

**AMENDED**  
**AGENDA**  
**SUN VALLEY AIR SERVICE BOARD MEETING**  
SUN VALLEY CITY HALL  
81 ELKHORN ROAD  
SUN VALLEY, ID  
December 5, 2018 - 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 Sun Valley Air Service Board Minutes of October 24, 2018 (Action Item);
2. Receive and File Financials:
  - a. 1% Local Option Tax Report: September 2018 (Action Item);

**PUBLIC HEARINGS**

3. Consideration and adoption of the amended Sun Valley Air Service Board Budget for FY 2018 for the expenditure of Local Option Tax (LOT) revenues received by the Sun Valley Air Service Board for taxes payable from the period of 10/1/17 through 9/30/18 (Action Item);

**ACTION/DISCUSSION/PRESENTATIONS**

4. Update by Fly Sun Valley Alliance;
5. Update by David Madaras, Couloir Consulting;
6. Discussion and action regarding payment schedules for Fly Sun Valley Alliance and Sun Valley Marketing Alliance for the 2018 – 2019 fiscal year (Action Item);
7. Authorization of Payment of Bills on-hand through November 29, 2018 (Action Item);
8. Discussion and action regarding Resolution 2018-01 Setting the Sun Valley Air Service Board Meeting Dates For 2019 (Action Item);

**EXECUTIVE SESSION** – Pursuant to Idaho Code 74-206 (d) to consider trade secrets that are exempt from disclosure as provided in Idaho Code 74-107 (Action Item);

**ADJOURNMENT** (Action Item)

*Please Note: The agenda is subject to revisions. Any person in need of assistance to attend or participate should contact Sun Valley City Hall prior to the meeting at 208-622-4438. Air Service Board Packets are online at [www.haileycityhall.org](http://www.haileycityhall.org); [www.sunvalleyidaho.gov](http://www.sunvalleyidaho.gov); and [www.ketchumidaho.org](http://www.ketchumidaho.org).*

**SUN VALLEY AIR SERVICE BOARD  
MEETING MINUTES  
October 24, 2018**

**Present:** Neil Bradshaw - Mayor, City of Ketchum  
Fritz Haemmerle – Mayor, City of Hailey

**Absent:** Larry Schoen – Blaine County Commissioner  
Peter Hendricks – Mayor, City of Sun Valley

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

**CALL TO ORDER**

Mayor Fritz Haemmerle called the meeting to order at 2:00 pm.

**PUBLIC COMMENT**

Mayor Fritz Haemmerle asked for public comment. There was none.

**REMARKS FROM THE CHAIR**

There were none

**REMARKS FROM THE BOARD**

Mayor Neil Bradshaw would like to add items on the December meeting agenda. He would like to talk about the MRG's for Alaska Airlines in Executive Session and would like to see a presentation/discussion by Dave Maderas. Mayor Fritz Haemmerle requested materials be provided prior to the meeting.

**CONSENT AGENDA**

1. **Approval of Air Service Board Minutes of September 19, 2018 (Action Item)**
2. **Receive and File Financials**
  - a. **1% Local Option Tax Report: July 2018 (Action Item)**
  - b. **1% Local Option Tax Report: August 2018 (Action Item)**

**Motion to approve the consent agenda**

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Mayor Neil Bradshaw
<b>SECONDER:</b>	Mayor Fritz Haemmerle
<b>AYES:</b>	Bradshaw, Haemmerle
<b>ABSENT:</b>	Mayor Peter Hendricks

3. **Authorization of Payment of Bills on-hand through October 19, 2018 (Action Item)**  
**Motion to approve bills as presented.**

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Mayor Neil Bradshaw
<b>SECONDER:</b>	Mayor Fritz Haemmerle
<b>AYES:</b>	Bradshaw, Haemmerle
<b>ABSENT:</b>	Mayor Peter Hendricks

#### 4. Adjournment

Motion to adjourn at 2:04 pm.

