



## MINUTES

### Planning and Marketing Committee, Wednesday, 2/4/15, 1:00pm

#### Webb Conference Room Annex, 191 8<sup>th</sup> Street, Suite D, Ketchum, ID 83340

In attendance: Steve Wolper, Kristin Derrig, Nils Ribi, Dave Patrie, Kim MacPherson, Jason Miller, Jim Finch

Meeting start: 1:04pm

1. Review of final draft 2015 Marketing and Communications Plan
  - a. The group reviewed the Marketing and Communications plan together. Staff will incorporate a few minor changes.
2. Discuss outline of 5 year business plan and review approach to development
  - a. The group discussed the outline for the 5 year business plan. Staff will make the additions and changes as discussed.
3. Other items to come before the committee
  - a. Jason Miller gave an update to the Night Owl route: 37 days and we serve about 14 riders/hour

Meeting adjourn: 1:32pm