# AGENDA
# SPECIAL SUN VALLEY AIR SERVICE BOARD MEETING

**SUN VALLEY CITY HALL**
**81 ELKHORN ROAD**
**SUN VALLEY, ID**
**May 25, 2016 - 2:00 P.M.**

**CALL TO ORDER**

**ROLL CALL**

**PLEDGE OF ALLEGIANCE**

**PUBLIC COMMENT**

**REMARKS FROM THE CHAIR**

**REMARKS FROM THE BOARD**

**CONSENT AGENDA** *All items listed under the Consent Agenda will be approved in one motion without discussion unless any Board Member requests that the item be removed for individual discussion and possible action.*

1. Approval of Air Service Board Minutes of March 16, 2016;
2. Receive and File Financials:
   a. 1% Local Option Tax Report – January and February 2016;

**ACTION/DISCUSSION**

3. Discussion regarding Friedman Memorial Airport (SUN) air service strategic planning;
4. Authorization of Payment of Bills on-hand through May 19, 2016;
5. Changing of the time of the Regular Sun Valley Air Service Board September 21, 2016 meeting;

**EXECUTIVE SESSION –** Pursuant to Idaho Code 9-340D(1) and 9-340D(6) to discuss a matter that pertains to the expansion of business operations and trade secrets.

**ADJOURNMENT**

***Please Note:*** *The agenda is subject to revisions. Any person in need of assistance to attend or participate should contact Hailey City Hall prior to the meeting at 788-4221. Air Service Board Packets are online at www.haileycityhall.org; www.sunvalley.govoffice.com; and www.ketchumidaho.org.*

SUN VALLEY AIR SERVICE BOARD
MEETING MINUTES
March 16. 2016

KETCHUM CITY HALL MEETING ROOM 2 P.M.

Present: Peter Hendricks – Mayor, City of Sun Valley
Nina Jonas – Mayor, City of Ketchum
Fritz Haemmerle – Mayor, City of Hailey

Absent: Larry Schoen – Blaine County Commissioner

Staff: Suzanne Frick - Administrator City of Ketchum
Susan Robertson – Administrator City of Sun Valley

**CALL TO ORDER**
Meeting called to order at 2:01 p.m. by Chairman Fritz Haemmerle

**ROLL CALL**
Larry Schoen Blaine County Commissioner - absent

**PLEDGE OF ALLEGIANCE**
No pledge of Allegiance

**PUBLIC COMMENT**
No public comment

**REMARKS FROM THE CHAIR**
None

**REMARKS FROM THE BOARD**
Mayor Nina Jonas asked that a strategic session be placed on the next agenda. She would like to know the strategy behind determining the flights. Mayor Fritz Haemmerle asked Arlene Schieven if the Marketing issues could be factored in. It was determined that the topic would be placed on the May agenda.

**CONSENT AGENDA**
Mayor Peter Hendricks noted that his name is spelled incorrectly and the motion for nominating Nina Jonas as secretary needed correction. Nina Jonas was nominated as secretary by Fritz Haemmerle and the motion was seconded by Peter Hendricks.

**Motion:**
**Mayor Peter Hendricks moved to approve the minutes with corrections noted, seconded by Mayor Nina Jonas; motion carried unanimously.**

**Motion:**
**Mayor Peter Hendricks moved to approve the financials, seconded by Mayor Nina Jonas; motion carried unanimously.**

**NEW BUSINESS**

Mayor Nina Jonas questioned the bill from Williamson Law Office. Sun Valley City Administrator Susan Robertson explained when Williamson Law Office services were rendered.

**Motion:**

**Mayor Nina Jonas moved to approve the invoices on hand, Mayor Peter Hendricks seconded; motion carried unanimously.**

It was determined that the next meeting will be Wednesday, May 25, 2016 at Sun Valley City Hall at 2:00 p.m.