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Mayor Neil Bradshaw
<b>SECONDER:</b>	Mayor Fritz Haemmerle
<b>AYES:</b>	Bradshaw, Haemmerle
<b>ABSENT:</b>	Mayor Peter Hendricks

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Fritz Haemmerle, Chair

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Neil Bradshaw, Secretary/Treasurer

**SUN VALLEY AIR SERVICE BOARD  
1% LOCAL OPTION TAX REPORT  
SEPTEMBER 2018**

1% LOT Generated	1% LOT Received	1% LOT Contribution				Expenses		Funds for Contracts
		Sun Valley	Ketchum	Hailey	TOTAL	Communities' Direct Costs	SVASB Administrative Budget	
Fund Balance								
Oct-17	Dec-17	28,376.50	131,270.25	4,387.28	164,034.03	-6,292.22	-2,893.00	154,848.81
Nov-17	Jan-18	24,640.11	123,216.81	4,585.85	152,442.77	-6,297.76	-83.00	146,062.01
Dec-17	Feb-18	67,476.35	290,166.67	7,352.25	364,995.26	-6,375.22	-83.00	358,537.04
Jan-18	Mar-18	48,599.90	170,447.49	10,571.74	229,619.13	-6,465.37	-83.00	223,070.76
Feb-18	Apr-18	58,389.71	184,628.72	8,506.92	251,525.35	-6,407.55	-83.00	245,034.80
Mar-18	May-18	51,634.28	186,405.56	7,176.96	245,216.80	-6,370.31	-83.00	238,763.49
Apr-18	Jun-18	25,813.85	95,220.73	3,030.72	124,065.30	-6,254.22	-583.00	117,228.08
May-18	Jul-18	35,479.56	113,031.39	3,003.10	151,514.05	-6,253.45	-83.00	145,177.60
Jun-18	Aug-18	62,184.67	172,722.20	6,648.88	241,555.75	-6,355.53	-83.00	235,117.22
Jul-18	Sep-18	124,727.29	252,047.72	16,557.09	393,332.10	-6,632.96	-83.00	386,616.14
Aug-18	Oct-18	98,776.37	246,947.96	14,821.64	360,545.97	-6,584.37	-83.00	353,878.60
Sep-18	Nov-18	59,862.32	177,392.61	9,002.63	246,257.56	-6,421.43	-15,083.00	224,753.13
Total		685,960.91	2,143,498.11	95,645.05	2,925,104.07	(76,710.39)	(19,306.00)	

1% LOT Generated	1% LOT Received	Funds for Contracts	Fly SV Alliance				SVMA			
			% of Available Funds Owed	Funds for Contract	Invoiced Amount	Available Funds	% of Available Funds Owed	Funds for Contract	Invoiced Amount	Available Funds
			Budget Remaining 1,268,849 0 0%				Budget Remaining 1,300,000 0 0%			
Fund Balance										
Oct-17	Dec-17	154,848.81	20%	30,969.76		30,969.76	80%	123,879.05		123,879.05
Nov-17	Jan-18	146,062.01	20%	29,212.40	59,982.16	200.00	80%	116,849.61	239,928.66	799.99
Dec-17	Feb-18	358,537.04	20%	71,707.41		71,907.41	80%	286,829.63		287,629.63
Jan-18	Mar-18	223,070.76	20%	44,614.15	116,521.56	0.00	80%	178,456.61	466,086.24	0.00
Feb-18	Apr-18	245,034.80	20%	49,006.96		49,006.96	80%	196,027.84		196,027.84
Mar-18	May-18	238,763.49	80%	191,010.79	240,017.75	0.00	20%	47,752.70	243,780.54	0.00
Apr-18	Jun-18	117,228.08	80%	93,782.46		93,782.47	20%	23,445.62		23,445.62
May-18	Jul-18	145,177.60	80%	116,142.08	209,924.55	0.00	20%	29,035.52	52,481.14	0.00
Jun-18	Aug-18	235,117.22	80%	188,093.77	188,093.77	0.00	20%	47,023.44	47,023.44	0.00
Jul-18	Sep-18	386,616.14	80%	309,292.91		309,292.91	20%	77,323.23		77,323.23
Aug-18	Oct-18	353,878.60	Bal of Cont	145,016.29	454,309.20	0.00	20%	70,775.72	148,098.95	0.00
Sep-18	Nov-18	224,753.13					Bal of Cont	102,601.03		
Total				1,268,849.00				1,300,000.00		

