



MINUTES

Planning and Marketing Committee

Wednesday, 2/1/17, 1:00pm

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

In attendance: Joe Miczulski, Joyce Fabre, Jason Miller, Kim MacPherson and Jim Finch

Not present: Tory Canfield and Kristin Derrig

Meeting start: 1:00pm

Adjourn: 2:00pm

1. Update and discussion of progress of new services.
 - a. Staff gave an update and ridership numbers for the Galena route, the Airport route and Demand response.
2. Update and discussion of phone app.
 - a. Kim MacPherson gave an update on the app. The “locate me” feature is not working and RouteMatch will let Mountain Rides know when it is up.
3. Discuss end of winter season service options (what if mountain stays open much later than normal?)
 - a. Staff will reach out to Sun Valley Co as the season goes on to see if the mountain will stay open later.
4. Discuss summer service plan concepts.
 - a. The group discussed the summer season routes; Blue route night service will continue and Red route with one bus will continue. Continuing the airport service will depend on the budget.
5. Other items to come before the committee.

Joe Miczulski will remain as the chair of the committee.