of appointed terms or removal shall be filled for the remainder of the term by the Party that appointed the board member. Removal of any member may only be made by the Party that appointed such board member.

5. **Organization Bylaws.** The Board shall be governed by the Bylaws specifying the procedural method and manner by which it shall conduct its business and affairs, provided, however, that said Bylaws shall be amended so as not be inconsistent with or contrary to the provisions of this Agreement, or any applicable local, state or federal law and shall provide that at least a simple majority must concur for the Board to act. The Bylaws shall provide, among other items, that a majority of the members of the Board shall constitute a quorum. A non-voting member is not a member for quorum purposes.

6. **Purposes and Powers.** The purpose of the Board is to establish, implement, maintain and fund a program to retain, improve and develop commercial air service to Friedman Memorial Airport. In furtherance of that purpose, the Parties hereto hereby delegate to the Board their power to carry out the duties as described and contemplated by the Ballot Questions, including entering into Contracts for Services with such entities as the Board may select, subject to the specific LOT allocations of the City Parties. It is anticipated that the Board will have no employees and that, except for the holding, distribution and oversight of the monetary contributions and entering into Contracts for Services, the Board will have a very limited scope of operation. Such delegated powers shall more specifically include, but not be limited to, the following:

- A. The Board, as allowed under state and federal statutes, may apply for, receive and operate under financial assistance from the federal or state government, and from any agency or political subdivision thereof, or from any private sources;
- B. To acquire by purchase, gift, lease, sublease or otherwise, to the extent and in the manner that a city or county operating under the laws of the State of Idaho might do so, personal property, including money, necessary to carry out the purposes of the Board and to invest and hold such money until distributed for the purposes contemplated by the Ballot Questions;
- C. To fund administrative costs, if any, to carry out the purposes of the Board;
- D. To contract with public or private agencies, companies or entities to retain, improve and develop commercial air transportation services to Friedman Memorial Airport, including contracting with third parties pursuant to Contracts for Services;

7. **Manner of Financing.** The Board shall annually adopt a budget. Subject to the provisions herein, each City Party hereto will annually budget and contribute monthly to the Board the money collected pursuant to their respective Ballot Question, less their direct costs to collect and enforce the tax, including administrative and legal fees; each City has the option to direct its monetary contribution to those purposes it specifically directs as allowed by the Ballot Questions, except for contributions to cover a pro-rata share of administrative expenses, if any, of the Board; provided, however, in the event of any litigation or other challenges to the Ballot Questions, this Agreement, the Board, or any related matters, each City shall contribute a pro-rata share of its contribution to defray any expenses related thereto. During each fiscal year, the City Parties shall contribute monthly to the Board their respective amount of money collected,

less their direct costs to collect and enforce the tax, including administrative and legal fees, subject to allocations approved by each City Party's governing board.

- A. In adopting the annual budget, each City Party must contribute the money collected pursuant to its respective Ballot Question, less their direct costs to collect and enforce the tax, including administrative and legal fees. The County, in its discretion, may contribute funds to the Board; it is anticipated that the County will continue its historical support for the Airport.
- B. Any entity may contribute additional funds to the Board. It is anticipated that Sun Valley Company will fund fifty percent (50%) of any MRG expenses and will provide marketing support for the air service in collaboration with the airlines and other community marketing efforts.
- C. Any funds received by the Board shall be used for payments to entities pursuant to the Contract for Services, as contemplated by the Ballot Questions, for the purposes authorized therein. The budgeting, allocation and use of said funds by the Board shall be in accordance with the purposes and powers herein provided for, and in no event shall the Board use, spend, encumber or commit funds of the Parties hereto in amounts exceeding those actually budgeted and contributed to the Board by the Parties. All specific allocations of LOT proceeds by a City Party shall be followed by the Board in its budget and actual spending.
- D. An annual audit or similar financial review shall be conducted consistent with Idaho statutory requirements.
- E. So as to minimize Board expenses, all City Parties may agree to share in the administrative tasks of the Board through pro-rata contribution of their City staff time to perform such tasks.

