



CITY OF SUN VALLEY
REPORT TO THE CITY COUNCIL

TO: Honorable Mayor and City Council

FROM: Michael Parada, Interim Executive Assistant to the Mayor

SUBJECT: Sun Valley Marketing Alliance Board member

DATE: October 30, 2012

Per Council direction at the October 18, 2012 meeting, below are criteria for discussion for a City of Sun Valley representative for Board membership on the Sun Valley Marketing Alliance (SMVA.) The Mayor and Council may add, delete or expand upon these suggested criteria.

Criteria for discussion:

- Extensive business experience at the executive level in Sun Valley or another resort destination, including strategic and tactical marketing and sales
- Several years of experience in “off-season”, summer and winter recreation promotion, including planning and promotion of special events
- In-depth knowledge of arts, cultural, geo/ecotourism and emerging recreational markets and trends in these fields
- Governance experience on nonprofit board(s); including budget and statistical analysis acumen and commitment to and comfort with board transparency

Further, Arlene Schieven, Executive Director of SVMA, provided the following regarding current Board members and their commitment:

1. Meeting Schedule. Board meetings are twice per quarter, typically on a Thursday morning from 10-12. The next one is scheduled for November 29th, but we have not yet set the dates for our 2013 meetings. That will likely happen at the November meeting, with the next meeting occurring in January.
2. The estimated time commitment outside of meetings is minimal — just a bit of reading.
3. There are 5 people on the board. One representing the City of Ketchum (Jake Peters); one at large (Zach Crist); one Sun Valley Resort (Tim Silva); one elected by the membership (Wendy Jaquet) and one City of Sun Valley Rep.
4. Term of appointment is 3 years.