



**REGULAR KETCHUM CITY COUNCIL MEETING**  
**Monday, April 7, 2014 at 5:30 p.m.**  
**Ketchum City Hall, Ketchum, Idaho**

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

**Also Present:** Ketchum Interim City Administrator Ray Silver  
Ketchum City Attorney Stephanie Bonney  
Ketchum Director of Planning and Building Joyce Allgaier  
Ketchum Street Superintendent Brian Christiansen  
Ketchum Police Chief Steve Harkins  
Ketchum Administrative Clerk Katie Carnduff

Nina Jonas called the meeting to order at 5:35 p.m.

**1. Alcohol Awareness Proclamation – Mayor Jonas.**

Chase Hutchinson and Jorge Vallego, Wood River High School Students and part of the organization Idaho Drug Free Youth discussed the importance of alcohol awareness and the problems and dangers associated with teenage alcohol use.

Mayor Nina Jonas proclaimed April Alcohol Awareness Month in Ketchum, Idaho.

**2. Presentation on the Open Meeting Law – Stephanie Bonney, City Attorney.**

Stephanie Bonney, City Attorney, made an informational presentation in regards to the Open Meeting Law, Ethics in Government and the Public Records Law.

Mickey Garcia asked for clarification regarding Mayor and Council and other officials meeting in social settings and also about serial meetings. Stephanie Bonney said they can meet socially, but cannot discuss anything that is specific to the government entity, just general items that would not come up before the City Council. Information gathering is okay as long as they do not deliberate about information they receive. Regarding serial meeting, councilors cannot avoid the open meeting law by going from person to person.

**3. Comments from the Council**

**6:09:52 PM** Councilor Baird Gourlay suggested the Council consider waiving the two hour parking in Warm Springs through May 1, 2014, with River Run shut down the Warm Springs parking lot is full. The two hour parking at Warm Springs is not necessary right now. Mayor Jonas suggesting keeping Picabo at two hours.

**6:14:38 PM** Councilor Anne Corrock said she had received good feedback from the public regarding starting the budget process so early.

**4. Adoption of International Standards and Practices for design and construction of telecommunications. How this adoption applies to broadband and next steps for broadband implementation.**

**6:15:00 PM** Sean Tajkowski introduced the Technical Reference Manual. There is no governing body in telecommunications there is just standards and best practices. One of the reasons to adopt standards and practices is make sure appropriate products are installed accordingly. These

standards and practices apply only to the City of Ketchum. The document is a live document and will be added to as needed.

Councilor Corrock clarified that this is specifically for the City's municipal buildings.

**Councilor Jim Slanetz motioned to adopt resolution Number 14-010 adopting international standards and practices for design and construction of telecommunications, seconded by Baird Gourlay, passed unanimously.**

Mayor Jonas asked how this would apply to broadband. Sean said there are quite a few resources available regarding how we invest in future proofing our facilities. Sean suggested in the future to consider having a discussion on the public's responsibility and the importance of good standards and practices within a facility. The carriers follow standards and practices, but once it is to a facility there is no one regulating it.

Jim Kuehn asked for information regarding the current Broadband situation in the City of Ketchum and how can the City help improve that. Sean said he met with the carriers in regards to infrastructure. He was impressed with the infrastructure in place, but the public is not yet ready for the increase in cost. From a technical standpoint Ketchum is sitting pretty well in terms of infrastructure. Cindy Forgeon, Kentwood Lodge, asked for an explanation of infrastructure. Sean answered that the backbones for broadband are here.

#### **5. Communications from the Public**

6:40:20 PM Gary Hoffman would like the City to implement Campaign Disclosure Laws even though the City is under 5,000 people and it is not required by law. He would also like the City Council to pass a resolution that no City funds will be spent in any way to directly or indirectly promote any candidate in a city election. Mr. Hoffman would like this to be placed on a future agenda for consideration.

6:44:54 PM Jon Duval, KCDC, would like to organize a workshop with the City Council and the KCDC Board. Council discussed possible dates and agreed to make a tentative date for May 20, 2014, at the KCDC's regular board meeting time.

Jon Duval has been contacted by Tobin Dixon, USDA in Twin Falls, in regards to a Rural Business Enterprise Grant. The grant is a max of about \$15,000, and is for equipment. Jon said they would use the grant towards a 3D printer and some communal computers for workshops. He will fill out the application, but it needs to come from the City.

