

Friedman Memorial Airport Authority



Regular Meeting
January 9, 2013

UNFINISHED BUSINESS



FMAA Financial Statements & Other Financial Information

Year Ended September 30, 2012

- Presented By:
 - FMAA Financial Statements prepared by: Ms. Laurie Harberd, Rexroat, Harberd & Associates
 - Independent Audit Review - Mr. Brad Hodges, Simmons and Clubb, CPA's
 - After presentation and if appropriate: Approve the Draft Financial Statements and direct Staff/Auditor to finalize for distribution to appropriate government agencies



Airport Solutions

Chairman Report



Airport Solutions

Blaine County Report



Airport Solutions

City of Hailey Report



Airport Solutions

Airport Manager Report



Communications Director Report

- Coffee Talk
- Airport Tour

Existing Site

- Talking Points for Moving Forward
- Presented by Mr. Rick Baird, Friedman Memorial Airport, Airport Manager

Talking Points Moving Forward

- Collaborative effort between Staff and FAA
- Effort was based on:
 - December Board discussions
 - Preliminary discussion with FAA after Board meeting

Talking Points Document

- Interim solution: Upgrade the existing airport to comply with airport design standards and request modification to standards (MOS)
- Long-term solution: Proceed with plans for a replacement airport

Next Steps – Existing Airport

- Update the FMA ALP - Achieve a Standard Safety Area by the statutory 2015 deadline
- Pursue Modification to Standards
 - The Airport shall be limited to aircraft with maximum of 100 foot wingspans and maximum certified take off weights of 95,000 pounds
 - Pursue Alternative 6
- Consider elements of Alternative 7 to determine land acquisition and other requirements related to lost capacity
- Pursue Nextgen technology to improve reliability and safety, including potential RNAV approaches

Next Steps – Replacement Airport

- FAA rules require significant progress within three years of an EIS final decision
 - FMAA and FAA now consider the construction of a Replacement Airport to be a long-term solution
 - FMAA will consider requesting termination of the EIS
- FAA will assist the FMAA with a Siting Study to identify a suitable site

Existing Site

- Plan to Meet 2015 Congressional Safety Area Requirement
- Presented by Mr. Dave Mitchell, T-O Engineers & Airport Manager

Plan to Meet 2015 Congressional Safety Area Requirement

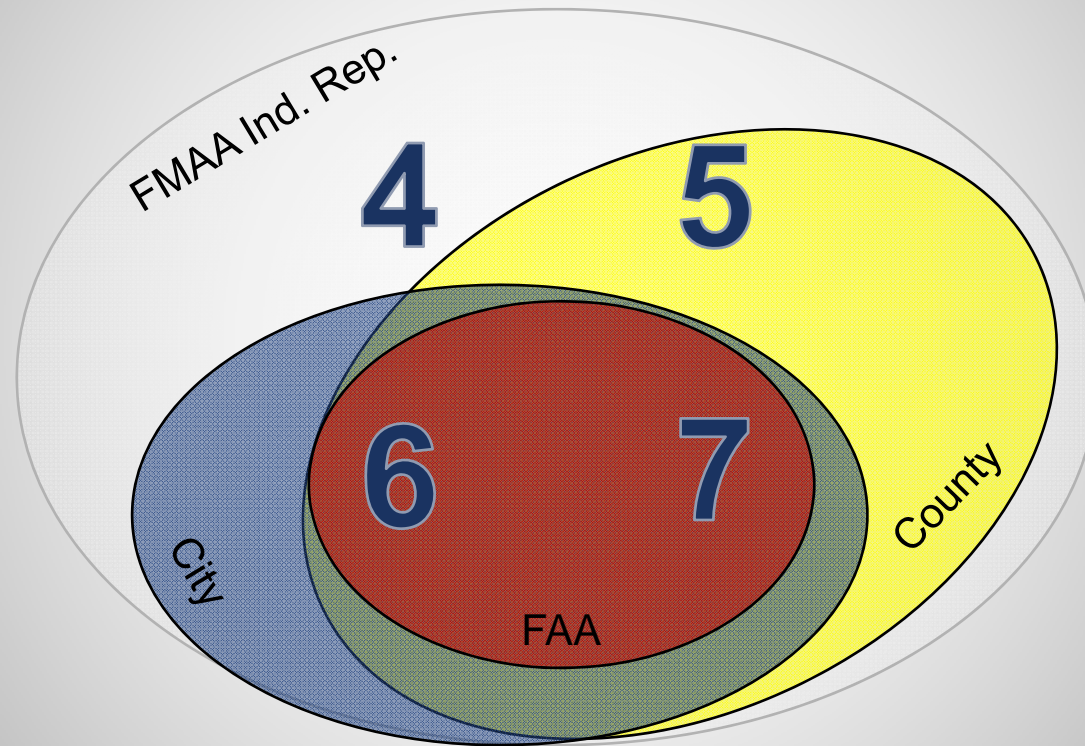
- Congressional deadline: meet RSA requirements by the end of 2015.
- Technical Analysis Report essentially complete.
- FMAA guidance given at December meeting.
- FAA guidance received during December.
- We need a plan to move forward...

“...Not later than December 31, 2015, the owner or operator of an airport certificated under 49 U.S.C. 44706 shall improve the airport’s runway safety areas to comply with the Federal Aviation Administration design standards...”