**8. Contracts for Services.** The initial Contracts for Services with entity(ies) selected by the Board shall be entered into as soon as practicable following the appointment of the Board Members and passage of the Ballot Questions. Each year thereafter, the Board shall enter into similar contracts with such entities as the Board may select. The Contracts for Services shall (i) set forth those specific services which are to be provided consistent with the Ballot Questions, (ii) provide for detailed reporting to the Board and, as appropriate directly to the Parties, of how funds were spent in sufficient detail to demonstrate compliance with constitutional and statutory guidelines as reflected in the AG Opinion; (iii) include performance metrics consistent with expectations for the work to be performed. A Contract for Services may be for more than one year, but must explicitly state that annual funding is subject to annual appropriations which meet the Cities' statutory limitations.

**9. Duration.** The duration of the Board created by this Agreement shall be for a period of at least five and one-half years; provided, however, that the same may be extended for an additional period of time, as the Parties hereto deem appropriate in order to expend the monies and satisfy the purposes set forth in the Ballot Questions. Any such extension of this Agreement shall be in writing, adopted by the governing body of each of the Parties hereto.

No Party may withdraw from the Agreement, except that any City Party that has failed to pass its Ballot Question shall be deemed to have withdrawn from this Agreement once such election results have been certified. Should fewer than two City Parties pass a Ballot Question, this Agreement shall be terminated.

**10. Dissolution of the Board.** Parties, upon the dissolution of the Board created by this Agreement or any extension or renewal thereof, for whatever reason, may agree to (1) distribute the personal property owned by the Board among themselves in a manner deemed by them to be equitable and approved in writing by the governing body of each; or (2) to sell the property in the manner provided for by law for the disposition of property by cities and counties, and the proceeds of any such sale shall be divided among the Parties hereto in proportion equal to the annual operating contributions of each to the Board since its inception.

**11. Mediation.** Any controversy or claim arising out of or relating to this Agreement or breach thereof, shall be submitted to non-binding mediation upon the written request of any Party and conducted by one (1) neutral mediator. If the Parties are unable to select a mediator, then selection shall follow the procedure published by the American Arbitration Association Commercial Mediation Rules. Mediation shall be held in Blaine County. This Agreement to mediate and any other agreement or consent to mediate entered into in accordance with this Agreement shall be specifically enforceable under the prevailing law of Idaho. Each party shall bear its own costs and the parties shall split equally the cost and expenses of the mediator.

**12. Execution and Effect.** Upon execution of this Agreement by the Parties, this Agreement shall be effective. This Agreement may be executed in counterparts, each of which shall be deemed to be an original.

**13. Amendment.** This Agreement may only be amended upon the unanimous approval of the voting Parties, and only as would be not inconsistent with the Ballot Questions.

[Signatures Appear on Following Pages]

As of the date hereof, the Parties hereto have caused this Agreement to be executed by the duly-authorized representatives this 5<sup>th</sup> day of September, 2013.

CITY OF KETCHUM

By: [Signature]  
Mayor

Date: 5/09/13

ATTEST:

[Signature]  
City Clerk



CITY OF SUN VALLEY

By:           *Alvin D. Brown*            
Mayor

Date:           8/28/13          

ATTEST:

          *Aly Gault*            
City Clerk

CITY OF HAILEY

By: *Alex Heavil*  
Mayor

Date: 8/27/13

ATTEST:

*[Signature]*  
City Clerk



BLAINE COUNTY COMMISSIONERS

By: Angela McCarty

Date: 10/1/13

By: [Signature]

Date: 10/1/2013

By: [Signature]

Date: 10.1.13



ATTEST:

[Signature]



