



## MINUTES

### Planning and Marketing Committee

**Wednesday, 4/5/17, 1:00pm**

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

Present: Joe Miczulski, Jane Conard, Joyce Fabre, Kristin Derrig, Jason Miller, Kim MacPherson and Jim Finch

1. Review final marketing plan for 2017
  - a. The group reviewed the marketing plan. Kim MacPherson will update and will be in front of the board at the April board meeting for adoption.
2. Discuss opportunity for bus stop (and long term transit center) at Washington and 1<sup>st</sup>, as part of Ketchum parking improvements
  - a. Jane Conard gave an update and showed a map with changes proposed for the paid parking lot at Washington & 1<sup>st</sup> and discussed the opportunities for Mountain Rides.
3. Discuss spring and summer 2017 service plan including demand response plan for Red Route service area
  - a. The group discussed the upcoming service plan for spring and summer. Also discussed was the demand response service for the Red Route this spring.
4. Update on Twin Falls service and funding
  - a. The group had a discussion regarding the available \$400,000 of funding to be used in connection with an interstate service such as the Salt Lake Express to go to Twin Falls and the option for forfeiture of the money.
5. Review Airport Ride 'n Fly preliminary numbers from this winter
  - a. The group reviewed the numbers and stats from the Airport Ride n' Fly express bus. The group discussed ways to reach an audience before they book a trip and fare options.
6. Other items to come before the committee.
  - a. There were none.