Background

- EIS was suspended in August 2011
 - Wildlife
 - Funding
- FMAA, City and County, through a public process, determined a dual path forward:
 - Ultimate solution = a new airport
 - Improvements at the existing airport in the meantime
- Technical analysis (Fall 2012)
 - Identifies Alternatives to meet the Congressional mandate

Background



Next Steps

- Based on the common ground of Alternatives 6/7, FAA and Staff have developed a possible path forward
 - Pursue the dual path
 - Meet the deadline

Existing Airport



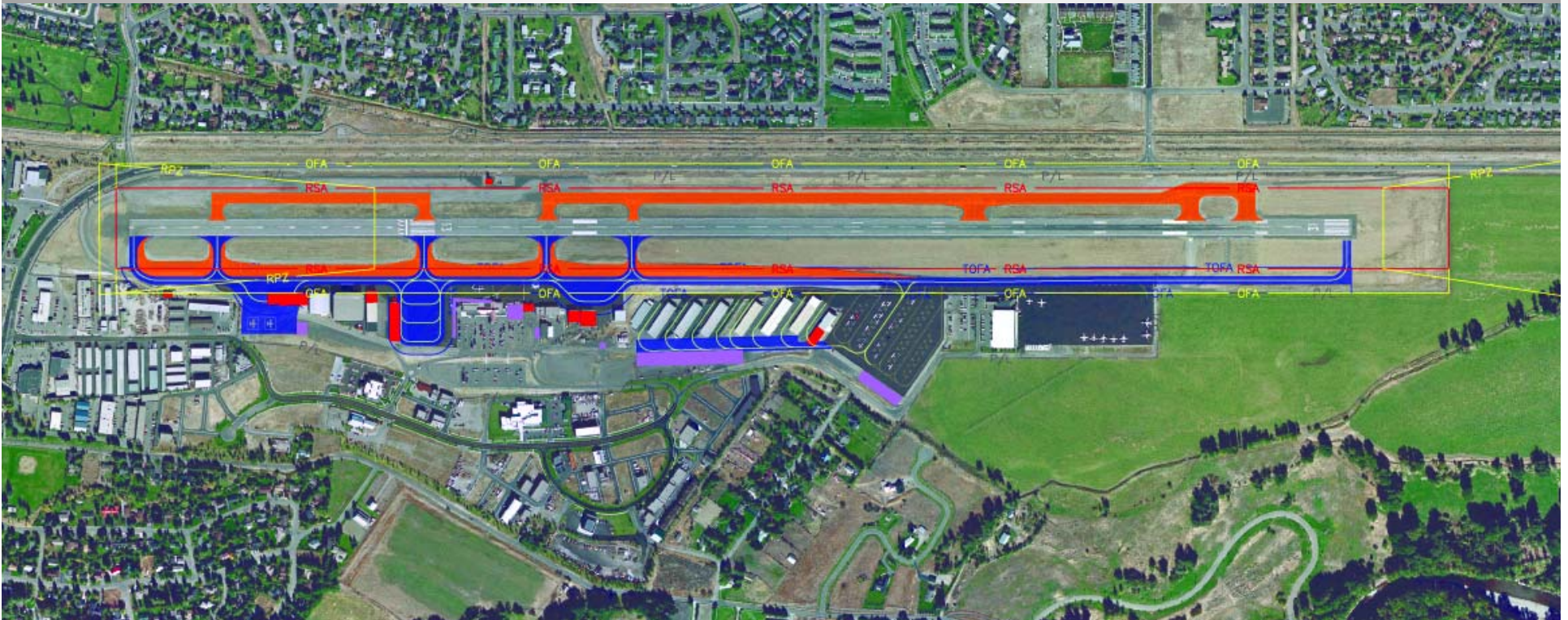
Existing Airport ALP/Modifications of Standards

- Airport Layout Plan must be updated to reflect RSA improvements (Alternative 6).
- Modifications of Standards are necessary where full C-III standards cannot be met.
 - 95,000 lbs maximum takeoff weight
 - 100' maximum wingspan



Existing Airport: Construction

- Build elements of Alternative 6 necessary for RSA compliance.
- Phasing plan will be critical.