**ADJOURNMENT**

**Motion:**

**Mayor Nina Jonas moved to adjourn at 2:10 p.m., seconded by Mayor Peter Hendricks; motion carried unanimously.**

_____

Fritz Haemmerle, Chair

_____

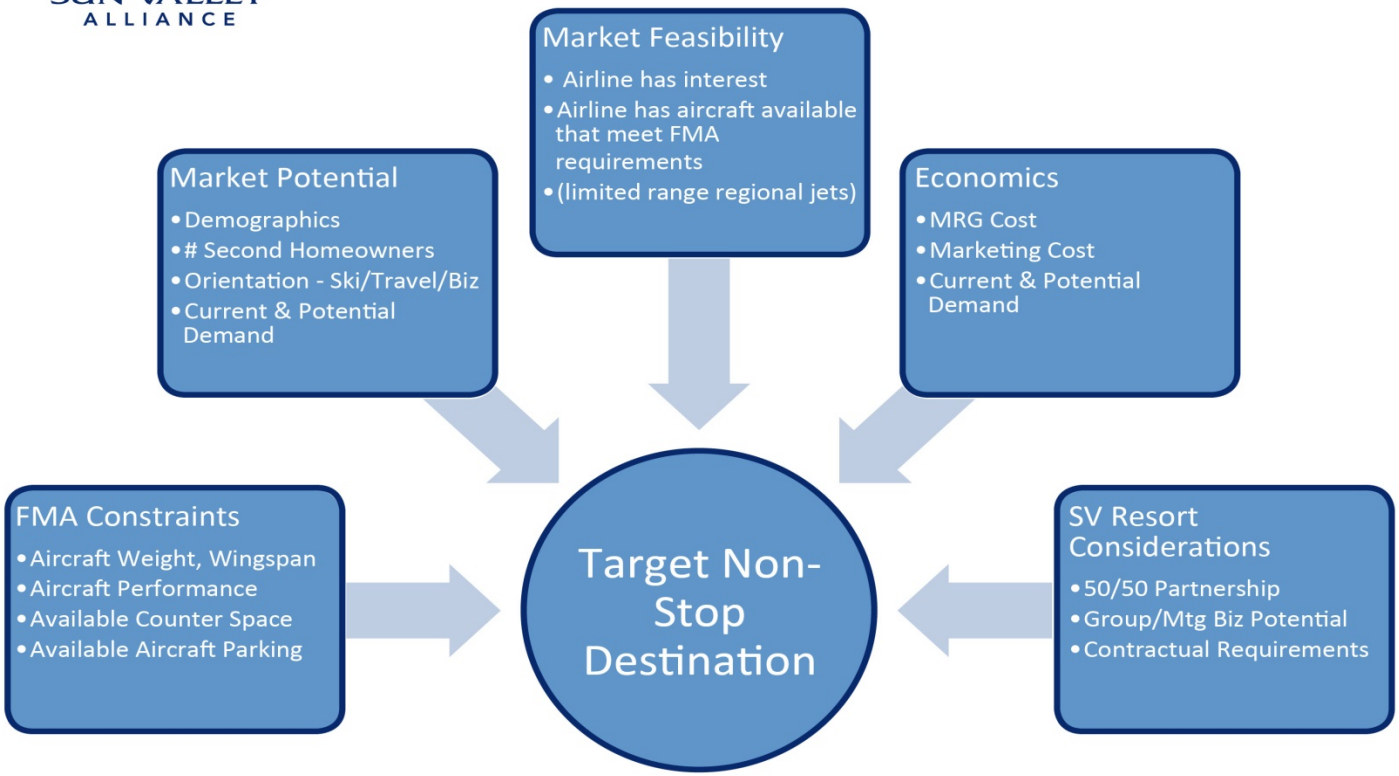
Nina Jonas, Secretary/Treasurer

## 1% LOCAL OPTION TAX REPORT - JANUARY AND FEBRUARY 2016

| 1% LOT Generated | 1% LOT Received | Sun Valley | Ketchum | Hailey | TOTAL | Communities' Direct Costs | LOT Funds from Communities | Air Service Board Administrative Expenses | Fund Balance Applied | Funds Available for Contracts | Fly SV Alliance Contract Expenses | % of Available Funds | SVMA Contract Expenses | % of Available Funds |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | 270,000.00 | 270,000.00 | 54,000.00 | 20% | 216,000.00 | 80% |
| Oct-15 | Dec-15 | 23,617.42 | 108,535.59 | 3,966.60 | 136,119.61 | -6,181.28 | 129,938.33 | -2,955.00 | | 126,983.33 | 25,396.67 | 20% | 101,586.66 | 80% |
| Nov-15 | Jan-16 | 17,203.31 | 107,445.27 | 2,775.83 | 127,424.41 | -6,147.94 | 121,276.47 | -125.00 | | 121,151.47 | 24,230.29 | 20% | 96,921.18 | 80% |
| Dec-15 | Feb-16 | 69,987.79 | 243,369.11 | 5,786.85 | 319,143.75 | -6,232.25 | 312,911.50 | -125.00 | | 312,786.50 | 62,557.30 | 20% | 250,229.20 | 80% |
| Jan-16 | Mar-16 | 42,379.49 | 163,150.32 | 10,381.19 | 215,911.00 | -6,360.89 | 209,550.11 | -125.00 | | 209,425.11 | 41,885.02 | 20% | 167,540.09 | 80% |
| Feb-16 | Apr-16 | 58,703.63 | 184,907.18 | 7,001.05 | 250,611.86 | -6,337.81 | 244,274.05 | -125.00 | | 244,149.05 | 48,829.81 | 20% | 195,319.24 | 80% |
| Mar-16 | May-16 | | | | | -6,240.00 | | -125.00 | | | | 80% | | 20% |
| Apr-16 | Jun-16 | | | | | -6,242.00 | | -625.00 | | | | 90% | | 10% |
| May-16 | Jul-16 | | | | | -6,146.00 | | -125.00 | | | | 90% | | 10% |
| Jun-16 | Aug-16 | | | | | -6,163.00 | | -125.00 | | | | 90% | | 10% |
| Jul-16 | Sep-16 | | | | | -6,229.00 | | -125.00 | | | | 90% | | 10% |