1% LOT Generated	1% LOT Received					Communities' Direct Costs	LOT Funds from Communities	Air Service Board Administrative Expenses	Fund Balance Applied	Funds Available for Contracts	Fly SV All Contr Expen:
		Sun Valley	Ketchum	Halley	TOTAL						
Oct-17	Dec-17	\$22,806	\$165,740	\$8,748	\$197,294	\$6,407	\$190,887	-\$2,893	\$0	\$0	\$:
Nov-17	Jan-18	\$17,339	\$121,309	\$3,917	\$142,565	\$6,276	\$136,289	-\$83		\$187,993	\$:
Dec-17	Feb-18	\$59,627	\$118,703	\$3,917	\$182,246	\$6,276	\$175,971	-\$83		\$136,206	\$:
Jan-18	Mar-18	\$37,553	\$273,546	\$5,870	\$316,969	\$6,329	\$310,640	-\$83		\$175,887	\$:
Feb-18	Apr-18	\$45,407	\$176,491	\$10,496	\$232,394	\$6,455	\$225,939	-\$83		\$310,557	\$:
Mar-18	May-18	\$38,945	\$195,238	\$8,440	\$242,622	\$6,399	\$236,223	-\$83		\$225,855	\$:
Apr-18	Jun-18	\$16,779	\$172,511	\$7,720	\$197,010	\$6,379	\$190,631	-\$583		\$236,140	\$1:
May-18	Jul-18	\$19,234	\$101,602	\$4,122	\$124,958	\$6,281	\$118,677	-\$83		\$190,048	\$1:
Jun-18	Aug-18	\$42,954	\$104,634	\$3,608	\$151,196	\$6,267	\$144,929	-\$83		\$118,594	\$:
Jul-18	Sep-18	\$99,066	\$164,815	\$7,206	\$271,087	\$6,365	\$264,722	-\$83		\$144,845	\$1:
Aug-18	Oct-18	\$81,694	\$232,389	\$15,430	\$329,513	\$6,589	\$322,923	-\$83		\$264,639	\$2:
Sep-18	Nov-18	\$36,987	\$226,023	\$13,683	\$276,693	\$6,542	\$270,151	-\$15,083		\$322,840	\$2:
		\$518,390	\$2,053,000	\$93,157	\$2,664,548	\$76,566	\$2,587,982	-\$19,310	\$0	\$255,245	\$:
									\$0	\$2,568,849	\$1,2:

**SUN VALLEY AIR SERVICES BOARD**  
**INVOICES TO BE PAID**  
**Through November 30, 2017**  
**CORRECTED**

Fly Sun Valley Alliance	July 2017 LOT Invoice	\$ 292,129.00
Sun Valley Marketing Alliance	July 2017 LOT Invoice	32,612.00
Fly Sun Valley Alliance	August 2017 LOT Invoice	\$ 293,815.00
Sun Valley Marketing Alliance	August 2017 LOT Invoice	32,646.00
Fly Sun Valley Alliance	September 2017 LOT Invoice	\$ 4,472.00
Sun Valley Marketing Alliance	September 2017 LOT Invoice	175,215.00
<b>TOTAL</b>		<hr/> <b>\$830,889.00</b>

**SUN VALLEY AIR SERVICES BOARD**  
**INVOICES TO BE PAID**  
**Through November 30, 2017**

Fly Sun Valley Alliance	July 2017 LOT Invoice	\$ 305,320.00
Sun Valley Marketing Alliance	July 2017 LOT Invoice	33,924.00
Fly Sun Valley Alliance	August 2017 LOT Invoice	\$ 213,815.00
Sun Valley Marketing Alliance	August 2017 LOT Invoice	32,646.00
Fly Sun Valley Alliance	September 2017 LOT Invoice	\$ 4,472.00
Sun Valley Marketing Alliance	September 2017 LOT Invoice	175,215.00
TOTAL		<hr/> \$ 765,392.00

Fly Sun Valley Alliance Inc.

