



MINUTES

Planning and Marketing Committee, Wednesday, 12/4/13, 1:00pm

Webb Conference Room Annex, 191 8th Street, Suite D, Ketchum, ID 83340

In attendance: Steve Wolper, Nils Ribi, Joe Miczulski, David Patrie, Jason Miller, Kim MacPherson, Jim Finch and Rod Domke

Meeting start: 1:13pm

1. Review draft of Marketing and Communications Plan
 - a. The group reviewed the Marketing and Communications plan. The board members gave input to edit and update the plan. Staff will update and get a copy out to Committee members for final review before the Board meeting.
2. Discuss goals, outcomes and plan for next update to Mountain Rides' schedule, routes and service plan.
 - a. Jason led a discussion regarding the service plan. Staff and Committee wants to have enough time to discuss goals, opportunities to consider in the future with the needs and considerations of riders and funding. This item will be on the committee agenda for the next couple of months.
3. Discuss south valley facility progress against critical path.
 - a. Jason gave the back ground on the agreement that Blaine County is working on for Mountain Rides to secure the property. Board members requested a GANT type of critical path chart and analysis be used for this and other projects.
4. Review planning and marketing items for annual strategic workshop.
 - a. The group worked on planning and marketing ideas for an agenda for the Strategic planning meeting. The date suggested by the Committee is January 8, 2014 for a morning meeting. No facilitator needed.
5. Other items to come before the committee.
 - a. Jason said that Routematch will be looking for Mountain Rides to accept Routematch at the December Board meeting.
 - b. The group had an initial discussion regarding the contract with Eggers for the Hub.

Adjourn 2:40pm