



Minutes

Planning and Marketing Committee, Wednesday, 2/5/14, 1:00pm

Webb Conference Room Annex, 191 8th Street, Suite D, Ketchum, ID 83340

Meeting start: 1:00pm

In attendance: Steve Wolper, Joe Miczulski, Dave Patrie, Mark Gilbert, Jason Miller, Kim MacPherson, Jim Finch and Rod Domke

Absent: Nils Ribi

1. Discuss art in transit concept and rebrand effort.
 - a. Jason gave an update for the art in transit idea. There is interest from the arts community. Mountain Rides is moving forward on a rebranding effort.
2. Update on RouteMatch project and system acceptance.
 - a. Jason and Kim gave an update on where we are with RouteMatch. We are not ready for acceptance yet, maybe April? There are still many things to work out.
3. Update on Marketing and Communications plan implementation.
 - a. Mountain Rides staff is moving on the implementation of the Marketing and Communications plan. Kim and Jason gave an update to the projects they are working on. Jason attended a social services meeting with about 8-10 other agencies.
4. Other items to come before the committee. None

Adjourned: 1:35pm