

AGENDA ITEM SUMMARY

DATE: 12/16/2013 DEPARTMENT: Admin DEPT. HEAD SIGNATURE: HD

SUBJECT:

Air Service Board Appointment

AUTHORITY:  ID Code \_\_\_\_\_  IAR \_\_\_\_\_  City Ordinance/Code JPA

BACKGROUND/SUMMARY OF ALTERNATIVES CONSIDERED:

At the last meeting Mayor Haemmerle asked that Hailey's website announce Hailey's Air Service Board Criteria, and that Carol Waller develop a job description for the position. Both of these tasks were carried out. Attached is the Position Description and Organizational Overview prepared by Carol.

Hailey has received only one expression of interest in the appointment, posed by Walt Denakus verbally during the last council meeting.

Ketchum has appointed its mayor, Blaine County its Chair, and Sun Valley has not yet made its appointment.

FISCAL IMPACT / PROJECT FINANCIAL ANALYSIS:

Budget Line Item # \_\_\_\_\_ YTD Line Item Balance \$ \_\_\_\_\_  
Estimated Hours Spent to Date: \_\_\_\_\_ Estimated Completion Date: \_\_\_\_\_  
Staff Contact: \_\_\_\_\_ Phone # \_\_\_\_\_  
Comments:

ACKNOWLEDGEMENT BY OTHER AFFECTED CITY DEPARTMENTS: (IF APPLICABLE)

___ City Attorney	___ Finance	___ Licensing	___ Administrator
___ Library	___ Community Development	___ P&Z Commission	___ Building
___ Police	___ Fire Department	___ Engineer	___ W/WW
___ Streets	___ Parks	___ Public Works	___ Mayor

RECOMMENDATION FROM APPLICABLE DEPARTMENT HEAD:

Make an appointment to the Air Service Board.

ACTION OF THE CITY COUNCIL:

Date \_\_\_\_\_

City Clerk \_\_\_\_\_

FOLLOW-UP:

\*Ord./Res./Agrmt./Order Originals: Record  
Copies (all info.): \_\_\_\_\_  
Instrument # \_\_\_\_\_

\*Additional/Exceptional Originals to: \_\_\_\_\_  
Copies (AIS only)

# SUN VALLEY AIR SERVICE BOARD - OVERVIEW

## THE JOINT POWERS "SUN VALLEY AIR SERVICE BOARD" CREATION

The cities of Hailey, Ketchum, Sun Valley and Blaine County all signed a Joint Power Agreement in 2012 and 2013 which established the "Sun Valley Air Service Board" (Air Service Board).

## MEMBERSHIP OF AIR SERVICE BOARD

- ❖ 1 VOTING MEMBER FROM CITIES OF KETCHUM, SUN VALLEY, HAILEY
- ❖ 1 NONVOTING MEMBER FROM BLAINE COUNTY
- ❖ TERM OF OFFICE IS 1 YEAR, effective Jan 1, 2014
  - Each of the Parties shall establish its own Board member qualification criteria
  - Employees, directors, shareholders, partners, owners and others with financial interests in any business, company or entity which the Board has employed or contracted with to provide equipment or services shall not be appointed or remain members of the Board.
  - Members of the Board shall be appointed without respect to political affiliation or religious denomination. Any person over the age of eighteen (18) may be eligible for appointment.
  - Members of the Board shall serve without compensation.

## ORGANIZATION & ADMINISTRATION OF AIR SERVICE BOARD

- ❖ The purpose of the Board is to establish, implement, maintain and fund a program to retain, improve and develop commercial air service to Friedman Memorial Airport.
- ❖ It is anticipated that the Board will have no employees and that, except for the holding, distribution and oversight of the monetary contributions and entering into Contracts for Services, the Board will have a very limited scope of operation.
- ❖ So as to minimize Board expenses, all City Parties may agree to share in the administrative tasks of the Board through pro-rata contribution of their City staff time to perform such tasks.
- ❖ The Board will have power to carry out the duties as described and contemplated by the Ballot Questions, including entering into Contracts for Services with such entities as the Board may select, subject to the specific LOT allocations of the City Parties.