PO Box 6316  
Ketchum, ID 83340

Corrected **Invoice**

Date	Invoice #
7/31/2017	192

<b>Bill To</b>
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 2017 Collections - September 2017 FSVA Contract Services	292,129.00	292,129.00
		<b>Total</b>	<b>\$292,129.00</b>



## **TO: SUN VALLEY AIR SERVICE BOARD**

### **CONTRACT SERVICES RENDERED – September 2017**

#### **AIR SERVICE**

##### **AIR SERVICE DEVELOPMENT**

- Reviewed/monitored/analyzed weekly flight booking reports; monthly reports
- Ongoing research/analysis of seat, enplanements, load factors; for SUN and competitive markets
- Continued strategic planning/analysis regarding future air service needs/opportunities FY18 and beyond
- Continued discussions/planning with airlines regarding current and future service; contracts, etc.
- Finalized negotiations with bus company re: winter 2017/18 service contract for diversion busing
- Ongoing communication/meetings with airlines, M&H consultant, FMAA, customers, stakeholders
- Prepared materials for Air Service Board reports, invoices, etc. Attended meetings as needed
- Worked with VSV and other marketing partners to discuss air service marketing efforts in key markets

##### **LOCAL AIR MARKETING/COMMUNITY OUTREACH**

- Provided information via monthly FSVA Enews and ongoing social media channels; updated website
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign via local publications
- Created/executed ongoing FSVA local marketing/ PR for air service (*print, digital*); fare sale promotions
- Created/executed PR, social media, ads and other announcements of new ORD-SUN winter service
- 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 implementing 2017 summer/fall Air Passenger Survey
- Continued work on compiling/tracking relevant news and comparative data and information of air service
- Continued discussions regarding off-season traveler survey and local business air travel survey

SUN VALLEY MARKETING ALLIANCE, INC.  
 PO BOX 4934  
 KETCHUM, ID 83340 US  
 208-726-3423  
 Scott@VisitSunValley.com  
 www.visitsunvalley.com

Corrected **Invoice**

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

**SHIP TO**  
 Air Service Board  
 PO Box 3801  
 Ketchum, ID 83340

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
926	11/29/2017	\$32,612.00	12/29/2017	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing   July 2017 Thank you for your support of Visit Sun Valley!	1	32,612.00	32,612.00
<b>BALANCE DUE</b>			<b>\$32,612.00</b>

Fly Sun Valley Alliance Inc.

PO Box 6316  
Ketchum, ID 83340

# Invoice

Date	Invoice #
8/31/2017	193

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 2017 Collections - October 2017 FSVA Contract Services	293,815.00	293,815.00
		<b>Total</b>	<b>\$293,815.00</b>



## TO: SUN VALLEY AIR SERVICE BOARD

### CONTRACT SERVICES RENDERED – October 2017

#### AIR SERVICE

##### AIR SERVICE DEVELOPMENT

- Reviewed/monitored/analyzed weekly flight booking reports; monthly reports
- Ongoing research/analysis of seat, enplanements, load factors; for SUN and competitive markets
- Continued strategic planning/analysis regarding future air service needs/opportunities FY18 and beyond
- Continued discussions/planning with airlines regarding current and future service; contracts, etc.
- Held pre-season diversion busing meeting with airlines, airport, bus company, other stakeholders
- Implemented various efforts to improve communications on diversion busing to passengers, 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
- Worked with VSV and other marketing partners on air service marketing efforts in key markets

##### LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and ongoing social media channels; updated website
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign via local publications
- Created/executed ongoing FSVA local marketing/ PR for air service (*print, digital*); fare sale promotions
- Created/executed PR, social media, ads, and other announcements of new ORD-SUN winter service
- 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 implementation of 2017 SUN summer/fall Air Passenger Survey
- Developed new winter SUN Air Passenger survey to start in November
- Continued work on Local Business Air Traveler Survey to launch in November
- Continued work on compiling/tracking relevant news and comparative data and information of air service
- Continued discussions regarding off-season traveler survey and local business air travel survey



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**Invoice**

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

**SHIP TO:**  
 Air Service Board  
 PO Box 3801  
 Ketchum, ID 83340

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
927	11/29/2017	\$32,646.00	12/29/2017	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
<b>Air Service Board</b>	1	32,646.00	32,646.00

Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing | August 2017

Thank you for your support of Visit Sun Valley!

