

**SUN VALLEY AIR SERVICE BOARD
MEETING MINUTES
July 21, 2021 at 2:00 PM
Ketchum City Hall**

CALL TO ORDER

Mayor Bradshaw called the meeting to order at 2:00 PM (*in video 00:14:48*).

Present: Neil Bradshaw - Mayor, City of Ketchum
Peter M. Hendricks – Mayor, City of Sun Valley
Martha Burke – Mayor, City of Hailey (*via Zoom*)

Absent: Jacob Greenberg, Blaine County Commissioner

Staff: Jade Riley – City Administrator, City of Ketchum
Tara Fenwick – City Clerk, City of Ketchum
Shellie Rubel – City Treasurer, City of Ketchum (*via Zoom*)
Walt Femling – City Administrator, City of Sun Valley
Nancy Flannigan – City Clerk, City of Sun Valley

PUBLIC COMMENT

None.

REMARKS FROM THE CHAIR

None.

REMARKS FROM THE BOARD

None.

CONSENT AGENDA

1. Approval of Air Service Board Minutes of May 26, 2021
2. Receive and File Financials:
 - a. 1% Local Option Tax Report – April 2021 and May 2021

Motion to approve the consent agenda.

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

ACTION/DISCUSSION/PRESENTATION

3. Authorization for payment of bills on-hand through July 16, 2021 (*Action Item*).

Motion to approve the bills on-hand through July 16, 2021.

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

4. Discussion and possible approval of a JPA with ICRMP (*Insurance carrier*) and renewal (*Action Item*).

Motion to approve JPA with ICRMP.

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

5. FY21 budget performance and FY22 budget development.

City Administrator Jade Riley provided an FY21 budget update noting that revenue is running higher than expected. It was recommended that a Special Meeting be called on August 25 at 2:00 p.m. to review presentations by Fly Sun Valley Alliance, Carol Waller and Sun Valley Marketing Alliance, Scott Fortner, to finalize FY22 budget.

6. Fly Sun Valley Alliance air service update.

Director Carol Waller provided a presentation highlighting a travel re-bounce post the Covid 19 pandemic and shared committee planning and focus for FY22.

7. Sun Valley Marketing Alliance update.

Director Scott Fortner shared that he is working on creating a holistic dashboard that will provide data on visitors by: length of stay, travel option choices, lodging selections, and activity while in the area.

All Mayors indicated an interest in seeing a demonstration of this technology.

Mayor Neil Bradshaw asked to clarify the expiration date in 2023 for the '1% for air' with a tentative plan to renew it in May 2022. Fly Sun Valley Alliance Director Carol Waller confirmed that tentative discussions will begin in Fall 2021.

ADJOURNMENT (in video 00:40.03).

Motion to adjourn.

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

Meeting adjourned at 2:24 PM.



Neil Bradshaw, Chair



Peter M. Hendricks, Secretary/Treasurer

