

Sun Valley Air Service Board
Meeting Minutes
January 27, 2016
Hailey City Hall Meeting Room 2 pm

Present: Peter Hendricks – Mayor, City of Sun Valley
Fritz Haemmerle – Mayor, City of Hailey
*Nina Jonas – Mayor, City of Ketchum
(*Attended via conference call)

Absent: Larry Schoen – Blaine County Commissioner

Staff Present: Ketchum – Suzanne Frick
Hailey – Heather Dawson

CALL TO ORDER

2:05:58 PM 2:00 pm Call to order by Mayor Haemmerle. Roll call of attendees.

PLEDGE OF ALLEGIANCE

2:06:34 PM Led by Fritz Haemmerle

ELECTION OF OFFICERS

2:07:01 PM election of officers.

2:08:44 PM Hendrix nominate Jonas for Treasurer/Secretary, seconded by Hendricks, motion passed unanimously.

2:09:07 PM Jonas nominates Hendrix for Vice-Chairman, seconded by Haemmerle, motion passed unanimously.

2:09:39 PM Jonas nominates Haemmerle for Chairman, Hendricks seconds, motion passed unanimously.

No public comments.
No remarks from chair or board.

CONSENT AGENDA

2:10:39 PM Jonas moves to approve all consent agenda items, seconded by Haemmerle, motion passed, with Haemmerle abstaining from item number 1, for minutes of Dec. 7 & Dec. 30 as he was not present at those meetings.

PRESENTATIONS

2:11:45 PM Brady Workman CPA with Dennis Brown CPA in Twin Falls, is presenting the results of the Air Service Board audit. Unmodified report has been presented. Good carryover because revenues exceeded expenses. Workman appreciates the continuity of keeping staff in same positions. They read all minutes and make sure all are approved, thank you for being consistent.

2:13:42 PM Hendricks asks a question on page 8 of packet, about an application, do you make judgement calls on best practices? Brady answers.

2:15:03 PM Carol Waller, Fly Sun Valley Alliance presents semi- annual report. Waller briefly discusses goals, including keeping the current air service. Finalizing summer flights, trying to add additional flights for 2016 year. Waller then discusses 2015 successes, including 19% increase in seats, 33% increase in enplanements. Delta added a weekly LAX service beginning in February. Bus service has been well received. Waller discusses the flight growth and explains that the numbers don't show diverted flights due to weather conditions. Waller discusses flight performance by year, showing decrease of flights overall because of economy and decrease by replacing the Brazilian airplanes. 2:22:50 PM Haemmerle asks what you consider full time local resident. Waller answers, someone who lives here full time. First time visitors is 20%. Waller discusses Passenger survey results, estimated spending of part-time residents is \$115 million and spending from first time visitors approx. 12,500 to be \$19 million. Secured 13% increase in seats from last year. Expect similar increase for this summer too. Many partners working together to make this happen.

2:28:16 PM Sun Valley Marketing Alliance (SVMA) President, Arlene Schieven spoke to the Air Service Board. Schieven discussed their budget, total \$854,880, spent the entire amount. Results presented from June through October 2015, considers all visitors not just by plane. Strong occupancy rates in all of the valley. 2:31:35 PM Haemmerle asks a marketing question about where they spend their money, winter vs. summer. Schieven answers, we advertise more for winter because most travel is during summer. 2:32:36 PM Hendricks asks a question. Schieven answers. Target markets include San Francisco, Los Angeles, Seattle, New York, Denver, and Chicago. We added other markets this year. SVMA Heavily marketing digitally, versus print. Not much information yet to share for winter results, but looks good so far, 10% above last year. Winter campaign continues through March 2016. Schieven discusses remaining summer and next winter marketing strategy.

2:38:54 PM Haemmerle asks, what are the demographics of who is looking at us, trying to understand who to market towards, is it the "hard core skier" or "leisure skier?" Schieven answers. Three audiences are our best opportunity, those people who seek a destination leisure resort based skier, hard core skier, and tertiary market. Discussion ensued about trying to get more people here.

2:42:29 PM Jonas, Is the definition of visitors the same across Sun Valley Marketing Alliance and Fly Sun Valley Alliance? Schieven confirms yes. Visitor estimation model created a couple of years ago, collect data from hotels, airport and resort.

2:44:42 PM Hendricks asks about the age demographic discussed earlier in the meeting, it came from the mountain, average age from 48 to 41. Hendricks asked a question about occupancy rates, what is standard or average rate. Schieven answers, 55% at most resorts around 65% occupancy is our goal.

NEW BUSINESS / REPORTS


2:48:44 PM voting rights report for 2016.

Authorization of payment of bills on hand.

2:49:31 PM Hendricks moves to approve payment of bills on hand through January 22, 2016, seconded by Jonas, motion passed unanimously.

2:50:13 PM Next meeting is discussed, and determined that a February meeting is not needed. March meeting is scheduled for March 30, 2016, Ketchum City Hall, at 2 pm.

2:52:15 PM Jonas moves to adjourn meeting, seconded by Hendricks, motion passed unanimously.


Fritz Haemmele, Chair


Nina Jonas, Secretary/Treasurer