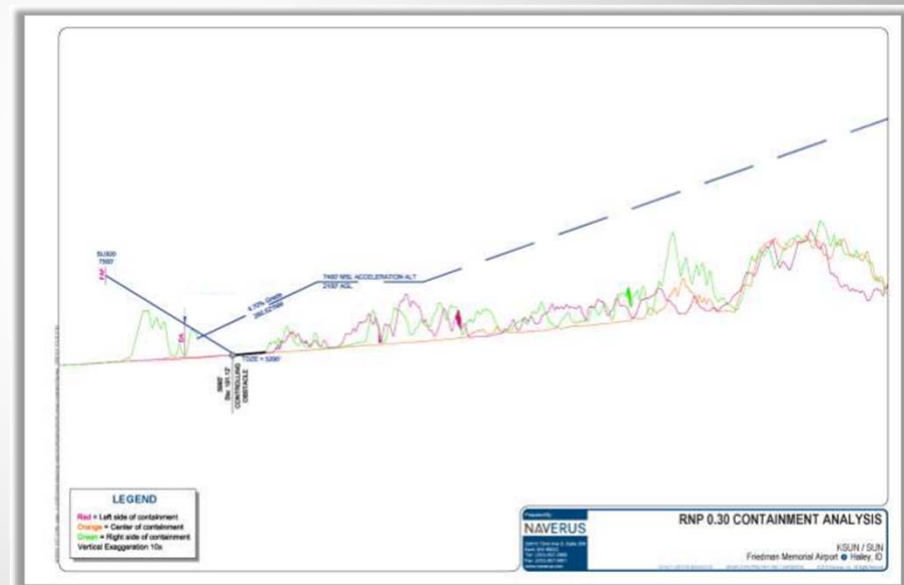
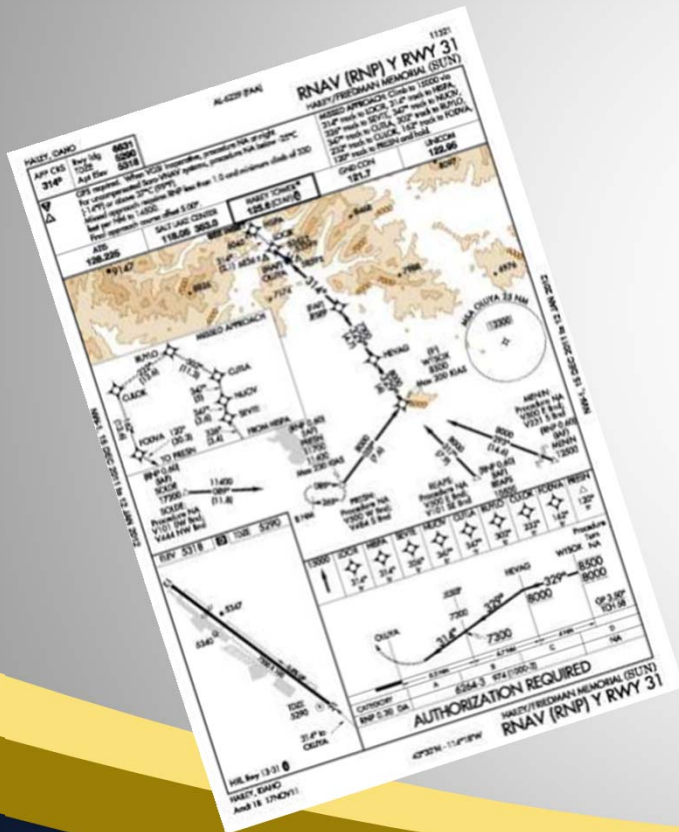
Existing Airport: Additional Planning

- Evaluate elements of Alternative 7
 - Do you need to buy land? How much?
 - Pursue FAA-ITD agreement to relocate Highway 75
 - Within existing ROW
 - Without conflict with ITD's EIS

