



MINUTES

Planning and Marketing Committee

Wednesday, 3/7/18, 1:00pm

Ketchum Works, 191 Sun Valley Rd, Ketchum, ID 83340

Present: Jim Finch, Tom Blanchard, Grant Gager, Tory Canfield, Mark Gilbert, Ben Varner, Mike Knudson, Kim MacPherson, Tucker Van Law and Michael David

1. Discuss Red Route summer service
 - a. The group discussed an evening route for Red this summer. Mark Gilbert asked about the target audience for this service. The service will run Friday and Saturday evening.
2. Discuss Ketchum Circulator
 - a. The group discussed the options for a Ketchum circulator. Staff showed an option for a linear route and a circulator route for the evening. We are looking at running the service for Friday and Saturday nights. Mark Gilbert brought up a concern that it's not enough service to work and it's set up to fail.
3. Discuss electric bus implementation plan
 - a. Ben Varner gave an update regarding electric buses for FY2019.
4. Discuss Ketchum Transportation Center plan
 - a. There is plan in place with the FTA for a transportation center. We will need to work with the City of Ketchum and discuss options before the grant runs out.
5. Discuss marketing and communication plan updates
 - a. Staff will look at options for a project for a possible intern position for the future.
6. Other items to come before the committee. There were none.