

**AGENDA**  
**SUN VALLEY AIR SERVICE BOARD MEETING**  
**SUN VALLEY CITY HALL**  
**81 ELKHORN ROAD**  
**SUN VALLEY, ID**  
**December 7, 2016 - 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 21, 2016;
2. Receive and File Financials:
  - a. 1% Local Option Tax Report – August 2016 & September 2016;

**ACTION/DISCUSSION**

3. Approval of payment schedules for Fly Sun Valley Alliance and Sun Valley Marketing Alliance for the 2016 – 2017 fiscal year;
4. Authorization of Payment of Bills on-hand through December 1, 2016;
5. Discussion and action regarding Resolution 2016-01 Setting the Sun Valley Air Service Board Meeting Dates For 2017.

**ADJOURNMENT**

*Please Note: The agenda is subject to revisions. Any person in need of assistance to attend or participate should contact Ketchum City Hall prior to the meeting at 208-726-3841. Air Service Board Packets are online at [www.haileycityhall.org](http://www.haileycityhall.org); [www.svidaho.org](http://www.svidaho.org); and [www.ketchumidaho.org](http://www.ketchumidaho.org).*

**SUN VALLEY AIR SERVICE BOARD  
MEETING MINUTES  
September 22, 2016**

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

**Absent:** Larry Schoen – Blaine County Commissioner

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

**CALL TO ORDER**

Mayor Fritz Haemmerle called the meeting to order at 3:05 p.m.

**ROLL CALL**

Larry Schoen Blaine County Commissioner – absent

**PUBLIC COMMENT**

No public comment

**REMARKS FROM THE CHAIR**

None

**REMARKS FROM THE BOARD**

None

**CONSENT AGENDA**

1. Approval of Air Service Board Minutes 27, 2016
2. Receive and File Financials

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

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

**ACTION DISCUSSION**

3. Discussion and action regarding renewal of insurance coverage with ICRMP for the Insurance Policy Year October 1, 2016-September 30, 2017.

City of Sun Valley Administrator Susan Robertson presented the outline of the policy and gave a recommendation to renew the policy with ICRMP

**4. Consideration of Terrorism Property Coverage.**

City of Sun Valley Administrator Susan Robertson advised that ICRMP is required by law to make the Board aware of this specific coverage offer but recommended we refuse this coverage because it is provided in the ICRMP policy.

**Motion to approve insurance coverage with ICRMP and Deny Terrorism Property Coverage.**

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

**5. Authorization of Payment of Bills on-hand through September 16, 2016**

**Motion to authorize payment of bills**

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

City of Sun Valley Administrator Susan Robertson went over the revised bills and explained the corrected numbers that were in the packet. Mayor Fritz Haemmerle reiterated that the total due was \$634,553.10.

Mayor Nina Jonas asked for updates regarding marketing.

Fly Sun Valley Director Carol Waller said the Thanksgiving flight is doing very well. The holidays are already booking up solid and it is showing to be a good Fall. Carol Waller explained that they are looking at increasing the number of flights for the summer and fall schedule of 2017. Mayor Fritz Haemmerle questioned if this is going well. Carol Waller replied that it is a tough sell and there is an ongoing conversation. Mayor Peter Hendricks asked how the forecast looks for the past summer months. Carol Waller believes they finished strong.

Mayor Nina Jonas questioned the diversion busing for the upcoming winter months. Carol Waller explained that Caldwell Transportation bought Sun Valley Express and they are believed to have better buses for the diversion buses. They are hoping with the new landing equipment at Friedman Airport there will be less of a need for diversion to occur. Diversion busing starts November 1, 2016.

They asked Sally Gillespie of the Sun Valley Marketing Alliance to speak. She advised that they are still in search of an Executive Director. She advised that the winter program is all set to go. Mayor Fritz Haemmerle asked when the position should be filled. They are hoping sometime in January. Mayor Peter Hendricks advised that he sits on that board and feels the board is fully engaged.

