



MINUTES

Planning and Marketing Committee

Wednesday, 2/3/16, 1:00pm

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

In Attendance: Mark Gilbert, Joe Miczulski, Kristin Derrig, Jim Finch and Kim MacPherson

Absent: Steve Wolper and Jason Miller

Meeting start: 1:00pm

Adjourn: 2:05pm

1. Discuss 2016 Marketing and Communications Plan
 - a. The group discussed the 2015 plan and updates to the 2016 plan. This will be discussed again at the March committee meeting.
2. Discuss 5 year business plan status
 - a. The group discussed the process for the plan.
3. Review proposal from RouteMatch for the real-time bus info phone app
 - a. The group reviewed the App proposal and came up with questions for RouteMatch. We will bring the proposal to the Board for approval.
4. Other items to come before the committee.
 - a. There were none.