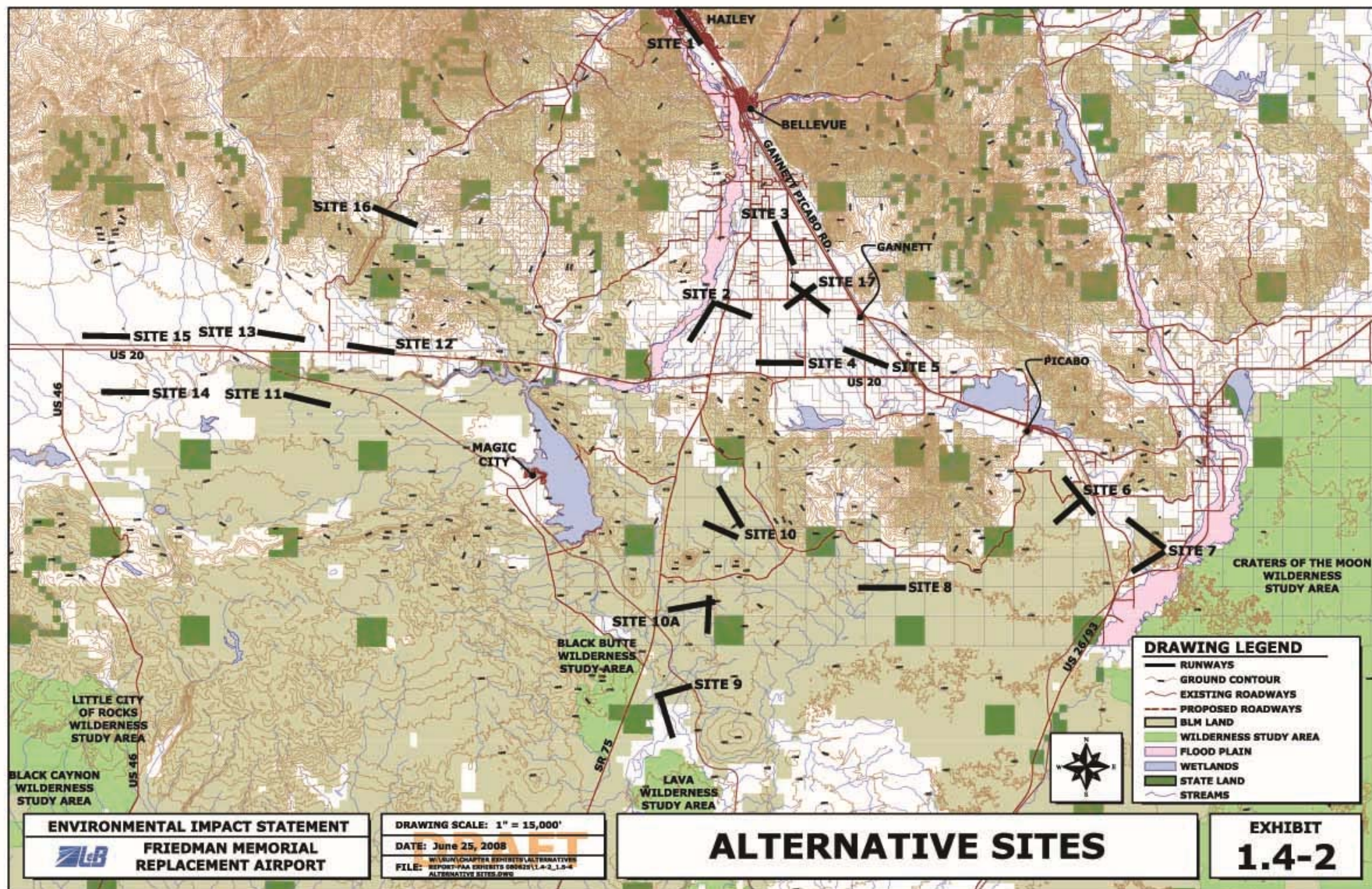


Existing Airport: Reliability

- Pursue NextGen technology to improve reliability and safety.



Replacement Airport



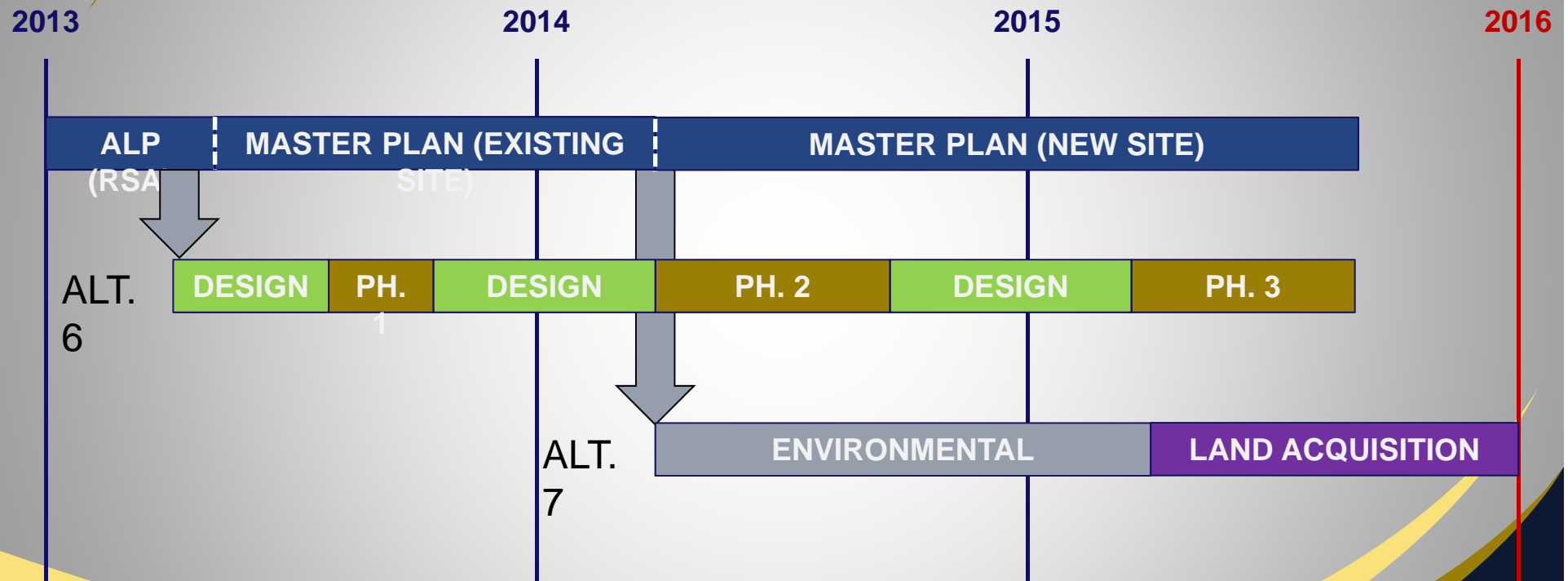
Replacement Airport

- Significant work must begin within three years of an EIS Final Decision.
 - Construction of the airport now looks like a long-term solution.
 - Therefore – consider requesting termination of the EIS.
- INSTEAD...

