



Mayor
Dewayne Briscoe

Council
Keith Saks,
President
Michelle Griffith
Peter Hendricks
Jane Conard

MEETING NOTICE

KETCHUM CITY COUNCIL MEETING WITH VISIT SUN VALLEY

Notice is hereby given that a possible quorum of the Mayor and City Council of Sun Valley, Idaho may convene at the Community Library, located at 415 Spruce Avenue, Ketchum, Idaho, on Friday, April 10, 2015 at 12:00 p.m. to attend a special meeting between the City of Ketchum and Visit Sun Valley to discuss issues identified in the agenda below.

MEETING AGENDA

1. Marketing Strategy
 - a. Who determines the marketing strategy
 - b. Who does the creative work to implement the marketing strategy.
 - c. Why is digital better than print or other mediums. What process is in place to evaluate and determine the best method for placement.
 - d. What is the present marketing campaign for this year, has one been developed for next year.
2. Working Relationships
 - a. What services or marketing is provided for local businesses by VSV.
 - b. How does the visitor center operate, how does a business get placement there, and what is the long range strategy for operating the center.
 - c. How does VSV interact with the State Tourism Board. What is VSV doing to compete for State funding generated from Region 7, why is there no Region 7 Travel Organization and what collaboration is taking place among all the Region 7 cities.
 - d. Sun Valley Resort—what is their role in developing the marketing strategy, what funding do they provide, what role do they play with VSV.
3. Budget
 - a. Break down of budget, overall expenditures and itemize how the city funding (450k and 1% LOT funding) is specifically being spent.
4. Events
 - a. What is the event strategy VSV is following, who decides what events get in-kind or direct marketing support.
 - b. What events are being supported with in-kind, direct funding or marketing efforts.
 - c. What is the amount of funding or in-kind support for the events supported by VSV.
5. Public Comment

If you need special accommodations, please contact the City of Ketchum in advance of the meeting.

This agenda is subject to revisions and additions. Revised portions of the agenda are underlined in bold.

Public information on agenda items is available in the Clerk's Office located at 480 East Ave. N. in Ketchum or by calling 726-3841.