# Memo

**To:** Sun Valley Air Service Board  
**From:** Susan E. Robertson, ICMA-CM  
City Administrator, City of Sun Valley  
**Date:** December 3, 2018  
**Re:** Proposed FY 2017 – 2018 Budget Amendment

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FY 2017 – 2018 was a good year from a Local Option Tax (LOT) standpoint for the Sun Valley Air Service Board. The amount of LOT revenue exceeded budgeted projections from all three of its member communities. Interest earnings were also up due to improved interest rates and the additional revenue.

On the expenditure side, legal services were used a bit more than budgeted – \$1,225 – compared to the \$1,000 budgeted. The ICRMP premium was also a little higher than anticipated at the time the budget was developed. It came in at \$1,349 rather than \$1,210 that was budgeted.

The proposed FY 2017 – 2018 Budget Amendment adjusts for these changes and transfers the difference to the fund balance. With the transfer, the ending fund balance for FY 2017 – 2018 is projected to be \$311,965 (unaudited).

A public hearing must first be held before consideration of the proposed FY 2017 – 2018 Budget Amendment can be undertaken. It is recommended that the Budget Amendment be adopted following the public hearing.

**RECOMMENDATION:** Motion to adopt the proposed FY 2017 – 2018 Budget Amendment.

**SUN VALLEY AIR SERVICE BOARD FY 2017 - 2018  
PROPOSED AMENDED BUDGET**

	<u>FY 2014/2015</u>	<u>FY 2015/2016</u>	<u>FY 2016/2017</u>	<u>FY 2016/2017</u>	<u>FY 2017/2018</u>	<b>FY 2017/2018</b>	<b>+/-</b>	<b>% CHANGE</b>
	<u>ACTUAL</u>	<u>ACTUAL</u>	<u>BUDGET</u>	<u>ACTUAL</u>	<u>BUDGET</u>	<b>PROPOSED</b>	<b>FY 2017/2018</b>	<b>FY 2017/2018</b>
						<b>AMENDED</b>		
						<b>BUDGET</b>		
<b>REVENUES</b>								
CITY OF HAILEY 1% LOCAL OPTION TAX	70,664	84,796	77,760	84,295	90,500	92,967	15,207	19.6%
CITY OF KETCHUM 1% LOCAL OPTION TAX	1,751,812	1,843,913	1,848,451	1,981,561	1,986,729	2,077,226	228,775	12.4%
CITY OF SUN VALLEY 1% LOCAL OPTION TAX	434,877	572,322	476,667	531,445	510,630	678,200	201,533	42.3%
INTEREST EARNINGS	140	517	180	600	300	1,314	1,134	630.0%
FUND BALANCE APPLIED	<u>0</u>	<u>0</u>	<u>607,142</u>	<u>410,566</u>	<u>0</u>	<u>0</u>	<u>(607,142)</u>	-100.0%
<b><u>TOTAL REVENUE</u></b>	<b>2,257,493</b>	<b>2,501,548</b>	<b>3,010,200</b>	<b>3,008,467</b>	<b>2,588,159</b>	<b>2,849,707</b>	<b>(160,493)</b>	<b>-5.3%</b>
<b>EXPENDITURES</b>								
CONTRACTS FOR SERVICES	1,948,901	2,458,397	3,005,750	3,005,750	2,568,849	2,568,849	(436,901)	-14.5%
OFFICE SUPPLIES/POSTAGE	1,738	48	500	100	400	400	(100)	-20.0%
ADVERTISING/PUBLIC NOTICES/WEBSITE	446	477	800	500	600	600	(200)	-25.0%
AUDIT	975	975	1,000	995	1,100	1,100	100	10.0%
ATTORNEY FEES	90	450	1,000	0	1,000	1,225	225	22.5%
INSURANCE	1,122	1,144	1,150	1,122	1,210	1,349	199	17.3%
TRANSFER TO FUND BALANCE	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>15,000</u>	<u>276,184</u>	<u>276,184</u>	-
<b><u>TOTAL EXPENDITURES</u></b>	<b>1,953,272</b>	<b>2,461,491</b>	<b>3,010,200</b>	<b>3,008,467</b>	<b>2,588,159</b>	<b>2,849,707</b>	<b>(160,493)</b>	<b>-5.3%</b>
BEGINNING FUND BALANCE	102,069	406,290		446,347	35,781	35,781		
ENDING FUND BALANCE	406,290	446,347		35,781	50,781	311,965		

