



MINUTES

Planning and Marketing Committee

Wednesday, 4/1/15, 1:00pm

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

In attendance: Steve Wolper, Jane Conard, Dave Patrie, Kristin Derrig, Jason Miller, Jim Finch and Kim MacPherson

Meeting start time: 1:00pm

Meeting adjourn: 1:55pm

1. Discuss updating Mountain Rides' vision, mission and goals; review research on similar organizations
 - a. The group reviewed mission statements from several other agencies and discussed changes, additions and updates the Mountain Rides mission statement. This idea came out of the strategic planning session held at the beginning of the year. Steve Wolper suggested including the concept of "multi-modal" to the mission statement. The reworked statement will come back to the May committee meetings for review.
2. Discuss FY2016 Transportation Service Plan concepts and goals
 - a. The conversation about the FY16 service plan will be ongoing for the next 4 months. Mountain Rides wants to maintain existing service and also add back some service that we had to cut back several years ago.
3. Review of new printed bus schedule format
 - a. Mountain Rides staff is working on a new format for the upcoming schedule for summer. Kim MacPherson showed some pages from the new design for feedback from the board. We will have some samples for the May committee meeting.
4. Other items to come before the committee. There were none.