



Minutes

Planning and Marketing Committee, Wednesday, 5/1/13, 1:00pm

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

Meeting start: 1:05pm

In attendance: Steve Wolper, Jim Finch, Nils Ribi, Wendy Crosby, Jason Miller, Sarah Michael and Kim MacPherson.

1) Discuss timeline and tasks for the Ketchum Transportation Center

Jason gave an update on the Ketchum Transportation Center (aka, 'Ketchum Transfer Point', 'Town Transfer Point;' name to be determined). We reviewed and approved the concept in the preliminary sketch that Gordon Shaw sent to us with the caveat that specific approval of the concept be obtained from Ketchum Street and Emergency Services departments. Steve suggested that a rendering be created to show the proposed improvements in front of the Chamber and the Elephant's Perch. We will put this on the agenda for May and go to the Ketchum City Council on May 20th.

2) Update on capital projects: South Valley Facility and East Fork Bus turnout and pathway

Wendy gave an update on the South Valley Facility. We have put in our hardship application and waiting to hear if we get approved.

On the East Fork update, due to the high cost of the sole bid exhausting all presently available funding, the committee recommends building the project without the alternates of the paved pathway and additional curb ramps and work towards getting the pathway and curb ramps finished later. We will put on the May agenda for approval.

3) Review Bike Share launch plan and May Bike month events

Jason gave an update of the 5B Bike share program. Soft launch has started with full launch to be in mid-June to early July. The long-term goal is to have the Bike Share program expand to Ketchum/Sun Valley and be self-sustaining.

Kim gave an update about the bike events coming up: Bike to Work/School Day on May 17, Bike Swap on May 17 & 18 and Bike Challenge weeks for the kids May 20-31. She requested BOD help/participation, especially at the Bike Swap.

4) Update on progress against Marketing & Communications Plan

Kim gave an update on the progress of marketing. She has made significant progress in outreach to visitors, hotel/condo guests. The web site has been revised to make it more intuitive and user friendly with a FAQ section designed to reduce the need for customers to physically call the office for information. We will have the survey #'s for June committee meeting.

5) Discussion on WRMS bus capacity issue

Jim gave an update on the WRMS school students trying to get on the Valley and Hailey routes after school every day. We discussed bus capacity and how to decide who gets on which bus. There was consensus that MRTA establish an internal standard for seated and standee capacities for each vehicle and that drivers be made aware of these capacities.

6) Other items to come before the committee

Routematch will be installing tough pads this month.

Sarah suggested having a stakeholder retreat with funding partners in the fall.

Try to set up a strategic planning meeting for the summer.