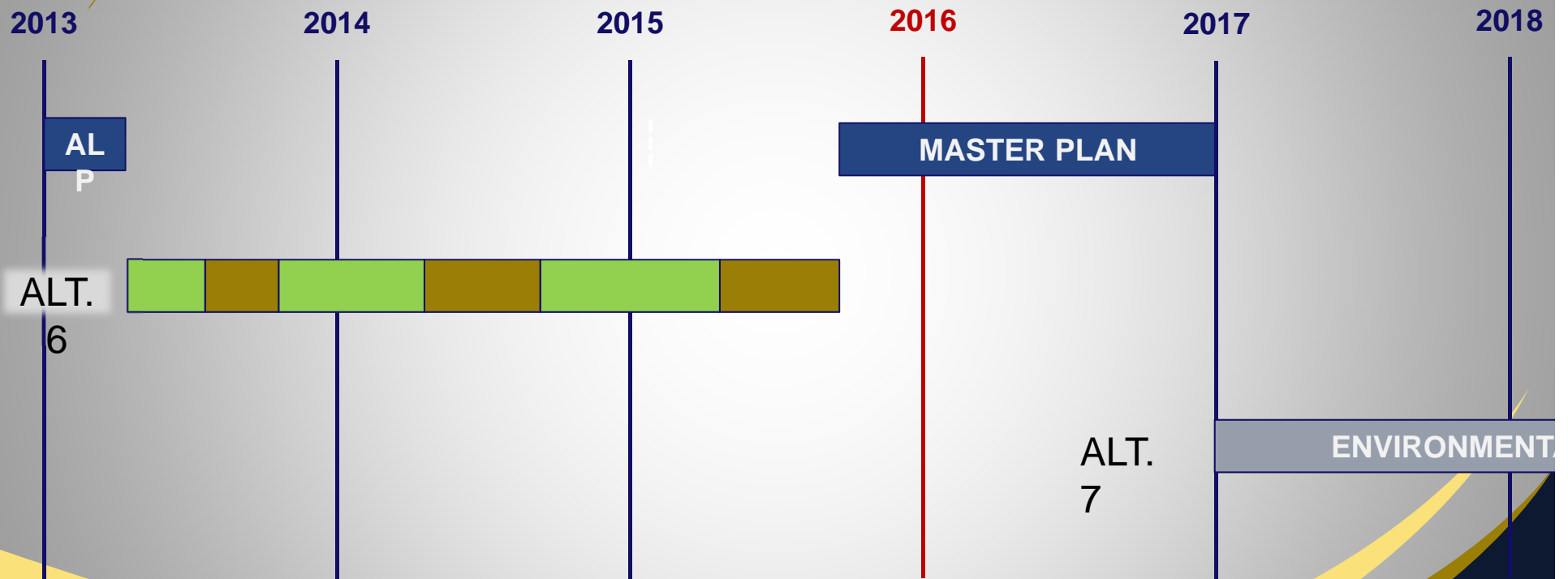
Replacement Airport

- Locate a suitable site.
- Use the data collected during the EIS and other studies.
- Two options:
 1. Stand-alone site study or “technical analysis”
 2. Locate a site as part of a Master Planning process

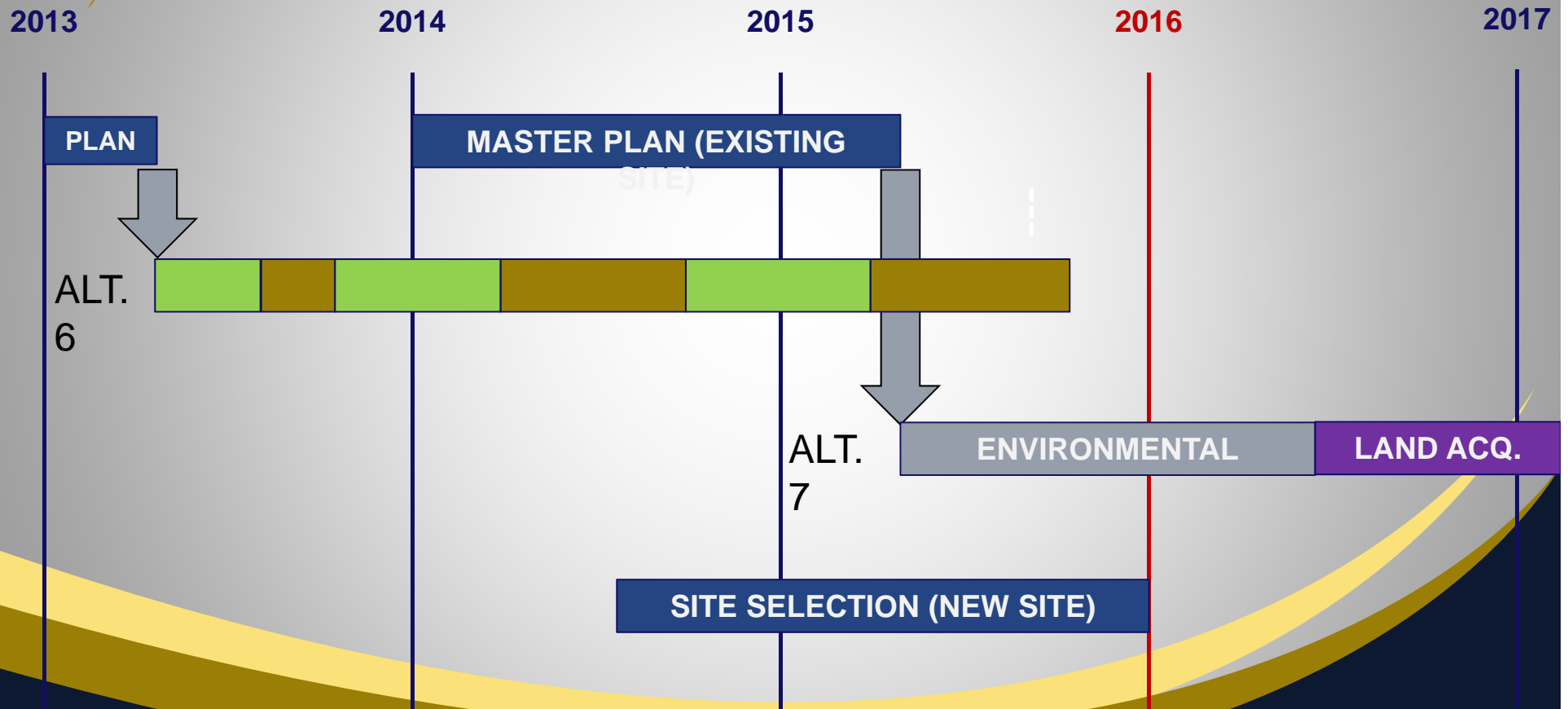
Path Forward v. 1.0 (Staff/Consultants)



