

AGENDA
SPECIAL SUN VALLEY AIR SERVICE BOARD MEETING
KETCHUM CITY HALL
480 EAST AVENUE NORTH
KETCHUM, ID
October 24, 2018 - 2:00 P.M.

CALL TO ORDER

ROLL CALL

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 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);

ACTION/DISCUSSION

3. Authorization of Payment of Bills on-hand through October 19, 2018 (Action Item);

ADJOURNMENT (Action Item)

**Sun Valley Air Service Board
Meeting Minutes
September 19, 2018
Hailey City Hall Meeting Room 2 pm**

Present: Peter Hendricks – Mayor, City of Sun Valley
Neil Bradshaw – Mayor, City of Ketchum
Fritz Haemmerle – Mayor, City of Hailey

Absent: Larry Schoen – Blaine County Commissioner

Staff Present: Sun Valley – Susan Robertson
Hailey – Heather Dawson
Ketchum – Suzanne Frick

CALL TO ORDER

[2:03:59 PM](#) Call to order by Mayor Fritz Haemmerle.

ROLL CALL

Peter Hendricks, Fritz Haemmerle, Neil Bradshaw

OPEN SESSION FOR PUBLIC COMMENTS:

[2:04:22 PM](#) No comments.

REMARKS FROM CHAIR:

[2:04:30 PM](#) None.

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 August 8, 2018 (Action Item);*
2. *Receive and File Financials: a. 1% Local Option Tax Report: June 2018 (Action Item); ACTION/DISCUSSION*
3. *Discussion and action regarding renewal of insurance coverage with ICRMP for the Insurance Policy Year October 1, 2018 – September 30, 2019 (Action Item);*
4. *Consideration and action regarding Terrorism Property Coverage (Action Item);*
5. *Discussion and possible action regarding the scope of work for the audit of Fly Sun Valley Alliance and Sun Valley Marketing Alliance (Action);*
6. *Authorization of Payment of Bills on-hand through September 14, 2018 (Action Item);*
7. *Discussion and action regarding scheduling a Special Air Service Board Meeting (action Item); ADJOURNMENT (Action Item)*

1. *Approval of Air Service Board Minutes of August 8, 2018 (Action Item);*

[2:04:43 PM](#) Mayor Haemmerle pulls Item 1 minutes from August 8, 2018 for correction. **Mayor Haemmerle directs to page 3 under item 2. "Motion to hire consultant." The minutes indicate the motion was unanimous. Mayor Haemmerle objected. Correction will be noted, minutes reprinted and signed with the correction.**

Bradshaw moves to approve Consent Agenda items noting the correction, seconded by Hendricks, motion passed unanimously. Hendricks, yes. Haemmerle, yes. Bradshaw, yes.

2. Receive and File Financials: a. 1% Local Option Tax Report: June 2018 (Action Item); ACTION/DISCUSSION

[2:06:01 PM](#)

Bradshaw motions to approve the June 2018 financials seconded by Hendricks. Motion passed, Hendricks, yes. Bradshaw, yes. Haemmerle, yes.

ACTION/DISCUSSION:

3. Discussion and action regarding renewal of insurance coverage with ICRMP for the Insurance Policy Year October 1, 2018 – September 30, 2019 (Action Item);

4. Consideration and action regarding Terrorism Property Coverage (Action Item);

[2:07:04 PM](#) Susan Robertson gives an overview. The coverage levels stay the same with ICRMP. There are language changes. The ICRMP policy provides terrorism coverage for communities and enemies that are covered through them. It's recommended that the ICRMP policy be approved for the coming year and the Terrorism Property Coverage be rejected.

[2:08:04 PM](#) Mayor Haemmerle asks regarding the letter on Terrorism Coverage, there's a certain amount of coverage provided by ICRMP and if you want more than that you pay more? Robertson responds, it's in addition to but there's no lack of coverage. Mayor Haemmerle, the letter says it's included in your regular ICRMP coverage at no additional cost to you. Robertson, they're still obligated to have us take action on this additional policy.

[2:08:44 PM](#) Mayor Hendricks, does the additional policy increase the dollars? Robertson, it looks like the ICRMP policy is actually more. Mayor Hendricks asks Robertson if we accept the additional coverage it would be an additional cost? Robertson answers, there would be an additional amount of \$5,000. Mayor Hendricks is confused why the Terrorism Coverage is considered. Both Robertson and Mayor Bradshaw answer explaining it's required for us to opt out. It is required to take action every year.

Bradshaw motions to adopt the ICRMP Coverage and reject the Terrorism Property Coverage seconded by Hendricks. Motion passed, Hendricks, yes. Haemmerle, yes. Bradshaw, yes.

