



RECORDED

**REGULAR MEETING MINUTES
MOUNTAIN RIDES TRANSPORTATION AUTHORITY
Wednesday, March 16, 2016, 12:30 p.m.
Ketchum City Hall Meeting Room, Ketchum, Idaho**

Board Members of the Mountain Rides Transportation Authority met in a Regular Meeting in the Ketchum City Hall Meeting Room, Ketchum, Idaho.

PRESENT: Chair David Patrie (Blaine County), vice-chair Jane Conard (Sun Valley), Secretary Joe Miczulski (Bellevue), Kristin Derrig (Ketchum), Becki Keefer (Hailey) and Anne Corrock (Ketchum)

ABSENT: Mark Gilbert (Sun Valley) and Steve Wolper (at-large)

ALSO Mountain Rides Executive Director Jason Miller

PRESENT: Mountain Rides Operations Manager Jim Finch
Mountain Rides Business Manager Wendy Crosby
Mountain Rides Maintenance Manager Ben Varner
Mountain Rides Support Specialist Kim MacPherson
Ryan Thorne, *Idaho Mountain Express*
Michael and Tilly David

1. CALL TO ORDER

Chair David Patrie called to order the meeting of Wednesday, March 16, 2016 at 12:30pm; Secretary Joe Miczulski took roll and determined that a quorum was present.

2. COMMENTS FROM THE CHAIR AND BOARD MEMBER THOUGHTS

3. PUBLIC COMMENT PERIOD FOR ITEMS NOT ON THE AGENDA (including questions from Press)

There were none.

4. Presentation of Certificate of Appreciation for Michael David for his years of service on the Mountain Rides board

For his support of and dedication to high quality public transportation in Ketchum and beyond, we recognize Michael David for his outstanding service. Throughout his four years on the board, Michael has been an unwavering advocate of the community benefits of Mountain Rides.

As a board member, Michael was actively involved in key projects and initiatives including helping to negotiate with Bellevue for a location for the south valley facility, supporting the development of the downtown Ketchum transportation center, and encouraging the

organization to look at how to build better year-round service levels. Michael's perspective as a regular rider of Valley Route and Blue Route was particularly valuable and helpful.

Michael, you have made a lasting positive impact on Mountain Rides. On behalf of the board, the staff and the community, we thank you!

David Patrie also wanted to extend his thanks to Michael David. Public service often isn't easy nor is it always rewarding and agrees that Mountain Rides is a very important part of the fabric of our community from economic to social to environmental. Michael's service is very much appreciated.

5. Presentation from Kim MacPherson on attending American Public Transportation Association Marketing & Communications conference

Kim MacPherson gave a presentation from her attendance at the APTA conference. David Patrie asked if we ever considered doing something with the city of Ketchum and KURA to fund new and updated bus stops. Jason Miller stated that he has met recently with the city of Ketchum to talk about bus stop improvements. They discussed possibly putting a chairlift at bus stops similar to what is in Ketchum town square and maybe install at the Community school bus stop.

6. ACTION ITEMS AND DISCUSSION ITEMS

a. Action item:

Action to approve Mountain Rides' 2016 Marketing and Communications Plan

Davis Patrie commented that the adoption of this plan would be an increase in the marketing budget which the finance & performance committee has not seen. In April the committee will have a budget revision before them. Everything in the plan is a worthwhile goal and \$21,750 is for the app so we can move forward on that and come back to the rest of the plan after full budget amendments in April.

Jane Conard asked how much marketing assistance we would get from RouteMatch.

Jason Miller said that the RouteMatch would be marketing the app in the app store and in the public. As far as local marketing we will have to work with our existing graphic designer.

Jane Conard is concerned with the tripling of the marketing budget. There needs to be a robust discussion in the finance and performance committee. Becki Keefer agrees that funding is critical.

Jason Miller stated that the concepts in the plan can move forward and the budget spend can come later.

David Patrie stated that the board fully supports the concepts of the plan.

Jane Conard made a motion to table this item (resources and budget aspect) until April 20th meeting in consideration of budget impacts. Anne Corrock seconded. The motion passed unanimously.

b. Action item:

Action to approve contract between Mountain Rides and RouteMatch Software for RouteShout customer phone app

Kim MacPherson stated we are finally able to move forward with this project and recommend

contracting with RouteMatch. This is an extension of the project that was started with RouteMatch six to eight years ago. Most of the progress with this project will fall within this fiscal year. START bus and Steamboat Springs are using this app successfully for about 6 months. Jason Miller stated that we do not have any concerns getting started with the app.

Jane Conard asked about the time for installation. She feels like there should be a deadline for each phase and we should add a contract amendment for system acceptance as of August 1st. She also feels there should be liquidated damages if they don't meet the acceptance date. Jane recommends withholding a third of the amount due until system acceptance.

RouteMatch is one of the leading software companies in this market.

Jane Conard made a motion to approve the attached contract with RouteMatch software for the RouteShout mobile app for displaying real-time bus arrival information and the allocation of \$21,750 for the cost of implementing this project subject to legal review and to a third bullet item added to the 3.0 section in the contract adding amended language for a system acceptance date of August 1, 2016 and final payment of \$5000 will be made on August 1st or on system acceptance date, whichever comes first. Becki Keefer seconded. The motion passed unanimously.

5. Committee Reports

Planning & Marketing committee report for March from Chair Joe Miczulski.

Due to not having a quorum of the committee members these minutes will go to the April meeting for approval.

Finance & Performance committee report for March from Chair Becki Keefer.

Becki Keefer moved to approve the minutes for Finance & Performance. Jane Conard seconded. Motion carried unanimously.

6. Staff reports

a. Dashboard performance reports for January 2016

b. Operations report – Jason Miller reported that we had the best December in 20 years, the best January in 15 years and the best February in 17 years. It's very clear we are having a good winter. We are very excited about the Alpine Championships next week.

c. Marketing and Outreach report – Kim MacPherson said we are prepared to help with Alpine Championship week. Kim MacPherson told the board about the photo of the women of Mountain Rides in the newspaper. We recommended that the City of Ketchum have a sign at Serenade Lane suggesting that people park at River Run instead of going to Warm Springs.

d. Bike-Ped report – Kaz has been working with the City of Hailey on a committee on the Pathways for People Levy.

e. Maintenance report

f. Business Manager report – Wendy Crosby added that we made it through the construction cash flow period and we are starting to build up reserves again.

g. Executive Director report – Jason Miller that the mayor of Hailey is sitting in the room. Mayor Haemmerle stated that Mountain Rides is very important to the community.

8. Consent Calendar items

a. Approve minutes for February 17th regular board meeting.

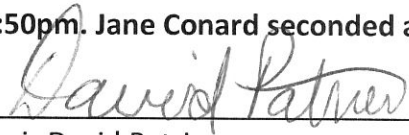
Jane Conard moved to approve the minutes of February 17th as corrected and Joe Miczulski seconded. The motion was approved.

b. Receive & File January 2016 financials and bills paid

Jane Conard moved to receive and file the financials. Joe Miczulski seconded, and the motion carried unanimously.

9. Adjournment

Joe Miczulski moved to adjourn the meeting at 1:50pm. Jane Conard seconded and the motion carried unanimously.



Chair David Patrie