| Aug-16 | Oct-16 | | | | | -6,427.00 | | -125.00 | | | | 90% | | 10% |
| Sep-16 | Nov-16 | | | | | -6,431.00 | | -125.00 | | | | 49% | | 51% |
| | | 211,891.64 | 807,407.47 | 29,911.52 | 1,049,210.63 | -75,138.17 | 1,017,950.46 | -4,830.00 | 270,000.00 | 1,284,495.46 | 256,899.09 | | 1,027,596.36 | |

# NEW AIR SERVICE DECISION MATRIX

## NEW AIR SERVICE DECISION MATRIX



**SUN VALLEY AIR SERVICES BOARD**

**INVOICES TO BE PAID**

**Through May 19, 2016**

| | | |
|---|---|---|
| Fly Sun Valley Alliance | January 2016 LOT Invoice | $ 41,885.02 |
| Fly Sun Valley Alliance | February 2016 LOT Invoice | 48,829.81 |
| Sun Valley Marketing Alliance | January 2016 LOT Invoice | 167,540.09 |
| Sun Valley Marketing Alliance | February 2016 LOT Invoice | 195,319.24 |
| JML Publishing | April 1, 2016 Invoice for Website Hosting | 240.00 |
| City of Ketchum | March 22, 2016 Invoice for Publication of 4th Quarter Report | 45.99 |
| City of Ketchum | May 10, 2016 Invoice for Publication of 2nd Quarter Report | 59.13 |
| TOTAL | | $453,919.28 |

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

# Invoice

| Date | Invoice # |
|---|---|
| 1/31/2016 | 169 |

| Bill To |
|---|
| Sun Valley Air Service Board<br>Attn: Sandy C & Kathleen S<br>City of Ketchum |

| P.O. No. | Terms | Project |
|---|---|---|
| | Due on receipt | |

| Quantity | Description | Rate | Amount |
|---|---|---|---|
| | 1% LOT - January 2016 LOT Revenue - March 2016 FSVA Services | 41,885.02 | 41,885.02 |
| | | **Total** | $41,885.02 |

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

# Invoice

| Date | Invoice # |
|---|---|
| 2/29/2016 | 170 |

| Bill To |
|---|
| Sun Valley Air Service Board<br>Attn: Sandy C & Kathleen S<br>City of Ketchum |

| P.O. No. | Terms | Project |
|---|---|---|
| | Due on receipt | |

| Quantity | Description | Rate | Amount |
|---|---|---|---|
| | 1% LOT - Feb 2016 LOT Revenue - April 2016 FSVA Services | 48,829.81 | 48,829.81 |
| | | **Total** | $48,829.81 |