Path Forward v. 2.0 (Initial FAA)



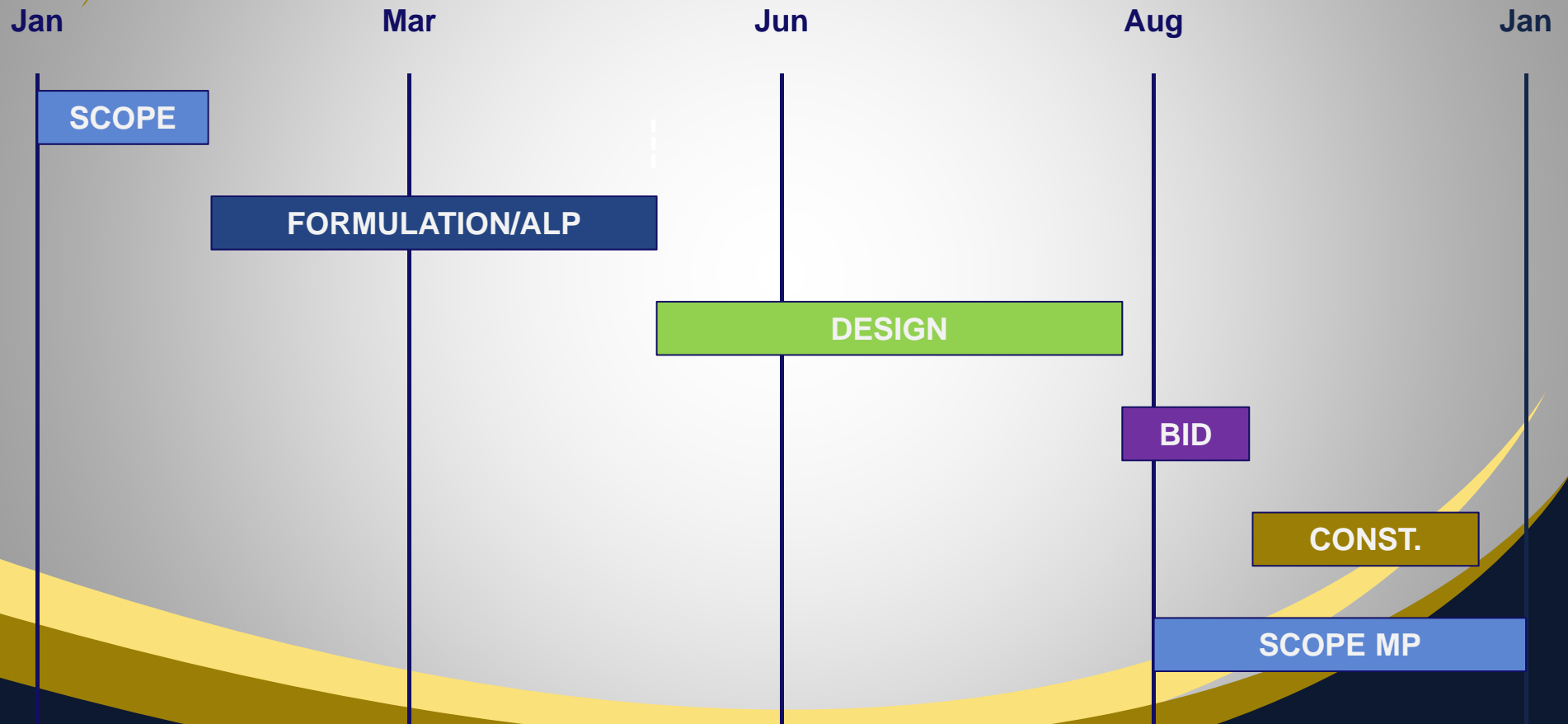
Path Forward v. 3.0



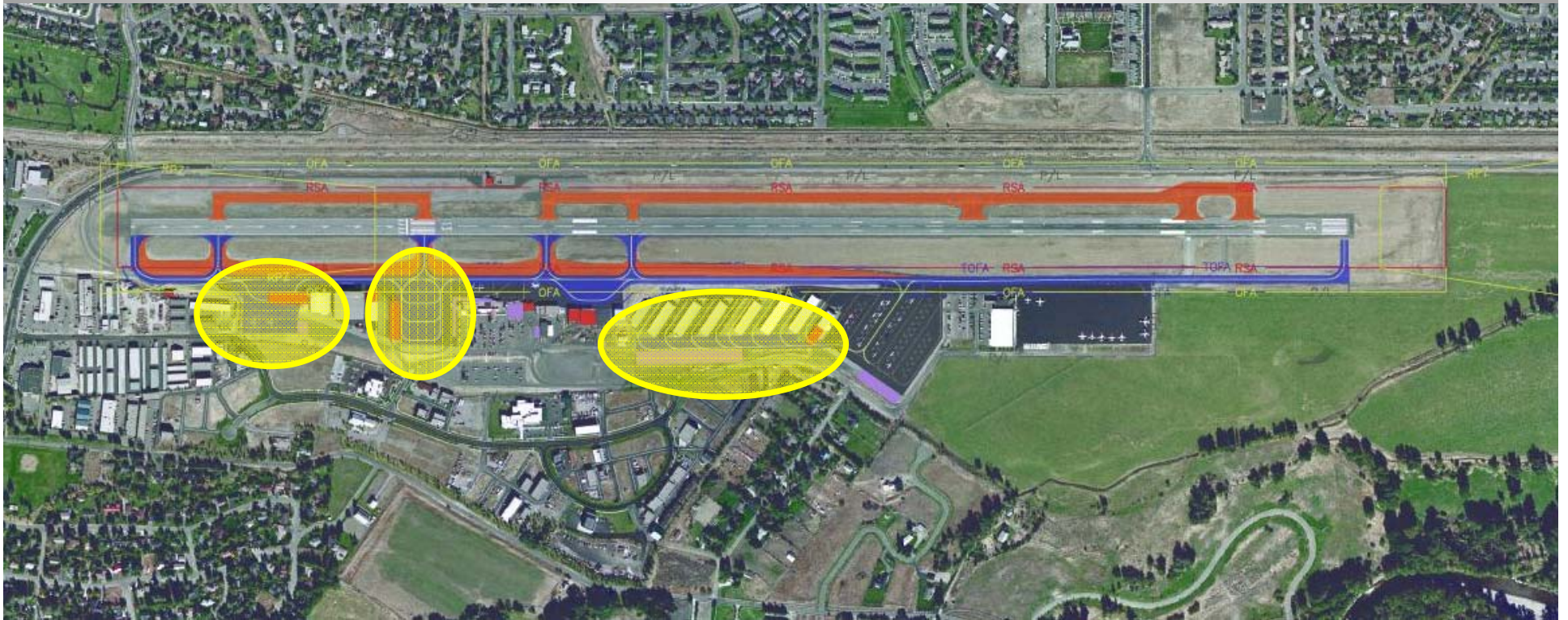
Immediate Steps

- Negotiate scope of work to accomplish the following:
 - Formulation of RSA work
 - Phasing plan
 - Budget
 - ALP
 - Design at least one project for 2013 construction
- Get to work.
- Follow first effort with a planning study.

2013 Timeline



Potential 2013 Projects



Direction Needed

- Is this the approach the Board would like to take?
- Start working on a scope and fee?



Retain/Improve/Develop Air Service

- FSVA Report



Legal Counsel Request for Qualification (RFQ)

- Mr. Luboviski has delayed his decision to fully retire and will be available to provide Legal Services to the Board for at least another year

Instrument Procedures Feasibility Study

- Conference call took place on December 20th 2012
- Airport Manager and consultant team discussed study goals, available information and project schedule
- Site visit scheduled for the week of February 11, 2013
- Final report due late March
- Report should be available for Board review at the April meeting

A stylized graphic of a human eye, where the iris and pupil area is a light gray gradient, and the upper and lower eyelids are represented by thick, curved, golden-yellow and olive-green bands. The text is centered within the eye's opening.

IFLYSUN.COM

- Presented by April Dieter

It has taken flight...

www.iflysun.com



January 9, 2013



Merges to one environment:

FLY SUN
Friedman Memorial Airport

Home Page Inside FMA Travel Info Passenger Services General Aviation Safety & Security

Welcome to Friedman Memorial Airport

Updated November 13, 2012

Draft Airport Alternatives Technical Analysis

The purpose of this technical analysis is to investigate alternatives which can provide an increased level of safety at the airport for the type and size of aircraft that use the facility today. This study is necessary to address the safety improvements needed.

FLY SUN
T-O ENGINEERS

Airport Solutions

FMAA Agendas

Weather

Webcam

Picture Gallery

www.flyfma.com

FLY SUN
Replacement Airport

**FLIGHT PATH TO A REPLACEMENT AIRPORT...
SUN VALLEY'S FUTURE TAKES FLIGHT**

HOME WHAT'S NEW TIMELINE NEWS ECONOMICS

COMMUNICATIONS PLAN
Program Management Services for the Friedman Memorial Replacement Airport

Welcome... When open and operating the Sun Valley area's new replacement airport will be the transportation gateway to the world-famous Sun Valley Resort and the spectacular scenic and recreational opportunities available in Central Idaho.