**ADJOURNMENT**

**Motion to Adjourn**

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

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Fritz Haemmerle, Chair

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Nina Jonas, Secretary/Treasurer

1% LOT Generated	1% LOT Received	Communities'				TOTAL	Communities' Direct Costs	LOT Funds from Communities	Air Service Board Administrative Expenses	Fund Balance Applied	Funds Available for Contracts	Fly SV Alliance		SVMA	
		Sun Valley	Ketchum	Hailey								Contract Expenses	% of Available Funds	Contract Expenses	% of Available Funds
									270,000.00	270,000.00	54,000.00	20%	216,000.00	80%	
Oct-15	Dec-15	23,617.42	108,535.59	3,966.60	136,119.61	-6,181.28	129,938.33	-2,955.00		126,983.33	25,396.67	20%	101,586.66	80%	
Nov-15	Jan-16	17,203.31	107,445.27	2,775.88	127,424.41	-6,147.94	121,276.47	-125.00		121,151.47	24,230.29	20%	96,921.18	80%	
Dec-15	Feb-16	69,987.79	243,369.11	5,786.85	319,143.75	-6,232.25	312,911.50	-125.00		312,786.50	62,557.30	20%	250,229.20	80%	
Jan-16	Mar-16	42,379.49	163,150.32	10,381.19	215,911.00	-6,360.89	209,550.11	-125.00		209,425.11	41,885.02	20%	167,540.09	80%	
Feb-16	Apr-16	58,703.63	184,907.18	7,001.05	250,611.86	-6,337.81	244,274.05	-125.00		244,149.05	48,829.81	20%	195,319.24	80%	
Mar-16	May-16	44,181.22	162,606.26	6,833.63	213,621.11	-6,261.56	207,359.55	-125.00		207,234.55	165,787.64	80%	41,446.91	20%	
Apr-16	Jun-16	18,540.19	92,508.00	3,098.79	114,146.98	-6,156.99	107,989.99	-625.00		107,364.99	96,628.49	90%	10,736.50	10%	
May-16	Jul-16	26,366.42	97,318.01	3,241.01	126,925.44	-6,160.97	120,764.47	-125.00		120,639.47	108,575.52	90%	12,063.95	10%	
Jun-16	Aug-16	46,565.24	149,481.05	6,940.60	202,986.89	-6,264.56	196,722.33	-125.00		196,597.33	176,937.60	90%	19,659.73	10%	
Jul-16	Sep-16	95,717.39	210,033.15	15,362.11	321,112.65	-6,500.36	314,612.29	-125.00		314,487.29	283,038.56	90%	31,448.73	10%	
Aug-16	Oct-16	87,221.34	203,775.37	13,582.12	304,578.83	-6,450.52	298,128.31	-125.00		298,003.31	212,133.10	Bal of Cont	15,444.82	Bal of Cont	
Sep-16	Nov-16	48,555.07	171,926.50	8,341.84	228,823.41	-6,303.59	222,519.82	-125.00		222,394.82					
Paid May-16		153.02			153.02		153.02			153.02					
		579,191.53	1,895,055.81	87,311.62	2,561,558.96	-75,358.72	2,486,200.24	-4,830.00	270,000.00	2,751,217.22	1,300,000.00		1,158,397.00		

\*SV paid 153.02 for Correction for underpayment for Oct. 74.03 and Dec 78.99

\*Note:For Aug. Fly Sun Valley Alliance has reached the amount of their contract. The amount over is 165,073.94.

\*Note:For Aug. Sun Valley Marketing Alliance has reached the amount of their contract. The amount over is 127,899.30.

\*Note: Ketchum's August Allocation 2015 205,562.42 -3,209.60 202,352.82 (3209.60 revenue received over City of Ketchum's budget, will remain in City of Ketchum's fund balance. The 3209.60 was deposited on Sept. 20, 2016)

Note: A twenty cent (.20) correction from the direct costs from Direct Costs. I adjusted -.20 on the Sept total Direct Cost.

