

Sun Valley Air Service Board Meeting Minutes
September 20, 2023
Hailey City Hall Meeting Room 2 pm

Present: Neil Bradshaw – Mayor, City of Ketchum
Peter Hendriks – Mayor, City of Sun Valley
Martha Burke – Mayor, City of Hailey
Muffy Davis – Blaine County Commissioner

Staff Present: Hailey – Lisa Horowitz
Sun Valley – Jim Keating, Nancy Flannigan

2:02:55 PM Call to order by Neil Bradshaw.

2:03:35 PM Burke Motion to go to executive motion seconded Hendricks, all in favor.

2:11:49 PM everyone is back from executive motion. Meeting is continued.

2:12:12 PM Any remarks from chairman, none

2:12:24 PM Mayor Burke moves to approve consent agenda as presented, seconded by Peter, motion passed all in favor.

2:12:45 PM Authorization of bills on hand through September 15,

2:13:14 PM Burke moves to approve all bills on hand, seconded by Peter, all in favor.

Consent Agenda:

2:14:15 PM No questions regarding budget, happy to take questions.

2:14:31 PM Peter asks question, “his understanding to 1% that is collected per month should be paid to Service board, that number amount collected based open collections and not a portion of budgeted amount. Looking at the financials page, would like to see when it was paid by Ketchum.” Neil will double check that.

2:17:54 PM Martha will adopt FY 2024 budget with this motion, Seconded by Peter, All in favor.

2:19:28 PM Carol Waller with Fly Sun Valley Alliance gives presentation, FY 24 Budget Request, very important for our community, good for family, business and tourism, good progress since this has started. 97% of flights, Current challenges, higher cost, labor shortages, maintain service is challenging. Post pandemic travel but not really for domestic. Strategic goals in place, Carol gives a summary of the 2023 – 2024 goals.

2:24:09 PM Peter asks if all winter, Carol answers yes, we can't control flights.

Adding more services? Hopefully we will see more flights coming in this winter. Looking at 2-3 years for more flights (expanded services). Overview of changes by route 2 Denver flights increased, Seattle not increasing - Chicago one flight Dailey, LA one flight daily two on the weekends same with San Francisco. Marketing support is very important. Budget request, reserved LOT, accumulated over the years. A portion of this money is restricted for airline contract.

Neil Bradshaw asks questions. Mayor Peter First time Air Service board has a logo, everyone laughs. Neil asks questions.

2:40:21 PM Carol commented, we've been out of bussing services as of last year. 97% reliability

2:41:11 PM Burke moves to approve contract, Hendricks seconds, motion passed unanimously.

2:41:44 PM Fortner gives presentation FY24 ASB Allocation., Neil asks difference from last year. It's about 30% increase in their funding. Thinking of winter and coming into next year focusing onto 1-2 markets. Market Prioritization, Chicago has been a strong fly through us, east coast, and local/regional. These markets are growing. Focus on cost this year. Peter Hendricks commented: We have used that a few years ago when looking at Boise. Working with publication markets for marketing, / Winter Outlets / Media Partnerships. Feb off 27%, Jan 11% of Dec 15% off / Snow changes affect all these changes – Neil Bradshaw commented. Record year for Ski Resort Improvements - People are concerned with a recession, yet we are seeing they are slowly coming back. Recommendation of \$750,000 Additional Funds Target Destinations.

3:10:15 PM Fortner presents NEW FY24 Budget Allocations, \$1,950,000. \$250,000 in reserve and will have \$250,000 by end of year total of \$500,000. We have the best air service, room services. Neil suggested Plan to have budget meeting a little earlier.

3:19:49 PM Neil feels a little uncomfortable going forward, all in favor to go to 250-255 to the mission but when 7 bullet points he feels a little uncomfortable.

3:20:58 PM Fortner feels sorry it was last minute, thinks this will keep up in the game. **3:21:50 PM** Hendricks, on media page listed the 5 pages he is old and has never heard of those. He thinks we are shooting to difference audience and that is good. Things don't go that same direction all the time. Nor does it always go bad. Feels like should be more conservative. Peter agrees with Neil with the 1.2. Not in favor but listening to come to the board with a new idea.

3:25:39 PM Neil they can always call a special meeting

3:25:51 PM Martha approves conservative.

3:27:01 PM Muffy Davis agrees with Peter.

3:27:22 PM Neil suggests meeting every two months - Peter agrees.

3:28:39 PM Martha moved to approve budget allocation, seconded by Peter, motion passed, all in favor.

3:29:03 PM Burke makes a motion to Adjourn, Second by Peter, motion passed. Meeting adjourned at 3:29 PM.



Neil Bradshaw, Chair



Peter M. Hendricks, Secretary/Treasurer