



Minutes

Planning and Marketing Committee, Wednesday, 3/6/13, 1:00pm Webb Conference Room Annex, 191 8th Street, Suite D, Ketchum, ID 83340

In attendance: Wendy Crosby, Kim MacPherson, Joe Miczulski, Steve Wolper, Sarah Michael, Peter Everett, Nils Ribi, Jim Finch, Susan McBryant, Rod Domke, Lisa Horowitz, and George Kirk
Start: 1:00pm Adjourn: 3:40pm

- 1) Review final Ketchum transportation hub committee meeting/presentation.
 - a. Lisa Horowitz would like the Mountain Rides BOD to make a recommendation to the Ketchum City Council. Lisa spoke about the site options and if there were any other sites to consider. There is concern that, while the original East Ave. and Sun Valley Road site is ideal from a transportation perspective, that there is substantial opposition to it. There was an active discussion of a new alternative that would increase the bus stop lengths on the NE, SE and NW corners of Sun Valley Road and East Ave; add some form of bus stop structures on the NE and SW corners; and possibly add a signalized pedestrian crossing. The group decided we would make a summary report/presentation to bring before the council with a proposed site. The committee will make a recommendation to the Board on 3/20 for an approval of the concept to present to the city.
- 2) Review committee job description.
 - a. The group discussed the job description for the committee. There were some suggestions made and everyone decided to table the discussion until the April meeting. Steve, Sarah, Nils and Wendy will discuss it then.
- 3) Discuss service changes and summer construction.
 - a. Jim Finch spoke to the group about the possible upcoming service changes as a result of the Bellevue decision. We are looking at the midday rider levels and the old Peak bus service. The cuts in service will only include from Hailey south to Bellevue.
- 4) Discuss status of Route Match project.
 - a. We experienced more Routematch problems last week. We see 3 options for this project: 1. Stop the project completely, 2. Put it on hold, 3. Continue to go along as is. However, it was felt that continuing would only be recommended if RM would provide an on-site employee of Route Match to MRTA for whatever time is required to install the hardware and software until it is working as promised. This will be an action item to go before the Board on March 20.
- 5) Review lease/purchase options for south valley facility.
 - a. Wendy and George Kirk have been working on a spreadsheet which includes all the facilities available at this time and then they summarized it for the group.
 - b. Mark Gilbert then joined the group at 3:00pm and the discussion continued into the Finance & Planning Committee. George Kirk's advice is to stop renting a facility and buy one. The group decided they needed to know what is available for funding, what are our needs right now and for the future.
- 6) Other items to come before the committee. There were none.