**PROPOSED  
FY 2018 - 2019 PAYMENT SCHEDULE**

<u>1% LOT Generated</u>	<u>1% LOT Received</u>					<u>Communities' Direct Costs</u>	<u>LOT Funds from Communities</u>	<u>Air Service Board Administrative Expenses</u>	<u>Interest &amp; 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>
		<u>Sun Valley</u>	<u>Ketchum</u>	<u>Hailey</u>	<u>TOTAL</u>									
									\$207,994	\$207,994	\$14,540	7%	\$193,454	93%
Oct-18	Dec-18	\$30,039	\$180,534	\$4,400	\$214,973	\$6,306	\$208,667	-\$3,025	\$0	\$205,642	\$82,257	40%	\$123,385	60%
Nov-18	Jan-19	\$20,741	\$121,890	\$4,600	\$147,231	\$6,312	\$140,919	-\$75	\$0	\$140,844	\$56,338	40%	\$84,507	60%
Dec-18	Feb-19	\$60,527	\$119,781	\$7,333	\$187,641	\$6,388	\$181,253	-\$75	\$0	\$181,178	\$72,471	40%	\$108,707	60%
Jan-19	Mar-19	\$46,514	\$269,029	\$10,500	\$326,043	\$6,477	\$319,566	-\$75	\$0	\$319,491	\$127,796	40%	\$191,695	60%
Feb-19	Apr-19	\$55,539	\$186,773	\$8,534	\$250,846	\$6,422	\$244,424	-\$75	\$0	\$244,349	\$97,740	40%	\$146,610	60%
Mar-19	May-19	\$51,112	\$207,545	\$7,334	\$265,991	\$6,388	\$259,603	-\$75	\$0	\$259,528	\$103,811	40%	\$155,717	60%
Apr-19	Jun-19	\$20,396	\$182,745	\$3,033	\$206,174	\$6,268	\$199,907	-\$575	\$0	\$199,332	\$99,666	50%	\$99,666	50%
May-19	Jul-19	\$24,395	\$104,740	\$3,033	\$132,168	\$6,268	\$125,901	-\$75	\$0	\$125,826	\$62,913	50%	\$62,913	50%
Jun-19	Aug-19	\$55,713	\$114,848	\$6,667	\$177,228	\$6,369	\$170,858	-\$75	\$0	\$170,783	\$85,392	50%	\$85,392	50%
Jul-19	Sep-19	\$114,427	\$174,008	\$16,634	\$305,069	\$6,649	\$298,420	-\$75	\$0	\$298,345	\$149,173	50%	\$149,173	50%
Aug-19	Oct-19	\$100,868	\$231,956	\$14,934	\$347,758	\$6,601	\$341,157	-\$75	\$0	\$341,082	\$170,541	50%	\$170,541	50%
Sep-19	Nov-19	\$53,476	\$239,139	\$9,000	\$301,615	\$6,435	\$295,180	-\$75	\$500	\$295,605	\$177,363	60%	\$118,242	40%
		\$633,747	\$2,132,987	\$96,003	\$2,862,738	\$76,882	\$2,785,856	-\$4,350	\$208,494	\$2,990,000	\$1,300,000		\$1,690,000	

