



RECORDED

**REGULAR MEETING MINUTES  
MOUNTAIN RIDES TRANSPORTATION AUTHORITY  
Wednesday, August 21, 2024, 1:00 p.m.  
Ketchum City Hall, 191 5<sup>th</sup> St West, Ketchum, ID 83340**

The Mountain Rides Transportation Authority's Board of Directors met in a Regular Meeting in person and via conference call.

**PRESENT:** Chair Grady Burnett (Sun Valley), Vice-chair Tom Blanchard (Bellevue), Peter Hendricks (Sun Valley), Neil Bradshaw (Ketchum), Melody Mattson (at-large), Kristin Derrig (Ketchum)

**NOT PRESENT:** Muffy Davis (Blaine County) and Martha Burke (Hailey)

**ALSO PRESENT:** Mountain Rides Executive Director, Wally Morgus  
Mountain Rides Director, Communications, Kim MacPherson  
Mountain Rides Director, Maintenance, Carlos Tellez  
Mountain Rides Director, Transit Operations, Jamie Canfield  
Mountain Rides Manager of Finance, Jerry Garcia  
Mountain Rides Finance & Administration Specialist, Liz Ruiz  
City of Ketchum, Trent Donat

**1. CALL TO ORDER**

Chair Grady Burnett called to order the meeting of Wednesday, August 21, 2024, at 1:15 pm. Kristin Derrig took roll and determined that a quorum was present.

**2. COMMENTS FROM THE CHAIR, BOARD MEMBERS, and STAFF**

There were none.

**3. PUBLIC COMMENTS**

There were none.

**4. ACTION ITEM: *Consent Agenda***

- a. *Approve/file: Minutes of Regular Board Meeting, July 17, 2024*
- b. *Approve/file: Minutes of Planning & Marketing Committee, August 7, 2024*
- c. *Approve/file: Minutes of Finance & Performance Committee, August 7, 2024*
- d. *Receive/file Performance Dashboard, June 2024*
- e. *Receive/file: June 2024 Operating Fund and quarterly Capital, Facilities, Workforce Housing and Contingency Fund Financial Statements and Bills Paid*
- f. *Approve: Disposal/Surplus of Buses 5 & 23*

- g. Receive/file: Report from Director, Fleet, Maintenance & Facilities; Director, Community Transportation; Director, Transit Operations; Manager, Finance & Administration; Executive Director*

Peter Hendricks commented on the Vanpool numbers and said they are getting more in line. He also asked for an update regarding looking at a different business model for Vanpool. Wally Morgus responded that the initial meeting would be on 8/22/24 and that they should have an update on that by committees in September.

Peter Hendricks also noted that the Revenue and Expense Budget vs. Actuals seem to be in fine shape and didn't notice any startling items on the Budget Performance.

**Peter Hendricks moved to receive, approve, adopt, and file the Consent Agenda. Neil Bradshaw seconded. The motion passed.**

**5. ACTION ITEM: *Approve and Adopt FY2025 Transit Service Plan***

Neil Bradshaw asked for clarification on the Air Service Route and if it's captured in the Valley Route. Wally Morgus responded that yes, it is.

Neil Bradshaw then commented that they had some requests from Sun Valley Company about adding extra routes during the World Cup. Wally Morgus said they are adding an additional bus on the Bronze Route and that he built the funding into the agreement contract with Sun Valley Company.

Tom Blanchard then asked Wally Morgus if MRTA has any projections on how many people will depend on their buses for transportation. Wally responded that Harry has done some projections and that he has that information. Wally then said that if they had the funding and the buses, they would've considered putting additional buses on the Valley Route to handle the bigger loads of people during that period, but they don't.

**Neil Bradshaw moved to approve and adopt the FY2025 Transit Service plan. Melody Mattson seconded. The motion passed.**

**6. DISCUSSION ITEM: *FY2025 Budget DRAFT***

Wally Morgus said the budget hasn't changed much from a few months ago when they went over it with committees. Wally wanted to put it before the board for further comments or thoughts. He commented that the final budget will be brought to the September meeting for adoption.

Some key items Wally Morgus went over were raises, which are 3 ½ percent, and two new positions that were added to the budget. He also mentioned that on the revenue side, they got an increase of about \$500k per year in their 5311 Federal Grant, which allows MRTA to stay fare-free.

Neil Bradshaw asked if there was any noticing MRTA was required to do. Wally Morgus responded yes, that MRTA has to notice a meeting.

Jerry Garcia said they are waiting on reimbursement from ITD for \$1.2 million plus a little more they have spent and also mentioned that all the jurisdictions are up to date with their funding.

Wally Morgus said they have budgeted for expenditures on the building and what they anticipate to be unbuilt and unspent funding from this year. It was a \$5 ½ million building budget, having spent almost \$2 million this year budgeting \$3 ½ for next year.

**7. DISCUSSION ITEM: *Marketing, Communications & Outreach to Grow Ridership***

Kim MacPherson talked about marketing for MRTA and working with the airport to promote taking the bus to the airport.

Wally Morgus said he thinks it's time for them to step up their marketing efforts, be proactive, and bring riders to Mountain Rides.

Kristin Derrig talked about making a millionth rider on Mountain Rides competition and developing some ideas to promote that. As well as other marketing ideas.

Wally Morgus thinks there's an opportunity for them to do low-cost joint marketing with the Joint Powers. Neil Bradshaw agreed and said they should do that in coordination with Daniel Hanson to add a section on Mountain Rides in the Mayor's Missive.

The group continued to discuss the idea of a moving billboard and other marketing topics.

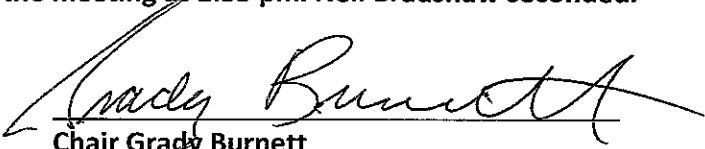
**8. DISCUSSION ITEM: *Items of Interest to the Members***

Peter Hendricks noted about the compressor and said he hopes it's been working well. Carlos Tellez said yes, it needed a bit of adjustment, but since then, it has been working great, and Melody Mattson gave kudos to Murray and Daniel.

Wally Morgus said that with the budget surplus at the end of the year, they will inventory and order compressors from China.

**9. ADJOURNMENT**

Melody Mattson moved to adjourn the meeting at 1:53 pm. Neil Bradshaw seconded. The motion carried unanimously.

  
Chair Grady Burnett