



MINUTES

Planning and Marketing Committee

Wednesday, 8/3/16, 1:00pm

Ketchum City Hall Council Chambers, 480 East Ave. N., Ketchum, ID 83340

In Attendance: Joe Miczulski, Steve Wolper, Mark Gilbert, Jim Finch, Wendy Crosby and Kim MacPherson

Absent: Kristin Derrig

Meeting start: 1:10p

Meeting adjourned: 2:30p

1. Discuss Red, Green and Galena Route planning for FY2017
 - a. The group discussed possible changes to the Red Route for summer and winter. And some alternatives for the Green Route.
 - b. Jim Finch noted that staff did a trial run to Galena the week before. Staff plans to meet with BCRD in a couple weeks to discuss further planning for the Galena service.
2. Discuss website upgrade and what suggestions the committee has for improvements
 - a. Kim MacPherson pulled the website up on the screen and the committee gave suggestions for improving the website.
3. Update on overall FY2017 service plan (discussed with #1)
4. Update on RouteShout phone app
 - a. Kim MacPherson pulled up the web versions of the portal and real time app to show the group. The committee gave some suggestions that Kim will ask RouteMatch about.
5. Other items to come before the committee. There were none.