

**SUN VALLEY AIR SERVICE BOARD  
MEETING MINUTES  
August 8, 2018**

2:00 p.m.

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

**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**

Mayor Fritz Haemmerle called the meeting to order 2:01 p.m.

**ROLL CALL**

Larry Schoen Blaine County Commissioner – absent

**PUBLIC COMMENT**

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

**REMARKS FROM THE CHAIR**

None

**REMARKS FROM THE BOARD**

None

**CONSENT AGENDA**

**1. Approval of Air Service Board Minutes of July 25, 2018**

**Motion to approve the minutes from July 25, 2018**

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Neil Bradshaw, Mayor of Ketchum
<b>SECONDER:</b>	Peter Hendricks, Mayor of Sun Valley
<b>Abstain:</b>	Fritz Haemmerle, Mayor of Hailey
<b>AYES:</b>	Hendricks, Bradshaw, Haemmerle

**2. Discussion and action regarding the engagement of consulting services to assist the Sun Valley Air Service Board with the assessment of and strategic planning for air service and its related marketing activities**

Mayor Neil Bradshaw talked about hiring a consultant to create a more strategic way of spending the Air Service Board funds. There would be 2 different working groups. One on marketing and one on MRG's. He advised that he would like more strategic thinking and would like to know if there is a better way to manage the dollars coming in from the LOT taxes.

Mayor Peter Henricks talked about his concerns with LAX and PDX and about the merging of the Alliances down the road. He would like more info about the MRG's and would like to engage Dave Madaras to have him help with this task.

Mayor Fritz Haemmerle questioned if we are hiring Dave Madaras to oversee these two agencies. It was explained that that is not the case. Mayor Haemmerle questioned what the Sun Valley Marketing Alliance thinks of this. Carol Waller advised that she believes that it is important for the decision makers to have the information they need to make those decisions. Scott Fortner advised that it couldn't hurt to have a fresh pair of eyes looking at things.

Mayor Fritz Haemmerle asked what kind of expertise Dave Maderas would have in respect to air service and marketing to be able to give the advice that is needed. Dave Madaras advised that he is a 10-year veteran of Wall Street. He founded Air Proxima and talked about how that experience would fit into this role.

Mayor Bradshaw likes the independent approach and said this would help the Board make decisions. The draft contract should read not to exceed \$3,000 a month at the rate of \$125 an hour.

Mayor Fritz Haemmerle asked Dave Madaras if he is an auditor. David Madaras explained that he sees himself as an independent eye looking at both agencies.

Mayor Peter Hendricks is comfortable with the Marketing Alliance. He does not have the same degree of comfort with the Fly Sun Valley Alliance. He has a hard time understanding how they come to their decisions and the LAX situation is what prompted his concerns. He likes the idea of being able to go to an outside party who could give him some direction. Peter Hendricks advised that he has concerns over the long-range plan and the price of fuel. He would like somebody to look at these who has the knowledge and who could advise.

Mayor Fritz Haemmerle advised that he does not like to hire consultants unless there is a problem and currently he does not see a problem. Mayor Peter Hendricks explained how Dave Madaras' insight, on top of their input, and reporting back to the Board for questions and answers could be a benefit. Mayor Fritz Haemmerle asked how the Sun Valley Company feels about this. Mayor Peter Hendricks explained that they have had conversations, but they haven't offered any input. Mayor Neil Bradshaw further explained what information he is looking to getting out of the consultant and how he would like to use that information in making decision.

Mayor Peter Hendricks talked about the benefits of consultants. Mayor Fritz Haemmerle asked if Dave Madaras would be privy to all documents. It was confirmed that he would. Sun Valley City Administrator Susan Robertson mentioned the budget and asked how long we would have to budget this. The Mayors agreed to 6 months. Mayor Fritz Haemmerle talked about the money that is authorized and how we spend it and advised that he does not see a need. The charts they received at the last meeting answered

all his questions. He said if the other Mayors are not comfortable with the decision-making process and this will help them than that would be fine.

Mayor Neil Bradshaw expressed his appreciation of all the people who sit on the boards. He expressed that he is just trying to get a better value and better economy. He wants to be sure about the best allocation decisions and this will give him the confidence he needs to make the decisions he needs to make.

Mayor Fritz Haemmerle is uncomfortable with the parameters and would like them to be defined in a better way. Mayor Neil Bradshaw talked about the limits with parameters. Mayor Peter Hendricks would rather have a broad approach as well and talked about the scope of work. Mayor Haemmerle thinks the parameters are too broad and advised that there is nothing spelled out in the engagement. Mayor Peter Hendricks talked about his vision as to how to proceed.


**Motion to hire Couloir Consultant LLC on a consultant contract with a 6 mos. Contract with a fee no more than 3000 per month. 125 per hour to evaluate air service and related marketing and advise the board on anything they can do better.**

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Neil Bradshaw, Mayor of Ketchum
<b>SECONDER:</b>	Peter Hendricks, Mayor of Sun Valley
<b>AYES:</b>	Hendricks, Bradshaw
<b>NAYES:</b>	Haemmerle

### 3. Adjournment

**Motion to adjourn at 2:48 p.m.**

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Peter Hendricks, Mayor of Sun Valley
<b>SECONDER:</b>	Neil Bradshaw, Mayor of Ketchum
<b>AYES:</b>	Hendricks, Bradshaw, Haemmerle

  
Fritz Haemmerle, Chair

  
Neil Bradshaw, Secretary/Treasurer