**SUN VALLEY AIR SERVICES BOARD**

**INVOICES TO BE PAID**

**Through November 29, 2018**

Sun Valley Marketing Alliance	September 2018 LOT Invoice	\$ 102,601.03
TOTAL		<hr/> \$102,601.03



**SUN VALLEY MARKETING ALLIANCE, INC.**

PO Box 4934  
Ketchum, ID 83340  
208-726-3423  
Scott@VisitSunValley.com  
www.visitsunvalley.com

**Invoice**



BILL TO
Air Service Board PO Box 3801 Ketchum, ID 83340

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1034	11/28/2018	\$102,601.03	12/28/2018	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
<b>Air Service Board</b> Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing   September 2018	1	102,601.03	102,601.03

BALANCE DUE

**\$102,601.03**



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## Operational Highlights October 11, 2018

### Quick Updates

- DestiMetrics:
  - Occupancy:
    - August – 56.6% in '18 v. 56.6% in '17
    - Flat, yes, but impressive since the Eclipse was in August in 2017
  - ADR:
    - August – \$329 in '18 v. \$321 in '17
  - 9 properties reporting
- [Facebook](#) fans: 6,491 | August +278, September +341
- [Instagram](#) followers: 12,100 (gained 300 since August)
- [Website](#) sessions YTD to [visitsunvalley.com](http://visitsunvalley.com) were down -18% compared to the same period in 2017. Our session duration or time on site was up +14%. Additionally, our organic search traffic is up +1%.
- Comparing this period over last was challenging due to the natural lift from the Solar Eclipse that occurred in August of 2017.
- Visit Sun Valley DMO page on [TripAdvisor](#) saw a decrease in pageviews of -15% for August and -50% for September. (We reached out and were told that there has been issues in reporting their numbers. Hoping to have these updated for the next meeting)
- Transitioning advertising content to fall with an emphasis on video to our regional markets.
- Winter advertising collateral being finalized.
- The Fire That Saved Sun Valley content project wrapping up and will be distributed soon.
- Hosted ongoing Lodging Association meetings.
- Awarded grant from ITC for winter advertising.





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## Marketing & Advertising

- Fall advertising is in full swing with the Winter advertising also starting its initial phase. Our fall approach involved regional messaging utilizing NPR and paid social outlets with video and blog content.
  - Video: [Guide to Fall](#) & [Trailing of the Sheep](#)
  - [Blog content](#)
- Initial winter advertising launch
  - Video content rollout – [brand](#), [culture seekers](#), [adventure seekers](#) & [families](#)
  - The Fire That Saved Sun Valley – Outside TV partnership, [Forecast Magazine](#) & IF3 film festival distribution
  - Content partnership with the New York Times piece to be live soon
- Blogging continues to be a top priority of ours as we move down the consumer funnel by being a resource for inspirational things to do when trip planning and also when the visitor is in town.

## PR

- Working with Fahlgren Mortine to continually refine our PR strategy for 2018/2019
- Coordinating a Fall media mission to Boise in conjunction with the Limelight Hotel & Sun Valley Resort
- Brought in two journalists for Rebecca’s Private Idaho
- Upcoming hosting of food influencer Liz Della Croce of The Lemon Bowl
- Sun Valley Mentions & Features
  - Reader’s Digest | [The Best Staycation in Every State](#)
  - Northwest Travel Mag | [Trailing of the Sheep 2018](#)
  - Mercury News | [Stunning Sun Valley: Hiking, Biking and Rafting in Idaho’s Alpine Gem](#)
  - Creators | [Counting Sheep at Ketchum Festival](#)
  - Unofficial Networks | [North America’s 10 Most Authentic Ski Towns](#)
  - New York Times | [Your Next Trip? It’s Written in the Stars](#)
  - Food Network | [50 States of Nachos](#)

## Social Media

- Continual content building and distribution of Visit Sun Valley Facebook page & Instagram account



