



## MINUTES

### Planning and Marketing Committee

Wednesday, August 1, 2018, 1:00pm

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

**Attending: Tom Blanchard, Jim Finch, Tory Canfield, Peter Hendricks, Kristen Derrig, Grant Gager, Rick Webking, Wally Morgus, Michael David, Ben Varner, Mike Knudson, Tucker Van Law and Kim MacPherson**

- 1) Call to Order
  - i) Meeting was called to order at 1:00pm.
- 2) Discuss: Marketing and Promotions for Ketchum Circulator, August & September 2018
  - i) The group discussed the marketing efforts to date and for the rest of the season for the route.
- 3) Discuss: MRTA's Hiring and Deployment of "Marketing Intern," Summer 2018
  - i) The committee discussed the summer intern.
- 4) Discuss: MRTA's Ambassador Program
  - i) Tom Blanchard introduced the idea of an ambassador program for Mountain Rides. He will create a job description and bring back to the committee.
- 5) Address: Other items that may come before the Committee
  - i) Wally Morgus presented an early draft version of MRTA's FY2019 Transit Service Plan and the board members and staff discussed each route. This will come before the board at the next regular board meeting for discussion.
- 6) Adjourn
  - i) Meeting adjourned at approximately 3:00pm.