



Minutes

Planning and Marketing Committee

Wednesday, July 11, 2018, 1:00pm

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

Attending: Tom Blanchard, Jim Finch, Tory Canfield, Wally Morgus, Michael David, Ben Varner

Not Attending: Peter Hendricks

- 1) Call to Order
 - a) Meeting was called to order at 1:03pm.
- 2) Appoint Committee Chair
 - a) Tory Canfield moved to appoint Tom Blanchard as Chair of the Committee; Jim Finch seconded the motion; vote ensued: Motion passed 2-0, with 1 abstention.
- 3) Discuss: Service Plan and Marketing for Sun Valley Summer Symphony (Jul 29 - Aug 23, 2018)
 - a) MRTA's current overall marketing plan and execution were discussed.
 - b) Discussion re: social media as efficient, cost-effective marketing medium.
 - c) Committee recommended hiring a (paid via stipend) marketing intern for Summer 2018.
 - d) Discussion re: Mountain Rides' kiosk(s) at community event(s). Committee urged Staff to deploy kiosks at upcoming summer events, e.g., Ketch 'Em Alive concert series
- 4) Discuss: FY19 Preliminary Transportation Service Plan (Committee input/comments re: service opportunities to add, delete, modify, enhance, etc.)
 - a) Discussion regarding overall service planning, history, needs, studies.
 - b) Jim Finch contributed historical perspective and actions for arriving at FY2018's Service Plan.
 - c) Committee recommends MRTA's identifying sources and location of ridership demand, including that emanating from traditionally underserved neighborhoods throughout the Valley.
- 5) Address: Other items that may come before the Committee
 - a) None.
- 6) Adjourn
 - a) Meeting adjourned at approximately 2:25pm.