

**STATE OF COLORADO
COUNTY OF ROUTT**

OFFICE OF THE CLERK
JUNE 1, 2020

Commissioner Tim Corrigan, Chair, called the meeting of the Routt County Board of County Commissioners to order. Commissioner Beth Melton, Commissioner Doug Monger, Interim County Manager Mark Collins and Manager's Office Managers Kendra Alfieri and Deanna Sanchez, Assistant County Attorney Lynaia South, County Attorney Erick Knaus were present.

EN RE: YAMPA VALLEY REGIONAL AIRPORT

Kevin Booth, Airport Director presented to the Board a consideration for approval and authorization for the YVRA Director to move forward with proposed CARES Act fund usage to provide marketing funds in the amount of \$200,000 in support of new air service for the 2020-2021 winter flight season.

This proposal to fund marketing for new air service at YVRA follows previous discussions in Airport Commission (YVAC) meetings and with the BCC about developing a new air service incentive program to promote increased enplanements at YVRA. The FAA clearly defines the difference between incentives (allowed) and subsidies (not allowed); funding for marketing of new air service clearly falls into the allowed incentive category and is an approved use of airport revenues. The proposed marketing cost of \$200K for new air service in the 2020-2021 ski season is currently what the Steamboat Ski & Resort Corporation (SSRC) has projected and requested. This proposal follows FAA guidance to provide the marketing funds directly to the marketing firm (in this case SSRC) and not to the airline providing the new air service. In my opinion direct marketing will better support the new air service and enhance the potential for this service to be successful/enduring than the other FAA-approved incentives of fee reductions and fee waivers. The template and marketing agreement YVRA develops for the 2020-2021 ski season will be made available to all YVRA airlines (existing or new) providing new or expanded air service. The incentive amount will be linked to the amount of new service offered.

MOTION

Commissioner Monger moved to approve and authorize the YVRA Director to move forward with proposed CARES Act fund usage to provide marketing funds in the amount of \$200,000 in support of new air service for the 2020-2021 winter flight season.

Commissioner Melton seconded; the motion carried 3-0.

No further business coming before the Board, same adjourned sine die.

Kim Bonner, Clerk and Recorder

M. Elizabeth Melton, Chair

Date

Date