**BALANCE DUE**

**\$32,646.00**

## Operational Breif ASB August-September 2017

- Destimetrics reporting is up and running!
  - Occupancy: 70.1% (v.69.2%) for July
  - Eclipse impact: 97% booked on August 20<sup>th</sup>
  - 9 properties reporting
- Facebook fans: 1,800 | August gained +260, July gained +151
- Instagram followers: 9,722
- Summer website sessions (May 1<sup>st</sup> – September 4<sup>th</sup>) to visitsunvalley.com were up 23% compared to the same period in 2016

### Marketing & Advertising

- Fall advertising push is in full swing utilizing a variety of mediums including fall blogs, fall video and placement via Facebook & Sunset magazine online
- Freehub just released a video and written article based on their summer bike packing trip to Sun Valley. We will also have a website takeover on Freehub.com with a series of digital ads.
- Worked with Backbone Media to build out our winter 2017-2018 advertising plan – see accompanying document
- Awaiting review of winter videos and creative from Origin Design

### Public Relations

- Hosted Portland Media Mission
  - Built relationships with several writers that attended
  - Several writers interested in visiting the area especially for Trailing of the Sheep
- Connected with writer from San Diego Tribune, Nicola Bridges
  - Stayed at Knob Hill, Sun Valley Resort and Limelight
  - Experienced Wagon Days, horseback riding, various shopping and dining, etc.
- Working with Fahlgren Mortine to build out winter PR strategy
- Sun Valley Mentions & Features
  - Assisted Rebecca's Private Idaho with air support for influential photographer
  - Gear for Life | [10 Best Summer Destination in America: Beaches, Bars & Belays](#)
  - Sunset | [51 Reasons to See the West Now](#)
  - New York Times | [How \(and Why\) to Camp in National Parks](#)
  - Quanta Airlines | [Find the Perfect Ski Resort for You](#)
  - Unofficial Networks | [These Resorts Give the Most Time Skiing vs Riding Lifts](#)

- Town & Country | [11 Ski Towns That Are Just Spectacular in the Summer](#)
- AAA Magazine – VIA | [100 Best Travel Ideas in the West - #50 – Yotel atop Bald Mountain at Sun Valley, Idaho](#)
- Outside Magazine | [The Sweet Beer After – featuring Grumpy’s](#)
- The Mobile Cyclist | [Sun Valley Ski Town Downhill Mountain Biking Trails](#)
- Freehub Magazine | [Almost Famous – The Rebirth of Sun Valley](#)
- The Traveling Spud | [The Ultimate Girls Getaway to Sun Valley, Idaho](#)
- Gravel Cyclist | [Race Report: 2017 Rebecca’s Private Idaho – Stage 1 “The Queen’s Stage Race – Part 1 & 2](#)

### **Social Media**

- Continual content building and distribution of new Visit Sun Valley Facebook page
- Came to assistance agreement with Sun Valley Company for incurring the page split
- Looking at bringing in 2-3 social media influencers to Sun Valley to experience the fall
- Will be pushing our [fall video](#) through the various social outlets
- Internally composed and distributed a variety of blog pieces including:
  - [Fall Festivals You Have to See](#)
  - [Five Reasons to Love Fall in Sun Valley](#)
  - [Finding The Mountain Biking Trails in Sun Valley – Maps, Apps, Shops & Guides](#)
  - [Tour de Suds: Sun Valley’s Bike-to-Brewery Tour](#)
  - [The Streets of Sun Valley: An Unexpected Art Gallery](#)
  - [The Artsy Side of Sun Valley](#)
  - [How to Ketch’em Alive This Summer](#)
  - [Sun Valley: A Place for Flannel-Loving Hipsters](#)

## Operational Highlights November 2017

- DestiMetrics:
  - Occupancy: 40% in September (vs. 46% in 2016)
  - ADR: \$250 in September (vs. \$208 in 2016)
  - 10 properties reporting (added Natural Retreats)
- Facebook fans: 2,336 | September gained +317, October gained +230
- Instagram followers: 9,934 (gained 212 since September)
- Website sessions YTD (Jan 1<sup>st</sup> – October 31<sup>st</sup>) to [visitsunvalley.com](http://visitsunvalley.com) were up 19% compared to the same period in 2016.
- Aly & Ray conducted a 'Trip Advisor & Google Places' learning session at the Chamber's Business Expo