FLY SUN VALLEY ALLIANCE

IMPROVING AIR SERVICE TO SUN VALLEY

# TO: SUN VALLEY AIR SERVICE BOARD

# SERVICES RENDERED – March 2016

## AIR SERVICE

### AIR SERVICE RETENTION, IMPROVEMENT, DEVELOPMENT

- Reviewed/monitored booking, revenue, load factor stats for 2016 winter flights; analyzed impact of key schedule and cost changes, ROI, marketing, etc.
- Ongoing analysis of seat, enplanements, load factors by season by market; for SUN and competitive markets
- Continued strategic planning and analysis regarding future air service needs and opportunities for FY16 and beyond
- Discussions with airlines to on FY16 summer and potential FY17 service; future planning, etc.
- Made plans to attend upcoming airline meetings/conference – Mead & Hunt, Jumpstart
- Ongoing communication/meetings with airlines, M&H consultant, FMAA, customers, stakeholders
- Prepared materials for Air Service Board reports, invoices, etc. Attended meetings as needed.
- Continued work with bus contractor, airlines, airport partners on diversion bussing improvements for winter season.

### LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and ongoing social media postings; updated website as needed
- Continued collaboration with FMA's communications firm to develop plans for joint local public outreach campaign.
- Created/executed ongoing local area marketing/ PR for air service; some in partnership with FMA. *(print, digital, tv)*
    - *Alaska Airlines winter fare sale, promotions, more*
    - *Secured media coverage on air service in various local and regional outlets.*
- Attended various community and stakeholder meetings to continue information outreach efforts.
- Provided information regarding air service to inquiries from local and other travelers.

### RESEARCH/OTHER

- Continued collection/management of winter 2015/16 air passenger survey research project.
- Continued work on compiling/tracking relevant news and comparative data and information of air service

# TO: SUN VALLEY AIR SERVICE BOARD

# SERVICES RENDERED – April 2016

## AIR SERVICE

### AIR SERVICE RETENTION, IMPROVEMENT, DEVELOPMENT

- Reviewed/monitored FINAL booking, revenue, load factor stats for 2016 winter flights; analyzed impact of key schedule and cost changes, ROI, marketing, etc.
- Ongoing analysis of seat, enplanements, load factors by season by market; for SUN and competitive markets
- Continued strategic planning and analysis regarding future air service needs and opportunities for FY16 and beyond
- Discussions with airlines to on FY16 summer and potential FY17 service; future planning, etc.
- Attended Mead & Hunt airline conference; met with key airline representatives and other key industry contacts.
- Continued planning for attendance at Airports Council's Jumpstart conference in June.
- Assisted in preparation of FMAA's new USDOT Small Communities Air Service Development Program Grant application for new PDX-SUN service.
- Ongoing communication/meetings with airlines, M&H consultant, FMAA, customers, stakeholders
- Prepared materials for Air Service Board reports, invoices, etc. Attended meetings as needed.
- Diversion bussing program ended in March, worked to compile data on diversion bussing # this winter vs past.

### LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and ongoing social media postings; updated website as needed
- Continued collaboration with FMA's communications firm to develop plans for joint local public outreach campaign.
- Created/executed ongoing local area marketing/ PR for air service; some in partnership with FMA. *(print, digital, tv)*
  - *Alaska Airlines fare sale, promotions, more*
  - *Secured media coverage on air service in various local and regional outlets. Interview with WSJ, others.*
- Attended various community and stakeholder meetings to continue information outreach efforts.
- Provided information regarding air service to inquiries from local and other travelers.

### RESEARCH/OTHER

- Continued collection/management of winter 2015/16 air passenger survey research project. (through early April)
- Continued work on compiling/tracking relevant news and comparative data and information of air service

**Sun Valley Marketing Alliance, Inc.**

Visit Sun Valley
P.O. Box 4934
Ketchum, ID 83340

# Invoice

| Date | Invoice # |
|---|---|
| 5/19/2016 | 264 |

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

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

| Quantity | Description | Rate | Amount |
|---|---|---|---|
| | Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing, Jan 2016 | 167,540.09 | 167,540.09 |
| | Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing Feb 2016 | 195,319.24 | 195,319.24 |

Thank you for your business.

