

SUN VALLEY AIR SERVICE BOARD
MEETING MINUTES
September 17, 2015

KETCHUM CITY HALL MEETING ROOM 2:00 P.M.

Present: Dwayne Briscoe – 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
Heather Dawson – Administrator City of Hailey

CALL TO ORDER

Meeting called to order at 2:04 p.m. by Chairman Dewayne Briscoe

ROLL CALL

Larry Schoen Blaine County Commissioner - absent

PLEDGE OF ALLEGIANCE

Led by Dick Fenton

PUBLIC COMMENT

Jack Sibbach thanked the Board for their service.

REMARKS FROM THE CHAIR

None

REMARKS FROM THE BOARD

None

CONSENT AGENDA

Mayor Fritz Haemmerle moved to approve the consent agenda, seconded by Mayor Nina Jonas. A roll call vote was taken. Mayor Haemmerle abstained since he was not present for the last meeting. Mayor Jonas and Mayor Briscoe were in favor. Motion carried unanimously.

Fly Sun Valley Alliance Budget Presentation, Carol Waller

Fly Sun Valley Alliance – Carl Waller presented an update on summer of 2015. Final numbers for the season will be presented in November. Contracts for 2016 are under way. Research and air passenger survey is in process and will be compared to last year when complete.

Carol Waller presented the flight schedule for the winter. She explained that we are competing against other ski resorts that are also developing their air service so Fly Sun Valley Alliance will need to continue working strategically. The breakout of the 2015/2016 budget was presented. Mayor Nina Jonas questioned the reserve and how much the Board should be keeping. Mayor Fritz Haemmerle explained that this is tax money and the public expects certain things to be done. They will need to keep an eye on this to be sure the money is spent and that we have a plan and a number not to exceed.

Carol Waller thanked all the partners that are involved.

Sun Valley/Marketing Alliance Budget Presentation, Arlene Schieven

Arlene Schieven presented saying room nights and occupancy loads are up. July had an 86% occupancy – highest ever seen. There are increases where marketing dollars have been spent. She outlined the plan for the winter season in regards to digital and print advertising and outlined other marketing strategies that will be coming forth.

Schieven showed research findings from California and Washington and said the results of the research are what they used to form their plan for this year.

Budget is straight forward and is split 60/40 summer/winter.

Discussion regarding renewal of insurance coverage with ICRMP for the insurance Policy Year October 1, 2015 – September 30, 2016.

Susan Robertson, Sun Valley City Administrator, presented the annual renewal of policy saying that it is in the budget and there have been no changes to the main language of the contract. There have been minor language changes mainly in definitions.

Mayor Fritz Haemmerle moved to approve the renewal of insurance coverage with ICRMP for insurance policy year October 1, 2015 – September 30, 2016; seconded by Mayor Nina Jonas. Motion carried unanimously.

Consideration of Terrorism Property Coverage.

Mayor Fritz Haemmerle moved to deny Terrorism Property Coverage; seconded by Mayor Nina Jonas. Motion carried unanimously.

Authorizing Payment of Bills on-hand through September 14, 2015.

Susan Robertson, Sun Valley City Administrator, explained that one additional invoice has been distributed for inclusion with bills to be paid. It is for the advertising with Express Publishing.

Mayor Fritz Haemmerle moved to approve the payment of bills on hand through September 14, 2015 with the addition of the Express Publishing bill; seconded by Mayor Nina Jonas. Motion carried unanimously.

Rescheduling of the Regular Sun Valley Air Service Board September 24, 2015 meeting to consider contracts for services with Fly Sun Valley Alliance and Sun Valley Marketing Alliance.

Susan Robertson, Sun Valley City Administrator, explained that the regularly scheduled meeting is next Thursday but there is nothing for the agenda; therefore she is suggesting a date change.


Mayor Fritz Haemmerle moved to continue the September 24, 2015 regularly scheduled meeting to October 22, 2015 at 2:00 pm at Hailey City Hall; seconded by Mayor Nina Jonas. Motion carried unanimously.


Adjournment

Mayor Fritz Haemmerle moved to adjourn at 3:05 p.m.; seconded by Mayor Nina Jonas. Motion carried unanimously.



Dewayne Briscoe, Chair



Nina Jonas, Secretary/Chair

Treasurer