



Synopsis Minutes
Sustain Blaine Advisory Group (SBAG) Quarterly Meeting
Wednesday, May 2, 2012

The meeting was opened at 9:05 a.m. in the Old County Courthouse in Hailey.

1. Action Item Overview (Projects and Programs) by Executive Director Harry Griffith.

Project #1, nOTS: Olympic Day in August in Ketchum, will make announcement, have celebration of USOC certification as training site.

Project #2, Stats: In process of updating all jurisdictions' stat sheets; Sun Valley and Ketchum complete for 2011, others expected before end of May; will be posted on website.

Project #3, Food: Preparing comprehensive business plan for culinary institute, for teaching and culinary tourism with links to other events

Project #4, Air Service: New phase of polling of community is being planned.

Project #5, Energy: Solar array on Glendale Road via public/private partnership; could eventually deliver the "green" obligation related to local green building codes; in due diligence phase

Program #4, Rec Sec: Process of analysis of recreational & cultural economic opportunities; completing bike analysis and evaluating data collection methodology for other trails usage; biking is bigger than Nordic; monitoring of trail usage, data collection by BCRD via electronic counting and personal observation by volunteers; follow up with tourists proposed; analysis economic purpose is to find out what it means to the community compared to other places; recreation-based businesses can use info to decide to expand, relocate here, etc. Jim added there is little knowledge of actual numbers that will eventually be used for economic development, planning, recreation and trail management, and learning how to maintain sustainability while attracting more people.

Program #8, Economy/Business Retention: Analyzing taxable sales, economy appears to be rising above the 2010 "bottom". Figures are showing what the cities are doing in this regard, Hailey and Carey down a little, all others up. Investigating a community forum to report what is learned and get the community engaged.

Program #9, Governance: Joy Kasputys is the interim Outreach and Development Director with an RFP out for ½ time person to assist the executive director; SB Board of Directors simplified its committee structure to three: finance, outreach and development, and executive; and expanded the private sector board members from 7 to 9. Harry attended the Boise Regional Leadership Council meeting held in Sun Valley and came away with contacts. Department of Commerce (DOC) has funded SB for 2 years. New director of DOC is Jeff Sayer. Randy Shroll, Business Development Manager for Regions 3 and 4 (Blaine County in Region 4) DOC reported that this department is interested in learning what drives the economy; its focus is on existing businesses; 85% of the jobs come from growing businesses that are here; DOC wants to help; has 17 programs being assisted by DOC now.

2. Announcement of Slate by Carter Ramsay: Five interviews by 6 members of Nominating Committee were conducted. Criteria were reviewed. Key employers in the area are represented on the board, and fundraising and other skills are being added to the mix as part of this process. Three seats are being filled for the expiring term of George Kirk and the 2 newly added private director seats. The Committee proposed Dan Olmstead, Dave Theobald, and Wally Huffman for ratification by the SB Advisory Group. Carter will send slate by email for a return email vote by the SB Advisory Group. It is expected the new members will be seated at

the May meeting of the Board of Directors. Carter thanked Matt McNeal and Stuart Hoag for their interest and indicated they would be tapped for their expertise and experience.

3. Regional Spotlight: Troy Ballard of PACT presented the essence of the business that moved here 3 months ago. Explaining a global trend of “people wanting to do something good” is what they are about. While a for-profit business, they choose 5 projects per year to which an amount of funding goes directly – to actually support the project, such as feeding young in Detroit or educating orphans in India. PACT makes and sells underwear and socks – designs for which are inspired by changemakers across the country. Website is <http://www.wearpact.com/>. Troy outlined challenges to operating here: thought leadership (companies don’t think it’s here); technology (concern there is not enough available); and transportation (to not feel it’s so remote). There is emerging group of people who want to be here, but also be inspired and thrive as part of a bigger world. What can we do to inspire the creative class and attract talent? Sustain Blaine, business, and county governments can get together and work on these things. He simply described his business as a marketing company that makes stuff. Currently looking for someone to run e-commerce platform.

4. Local Transportation Success: Jason Miller of Mountain Rides gave an update of ridership and recent plans/projects. Mountain Rides, itself, is funded by 4 cities and the County with successfully acquired Federal monies. Moving forward, infrastructure is needed since very bus trip start with a walk or bike ride. That form of circulation/transportation needs to be in good shape. Jason handed out an update that included the proposed transportation center in Ketchum. While bus service can remain the same as currently, Mountain Rides believes coordinating schedules with a central “transfer” location will create simplicity for residents and visitors. They expect an answer from the City of Ketchum in 3-4 months, the site decided upon within 9 months (which will then require an EA), with construction now into 2013 to be done in one phase. Rides is working on an app for mobile devices and should roll that technology out in the next year. Texting at numbered bus stops will get you a schedule.

5. Marketing and Fundraising Update: Joy presented the Outreach and Development goals: increase visibility and awareness in community; educate businesses, organizations, individuals; provide support to specific projects; secure sustainable funding from public and private sector; and optimize polling technology usage. The fundraising picture is improving each year. SB needs support from SB members present at public jurisdictions encouraging approval of funding requests. Form letters of support are available should any one need them – email to sustainblaine@gmail.com.

6. Announcements:

Next SB Inc., Board of Directors meeting will be third week of May, time and place to be determined.

Next SB Advisory Group quarterly meeting is Wednesday, August 1, 2012 at 9:00 a.m. in the third floor meeting room of the Old County Courthouse.

The meeting adjourned at 10:30 a.m.

SBAGroup members present: Kathy Grotto, Linda Haavik, Scott Boettger, Kathleen Eder, Doug Brown, Bob Crosby, Joy Kasputys, Jim Keating, Krista Gehrke, Jason Miller, Claudia McCain, and Carter Ramsay.

Ex officio government present: Larry Schoen (BC),

Also: Harry Griffith (SB Inc ED), Dave Patrie, Joan Davies, Amanda Breen, Troy Ballard, Matt McNeal, Vanessa Fry, Dayle Ohlau of KECH radio, Randy Shroll of DOC, Guy Cherp of Cox, others