This website is designed to provide up-to-date, factual and detailed information about the new airport project. Let us know what you think and if you have questions or comments please let us know.

Planning, siting and constructing an entirely new airport is a major undertaking for any community and the Friedman Memorial Airport Authority and its consulting team are committed to providing our community – and our visitors – with timely and reliable information on the critical project.

Check back often as Sun Valley's future takes flight!

www.flysvra.com

THE NEW LOOK

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Airport Solutions
UPDATE

FMAA
AGENDAS

WEATHER

WEBCAM

PICTURE GALLERY

CALENDAR

Welcome to Friedman Memorial Airport

Your Vacation Gateway!



www.iflysun.com

- Creative inherited the look of www.flysvra.com
- Reinforces Friedman Memorial Airport's Fly Sun brand
- Incorporates the recently-designed Fly Sun brand identification
- Domain suggests user personal buy-in
- Content has been globally reviewed and updated over the last few months
- Custom site construction utilizes smart online technologies, CSS and search engine optimization trends



www.iflysun.com

Incorporates new online technologies
to ensure the website is:

- A reliable source
- Content-rich, robust and scalable
- Serves travelers as well as the Airport Solutions engaged community
- Easy to navigate, engaging, user friendly



www.iflysun.com

- **www.iflysun.com** delivers:
 - Clean appearance that impedes user experience
 - Concise messaging
 - Easy navigation
 - Promotion of key elements to FMA's success



www.iflysun.com

- Uses various NAVIGATION tools which creates clean and logical navigation
 - Mega Menus
 - Sticky Menus
 - Expandable Menus
 - Bottom-bar Site Map navigation



MEGA MENUS ORGANIZE EXTENSIVE CONTENT



FRIEDMAN MEMORIAL AIRPORT

Inside FMA

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About Us

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Studies in Progress

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Past Studies

Air Service Studies

Studies in Progress

Completed Studies

Past Studies

Plans

Communications

Marketing & Comm.

Airport Advertising

Noise Abatement



STICKY MENUS ENHANCE NAVIGATION BY TRAVELING WITH THE PAGE



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direct to
non-stop
adventure!

EXPANDABLE MENUS

Open and collapse to keep pages with extensive content clean and easy to navigate

Friedman Memorial
AIRPORT

**CONNECT
WITH US**

FMAA
AGENDAS

WEATHER

WEBCAM

PICTURE GALLERY

CALENDAR

Airport Solutions: Connect With Us

Our goal is to uphold our commitment to the public to be open, accessible and transparent as possible. As such, we aim to provide numerous opportunities for the public to learn about the ongoing Airport Solutions efforts.

OPPORTUNITIES TO LEARN MORE

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Attend one of our upcoming events:



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Photo: (Header) Planes at Friedman Memorial Airport - by Nils Ribi

BOTTOM BAR HTML SITE MAP PROVIDES ADDITIONAL NAVIGATION

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www.iflysun.com

- Projects an airport focused on trending forward
- Defines airport as a key component to the region's tourism success
- Incorporates social media and communication tools that help to build an engaged online community



www.iflysun.com

- Home page addresses the trend towards maximizing valued vacation time
- Promotes: Friedman as the region's "vacation gateway"
- Promotes: non-stop flights...direct to non-stop adventure!
- Promotes: direct flights from Seattle, Salt Lake and Los Angeles



THE HOME PAGE



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**Non-stop flights...
direct to non-stop adventure!**

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CALENDAR

Welcome to Friedman Memorial Airport

Your Vacation Gateway!



**Non-stop
flights
from...
Seattle
Salt Lake
Los Angeles**

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Search

x

www.iflysun.com

AIRPORT SOLUTIONS is hosted within the site

- Headers and navigation bars are colored-coded gold to help define this section
- Airport Solutions CONNECT WITH US incorporates a multitude of social media and communication tools that help to build an engaged online community
- Expandable menus keep this page clean and easy to navigate



THE AIRPORT SOLUTIONS PAGE

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Airport Solutions: Home

The Airport Solutions efforts are aimed at addressing the design standard, safety and operational deficiencies at the airport. While the Friedman Memorial Airport Authority (FMAA) had previously been pursuing a replacement airport, in August 2011 the FAA suspended the Environmental Impact Study that was helping us identify a location. The primary reasons they cited were cost and environmental concerns.

After a lengthy public process, the FMAA Board has landed on a "dual path" approach; continuing to pursue a replacement airport for the long term while exploring fixes to Friedman Memorial to help maintain, support and develop air service in the near term.

Photo: (Header) Planes at Friedman Memorial Airport - by Nils Ribi

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www.iflysun.com

Marketing By Design of Boise, working in close partnership with FMA Staff, produced this site.

The project was delivered ON TIME and ON BUDGET



www.iflysun.com

The entire online services team invites you to
navigate this new virtual front door to Friedman
Memorial Airport...

THE GATEWAY to the greater
region of tourism

www.iflysun.com



Thank You





Approve Friedman Memorial Airport Authority Meeting Minutes

- December 4, 2012 Regular Meeting Minutes
 - Approval

NEW BUSINESS

Election of Vice-Chairman

- Board Action

Election of Other Officers if Necessary

- Board Action

AIRPORT STAFF BRIEF QUESTIONS



Public Comment



Thank you