



Planning and Marketing Committee

Regular Monthly Meeting

Wednesday, March 4, 2020, 1:00pm

Sun Valley City Hall Council Chambers, 81 Elkhorn Rd., Sun Valley, ID 83353

Minutes

In attendance: Juan Martinez, Peter Hendricks, Kristin Derrig, Melody Mattson, Wally Morgus, Cece Osborn, Stuart Gray and Kim MacPherson

- 1) Call to Order
- 2) Comments from the Chair and Members
 - a. Peter Hendricks mentioned he read the article in the Weekly Sun about our bus driver, Hortencia Aguilar and was very impressed.
- 3) Discuss: Mountain Rides Evening Special
 - a. Kim MacPherson told the group about the “Evening Special” progress. There are about 25 restaurants and 1 theater signed up to date. Kim also showed the group the draft marketing materials to the group for their feedback.
- 4) Discuss: Other items that may come before the Committee
 - a. There were none.
- 5) Adjourn