**Total** $362,859.33

| Phone # |
|---|
| 208-726-3423 |

**Detail for invoices submitted to Air Service Board**
**May 2016**

- Completed winter ASB campaign -- design and submission of print, digital, video and audio ads
- Started summer campaign in air service markets
- Monitored advertising campaign results through bi-weekly reports and made adjustments based on performance
- On-going planning for Winter 2016-17 campaign.
- Began planning for Summer 2017 campaign

***Upcoming:***

- Ongoing monitoring, placement and adjustment of summer advertising campaign
- Finalizing winter 2016/17 video ads
- First draft of winter media plan, including proposed vendors
- Continued development of Winter 2016/17 campaign
- Capturing video and photography for Summer 2017 campaign

JML Publishing
PO Box 3958
Hailey, ID 83333

# Invoice

| Date | Invoice # |
|---|---|
| 4/1/2016 | 7389 |

Sun Valley Air Service Board
Lisa Enourato
P.O. Box 2315
Ketchum, ID 83340

| Terms | Due Date |
|---|---|
| Due on receipt | 4/1/2016 |

| Description | Amount |
|---|---|
| 1 year hosting SVAirServiceBoard.org | 240.00 |

| | | |
|---|---|---|
| | **Total** | $240.00 |
| | **Balance Due** | $240.00 |

*JML Publishing, website design & hosting*
*Thank you for your business, we truly appreciate it!*

**CITY OF KETCHUM**
P.O. Box 2315
Ketchum ID 83340
Phone: (208) 726-7801
Fax: (208) 726-7812

# INVOICE

| Date | Number | Page |
|---|---|---|
| 03/22/2016 | 400 | 1 |

**Bill To:** Sun Valley Air Service Board
Box 3801
Ketchum ID 83340

**Customer No.** 438
Contact:
Terms: Open Terms
Invoice Due Date: 01/01/0001

| Quantity | Description | Unit Price | Net Amount |
|---|---|---|---|
| 1 | SVASB MISC - Legal Publication | 45.99 | 45.99 |

Notes:

| | |
|---|---|
| **Amount** | 45.99 |
| **Balance Due** | 45.99 |

**Please remit payment to:**
**City of Ketchum**
**Post Office Box 2315**
**Ketchum, Idaho 83340**

# AFFIDAVIT of PUBLICATION

State of Idaho
County of Blaine

Pam Morris, being the first duly sworn, deposes and says that she is the printer (publisher) of the Idaho Mountain Express, a newspaper published every week in Ketchum, County of Blaine, State of Idaho; that said newspaper has been continuously and uninterruptedly published for a period of seventy-eight consecutive weeks prior the first publication of the annexed notice, and is a newspaper qualified to publish legal notices as provided by act of the 1919 session of the legislature of the State of Idaho, known as House Bill 145; that the annexed advertisement was published once

each week for 1 consecutive issues in said newspaper proper and not in a supplement; that the date of the first

publication of said advertisement was on the 17 day of

Feb., 20 16, and the date of the last publication was

on the 17 day of Feb., 20 16

Pam Morris

Subscribed and sworn to before me this 17 day of

Feb., 20 16.

Connie N. Johnson
NOTARY PUBLIC

CONNIE N. JOHNSON
NOTARY
PUBLIC
STATE OF IDAHO

RESIDING AT HAILEY, IDAHO
MY COMMISSION EXPIRES ON 7/10/2018

IDAHO MOUNTAIN EXPRESS
P.O. Box 1013
Ketchum, Idaho 83340

# COST OF PUBLICATION

Number of Picas per Line 36.5

Number of Lines in Notice 14

Number of Insertions 1

14 Lines tabular at 45.99 9.0 cents/pica

____ Lines straight at ____ 8.0 cents/pica

____ Subsequent lines at ____ 7.0 cents/pica

TOTAL COST $45.99



# COPY OF NOTICE

Legal Notice
TITLE OF NOTICE

PLAINTIFF ATTORNEY

DEFENDANT

PLAINTIFF

City of Ketchum
BILL TO

**SUN VALLEY AIR SERVICE BOARD**
**QUARTERLY FINANCIAL REPORT**
**4TH QUARTER - SEPTEMBER 30, 2015**

| FUND | ADOPTED BUDGET | PERSONNEL | OPERATING & ADM EXPENSES | CAPITAL OUTLAY | % EXP. | RECEIPTS |
|---|---|---|---|---|---|---|
| SV AIR SERVICE BOARD | 1,955,052 | | 1,953,272 | | 99.9% | 2,257,493 |

CITIZENS ARE INVITED TO INSPECT THE DETAILED SUPPORTING RECORDS OF THE ABOVE FINANCIAL STATEMENTS.