## ORGANIZATIONAL CHECKLIST FOR ESTABLISHMENT OF AIR SERVICE BOARD

**January – March 2014:** Air Service Board members are appointed by City/County Parties by January 15, 2014

### Air Service Board then works to:

- ✓ Create organizational Bylaws specifying the procedural method and manner by which it will conduct its affairs; utilize legal services contributed in-kind by all City Parties or contract for independently.
- ✓ Set up independent bank account, PO Box; create org documents, public meeting notice procedure, minutes recording/distribution, etc.
- ✓ Determine with City Parties what administrative tasks each can contribute in-kind to the Air Service Board.
- ✓ Establish FY14 revenues available based on projected Jan-September accrual of 1% LOT funds, less the direct costs to each city to collect and enforce the tax, including administrative and legal fees.
- ✓ Receive, review and approve FY14 contracts with independent parties for air service development; air service marketing services.

## RESPONSIBILITIES OF AIR SERVICE BOARD MEMBERS

- Adhere to and operate legally as a public board under the Idaho Open Meetings Law rules (statute?)
- Exercise fiduciary responsibility for proper financial management of public funds according to City Party directives within the context of the allowed uses of the 1% LOT as outlined in the Ballot Measure.
- Acquire and maintain requisite knowledge on air service and related marketing economic issues and impacts, strategic opportunities and challenges
- Review and approve Contracts for Services, including Scope of Work, performance metrics and reporting requirements, with independent parties to provide strategic air service development and air service marketing services. (e.g. Fly Sun Valley Alliance for air service development/air service contracting and Sun Valley Marketing Alliance for air service marketing)
- Review periodic (quarterly/biannually) progress reports from contractors regarding contract execution and performance results.

# FLY SUN VALLEY ALLIANCE - SUN VALLEY MARKETING ALLIANCE ORGANIZATIONAL OVERVIEW

## FLY SUN VALLEY ALLIANCE & SUN VALLEY MARKETING ALLIANCE BOARD MEMBER RESPONSIBILITIES

- The role of these Boards of Directors is to oversee the development and implementation/execution of the strategic air service development & air service marketing plans as outlined in the Contracts for Services Scope of Work.
- This role includes policy, oversight, staffing and budgeting for all activities as outlined in Contract for Services Scope of Work
- This role includes contracting with any third-parties for services necessary for successful implementation of the strategic plan/Scope of Work such as airline contracts, advertising agency contracts, research and consulting contracts, etc.

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## FLY SUN VALLEY ALLIANCE

### MISSION

*The mission of Fly Sun Valley Alliance is to retain, develop and improve air service access to the Wood River Valley.*

Fly Sun Valley Alliance is an Idaho non-profit 501c(6) corporation. The 15 member volunteer board of directors is made up of private sector business and organization members, as well as public sector representatives from Friedman Memorial Airport, the cities of Hailey, Ketchum, Sun Valley and Blaine County. FSVA has one contract staff, an Executive Director, responsible for managing the organization and developing/ implementing its strategic plan and scope of work.

### FUNCTIONAL AREAS – SCOPE OF WORK

#### AIR SERVICE DEVELOPMENT

Work with consultants, airlines and other partners to:

- Negotiate air service contracts with airlines - monitor/evaluate/track bookings, fares, P&L, to ensure best success
- Support coordination of start-up effort for new carriers (e.g., United SFO in 2013); research and pursue new/expanded service opportunities
- Coordinate marketing of the air service with all partners via promotions, fare sales, campaigns, etc.  
*(Partners include Sun Valley Resort, SVMA, local lodging properties and businesses, Idaho Tourism, FMA and Delta, Alaska, United airlines)*
- Work with airlines and contract weather-related diversion bussing providers as needed to help improve experience for passengers
- Support Friedman Memorial Airport efforts to improve airport infrastructure, reliability, operations and services
- Maintain strong relationships with key industry contacts: airlines, consultants, state and local officials, other air service program directors, etc.

