



MINUTES

Planning and Marketing Committee

Wednesday, 7/5/17, 1:00pm

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

Present: Kristin Derrig, Joyce Fabre, Joe Miczulski, Tory Canfield, Michael David, Ben Varner, Kim MacPherson and Mike Knudson

Not Present: Jason Miller

1. Discuss airport transportation summit planning
 - a. The group discussed the need for a summit to discuss transportation to the airport. The committee decided that the name "Ground transportation summit" would be more appropriate. The date of August 10th is what we are looking at, details will follow.
2. Discuss FY2018 service plan survey questions and formatting
 - a. The committee discussed the survey and liked the idea of offering prizes to win to complete a survey. The board members suggested helping to solicit for prizes.
3. Review service options requested or considered for FY2018 – white clouds/clubhouse, downtown jitney, Bronze serving dollar, and extra night service year-round
 - a. The committee discussed the service options and the needs and viability of each one.
4. Other items to come before the committee.
 - a. Ben Varner stated that the 7.5% funding increase was well received by the City of Ketchum and the City of Bellevue. We are still waiting to hear from the other partners.
 - b. Michael David gave an update on the Ride Sun Valley weekend:
 - Ketchum Town Square giving away lots of helmets
 - Mountain Rides team for the Cox Communication bike build giveaway

Adjourned: 2:25pm