



MINUTES

Planning and Marketing Committee

Wednesday, 3/1/17, 1:00pm

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

In attendance: Joe Miczulski, Joyce Fabre, Tory Canfield, Kristin Derrig, Jason Miller, Jim Finch and Kim MacPherson

Meeting start: 1:00pm

Meeting adjourn: 2:11pm

1. Review final numbers and outcomes from Galena service.
 - a. Jason Miller gave a review of the Galena service from this pilot season. Jason thanked the board for supporting the service.
2. Discuss marketing and outreach plan for the remainder of 2017.
 - a. The group discussed the marketing plan for the coming year and talked about the marketing efforts to date.
3. Update on bus stop improvement plan.
 - a. Jason Miller gave an update from the bus stop improvement plan team that met last week to discuss the improvements that Mountain Rides wants to make to existing bus stops.
4. Discuss Red Route spring demand response service.
 - a. The group discussed the demand response service for the Red Route which will start in mid-April after the Red Route ends.
5. Other items to come before the committee.
 - a. Jason Miller discussed the Twin Falls service as an opportunity to work with Salt Lake Express.