### Marketing & Advertising

- Summer 2017 campaign out performed our 2016 campaign on both display and social fronts.
  - Our paid social budget was increased as we were able to target more efficiently through new platform advancements.
  - We ramped up our early summer spending and backed off during July in an effort to build awareness in those planning months. This also allowed us to build allocate a fall advertising budget.
- The fall advertising push was well received across a variety of channels including paid social promotions, Searching for Sun Valley blog, and various ad partners.
- Winter advertising is in full swing with our early season push. Early season initiatives include:
  - New partnership with [Thrillist](http://Thrillist.com) & Outdoor Project
  - Internal blog content creation
  - Paid social promotions focusing on our winter videos and blog content
  - Revamped winter landing page: [visitsunvalley.com/winter](http://visitsunvalley.com/winter)
- Worked with Backbone Media to build out our winter 2017-2018 advertising plan
- Received an exciting first-round preview of video captured from this past summer

### PR

- Chicago Media Mission
  - Partnered with a select group of lodging partners to host a media event in Chicago to drum up awareness in our newest air service market
  - Happening November 15<sup>th</sup>, re-cap to follow
- Hosted Social Influencer, Becca Skinner for Trailing of the Sheep weekend
  - Attended and covered Trailing of the Sheep festivities
  -

- Was the focus of an accompanying video piece documenting the weekend
- Took over Instagram account for the weekend
- Working with Fahlgren Mortine to build out winter PR strategy
- Sun Valley Mentions & Features
  - 33andFree | [Hiking in Ketchum \(Sun Valley\), Idaho](#)
  - Freehub Magazine | [Gotta Get Up to Get Down](#)
  - Ski Magazine | [Resort Like – Sun Valley](#)
  - Group Tour Magazine | [Itinerary Idaho \(pg 32\)](#)
  - Pink Bike | [In the Valley of the Sun with Thomas Vanderham & Sam Shultz](#)
  - Thrillist | [13 Reasons Why Sun Valley, Idaho Should be on Your Bucket List](#)
  - Bespoke Black Book | [Sun Valley: America’s Elite Adult’s Playground](#)
  - On the Snow | [8 Airports with Easy Ski Resort Access](#)
  - Make Time to See the World | [The Best Ski Resorts in the USA, Canada, Europe, Canada, Japan & Beyond](#)
  - Washington Post | [How Americans Lost the Stars and How We Might Be Able to Get Them Back](#)
  - Jetsetter | [9 Best Mountain Towns in America](#)
  - Matador Network | [The 21 Coolest Ski Town in North America – 2018](#)
  - Viva Lifestyle & Travel | [From Powder to Parties: The Top 10 Apres Ski Towns in North America](#)

### **Social Media**

- Continual content building and distribution of Visit Sun Valley Facebook page
- Began to collect on agreed compensation from Sun Valley Company for incurring the Facebook page split
- Looking at bringing in 2-3 social media influencers to Sun Valley to experience the winter
- Will be pushing our winter videos through the various social outlets
- Internally composed and distributed a variety of blog pieces including:
  - [How to Beat Cabin Fever in Sun Valley](#)
  - [The Dark Skies of Sun Valley, ID](#)
  - [Sun Valley’s Backcountry: A Short Guide to Long Runs](#)
  - [Kid-Friendly, Adult Approved Winter Activities in Sun Valley](#)
  - [Muscle Mystics: Local Remedies for Active Bodies](#)
  - [Your Guide to the Holidays in Sun Valley, Idaho](#)
  - [Off-Mountain Winter Family Fun](#)
  - [Kids Will Fall for Autumn in Sun Valley, ID](#)
  - [Top 8 Fall Mountain Bike Rides](#)

Fly Sun Valley Alliance Inc.

