

**RESOLUTION 10-024**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF KETCHUM,  
IDAHO, ESTABLISHING GOALS FOR THE CITY.**

WHEREAS, the City Council of the City of Ketchum is committed to the continuing advancement and improvement of the community, City and City services; and

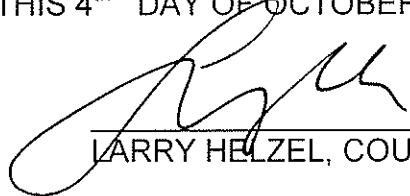
WHEREAS, the City Council has met in special session with the City Administrator and Community and Economic Development Director to establish City goals; and

WHEREAS, Exhibit "A", attached hereto, is a list of the above referenced goals as determined by the City Council;

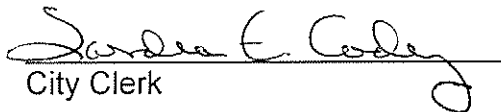
NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF KETCHUM, IDAHO AS FOLLOWS:

Section 1: The Ketchum City Council hereby approves the list of goals as provided in Exhibit "A".

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF KETCHUM, IDAHO THIS 4<sup>th</sup> DAY OF OCTOBER, 2010.

  
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LARRY HELZEL, COUNCIL PRESIDENT

ATTEST:

  
\_\_\_\_\_  
Sandra E. Cadey  
City Clerk

## Council Goals: 2010 Retreat

Goal	Timeline	Budget/Fiscal Implications	Responsible Party	Notes
Maintain general fund balance 17-20%	Ongoing Proposed in Mayors 2010/2011 Budget	Built into adopted budget	G. Marks Mayor/Council	
Reorganize community marketing	Underway	Adopted budget:	R. Hall New Marketing Committee	
Pursue green building code	New lead staff person on board (Rebecca Bundy) Mayor to establish 6-8 person committee		CED Staff (Rebecca Bundy) P & Z Gourlay Liaison CDC Liaison	
Develop economic development plan – establish timeline <ul style="list-style-type: none"> <li>• Second Homeowners (see below)</li> <li>• Community Outreach</li> <li>• Non-Profit Effectiveness</li> <li>• Coordinate with other Economic Development Groups</li> </ul>	Update Economic Development Chapter of the Comp. Plan: 4-month Process: initiate November 2010	Business relocation outreach campaign underway, summer 2010  \$75,000 built into CED 2010/11 budget (contract and advertising /printing)  \$45-50,000 will be proposed for a contract for the Econ. Dev. Chapter	Lisa Horowitz Mayor Contractor- Tom Hudson proposed ED Groups/Stakeholders Business Community	Work scope in draft form available for Comp Plan Econ. Dev. Chapter
Second Homeowner Outreach	Kickoff Event: Winter 2010	\$12,000 appropriated to KCDC in 2009/2010 mid-year budget amendment	KCDC	Eric Newman Work Scope
Comp Plan Review	Economic Development Chapter only this fiscal year	See Econ Dev. Strategy Plan work scope	CED Staff	Remainder of the Comp Plan to be evaluated with CED Staff spring 2010
Appearance of Town (signage)	September 2010	\$10,000 (budgeted in CED Department budget for 2009/2010) Contract for Services: Haavik	CED Staff Contractor: Haavik P & Z	Contract will allow this work to progress independent of current planning work load
Community Trust, Hospitality, Focus on Website	Winter 2010	Staff proposes new RFP for redesigned web site	Lisa Horowitz G. Marks	