Note: July I had the wrong amount in the direct costs. I over paid at the September meeting FSV 312.79 and SVMA 1283.53.

**PROPOSED  
FY 2016 - 2017 PAYMENT SCHEDULE**

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 Alliance Contract Expenses	% of Available Funds	SVMA Contract Expenses	% of Available Funds
		Sun Valley	Kotchum	Halley	TOTAL									
Oct-16	Dec-16	\$24,142	\$162,499	\$4,046	\$190,686	\$6,299	\$184,388	-\$2,758	\$607,142	\$607,142	\$121,428	20%	\$485,714	80%
Nov-16	Jan-17	\$15,515	\$108,536	\$2,832	\$126,883	\$6,290	\$120,593	-\$108		\$181,629	\$36,326	20%	\$145,304	80%
Dec-16	Feb-17	\$44,676	\$107,445	\$5,903	\$158,025	\$6,376	\$151,649	-\$108		\$120,485	\$24,097	20%	\$96,388	80%
Jan-17	Mar-17	\$35,832	\$243,369	\$10,589	\$289,790	\$6,507	\$283,284	-\$108		\$151,541	\$30,308	20%	\$121,233	80%
Feb-17	Apr-17	\$42,725	\$163,150	\$7,141	\$213,016	\$6,411	\$206,605	-\$108		\$283,175	\$56,635	20%	\$226,540	80%
Mar-17	May-17	\$40,273	\$184,907	\$6,970	\$232,151	\$6,406	\$225,745	-\$108		\$206,497	\$41,299	20%	\$165,198	80%
Apr-17	Jun-17	\$15,907	\$162,606	\$3,161	\$181,674	\$6,300	\$175,374	-\$608		\$225,637	\$180,509	80%	\$45,127	20%
May-17	Jul-17	\$18,773	\$92,508	\$3,306	\$114,587	\$6,304	\$108,283	-\$108		\$174,766	\$157,289	90%	\$17,477	10%
Jun-17	Aug-17	\$43,065	\$97,318	\$5,319	\$145,702	\$6,360	\$139,343	-\$108		\$108,175	\$97,358	90%	\$10,818	10%
Jul-17	Sep-17	\$85,934	\$155,626	\$11,730	\$253,290	\$6,539	\$246,752	-\$108		\$139,234	\$125,311	90%	\$13,923	10%
Aug-17	Oct-17	\$76,382	\$220,893	\$12,240	\$309,514	\$6,554	\$302,961	-\$108		\$246,643	\$221,979	90%	\$24,664	10%
Sep-17	Nov-17	\$41,699	\$215,841	\$6,764	\$264,304	\$6,400	\$257,904	-\$108		\$302,852	\$272,567	90%	\$30,285	10%
		\$484,923	\$1,914,698	\$80,001	\$2,479,622	\$76,741	\$2,402,881	-\$4,450	\$607,142	\$3,005,750	\$1,495,000	49%	\$1,510,750	51%

**SUN VALLEY AIR SERVICES BOARD**

**INVOICES TO BE PAID**

**Through December 1, 2016**

Fly Sun Valley Alliance	August 2016 LOT Invoice	\$211,820.31
Sun Valley Marketing Alliance	August 2016 LOT Invoice	14,161.30
TOTAL		\$225,981.61



**TO: SUN VALLEY AIR SERVICE BOARD**

**SERVICES RENDERED – October 2016**

## **AIR SERVICE**

### **AIR SERVICE RETENTION, IMPROVEMENT, DEVELOPMENT**

- Reviewed/monitored weekly booking reports for 2016 flights; analyzed impact of key schedule and cost changes, ROI, marketing, etc. United SFO & DEN flights ended Sept 18; Alaska SEA & LAX flights run into Oct.
- 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 FY17 and beyond
- Continued discussions with airlines re potential FY17 summer service; future planning, etc.
- Ongoing communication/meetings with airlines, M&H consultant, FMAA, customers, stakeholders
- Prepared materials for Air Service Board reports, invoices, etc. Attended meetings as needed.
- Met with bus company, airlines, airport to plan improvements for FY17 enhanced diversion bussing program.

