

News Release

Ketchum to Use QR Codes for Agendas *'More Convenient, Less Costly'*

KETCHUM, Idaho — The city of Ketchum will switch to printing QR codes, rather than the full agendas of City Council and Planning & Zoning Commission meetings, in newspaper advertisements.

A QR code, originally known as a quick response code, is a machine-readable label that contains information or links to a website. In this case, people can read the agenda by scanning the QR code with a smart phone application.

“We are making the change for two reasons,” Ketchum Mayor Nina Jonas said. “One is that more people are using smartphones and other mobile devices. It is more convenient for them to read the agenda on a phone. The other is budget. We anticipate that this change will save the city more than \$10,000 a year.

Agendas also are posted on the city website at www.ketchumidaho.org under “Public Meeting Information.”

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July 1, 2014



About the City of Ketchum

The City of Ketchum is located in the Wood River Valley in south central Idaho. Founded in 1880 during the mining boom, Ketchum is now regarded as one of the most popular destinations for winter and summer visitors due to its world-class skiing, fishing, hiking, mountain biking, restaurants, art galleries and shopping. The City of Ketchum hosts the famous annual Wagon Days Parade, held on Labor Day weekend, and numerous other year-round attractions. Ketchum is home to more than 10,000 full- and part-time residents. For more information about the City of Ketchum, visit www.ketchumidaho.org.

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