[2:10:29 PM](#) 5. Discussion and possible action regarding the scope of work for the audit of Fly Sun Valley Alliance and Sun Valley Marketing Alliance (Action);

[2:10:40 PM](#) Dennis Brown speaks. His firm audits Ketchum, Hailey, Sun Valley, and the Air Service Board. For a few years they've thought about the two entities that the Air Service Board funnels the money to and what about oversight there. There has been discussion this year as far as some kind more detailed oversight with the Fly Sun Valley Alliance and the Sun Valley Marketing Alliance. Brown explains to the board the several levels of financial statements and the comfort level of each of them. Brown explains each of these entities have their own accounts. Both are nonprofits. If they're having financial statements given to them, they're at an assembly level. That's the lowest level of financial statements. Brown explains the CPA assembles the financial statements. The second level is called Compilation. The CPA would issue a report. The next level is the Review level. A Review gives the company negative assurance and provides some analysis. The last level is an Audit. The audit provides a more detailed analysis and is certified. Brown goes on to suggest which level scope of work he recommends. Reviewed financial statements allows them to review the structure and issue a report. It's less money because it's less work. An audit is more time is spent and the CPA certifies. Brown had mentioned to Carol Waller to start with a review and if not sufficient move up to an audit the following year.

[2:15:06 PM](#) Mayor Bradshaw asks Brown if he could do an audit and then do reviews after that? Bradshaw wants to give a complete representation to the taxpayers. Brown answers, yes that can happen.

Mayor Haemmerle asks the two organizations what level of audit they do?

Scott Fortner answers, we do a review. Two of them, one review because they receive public funds (they recently changed the firm) and the other one because the state requires them to do one as part of our grant process. The contract with the state used to have us do the review, but now the state pays for the review as part of the contract with them and it happens to be the same firm as we changed to for the 2018 review. Carol Waller, we haven't done one in a number of years, we just use a CPA for tax returns.

Mayor Hendricks asks Brown, what is the time difference from start to finish? Brown answers, the unique situation with the Air Service Board is that the community pays the 1% in September. The cities collect that in October. It's late Oct. for the numbers are real for the year-end in September 30th. We've always come in December and audit the Air Service Board. We would look at issuing the reports by the end of December.

[2:20:00 PM](#) Haemmerle ask each organization, if they have any comments. Waller, does not. Fortner asks for clarification, is the audit on the organization and not just the 1%. Mayor Bradshaw, this is not clear to him either.

Mayor Haemmerle, is it possible to trace what the Air Service Board gives the entity?

Brown answers, it depends on the structure of the organization, their controls and their

bookkeeping procedures. Waller, we keep two separate bank accounts. Scott Fortner comments, we have two accounts as well.

[2:23:13 PM](#) Brown, forgot to mention there's a caveat with an audit. They can go in and audit the public money that went in and certify that went in.

[2:24:09 PM](#) Mayor Haemmerle, intrusive to audit where your money goes and how it's used and the entire organization. Auditing not only the public money but also private money seems intrusive. Looking at the entire organization seems intrusive. Mayor Hendricks, agrees with Mayor Haemmerle's opinion on the intrusiveness. Mayor Hendricks concern is about the public money. Would like the 4th degree of an audit as far as where the public money goes.

Mayor Haemmerle asks, how far do you want to go? Robertson, they talked about auditing this existing year. Mayor Bradshaw asks Brown, is there any merit in auditing 2 years to compare? Brown recommends an agreed upon procedures. If there aren't any issues in the current year, move forward. Mayor Bradshaw and Mayor Haemmerle agree 2 years.

Fortner asks, is the review currently being done on the Sun Valley Marketing Alliance, does that satisfy? Or a complete audit? Mayor Hendricks to Brown, if you took all their reviews could you come up with an educated guess as to everything's terrific, here's a dicey area, or this one needs further inspection? Brown answers, the review financial statements would be on the whole organization. It'll be certifying and spent on: this money went in and for the proper purpose.

Mayor Hendricks, full audit for the (public money) both years for public funds. Mayor Bradshaw proposes, full audit of public funds for the last two years. Fortner asks if that would satisfy the City of Sun Valley as well as City of Ketchum? Mayor Haemmerle, you get money from each City that should not be part of the audit, the respective cities would pay for that type of audit, we are focused on the money from the 1% for air funds.

Susan Robertson, doesn't recall if the agreement has anything regarding auditing for the city. Waller states in their contract the cost of the audit is on Fly Sun Valley.

[2:32:54 PM](#) **Bradshaw motions to audit Fly Sun Valley and Sun Valley Marketing Alliance for the last two years focused only on public money seconded by Hendricks. Motion passed unanimously. Hendricks, yes. Haemmerle, yes. Bradshaw, yes.**

[2:33:52 PM](#) *6. Authorization of Payment of Bills on-hand through September 14, 2018 (Action Item);*

Hendricks motions to authorize payment of bills through September 14,2018 seconded by Bradshaw. Motion passed, Hendricks, yes. Haemmerle, yes. Bradshaw, yes.

