

**SUN VALLEY AIR SERVICE BOARD
MEETING MINUTES
August 25, 2021 at 2:00 PM
Sun Valley City Hall**

Present: Neil Bradshaw – Mayor, City of Ketchum
Peter M. Hendricks – Mayor, City of Sun Valley

Absent: Martha Burke – Mayor, City of Halley
Jacob Greenberg – Commissioner, Blaine County

Staff: Walt Femling – City Administrator, City of Sun Valley
Jade Riley – City Administrator, City of Ketchum
Shelle Rubel – City Treasurer, City of Ketchum

CALL TO ORDER

Mayor Bradshaw called the meeting to order at 2:03 PM.

PUBLIC COMMENT

None.

REMARKS FROM THE CHAIR

None.

REMARKS FROM THE BOARD

None.

ACTION/DISCUSSION/PRESENTATION

1. Presentation by Fly Sun Valley Alliance, Carol Waller.

Carol Waller, Fly Sun Valley Alliance, presented their budget for FY22. She went over national trends and pointed out that the big question is the Delta variant; business travel may not bounce back as fast this fall as initially predicated. She then discussed their FY22 strategic goals. Some of those goals included maintaining core non-stop flight routes, enhancing frequency of flights in the winter-fall-spring, continuing to increase marketing to locals, and gathering and analyzing data.

2. Presentation by Sun Valley Marketing Alliance, Scott Fortner.

Scott Fortner, Sun Valley Marketing Alliance, stated that they are cautiously optimistic for the future. They have ongoing concerns, such as the smoke in the valley, the staff shortages, newcomers' behaviors, etc. Next, he touched on their winter outlook and opportunities such as the Epic Pass and ski movie inclusions. Lastly, he touched on their tactics, messaging approach and where they are directing their advertising

3. Consideration and possible approval of the proposed Sun Valley Air Service Board Budget for FY2022 for the expenditure of Local Option Tax (LOT) revenues received by the Sun Valley Air Service Board for taxes payable from the period of 10/1/21 through 9/30/22.

Jade Riley, Ketchum City Administrator, explained the draft budget, which is based upon estimated revenues received from each of the contributing cities. He recommended completing the FY21 audit before distributing the anticipated fund balance.

Motion to approve the FY22 budget as presented.

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

EXECUTIVE SESSION – Pursuant to Idaho Code Section 74-206(d) to consider records that are exempt from disclosure as provided in Chapter 1, Title 74.

Motion to move into Executive Session pursuant to Idaho Code Section 74-206(d) at 2:42 PM.

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

Motion to return to Open Session at 2:58 PM.

RESULT: ADOPTED [UNANIMOUS]
MOVER: Peter Hendricks, Mayor of Sun Valley
SECONDER: Martha Burke, Mayor of Hailey
AYES: Bradshaw, Hendricks

ADJOURNMENT

Motion to adjourn at 2:59 PM.

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

Meeting adjourned at 2:59 PM.


Peter M. Hendricks, Secretary/Treasurer



Neil Bradshaw, Chair