#### RESEARCH

- Develop and implement air passenger surveys at SUN to determine travel trends, economic impact and other relevant data
- Monitor/ track other air service related data (flights, seats, enplanements, fares, etc.) within our competitive set.
- Monitor monthly/YTD SUN flight and passenger data and other air service related information (passenger leakage, etc.).

#### FUNDRAISING

- Manage/promote fundraising programs: **Air Support Business Ski Passes, Realtors for Air, Ski for Air Service Day**; pursue other fundraising opportunities/revenue sources as feasible. (e.g., federal grants, etc.)

#### COMMUNITY OUTREACH/EDUCATION

- Provide information and outreach to all key stakeholders and public on importance of regular commercial air service that ensure we continue to retain/improve Sun Valley's air service access. Coordinate communication efforts with Friedman Memorial Airport on air service issues.

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## SUN VALLEY MARKETING ALLIANCE (Visit Sun Valley)

### MISSION, VISION, GOALS

*The mission of Visit Sun Valley is to raise awareness of Sun Valley and increase visitor traffic from our target markets.* The vision of the organization is to achieve recognition for Sun Valley as a leader in mountain resort living and recreation. Key goals include increasing brand awareness and engagement, broadening the current age demographic of visitors and increasing visitation, particularly in the winter. Visit Sun Valley is an Idaho non-profit 501c(6) corporation. There is a five member volunteer board of directors, as well as five full-time equivalent staff – a President/CMO; a Director of PR and Social Media; a Finance Manager; a part-time Member and Visitor Services Coordinator, and part-time Visitor Agents. Funding for the organization comes from the City of Ketchum, The Idaho Travel Council, The City of Sun Valley and member businesses.

### FUNCTIONAL AREAS – SCOPE OF WORK

#### STRATEGIC MARKETING:

- The majority of Visit Sun Valley's resources are dedicated to external marketing in a few key target markets that mirror the markets with air service contracts. Visit Sun Valley works to increase demand in these markets so that the flight contracts are viable well into the future. Strategic marketing includes: advertising, partnerships and promotions, public relations, events, customer relationship management (CRM), social media, research and tracking. Marketing efforts drive to the official website for the area: [www.visitsunvalley.com](http://www.visitsunvalley.com).

#### MEMBERSHIP

- Visit Sun Valley is a member-based organization working on behalf of more than 300 businesses and stakeholders from the Sun Valley area.

#### VISITOR SERVICES

- In addition to strategic marketing, Visit Sun Valley also operates the Sun Valley Visitor Center 365 days per year



**CITY OF HAILEY**  
**RESOLUTION NO. 2013-90**

A RESOLUTION APPOINTING MEMBERS TO THE BOARD OF THE FRIEDMAN MEMORIAL AIRPORT AUTHORITY AND PROVIDING FOR TERMS

WHEREAS, the City of Hailey has approved and executed the Amended and Restated Joint Powers Agreement ("Agreement") for the Friedman Memorial Airport Authority;

WHEREAS, the Agreement provides that the City of Hailey appoint three (3) members to the Board of the Friedman Memorial Airport Authority and that each appointed city members shall be appointed for such period as may be determined by the City of Hailey;

WHEREAS, by Resolution No. 2013-04, the Hailey City Council appointed three members to the Board of the Friedman Memorial Airport Authority and fixed their terms to end in August of 2013 and 2014; and

WHEREAS, the City wishes to reappoint members to the Authority Board with staggered two year terms.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY OF HAILEY, IDAHO, AS FOLLOWS:

1. The following individuals shall be appointed to the Authority Board of the Friedman Memorial Airport Authority with the following terms:

<u>Appointed Member</u>	<u>Expiration of Term</u>
Fritz X. Haemmerle	December 31, 2015
Don Keirn	December 31, 2015
Susan McBryant	December 31, 2014

2. This Resolution shall be in full force and effect from and after its passage and approval.

Passed and Adopted on this \_\_\_\_ day of December, 2013.