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

- Provided information via monthly FSVA Enews and ongoing social media channels; updated website as needed
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign via local publications.
- Created/executed ongoing local area 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.
- Continued work on planning, promotion of PDX inaugural flight on Dec 17, 2016.

### **RESEARCH/OTHER**

- Continued implementation of summer 2016 Air Passenger Survey at SUN. Will continue through mid-Oct.
- 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 #
8/31/2016	178

<b>Bill To</b>
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 - August 2016 LOT Revenue - October 2016 FSVA Services	211,820.31	211,820.31
		<b>Total</b>	\$211,820.31



Detail for invoices submitted to Air Service Board  
August 2016

- Launched winter landing page for winter 16/17
- Reviewed bi-weekly campaign reports and made adjustments as required
- Continued release of winter ad campaigns in air service markets
- Discovery meetings for 2018/19 campaign
- Created "how to get here" blog

***Upcoming:***

- Ongoing monitoring, placement and adjustment of winter advertising campaign
- First look at summer campaign
- Summer media planning
- Continued roll-out of winter campaign



**Sun Valley Marketing Alliance, Inc.**

Visit Sun Valley  
 P.O. Box 4934  
 Ketchum, ID 83340



**Invoice**

Date	Invoice #
11/29/2016	723

<b>Bill To</b>
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 August 2016	14,161.30	14,161.30
Thank you for your participation and support of Visit Sun Valley!		<b>Total</b>	\$14,161.30

Phone #
208-726-3423

## Memo

**To:** Sun Valley Air Service Board  
**From:** Susan E. Robertson, ICMA-CM  
City Administrator, City of Sun Valley  
**Date:** December 2, 2016  
**Re:** Resolution 2016-01 re 2017 Meeting Dates and Times

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In advance of the need to adopt a resolution establishing meeting dates and times for the upcoming calendar year, I requested input from the Sun Valley Air Service Board members regarding weeks, days of the week, and times they could be available for Board meetings. In the past, there has been some schedule conflicts regarding the meeting dates and I was hoping to find a day and time of the month that would normally work for all members. I have heard back from two of the four members. One member would like to continue the current meeting schedule going forward – usually the 4<sup>th</sup> Wednesday of the month at 2 p.m. Another Board member indicated that any week of the month was fine with them but preferred that the meetings be scheduled on either a Wednesday or Thursday. As for the time of day, 11 a.m., 1 p.m., or 2 p.m. was preferred. Since I haven't heard from all members yet and need to get the packet out, I have gone ahead and prepared the schedule with the majority of the meetings scheduled for the 4<sup>th</sup> Wednesday of the month at 2 p.m. The resolution can be amended at the Board meeting if changes are desired.

# SUN VALLEY AIR SERVICE BOARD RESOLUTION 2016-01

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## A RESOLUTION OF THE SUN VALLEY AIR SERVICE BOARD SETTING THE SUN VALLEY AIR SERVICE BOARD MEETING DATES FOR 2017

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 2017.

**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 2017 shall be as follows:

January 25 <sup>th</sup> at 2:00 p.m.,	City of Hailey, City Hall, 115 Main Street South, Hailey, ID
March 29 <sup>th</sup> at 2:00 p.m.	City of Ketchum, City Hall, 480 East Avenue North, Ketchum, ID
May 24 <sup>th</sup> at 2:00 p.m.	City of Sun Valley, City Hall, 81 Elkhorn Road, Sun Valley, ID
July 26 <sup>th</sup> at 2:00 p.m.	City of Hailey, City Hall, 115 Main Street South, Hailey, ID
September 27 <sup>th</sup> at 2:00 p.m.	City of Ketchum, City Hall, 480 East Avenue North, Ketchum, ID
December 6 <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, 2016.

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

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