

Sun Valley Air Service Board  
Meeting Minutes  
May 15, 2024  
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 Included: Hailey – Lisa Horowitz, Sun Valley - Jim Keating, Ketchum - Jade Riley

[2:01:56 PM](#) Call to order by Chair Neil Bradshaw

Roll call: Muffy, Peter, Martha and Neil are present

Remarks from chair: None

Mike McKenna is on his way to the meeting.

Consent Agenda:

[2:03:03 PM](#) Burke moves to approve Consent Agenda, Seconded by Davis, roll call vote, Hendricks, Burke Bradshaw vote in favor.

Financials. [2:03:59 PM](#) Burke moves to approve financials, Hendricks seconds for discussion. Thinks we should pay the bill after the presentation. Motion tabled.

[2:04:47 PM](#) Burke moves to approve chamber bill, seconded by Hendricks, motion passed with roll call vote; Hendricks, yes. Burke, yes. Bradshaw, yes.

Actions/discussions/presentations:

Presentation of audited Financial Statement. [2:05:32 PM](#) Brady Workman, gives an overview, page 7, budget, revenues came in very strong, over budgeted amount, spent what was budgeted. Slight changes from previous audits, on page 6. Receivables are a timing issue.

[2:06:59 PM](#) Hendricks, is there anything that we should be concerned about. Workman, all testing and approvals were in line.

[2:07:36 PM](#) Burke moves to approve audit, Hendricks seconds, motion passed, all in favor.

[2:08:19 PM](#) Burke makes motion to approve audit bill, Hendricks seconds, motion passed with roll call vote; Hendricks, yes. Burke, yes. Bradshaw, yes.

5. Receive and file allocation of voting rights, error in 2024 voting sheets, Bradshaw reviews the percentages should be [2:09:01 PM](#) Ketchum 64% Sun Valley 21.9% Hailey 13.0%

[2:10:21 PM](#) Bradshaw overhead for accounting, when we moved from 1% to .5%, we've streamlined, Ketchum and Sun Valley will charge 2%, Hailey will get 4.9%.

[2:11:33 PM](#) Burke moves to approve voting rights as discussed, Hendricks seconds, motion passed with roll call vote; Hendricks, yes. Burke, yes. Bradshaw, yes.

[2:12:03 PM](#) 6. Wally Morgus could not be here today at an ITD meeting today. Mountain Rides is seeking funding for the BEB facility, feels this is an appropriate funding of these resources. Bradshaw explains the bus schedule at the airport and will discuss further when Mountain Rides can be present during future budget discussions. Up to \$700,000 and up to the discretion of the Treasurer, depending on funding.

[2:15:45 PM](#) Burke, bus service from Twin done away with, in theory, that was for the travelers having a well done trip. Now travelers can get to a destination. Leaning heavily in supporting Mountain Rides having this facility.

[2:17:24 PM](#) Davis agrees, knows how valuable Mountain Rides is to our community, not just to our visitors, but to locals.

Discussion about pick up spot at St. Luke's Clinic parking lot.

Bradshaw excited about this opportunity, it is a good start for our community.

[2:19:51 PM](#) Davis this is leveraging a grant, local match.

[2:20:07 PM](#) Hendricks would like to see a savings of this \$700,000. Very gratified that this is going to Mountain Rides, wish the number were lower but beneficial use of funds that we have available.

[2:21:19 PM](#) Burke, this will meet the last flight? Bradshaw, confirms yes. That is a huge benefit.

[2:22:51 PM](#) Hendricks moves to approve up to \$700,000, burke, motion passed.

[2:24:08 PM](#) Bradshaw, \$25,000 approved, some initiatives are worth sharing with the board. Mike McKenna speaks, largest purchase with grant funds is the visitor guide, cost \$45,000 this year. Feels this is a high Return on Investment. We have taken some state grant funding to hire a firm to help determine what the best way is to market to out of state areas, as well as international markets. Only about 30% funding goes towards staffing at the Chamber.

[2:31:12 PM](#) Bradshaw would like to discuss world cup after the other presentations, and have McKenna come back for the additional \$10,000 ask, in July's meeting.

[2:33:18 PM](#) Discussion about funding and air service marketing and support. McKenna excited to work with Ray, Scott Fortner's replacement at Visit Sun Valley, want to complement each other and not duplicate efforts.

8. Fly Sun Valley Alliance, Carol Waller presents, had about 30% increase in seats this winter. Some additional service from Chicago. Passenger went up 11%? We had some challenges, working within our

budget, hopefully better winter season this year than last. Trends look good for summer season. Working on 3-year strategic plan.

Ray Gadd Executive Director of Sun Valley Alliance [2:40:15 PM](#) Memorial Day weekend is when things will be ramping up, 3 weeks earlier than past years. Hotel occupancy, Jun -11%, July 4% up, Aug flat and sept -37%, anticipate numbers coming up as the season gets closer. Summer efforts, advertising with google platform, Youtube, GA4, Adwords and PMAx; ORI, a niche partnership; and email campaigns. Public Relations, hosting Rebecca Toy June 27- July 1, and ongoing media outreach. Craters of the Moon is having their 100<sup>th</sup> year anniversary this year. Gadd shows a video marketing piece. Last year, \$1.2 million from this board, next year, thinking a 10% for FY 2024. Why, Alpine World Cup Championships and possible daily summer flights to Chicago.

[2:51:58 PM](#) Bradshaw, waiting on funding, that 10% would be a split between the 2 organizations. Discussion about funding options, one-time payments instead of a percentage increase.

[2:54:41 PM](#) Bradshaw, general question about World Cup, a lot of asks for this event, want thoughts on this in advance. We all want a great event, but we need to decide who will pay for it all. Hendricks, should have more information soon, and we should be prepared for the “asks.”

[2:56:54 PM](#) Davis, transportation will need to be coordinated and will be a joint effort.

[2:57:37 PM](#) burke moves to adjourn, Hendricks seconds, motion passed, all in favor.