



## MINUTES

### Planning and Marketing Committee

Wednesday, December 5, 2018, 1:00pm

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

Attending: Tom Blanchard, Jim Finch, Tory Canfield, Peter Hendricks, Wally Morgus, Michael David, & Tucker Van Law

- 1) Call to Order
  - i) Meeting was called to order at 1:00pm.
- 2) Discuss: Mountain Rides' FY 2019 Marketing & Outreach Action Plan Outline
  - i) The group discussed the Draft Marketing and Outreach Action Plan Outline. Discussion focused on the Goals of the Marketing & Outreach Plan and the Market Segments to pursue in the Marketing and Outreach plan.
  - ii) The group was unable to cover the entire outline and agreed to look at remainder of the outline offline and submit thoughts, ideas, suggestions to Kim, Michael or Wally to be incorporated into a working draft available for committee review at the next planning and marketing meeting.
- 3) Adjourn
  - i) Meeting adjourned at approximately 2:30pm.