#### **6. Mountain Rides Update – Jason Miller, Mountain Rides Executive Director**

6:50:53 PM Jason Miller, Mountain Rides Executive Director, presented an update which included data from Mountain Rides performance dashboard, which collects information on three key indicators: ridership, finances and safety. Jason discussed the ridership increases that Mountain Rides is experiencing, where the majority of expenses are coming from, capital projects Mountain Rides is currently working on and unmet needs. Mountain Rides is focusing on safety, they are relying on experts to audit them and make sure they are doing everything correctly, and continually working to adopt better policies and procedures to improve safety.

Mayor Jonas asked about a bus going to the Twin Falls Airport. Jason said that there are limitations, but it is a possibility.

Councilor Corrock asked about additional evening and late night routes. Jason said they do not have the funding for that at this time. Mayor Jonas asked if they would consider charging the customer for late night service. Jason said they have not had that discussion yet. It is difficult for them to give them a budget request yet, because they have to wait until they know the amount of federal funding they will be getting. Jason said they are experiencing a dip in federal funding, they will find out next week if they are going to recover any of that funding for next year.

Jason said there have been some changes made to the Transit Hub, the next step is to go to Planning Zoning. Mayor Jonas asked if they have changed the routing for the Hub. Jason said they have made some incremental changes in the last year, and they will continue to do so. Councilor Corrock asked for information regarding the economic benefit of the transportation hub.

Jason said the Bike and Pedestrian Master Plan will be adopted by the Blaine Regional Transportation Committee probably in June and then come to the City's and County. 5B Bike share will be launched in Ketchum this summer.

Sarah Michael, Mobility Manager for the District, said that Mountain Rides has received the I-way Leadership awards from the Idaho Transportation Department, Jason received a personal award and The Mountain Rides Vanpool Program also received an award. Jason has served the community well.

Gary Lipton requested information on how many people are dropped off at the Visitor Center and the Elephant's Perch.

Councilor Slanetz asked how they are planning for their capital improvements. Jason said it is dependent on Federal Funding. They have been planning a refurbish approach rather than a replacement approach on vehicles.

Councilor Corrock asked about strategic initiatives. Jason said the Board is working on more predictability in their funding to help with long term planning.

Councilor Corrock asked what Jason thought about the parking at Warm Springs. Jason said free parking is not the way to encourage more use of the bus system. The park and ride opportunity at the YMCA exists. Mountain Rides can look at supplementing that service. Right now there is half hour service from 7 a.m. to 9 p.m. Annie asked what he thinks about doing something from River Run the next two weeks. Jason said they need to stay true to the commitments they have made in terms of their schedule. Jason said he would discuss the issue with his board.

**7. Sun Valley Marketing Alliance Quarterly Report and Preliminary Budget Request – Arlene Schieven, Sun Valley Marketing Alliance President and CMO.**

**7:32:03 PM** Arlene Schieven, Sun Valley Marketing Alliance President and CMO, presented the Quarterly Report to the Council.

- Sales indicators are up about 3% from the same period last year.
- Combination sales are up 104% through the website.
- Room nights sold were up 8% in February.
- Website visits are up 51%.
- Social Media is up between 7-39%.
- SVMA brought some good writers into town, and the results have all been really positive.
- There will be a summer campaign from May – September
- Regional events campaign.
- Working to increase membership numbers. They have 301 members, they had 304 last year.
- There will also be a fall events campaign.

Arlene said SVMA is requesting to reduce the footprint of the visitor center; use of visitor centers is decreasing nationwide, and there is a trend towards servicing visitors in different ways. Current cost is \$9/visitor, US average is \$2.68/visitor, and recommended is \$2.50/visitor. The overall cost is about \$27,000 a year. The proposal is to reduce 1000 square feet to 200 square feet, which would save \$20,000 a year.

Arlene presented the Council the SVMA's preliminary request for funding. With the new funding from the Air Service LOT they will be able to go after new markets, including Denver and New

York. The core funding allows them to operate and covers everything outside the air service market. 100% of the new funds are invested in external marketing. The SVMA's first priority is building awareness and visitation for Sun Valley particularly in the winter. They will also be working on promoting the summer shoulder seasons, increasing niche marketing programs and driving people back to their website. SVMA's other activities include management of the Visitor Center, facilitation of the Ride Sun Valley Mountain Bike Festival and communications with stakeholders and members.