# Visit SunValley

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- [Internally composed and distributed a variety of blog pieces including:](#)
  - [Dog-Friendly Guide to Sun Valley & Ketchum](#)
  - [Couple's Weekend Guide to Sun Valley](#)
  - [A Vegetarian & Vegan Guide to Eating in Sun Valley](#)
  - [Cowboy-Up: Sun Valley's Western Heritage](#)
  - [Oktoberfest in Ketchum: Raising a Stein in Honor of History](#)

## Visitor Center

- The staff served a daily average of
  - 72 people in August
  - 69 people in September
- The staff received an average of 3 calls per day
- The team has toured: The Community Library and the Hemingway House
- *Upcoming:* employee reviews

## Membership, Administration and Finance

- Membership -- End of Fiscal Year
  - 204 current, returning & free members (have completed the form)
  - 50 new & free members
  - 66 paid members (9 of which were new)
  - = 320 official members
- VSV team attended the DMA West conference in Boise
  - Scott and Ray met with Matt Borud from ITC
- Aly and Scott met with:
  - New ED from the Sun Valley Air Club
  - Toured JYTTE's factory in Hailey
  - Doug and Margaret from the Argyros
  - Lodging Association
- Scott held meetings concerning Outerbike and contractor Ralf Garrison
- Scott met with Wendy Jaquet
- Scott met with Mayor Bradshaw
- Visit Sun Valley hosted the Big Sky Chamber
- Scott attended the Economic Council meeting, the Fly Sun Valley Alliance Board meeting and the Air Service Board meeting
- Scott conducted Aly and Ray's annual reviews
- VSV contracts with the cities of Sun Valley and Ketchum are completed and signed for the 2018.2019 fiscal year



# Visit SunValley

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- *Upcoming:*
  - 2018.2019 membership drive
  - VSV team going to ICORT in Pocatello
  - Bussing/diversion meeting
  - Community meeting November 7
  - Branding Project workshops on November 14 & 15
  - Joint FSVA & VSV executive committee meeting



# SUN VALLEY AIR SERVICE BOARD

## RESOLUTION 2018-01

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### A RESOLUTION OF THE SUN VALLEY AIR SERVICE BOARD SETTING THE SUN VALLEY AIR SERVICE BOARD MEETING DATES FOR 2019

WHEREAS, the Bylaws for the Sun Valley Air Service Board provide that meetings of the Board will be held at such time and place as is established by the Board; and

WHEREAS, the Sun Valley Air Service Board wants to establish a regular meeting schedule for 2019.

**NOW, THEREFORE, BE IT RESOLVED BY THE SUN VALLEY AIR SERVICE BOARD** that the regular meeting schedule of the Sun Valley Air Service Board in 2018 shall be as follows:

January 30 <sup>th</sup> at 2:00 p.m.,	City of Hailey, City Hall, 115 Main Street South, Hailey, ID
March 27 <sup>th</sup> at 2:00 p.m.	City of Ketchum, City Hall, 480 East Avenue North, Ketchum, ID
May 22 <sup>nd</sup> at 2:00 p.m.	City of Sun Valley, City Hall, 81 Elkhorn Road, Sun Valley, ID
July 31 <sup>st</sup> at 2:00 p.m.	City of Hailey, City Hall, 115 Main Street South, Hailey, ID
September 25 <sup>th</sup> at 2:00 p.m.	City of Ketchum, City Hall, 480 East Avenue North, Ketchum, ID
December 4 <sup>th</sup> at 2:00 p.m.	City of Sun Valley, City Hall, 81 Elkhorn Road, Sun Valley, ID

Regular Sun Valley Air Service Board meeting dates are subject to change due to availability of a quorum or other circumstances. Any change from the above adopted dates will be noticed in accordance with Idaho Code 74-204, as amended.

PASSED BY THE SUN VALLEY AIR SERVICE BOARD THIS \_\_\_\_\_ DAY OF DECEMBER, 2018.

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Fritz Haemmerle, Chair

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Neil Bradshaw, Secretary