PUBLISH
IDAHO MOUNTAIN EXPRESS
FEB. 17, 2016

RECEIVED
FEB 19 2016
BY:

**CITY OF KETCHUM**
P.O. Box 2315
Ketchum ID 83340
Phone: (208) 726-7801
Fax: (208) 726-7812

# INVOICE

| Date | Number | Page |
|---|---|---|
| 05/10/2016 | 542 | 1 |

**Bill To:** Sun Valley Air Service Board
Box 3801
Ketchum ID 83340

**Customer No.** 438
Contact:
Terms: Due Upon Receipt
Invoice Due Date: 05/20/2016

| Quantity | Description | Unit Price | Net Amount |
|---|---|---|---|
| 1 | Publication of of 2nd Quarter Financials | 59.13 | 59.13 |

Notes:

| | |
|---|---|
| **Amount** | 59.13 |
| **Balance Due** | 59.13 |

**Please remit payment to:**
**City of Ketchum**
**Post Office Box 2315**
**Ketchum, Idaho 83340**

# AFFIDAVIT of PUBLICATION

State of Idaho
County of Blaine

Pam Morris, being the first duly sworn, deposes and says that she is the printer (publisher) of the Idaho Mountain Express, a newspaper published every week in Ketchum, County of Blaine, State of Idaho; that said newspaper has been continuously and uninterruptedly published for a period of seventy-eight consecutive weeks prior the first publication of the annexed notice, and is a newspaper qualified to publish legal notices as provided by act of the 1919 session of the legislature of the State of Idaho, known as House Bill 145; that the annexed advertisement was published once

each week for 1 consecutive issues in said newspaper proper and not in a supplement; that the date of the first

publication of said advertisement was on the 27 day of April, 20 16, and the date of the last publication was

on the 27 day of April, 20 16

Pam Morris

Subscribed and sworn to before me this 27 day of April, 20 16.

Connie N. Johnson
NOTARY PUBLIC

CONNIE N. JOHNSON
NOTARY
PUBLIC
STATE OF IDAHO

RESIDING AT HAILEY, IDAHO
MY COMMISSION EXPIRES ON 7/10/2018

IDAHO MOUNTAIN EXPRESS
P.O. Box 1013
Ketchum, Idaho 83340

## COST OF PUBLICATION

Number of Picas per Line 36.5

Number of Lines in Notice 18

Number of Insertions 1

18 Lines tabular at 59.13 9.0 cents/pica

____ Lines straight at ____ 8.0 cents/pica

____ Subsequent lines at ____ 7.0 cents/pica

TOTAL COST $59.13

# COPY OF NOTICE

Legal Notice
TITLE OF NOTICE

PLAINTIFF ATTORNEY

DEFENDANT

PLAINTIFF

City of Ketchum
BILL TO

SUN VALLEY AIR SERVICE BOARD
QUARTERLY FINANCIAL REPORT
2ND QUARTER - MARCH 31, 2016

| FUND | ADOPTED BUDGET | PERSONNEL | OPERATING & ADM EXPENSES | CAPITAL OUTLAY | % EXP. | RECEIPTS |
|---|---|---|---|---|---|---|
| SV AIR SERVICE BOARD | 1,577,849 | | 1,260,310 | | 79.9% | 1,287,246 |

CITIZENS ARE INVITED TO INSPECT THE DETAILED SUPPORTING RECORDS OF THE ABOVE FINANCIAL STATEMENTS.

PUBLISH
IDAHO MOUNTAIN EXPRESS
APR. 27, 2016

# Memo

**To:** Sun Valley Air Service Board

**From:** Susan E. Robertson, ICMA-CM
City Administrator, City of Sun Valley

**Date:** May 20, 2016

**Re:** Changing the Time of the September 21, 2016 Meeting

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The resolution that was adopted by the Sun Valley Air Service Board setting the meeting dates and times for calendar year 2016 established that the September 21, 2016 meeting would begin at 2 p.m. The meeting for that date is scheduled to be held at the City of Ketchum and their Council Chambers are already booked during that time.

It is recommended that the starting time of the September 21st meeting be rescheduled to 3 p.m. when the Ketchum Council Chambers will be available.