



## MINUTES

### Planning and Marketing Committee

**Wednesday, 8/5/15, 1:00pm**

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

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

Meeting start: 1:00pm

Meeting adjourn: 2:40pm

1. Review recent progress and alternatives for FY2016 service plan
  - a. Jason Miller spoke about the upcoming service plan. The group discussed possible changes to the Blue, Green and Red routes.
2. Discuss service plan public survey questions
  - a. Jason will send out survey questions via email to the board members. This year we want to do something other than "Scout your route" to get the community involved.
3. Discuss bike-ped PR campaign
  - a. Kaz gave an update to the Bike-Ped activities than Mountain Rides has been involved with this year.
4. Discuss progress against strategic plan for the year
  - a. Jason stated that we need to work on a 5 year strategic plan with Dave Patrie and Mark Gilbert's suggestion of aligning it with our budget year. We are working towards have a meeting in October.
5. Other items to come before the committee.
  - a. The group discussed the upcoming meeting with the City of Ketchum.