



Planning & Marketing Committee

Regular Monthly Meeting

Wednesday, May 4, 2022, 11:30am

Minutes

In attendance: Melody Mattson, Kristin Derrig, Peter Hendricks, Wally Morgus, Tucker Van Law, Kim MacPherson, Ben Varner, and Cece Osborn

- 1) Call to Order
- 2) Comments from the Chair and Members.
 - i) There were none.
- 3) Discuss: Evening Slack Special update
 - i) Kim MacPherson presented the information on the Evening Slack Special that is running from April 29th to May 29th.
- 4) Discuss: Mountain Rides updated Strategic Framework
 - i) The group reviewed and discussed the updated Strategic Framework document.
- 5) Discuss: Airport service, review survey responses
 - i) Kim MacPherson shared the results of an airport survey that Visit Sun Valley sent out to the lodging properties in the valley. Peter Hendricks asked about delayed flights and the group discussed the possibilities of having the service if it could be subsidized with funding. This is a work in progress.
- 6) Discuss: Blaine County Bike – Ped Master Plan Consultant
 - i) Wally Morgus presented the Blaine County Bike/Ped Master Plan Consultant agreement. A discussion ensued with some opposition but in the end all members supported Mountain Rides involvement in the plan.
- 7) Discuss: Other matters of consideration for the Committee
 - i) There were none.
- 8) Adjourn