\_\_\_\_\_  
FRITZ X. HAEMMERLE, Mayor

ATTEST:

\_\_\_\_\_  
MARY CONE, City Clerk



AGENDA ITEM SUMMARY

DATE: 12-16-2013      DEPARTMENT: CDD      DEPT. HEAD SIGNATURE: MA

**SUBJECT:** Reappoint Jim Keating, Joan Davies, and Frank Rowland to the Hailey Arts and Historic Preservation Commission.

**AUTHORITY:**  iD Code 67-6513       IAR \_\_\_\_\_       City Ordinance/Code Zoning  
Subdivision Ordinance 821  
(IFAPPLICABLE)

**BACKGROUND/SUMMARY OF ALTERNATIVES CONSIDERED:**

Joan Davies and Frank Rowland both have served on the Hailey Historic Preservation Commission before it was merged with the Hailey Arts and Historic Preservation Commission. This reappointment is to the Hailey Arts and Historic Preservation Commission for the following terms:

- Joan Davies: 3 year term, expires in 2017
- Frank Rowland: 3 year term, expires 2016 (2012-2016)

RL Rowsey and Jim Keating have both served on the Hailey Arts Commission since June 2010. With the merger with the HHPC earlier this year, their 3-year reappointment would be to the Hailey Arts and Historic Preservation Commission. This reappointments is for the following terms:

- Jim Keating: 3 year term, expires 2016

All candidates for reappointment have expressed a sincere and enthusiastic desire to continue serving in their capacities.

**FISCAL IMPACT / PROJECT FINANCIAL ANALYSIS:**

None

**ACKNOWLEDGEMENT BY OTHER AFFECTED CITY DEPARTMENTS: (IFAPPLICABLE)**

<input checked="" type="checkbox"/>	City Administrator	<input type="checkbox"/>	Library	<input type="checkbox"/>	Benefits Committee
<input type="checkbox"/>	City Attorney	<input type="checkbox"/>	Mayor	<input type="checkbox"/>	Streets
<input checked="" type="checkbox"/>	City Clerk	<input checked="" type="checkbox"/>	Planning	<input type="checkbox"/>	Treasurer
<input type="checkbox"/>	Building	<input type="checkbox"/>	Police	<input type="checkbox"/>	Sustainability
<input type="checkbox"/>	Engineer	<input type="checkbox"/>	Public Works, Parks	<input type="checkbox"/>	_____
<input type="checkbox"/>	Fire Dept.	<input type="checkbox"/>	P & Z Commission	<input type="checkbox"/>	_____

**RECOMMENDATION FROM APPLICABLE DEPARTMENT HEAD:**

Reappoint RL Rowsey, Jim Keating, Joan Davies, and Frank Rowland to the Hailey Arts and Historic Preservation Commission for their respective 3-year terms.

**ACTION OF THE CITY COUNCIL:**

Date : \_\_\_\_\_  
City Clerk \_\_\_\_\_

**FOLLOW-UP:**

\*Ord./Res./Agrmt./Order Originals: Record

\*Additional/Exceptional Originals to:

Copies (all info.): \_\_\_\_\_  
Instrument # \_\_\_\_\_

Copies (AIS only)

**HAILEY RESOLUTION 2013-89**

**A RESOLUTION OF THE HAILEY CITY COUNCIL  
APPOINTING MEMBERS TO THE ARTS AND HISTORIC PRESERVATION COMMISSION**

WHEREAS, the Mayor and City Council of the City of Hailey has adopted Hailey Ordinance No. 1124, which merged the Hailey Arts Commission and the Hailey Historic Preservation Commission into the Hailey Arts and Historic Preservation Commission.

WHEREAS, Hailey Ordinance No. 1124 provides for appointments of not more than nine (9) but not less than five (5) voting members to the Hailey Arts and Historic Preservation Commission in staggered terms.

WHEREAS, each member of Hailey Arts and Historic Preservation Commission shall be a resident of the City of Hailey at the time of appointment, except that two (2) members may reside outside the corporate limits of the City, but within the City's Area of Impact, and/or be employed as a full-time employee or own a business or enterprise devoted to the promotion of the arts or historic preservation.

