



City Council

Special Meeting

480 East Avenue North
Ketchum, ID 83340
<http://ketchumidaho.org/>

Monday, March 2, 2015

4:00 PM

Ketchum City Hall

Present: Mayor Nina Jonas
Council President Michael David
Councilor Anne Corrock
Councilor Baird Gourlay
Councilor Jim Slanetz

Also Present: Ketchum City Administrator Suzanne Frick
Ketchum City Attorney Stephanie Bonney
Director of Planning and Building Micah Austin
Ketchum City Treasurer/Clerk Sandra Cady

1. CALL TO ORDER

Mayor Nina Jonas called the meeting to order at 4:02 p.m.

2. COMMUNICATIONS FROM STAFF.

Suzanne Frick, City Administrator, went over the schedule for the meeting.

Presentation by Non-Government Organizations regarding their needs and initiatives for FY 2015/16.

a. Blaine County Housing Authority

David Patrie, Executive Director, Blaine County Housing Authority, went over the budget for the Blaine County Housing Authority. The \$70,000 contribution from the City of Ketchum represents 34% of the BCHA Budget. 69% of BCHA homes are in Ketchum. Blaine County Housing Authority provides services to the city including program management, reports and board activities, community engagement and public relations, and new initiatives and special projects.

Councilor Anne Corrock asked if the short term rental pool affected the long term rental pool. Dave Patrie commented that they have started to hear about that.

Councilor Anne Corrock commented on the possibility of limiting short term rentals in certain zoning areas. Dave Patrie commented that they would not initiate something like that, but they would certainly provide assistance if the city wanted to do something.

b. Ketchum Community Development Corporation

Jon Duval, Executive Director, Ketchum Community Development Corporation, went over the mentors and angels that are working with the Ketchum Innovation Center. There are currently four companies in the space, which employ nine people. They have received \$15,000 from the USDA for the 3D printer. There is a partnership with the BSU Venture College which will provide a more structured entrepreneurial program. There is also a partnership with the Community School. They are working on a Local Investment Fund. The proposed budget is higher than the previous year, it includes building expenses, equipment/office supplies, marketing/recruitment, events/travel/training, and overhead which includes salary and admin. The total proposed budget is \$169,000, \$73,000 of which is for Affordable Housing Development and \$96,000 is for the Ketchum Innovation Center.

Councilor Baird Gourlay asked if the budget is just supported by the City or if it includes the KURA. Jon Duval stated that it depends on if the KURA moves forward with an affordable housing project.

Council President Michael David asked what percentage of the overhead was in the budget. Jon clarified that it is roughly 50%

Rick Lafave commented on the participation and impact of the Ketchum Innovation Center.

Neil Bradshaw commented on the entrepreneurial community that is being developed. And the importance of affordable housing and the support of the city.

Tyler Chandler an employee in the KIC, commented on the opportunities the KIC has provided.

Debra Knapp, Executive Director of Wild Gift, commented on their involvement with the KIC.

Mayor Nina Jonas, asked for clarification on whether they are bringing projects to the KURA or if the KURA is bringing projects to them. Jon Duval clarified that in the previous budget process the KURA wanted to bring projects to the KCDC. There is still time in the current budget year to start working on a project.

Councilor Jim Slanetz commented on the disconnect between the KCDC, the City and the KURA. Neil Bradshaw commented that they would like to have a joint meeting to determine accountability and authority of the three groups and to align objectives and efforts.

Mayor Nina Jonas asked if there was any cost savings availability of joining efforts with SVED. Jon does not believe that would be possible.

Council President Michael David commented that this is a Ketchum organization, the city is the funding mechanism for the KCDC. The City should invest in the economy, and it is important to invest in a younger demographic.

c. Sun Valley Economic Development

Harry Griffith, Executive Director of the Sun Valley Economic Development, went over the philosophy and ideology of the Sun Valley Economic Development. Harry went over the work of the organization including creating jobs, data support and innovative projects. They set a 100 10 goal last year which includes other organizations. The objective is to think about community wide economic impact in order to create a unifying vision across the cities and the county. Harry went over the key accomplishments of the organization, the impacts of the organization, their fundraising efforts and their budget. For 2015 they are requested \$25,000 which is more than the previous year due to a lot of the projects they are working on being Ketchum centric.

d. Sun Valley Marketing Alliance

Arlene Schieven, Visit Sun Valley, went over the budget for the current year and the anticipated budget for the upcoming year. Arlene clarified that they will be requesting the same amount from the City of Ketchum as the previous year. The budget priorities are to build overall awareness and visitation for Sun Valley, particular in the winter, promote the summer/shoulder seasons to a broad audience within the key target markets, increase niche marketing programs, and increase the regional/drive market in marketing efforts. Visit Sun Valley also manages and operates the visitor center, facilitates the annual Ride Sun Valley mountain bike festival, and provides resources and services for membership. Their fixed costs are budgeted for \$475,000. Marketing costs are budgeted for 1.31M for the next fiscal year.

Councilor Baird Gourlay asked for clarification of what regional marketing is. Arlene Schieven said it is Boise and Salt Lake City.

Councilor Jim Slanetz commented that they are short on the regional marketing. Arlene Schieven commented that the events campaign is entirely regional.

Mayor Nina Jonas asked if the ITC Grant can be used for regionally marketing. Arlene Schieven clarified that it can be used for anything out of their area.

Mayor Nina Jonas asked about business partnerships. Arlene Schieven commented that the strongest business partnership is with the Sun Valley Resort, they match marketing campaigns and it is a joint process.

Council President Michael David commented on increasing mountain bike marketing. Arlene Schieven said they are increasing a little bit, and were able to double it last year when Sun Valley Resort joined in the marketing for mountain biking.

Councilor Anne Corrock asked for clarification of the overhead expenses. Arlene Schieven explained how she broke out the overhead costs, salaries and services provided. She clarified that they have six employees. Ms. Schieven also clarified the travel and research budget helps form marketing strategies.

Councilor Anne Corrock asked about the event listings. Arlene Schieven said they were considering sponsorships for ads in the Boise weekly to promote all events.

Councilor Anne Corrock requested they come in and show the council what they are doing. Arlene Schieven said she should be able to provide that in April.

Councilor Anne Corrock commented that the local businesses would like to see more done on their behalf. Councilor Baird Gourlay commented that would require a change in the mission statement if they were wanting more done for local businesses. Arlene Schieven commented that communicating the mission of Visit Sun Valley is the best opportunity for local businesses to understand what is going on.

Public Comment:

Phylis Shafran commented on benefits for employees, cross country skiing marketing, marketing the City of Ketchum, and a PR Firm doing the work.


DC Young asked about the Sun Valley Resort partnership.

Arlene Schieven clarified that they do not have a contract with Sun Valley Resort, and they do not contribute to MRG's. If employees work more than 30 hours per week they qualify for benefits.

DC Young asked about the accounting.

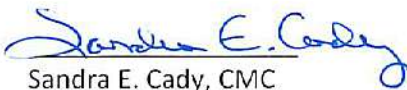
4. ADJOURNMENT.

Councilor Jim Slanetz motioned to adjourn at 5:55 p.m. Council President Michael David seconded, motion passed unanimously.



Nina Jonas
Mayor

ATTEST:


Sandra E. Cady, CMC
City Clerk