

REVISED
AGENDA
SPECIAL SUN VALLEY AIR SERVICE BOARD MEETING
SUN VALLEY CITY HALL
81 ELKHORN ROAD
SUN VALLEY, ID
December 30, 2015 - 11:00 A.M.

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT

REMARKS FROM THE CHAIR

REMARKS FROM THE BOARD

ACTION/DISCUSSION

1. Authorization of Payment of Bills on-hand through December 29, 2015; 1

ADJOURNMENT

**EXHIBIT B
FY 2015 - 2016 PAYMENT SCHEDULE**

| <u>1% LOT Generated</u> | <u>1% LOT Received</u> | <u>Sun Valley</u> | <u>Ketchum</u> | <u>Hailey</u> | <u>TOTAL</u> | <u>Communities' Direct Costs</u> | <u>LOT Funds from Communities</u> | <u>Air Service Board Administrative Expenses</u> | <u>Fund Balance Applied</u> | <u>Funds Available for Contracts</u> | <u>Fly SV Alliance Contract Expenses</u> | <u>% of Available Funds</u> | <u>SVMA Contract Expenses</u> | <u>% of Available Funds</u> |
|-----------------------------|----------------------------|-------------------|----------------|---------------|--------------|--------------------------------------|---|--|-------------------------------------|--|--|-------------------------------------|---------------------------------------|-------------------------------------|
| | | | | | | | | | \$270,000 | \$270,000 | \$54,000 | 20% | \$216,000 | 80% |
| Oct-15 | Dec-15 | \$20,333 | \$129,163 | \$6,445 | \$155,942 | -\$5,824 | \$150,118 | -\$2,955 | | \$147,163 | \$29,433 | 20% | \$117,730 | 80% |
| Nov-15 | Jan-16 | \$12,200 | \$112,892 | \$4,518 | \$129,610 | -\$6,196 | \$123,413 | -\$125 | | \$123,288 | \$24,658 | 20% | \$98,631 | 80% |
| Dec-15 | Feb-16 | \$36,600 | \$108,867 | \$2,528 | \$147,995 | -\$6,141 | \$141,854 | -\$125 | | \$141,729 | \$28,346 | 20% | \$113,383 | 80% |
| Jan-16 | Mar-16 | \$28,467 | \$232,975 | \$4,800 | \$266,242 | -\$6,204 | \$260,038 | -\$125 | | \$259,913 | \$51,983 | 20% | \$207,930 | 80% |
| Feb-16 | Apr-16 | \$36,600 | \$151,450 | \$9,118 | \$197,168 | -\$6,325 | \$190,842 | -\$125 | | \$190,717 | \$38,143 | 20% | \$152,574 | 80% |
| Mar-16 | May-16 | \$36,600 | \$162,569 | \$6,075 | \$205,244 | -\$6,240 | \$199,004 | -\$125 | | \$198,879 | \$159,103 | 80% | \$39,776 | 20% |
| Apr-16 | Jun-16 | \$12,200 | \$144,910 | \$6,144 | \$163,254 | -\$6,242 | \$157,012 | -\$625 | | \$156,387 | \$140,749 | 90% | \$15,639 | 10% |
| May-16 | Jul-16 | \$16,267 | \$90,832 | \$2,722 | \$109,821 | -\$6,146 | \$103,675 | -\$125 | | \$103,550 | \$93,195 | 90% | \$10,355 | 10% |
| Jun-16 | Aug-16 | \$36,600 | \$89,528 | \$3,321 | \$129,449 | -\$6,163 | \$123,286 | -\$125 | | \$123,161 | \$110,845 | 90% | \$12,316 | 10% |
| Jul-16 | Sep-16 | \$69,133 | \$148,216 | \$5,667 | \$223,016 | -\$6,229 | \$216,786 | -\$125 | | \$216,661 | \$194,995 | 90% | \$21,666 | 10% |
| Aug-16 | Oct-16 | \$65,067 | \$210,374 | \$12,753 | \$288,194 | -\$6,427 | \$281,767 | -\$125 | | \$281,642 | \$253,477 | 90% | \$28,164 | 10% |
| Sep-16 | Nov-16 | \$36,600 | \$202,353 | \$12,910 | \$251,863 | -\$6,431 | \$245,432 | -\$125 | | \$245,307 | \$121,074 | 49% | \$124,233 | 51% |
| | | \$406,667 | \$1,784,129 | \$77,001 | \$2,267,797 | -\$74,570 | \$2,193,227 | -\$4,830 | \$270,000 | \$2,458,397 | \$1,300,000 | | \$1,158,397 | |

SUN VALLEY AIR SERVICE BOARD

INVOICES TO BE PAID

Through December 29, 2015

| | | |
|-------------------------------|--|--------------|
| Fly Sun Valley Alliance | 2015 – 2016 Fund Balance Applied Invoice | \$ 54,000.00 |
| Sun Valley Marketing Alliance | 2015 – 2016 Fund Balance Applied Invoice | \$216,000.00 |
| TOTAL | | \$270,000.00 |

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

| Date | Invoice # |
|------------|-----------|
| 12/28/2015 | 165 |

| |
|---|
| Bill To |
| 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 - FY16 Fund Balance Funds - Additional Services | 54,000.00 | 54,000.00 |
| Total | | | \$54,000.00 |



TO: SUN VALLEY AIR SERVICE BOARD

ADDITIONAL SERVICES RENDERED – FY 16

AIR SERVICE

FSVA will have additional air service contract costs in FY16, and these funds will be allocated to those help cover those additional costs.

Specifically one of the areas of increased costs is weather-related diversion busing, especially with all the additional snowfall in December. We have partnered with Sun Valley Express again in winter 2015/16 to provide an enhanced level of diversion busing for all SUN flights which include:

- Newer motorcoaches
- On-call drivers/equipment in SUN, TWF and BOI
- Airport Hosts in SUN and TWF to assist passengers

This enhanced level of service has received positive feedback from SUN air travelers last winter season and we are committed to provide the best possible diversion busing experience for our local and visitor travelers.



T 208.725.2109
 F 208.726.4533
 E sedwards@visitsunvalley.com

Sun Valley Marketing Alliance, Inc. www.VisitSunValley.com
 PO Box 4934 • 460 E. Sun Valley Rd. • Suite 201 • Ketchum ID • 83340

Invoice

| Date | Invoice # |
|------------|-----------|
| 12/28/2015 | 90132 |

| |
|---|
| Bill To |
| Air Service Board PO Box 3801 Ketchum, ID 83340 |

| P.O. No. | Terms |
|----------|-------|
| | |

| Quantity | Description | Rate | Amount |
|----------|--------------|--------------------|--------------|
| | Fund Balance | 216,000.00 | 216,000.00 |
| | | Balance Due | \$216,000.00 |



**Detail for invoices submitted to Air Service Board
Oct through December 2015**

- Placed more than 50% of winter media, including design and submission of print, digital, video and audio ads
- Began winter PPC (pay per click) campaign in air service markets
- Utilized a variety of creative styles and messaging to test which ads performed the best
- Monitored advertising campaign results through bi-weekly reports and made adjustments based on performance
- Continued work on summer 2016 campaign including finalizing print and digital ads and storyboards for video ads
- Captured winter photography and videography to use in this and next winters campaigns

Upcoming:

- Ongoing monitoring, placement and adjustment of winter advertising campaign
- Finalizing summer 2016 video ads
- Initiating the RFP process for the Summer 2016 campaign for Air Service Markets
- Development of campaign concept for Winter 2016/17
- Video and photography as related to next winter's campaign