SVMA's proposed budget includes \$450,000 from Ketchum, 350,000 from Sun Valley. 225,000 from the Idaho travel council, 88,000 from membership dues, and miscellaneous revenue from partners in the event campaign and revenue from website bookings, the combined total is 1.1 million.

Amy Christiansen asked how the Sun Valley Marketing Alliance tracks the impact of the different marketing campaigns. Arlene said 80% of their marketing is digital so they are able to measure that to a certain extent. They track the people that come here and that are engaging online.

Councilor Slanetz asked about Vacation Roost, and how it is working. Arlene said they provide a call center and they work with the SVMA on outbound marketing. They are looking at a new provider that includes air bookings.

Council President David wondered if there was a way to approach diversions to proactively market negative things. Arlene said it's important to provide information to people, but doesn't think it could be a marketing tool.

Councilor Gourlay said the bus diversion service is an issue, they don't run very nice busses, and in order to run nicer busses it is going to cost money. They would need to have bus drivers on call to have quicker service. It essentially comes down to money. Marty Albertson, Sun Valley Marketing Alliance Chairman, said it was also important to get the airlines to participate in upgrading the busses.

Councilor Corrock asked if the SVMA was looking into doing something different with the Visitor Center. Arlene said they are not at this time.

Councilor Corrock asked how much of the funding from the City goes towards regional and external marketing. Arlene said it was both, but the priority for the core funding will be things they can't use the air service board money for.

Council President David applauded SVMA's efforts to reduce the Visitor Center costs.

Amy Christiansen asked what percentage of flights get diverted. Arlene said it was about 20%.

**8. Recommendation to approve Street Maintenance Paint Bids – Brian Christiansen, Street Superintendent.**

Brian Christiansen, Street Superintendent outlined the bids that were received.

**Councilor Gourlay motioned to approve the bid from Idaho Traffic Safety in the amount of \$42,727.33 for street painting; Council President Michael David seconded the motion, the motion passed unanimously.**

**9. Recommendation to approve a Chip Seal Bid – Brian Christiansen, Street Superintendent.**

Brian Christiansen, Street Superintendent, recommended that the City piggy back on the Madison County bid this year. Idaho Asphalt is the oil supplier, and the Street Department has used them for the last 8 years, they have done a good job.

Mayor Jonas would like to change the dates from 28, 29, and 30 of July to the 14, 15, and 16 of July. Those are the only 3 days that do not have events. Brian said chip sealing is recommended for July and August, it take 2 weeks to get the chips cleaned up so that they can paint. On the 14, 15, and 16 of July the street department has committed to sweeping for the county. The council can choose to do it after Labor Day, this is just the Street Department's recommendation. Brian said he would talk to Blaine County Road and Bridge and get some options of dates.

Interim City Administrator Ramon Silver suggested that next year staff work with the County so that the City gets the early dates in July, and the County gets the later dates in July.

**Councilor Gourlay motioned to approve the bid from Idaho Asphalt in the amount of \$530.50 per ton for oil for chip sealing work, Councilor Slanetz seconded the motion, motion passed unanimously.**

**10. Consent Calendar**

Councilor Corrock asked why the NBS bill was coming out of contingency instead of special events.

**Councilor Gourlay motioned to approve the consent calendar, Council President David seconded the motion, the motion passed unanimously.**

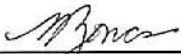
**11. Executive Session**

**Councilor Gourlay motioned to go into Executive Session at 8:21 p.m. Council President David seconded the motion, roll call, Councilor Corrock yes; Councilor Gourlay yes; Council President David yes; Councilor Slanetz yes. Motion passed unanimously.**


**Councilor Gourlay motioned to come out of executive session at 8:30 p.m., Councilor Slanetz seconded the motion, the motioned passed unanimously.**

**12. Adjournment**

**Councilor Gourlay motioned to adjourn at 8:31 p.m., Council President David seconded the motion, motioned passed unanimously.**

  
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Nina Jonas  
Mayor

ATTEST:

  
Sandra E. Cady, CMC  
City Clerk