7. Discussion and action regarding scheduling a Special Air Service Board Meeting (action Item); ADJOURNMENT (Action Item)

[2:34:38 PM](#) Robertson, don't have July payment. Robertson recommends a special meeting to enable the payment to occur. Board agreed to special meeting in Oct. 24th at 2 pm. Robertson will confirm the location of the meeting by sending out an email to everyone.

[2:37:04 PM](#) **Hendricks moves to adjourn, Bradshaw seconds, motion passed unanimously.**

Fritz X. Haemmerle, Chairman

ATTEST:

Neil Bradshaw, Secretary/Treasurer

**SUN VALLEY AIR SERVICE BOARD
1% LOCAL OPTION TAX REPORT
JULY 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						-83.00	
Sep-18	Nov-18						-15,083.00	
Total		527,322.22	1,719,157.53	71,820.79	2,318,300.54	(63,704.59)	(19,306.00)	

			Fly SV Alliance				SVMA				
			Budget	1,268,849		Budget		1,300,000			
			Remaining	1,043,338		Remaining		173,377			
			82%				13%				
1% LOT Generated	1% LOT Received	Funds for Contracts	% of Available Funds Owed	Funds for Contract	Invoiced Amount	Available Funds	% of Available Funds Owed	Funds for Contract	Invoiced Amount	Available Funds	
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		80%				20%				
Sep-18	Nov-18										
Total				225,510.68				1,126,623.25			

SUN VALLEY AIR SERVICES BOARD

INVOICES TO BE PAID

Through October 19, 2018

Fly Sun Valley Alliance	July 2018 LOT Invoice	\$ 309,292.91
Fly Sun Valley Alliance	August 2018 LOT Invoice	145,016.29
Sun Valley Marketing Alliance	July 2018 LOT Invoice	77,323.23
Sun Valley Marketing Alliance	August 2018 LOT Invoice	70,775.72
TOTAL		<hr/> \$602,408.15

Fly Sun Valley Alliance Inc.

PO Box 6316

Invoice

Date	Invoice #
7/31/2018	210

Bill To
Sun Valley Air Service Board Attn: Grant G & Kathleen S City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT July 2018 - FSVA September 2018 Contract Services	309,292.91	309,292.91
		Total	\$309,292.91



FSVA CONTRACT SERVICES RENDERED – Sept 2018

AIR SERVICE

AIR SERVICE DEVELOPMENT

- Reviewed/monitored/analyzed weekly flight booking reports; monthly reports
- Ongoing research/analysis of seat, enplanements, load factors, fares; for SUN and competitive markets
- Continued strategic planning/analysis regarding future air service opportunities
- Planning for early October pre-season diversion busing meeting with key stakeholders
- Finalized negotiations for air service contract for FY19 winter season with United and FY19 annual with Alaska
- 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 to provide information to Couloir Consulting for SVASB consulting project
- Worked with VSV and other marketing partners on air service marketing efforts in key markets

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and ongoing social media channels; updated website as needed
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign via local publications
- Created/executed ongoing FSVA local marketing/ PR for air service (*print, digital*)
- 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 with implementation of summer 2018 SUN Air Passenger survey collection
- Continued work on compiling/tracking relevant news and comparative data and information of air service

Fly Sun Valley Alliance Inc.

PO Box 6316

Invoice

Date	Invoice #
8/31/2018	211

Bill To
Sun Valley Air Service Board Attn: Grant G & Kathleen S City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT - August 2018 - FSVA October 2018 Services	145,016.29	145,016.29
		Total	\$145,016.29



FSVA CONTRACT SERVICES RENDERED – October 2018

AIR SERVICE

AIR SERVICE DEVELOPMENT

- Reviewed/monitored/analyzed weekly flight booking reports; monthly reports
- Ongoing research/analysis of seat, enplanements, load factors, fares; for SUN and competitive markets
- Continued strategic planning/analysis regarding future air service opportunities & challenges
- Held early October pre-season diversion busing meeting with key stakeholders, worked on follow up action items
- 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 to provide information to Couloir Consulting for SVASB consulting project; met as necessary
- Worked with VSV and other marketing partners on air service marketing efforts

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and ongoing social media channels; updated website as needed
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign via local publications
- Created/executed ongoing FSVA local marketing & PR for air service (*print, digital*)
- 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 with implementation of summer/fall 2018 SUN Air Passenger survey collection
- Continued work on compiling/tracking relevant news and comparative data and information of air service

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
986	10/18/2018	\$77,323.23	11/17/2018	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing July 2018	1	77,323.23	77,323.23

BALANCE DUE

\$77,323.23

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
1011	10/19/2018	\$70,775.72	11/18/2018	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing August 2018	1	70,775.72	70,775.72

BALANCE DUE

\$70,775.72



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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 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





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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