WHEREAS, all members of the Hailey Arts and Historic Preservation Commission shall have a demonstrated interest, competence, or knowledge in the arts or in history or historic preservation.

WHEREAS, the Hailey Mayor and City Council shall endeavor to appoint at least two (2) members with professional training and experience in the arts and at least two (2) members with professional training and experience in historic preservation or in the disciplines of architecture, history, architectural history, urban planning, archaeology, engineering, law or other related disciplines.

WHEREAS, individuals identified below are currently a resident of the City of Hailey, or are employed as a full-time employee or own a business or enterprise devoted to the promotion of the arts or historic preservation and have a demonstrated interest, competence, or knowledge in the arts or in history or historic preservation.

WHEREAS, the individuals identified below with (HAC) have professional training and experience in the arts and the members with (HPC) have professional training and experience in historic preservation or in the disciplines of architecture, history, architectural history, urban planning, archaeology, engineering, law or other related disciplines.

**NOW, THEREFORE, BE IT RESOLVED BY THE HAILEY CITY COUNCIL:**

In accordance with Hailey Ordinance No. 1124, the following individuals are appointed by the mayor to the Hailey Arts and Historic Preservation Commission with the consent of the Hailey City Council:

<u>TERM LENGTH</u>	<u>APPOINTEE</u>	<u>TERM EXPIRES</u>
3 Year Term	Angela Hicks (HAC)	December 31, 2016
3 Year Term	Joan Davies (HPC)	December 31, 2016
3 Year Term	Frank Rowland (HPC)	December 31, 2015

3 Year Term  
3 Year Term  
3 Year Term

Jim Keating  
Mark Kashino (HAC)  
Linda Packer

December 31, 2015  
December 31, 2014  
December 31, 2014

THIS RESOLUTION IS ADOPTED this 16th day of December, 2013.

ATTEST:

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Fritz Haemmerle, Mayor, City of Hailey

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Mary Cone, City Clerk



**AGENDA ITEM SUMMARY**

**DATE:** 12-16-2013      **DEPARTMENT:** CDD      **DEPT. HEAD SIGNATURE:** MA

**SUBJECT:** Reappoint Janet Fugate to the Hailey Planning and Zoning Commission for a 3-year term.

**AUTHORITY:**  ID Code 67-6513       IAR \_\_\_\_\_       City Ordinance/Code Zoning  
Subdivision Ordinance 821  
(IFAPPLICABLE)

**BACKGROUND/SUMMARY OF ALTERNATIVES CONSIDERED:**

Janet Fugate has served on the Planning and Zoning Commission since January 2011. She has expressed a desire to be reappointed to the PZ Commission for a 3-year term. If reappointed, Janet's term would expire December 31, 2016.

**FISCAL IMPACT / PROJECT FINANCIAL ANALYSIS:**

None

**ACKNOWLEDGEMENT BY OTHER AFFECTED CITY DEPARTMENTS: (IFAPPLICABLE)**

<input checked="" type="checkbox"/> City Administrator	<input type="checkbox"/> Library	<input type="checkbox"/> Benefits Committee
<input type="checkbox"/> City Attorney	<input type="checkbox"/> Mayor	<input type="checkbox"/> Streets
<input checked="" type="checkbox"/> City Clerk	<input checked="" type="checkbox"/> Planning	<input type="checkbox"/> Treasurer
<input type="checkbox"/> Building	<input type="checkbox"/> Police	<input type="checkbox"/> Sustainability
<input type="checkbox"/> Engineer	<input type="checkbox"/> Public Works, Parks	_____
<input type="checkbox"/> Fire Dept.	<input type="checkbox"/> P & Z Commission	_____

**RECOMMENDATION FROM APPLICABLE DEPARTMENT HEAD:**

Reappoint Janet Fugate the PZ Commission for a 3-year term, expiring December 31, 2016.

**ACTION OF THE CITY COUNCIL:**

Date : \_\_\_\_\_  
City Clerk \_\_\_\_\_

**FOLLOW-UP:**

\*Ord./Res./Agrmt./Order Originals: Record  
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