

Mountain RIDES

RECORDED

**SPECIAL MEETING
MOUNTAIN RIDES TRANSPORTATION AUTHORITY BOARD OF DIRECTORS
STRATEGIC BUSINESS PLANNING WORKSHOP**

Thursday, January 16, 2014

YMCA Community Room, 101 Saddle Rd, Ketchum, Idaho 83340

Board Members of the Mountain Rides Transportation Authority of the Cities of Bellevue, Hailey, Ketchum and Sun Valley, and Blaine County, State of Idaho, met in a Special Meeting at the YMCA Community Room, Ketchum, Idaho.

PRESENT: Chairman Susan McBryant, Secretary Steve Wolper, Nils Ribbi, Joe Miczulski, Michael David, and Vice-Chairman Mark Gilbert

ABSENT: David Patrie and Peter Everett

ALSO Mountain Rides Executive Director Jason Miller

PRESENT: Mountain Rides Business Manager Wendy Crosby

Mountain Rides Administrative Support Coordinator Kim MacPherson

Mountain Rides Operations Manager Jim Finch

Mountain Rides Maintenance Manager Rod Domke

1. CALL TO ORDER

Chairman Susan McBryant called to order the meeting of Thursday, January 16 at 11:40am.

2. Intro and goals for the day: What do we want to accomplish today?

The group discussed their wants, goals and expectations for the meeting.

3. Business Plan Ideas

The group agreed that we have to come up with an operating plan that clearly shows where Mountain Rides is heading and what resources will be required to keep Mountain Rides running. This plan would look 5 years out and would be share with our local funding partners.

4. Funding

The group decided that we need to be proactive regarding funding. The group discussed what opportunities there could be for local option tax dedication for public transportation (e.g., 1% for air). The need for educating DCC/PTAC/legislature/elected officials on impacts of changes to federal funding and need for dedicated funding would be critical in this effort. It must also address contingency planning.

5. Transit Plan

Look for new opportunities and encourage more people to ride. Work on the business plan to coincide with transit plan updates. We talked about a plan and funding for a dedicated airport service.

6. Capital Projects

The last bus using federal money is coming, and now we have no more federal funding programmed for bus replacements. Mountain Rides must look at new ways to fund critical needs. And there are so many different capital projects going on that Mountain Rides must keep focused on successful completion of these projects. The group discussed the need to have a timeline for the construction of the South Valley facility if we want to move in by 2015, as well as having critical paths for all capital projects.

7. Marketing

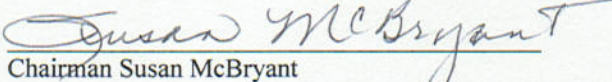
The group discussed updating the brand of Mountain Rides.

8. Board structure and Staffing needs

The board discussed the officer terms and board structure going forward. A plan was put in place to change the committee meeting schedule to make it more efficient.

9. ADJOURNMENT

With no other business to come before the Board, Board Member Steve Wolper moved to adjourn the meeting at 3:30 p.m., seconded by Board Member Joe Miczulski. Motion passed unanimously.


Chairman Susan McBryant