



Minutes

Planning and Marketing Committee, Wednesday, 4/3/13, 1:00pm

Sun Valley City Hall Council Chambers, 81 Elkhorn Rd., Sun Valley, ID 83340

In Attendance: Nils Ribí, Steve Wolper, Sarah Michael, Joe Miczulski, Jim Finch and Kim MacPherson

Start Time: 1:00pm

Adjourn: 2:45pm

- 1) Review committee job description
 - a) The job description was reviewed by the committee. It will be sent to the whole at the next board meeting to decide whether we will keep the words "and staff" in or take out.
- 2) Review proposed Resolution on BCRD Bike Levy
 - a) Sarah, Joe, and Steve support the levy. Nils won't make a recommendation on it. Nils represents the City of Sun Valley and the city has not taken a stance on the issue.. Sarah recommended that it go to the full board for approval at the next board meeting.
- 3) Review Ketchum Transportation Hub letter sent to Ketchum Council and discuss next steps
 - a) The committee felt the letter was incomplete and wants to send an additional letter with clarification that there is the possibility of the loss of several parking spaces in Ketchum depending on the recommendations from a traffic and pedestrian engineer.
 - b) Jim suggested, to distance our plan from the negative publicity attached to the term "Hub," a name change for the "hub" possibly to be the "Town Transfer Point."
 - c) The committee would like to come up with a plan for the new Transfer Point at East Ave & Sun Valley Rd in front of the Elephant's Perch, Visitor Center and Petersen Jewelry store. We need a matrix of steps that would include an architect, traffic engineer, and safety plan for pedestrians. The group suggested contacting Gordon Shaw to start the process, give us an estimate of the cost to review the concept and then complete the plan.
- 4) Discuss summer service changes, prior to being advised of the potential of additional funding reductions
 - a) The committee reviewed the service alteration menu. The committee supports the following changes:
 1. Valley Route- eliminate 8:05am SB from Dollar Circle and eliminate 9:04am NB from Bellevue (Valley 3) (saves \$11,000)
 2. Valley Route- eliminate midday trips between Power Engineers/Bellevue (11a, 1p, 1005p) (saves \$2008.80)
 3. Valley Route- eliminate midday trips between YMCA/Dollar Circle (1105a, 1205p, 105p, 205p) (saves \$1814.40)
 4. Total savings: \$14923.20
 - b) The committee recommends these service cuts pending clarification from the Finance & Performance Committee and will consider additional reductions necessary to meet the direction from the Finance Committee.
- 5) Review Bike Share launch plan
 - a) Due to the time the committee moved to send this issue to the board meeting on April 17th.
- 6) Other items to come before the committee
 - a) The committee reviewed the letter written to Bellevue Mayor Koch. The group agreed that the Bellevue riders should be able to have access to bus service. Nils then recounted a recent conversation with the Bellevue Mayor in which the Mayor stated that he was not opposed to reducing service to Bellevue from the present schedule to the original Peak Bus service of one morning trip and one evening trip per day.

- b) Sarah suggested a “retreat” for Sun Valley, Ketchum and County together to talk about the benefits of public transportation for the community. We need a joint purpose.
The group asked Nils to facilitate a meeting about the SV budget with the Sun Valley city council and Mountain Rides.
- c) Steve suggested that as a community we have to move away from constantly trying to maximize our individual contributions to MRTA and recognize that the overall health of the system benefits all. It is impractical or impossible to conceive of any of the partners being able to provide an independent bus service. He reminded the committee of Benjamin Franklin’s famous remark at the signing of the Declaration of Independence, **“We must all hang together, or assuredly we shall all hang separately.”**