PO Box 6316  
Ketchum, ID 83340

# Invoice

Date	Invoice #
9/30/2017	194

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 2017 Collections - November 2017 FSVA Contract Services	4,472.00	4,472.00
		<b>Total</b>	\$4,472.00



## TO: SUN VALLEY AIR SERVICE BOARD

### CONTRACT SERVICES RENDERED – November 2017

#### AIR SERVICE

##### AIR SERVICE DEVELOPMENT

- Reviewed/monitored/analyzed weekly flight booking reports; monthly reports
- Ongoing research/analysis of seat, enplanements, load factors; for SUN and competitive markets
- Continued strategic planning/analysis regarding future air service needs/opportunities FY18 and beyond
- Continued discussions/planning with airlines regarding current and future service; contracts, etc.
- Began 2017/18 diversion busing program; continued implementation of various enhanced communication systems for passengers, 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
- Worked with VSV and other marketing partners on air service marketing efforts in key markets

##### LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and ongoing social media channels; updated website
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign via local publications
- Created/executed ongoing FSVA local marketing/ PR for air service (*print, digital*); fare sale promotions
- Began planning for ORD-SUN winter service inaugural celebration on December 23
- 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

- Began winter SUN Air Passenger survey collection
- Worked on analysis of survey data from FSVA summer/fall air passenger survey, VSV summer visitor survey and other survey data from industry and competitor resort destinations.
- Implemented online Blaine County Business Air Traveler Survey with various partners (Sun Valley Economic Development, The Chamber, Ketchum Innovation Center, Visit Sun Valley)
- Continued work on compiling/tracking relevant news and comparative data and information of air service

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**SHIP TO**  
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INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
928	11/29/2017	\$175,215.00	12/29/2017	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
<b>Air Service Board</b>	1	175,215.00	175,215.00

Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing | September 2017

Thank you for your support of Visit Sun Valley

**BALANCE DUE**

**\$175,215.00**



# SUN VALLEY AIR SERVICE BOARD

## RESOLUTION 2017-01

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### A RESOLUTION OF THE SUN VALLEY AIR SERVICE BOARD SETTING THE SUN VALLEY AIR SERVICE BOARD MEETING DATES FOR 2018

WHEREAS, the Bylaws for the Sun Valley Air Service Board provide that meetings of the Board will be held at such time and place as is established by the Board; and

WHEREAS, the Sun Valley Air Service Board wants to establish a regular meeting schedule for 2018.

**NOW, THEREFORE, BE IT RESOLVED BY THE SUN VALLEY AIR SERVICE BOARD** that the regular meeting schedule of the Sun Valley Air Service Board in 2018 shall be as follows:

January 31 <sup>st</sup> at 2:00 p.m.,	City of Hailey, City Hall, 115 Main Street South, Hailey, ID
March 28 <sup>th</sup> at 2:00 p.m.	City of Ketchum, City Hall, 480 East Avenue North, Ketchum, ID
May 30 <sup>th</sup> at 2:00 p.m.	City of Sun Valley, City Hall, 81 Elkhorn Road, Sun Valley, ID
July 25 <sup>th</sup> at 2:00 p.m.	City of Hailey, City Hall, 115 Main Street South, Hailey, ID
September 19 <sup>th</sup> at 2:00 p.m.	City of Ketchum, City Hall, 480 East Avenue North, Ketchum, ID
December 5 <sup>th</sup> at 2:00 p.m.	City of Sun Valley, City Hall, 81 Elkhorn Road, Sun Valley, ID

Regular Sun Valley Air Service Board meeting dates are subject to change due to availability of a quorum or other circumstances. Any change from the above adopted dates will be noticed in accordance with Idaho Code 74-204, as amended.

PASSED BY THE SUN VALLEY AIR SERVICE BOARD THIS \_\_\_\_\_ DAY OF DECEMBER, 2017.

\_\_\_\_\_  
Fritz Haemmerle, Chair

\_\_\_\_\_  
Nina Jonas, Secretary