



**Minutes of August 17, 2016  
Regular Board of Directors Meeting**

**Serving Bellevue, Carey, Hailey, Ketchum, Sun Valley,  
and Blaine County, Idaho**

<p><u>Members Present</u> Steve Mills Rick LeFaivre Matt McNeal Jack Barriteau Patrick Buchanan Walt Denekas Bryan Furlong Jacob Greenberg (County) Peter Hendricks (SV)</p>	<p><u>Members Absent</u> Bellevue Rep (B) Carey Rep (C) Don Keirn (H) Maggie Howard Cody Langbehn Candice Pate Dan Olmstead Mike Goitiandia Eric Seder Baird Gourlay (K)</p>	<p><u>Also present</u> Harry Griffith, Exec Dir Doug Brown, Membership Linda Haavik</p>
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1. **Welcome:** Meeting was opened 11:00 a.m. in Zions Bank in Ketchum.
2. **Minutes:** Minutes of the April 20, 2016 and June 14 2016 Board of Directors meetings were considered.  
*Board Action: Upon motion by Rick, second by Bryan to approve the minutes of the April and June meetings; and unanimous vote in favor, the motion passed.*
3. **Action Plan – current Status Updated July 2016:** Reports on the following excerpts from the 2016 Action Plan

**Project 1, Housing.**

Building a story about middle income housing, supply and rental vs. purchase, demand profile...to place in Almanac. Attempt to determine what \$ spectrum for housing are the jobs coming in. Steve reviewed his research that shows cities across the country are developing solutions for middle income housing, suggested that reaching out to architects who may be able to get past NIMBY with design. Peter indicated that housing is the top concern in Jackson. \$80-110,000 is middle income here. Ketchum’s housing consultant requested information from SVED, BCHA, and Sun Valley Board of Realtors. Concept of providing info and conditions will be written into contract for services with Ketchum. Complaint about community house on Buttercup: SVED supports community housing in valley. Issue should have been taken up earlier.

**Project 2, Local Investment.**

Business attraction busy, Tax Reimbursement Incentives – 3 ready this week. Some are in the KIC, others elsewhere in valley. Businesses obtain reimbursement once there are 20 hires.

**Project 3, Tourism.**

The money spent to get the tourists here vs. the money spent while tourists are here is being analyzed. Attempt to get results in Almanac prior to the October forum.

**Project 4, Economy.**

Participation in the Americans for the Arts with surveys out. Economic impact assessment for Animal Center is underway. Mountain Rides possibility for next year. Continue doing 2 at time.

#### **Project 5, Innovation.**

KIC opening a success; Department of Commerce director attended; room for 12 companies; rent space and event space; considering pros and cons of developing a type of membership program; generally acceptable if there are multiple advantages including mentoring; idea for identifying deliverables for the public funding per contract for services and allow access to other benefits that the public contract doesn't cover; joint membership KIC and SVED discussed; KIC board to continue this discussion.

The connection of the potential purchase of Ketchum Kitchens with the culinary project is broken for now.

The Olympic center has re-morphed with the Y/basketball, Woodward concept and soccer...3 projected revenue sources. Could wrap into a Paralympic training site, several years out.

#### **4. New Business:**

Doug reported on membership and the "Bring Business to Blaine" campaign being proposed. \$5000 would produce a video for a "Bring Your Business to Blaine/SunValley" media campaign. It would require another \$15,000 to promote the video for a year. Several opportunities for local use of the video before the \$15,000 could be raised were discussed.

The Idaho Power grant of \$3,000 is earmarked for business attraction and would be used for this purpose....and must be used before the end of the calendar year.

*Board Action: Steve moved that SVED approve \$2,000 from its budget to leverage the Idaho Power Grant up to the required \$5,000 to get the video produced. Bryan seconded the motion. Private sector members Rick, Matt, Steve, Patrick, Walt, and Bryan voted in favor of the motion (6-0).*

*With no quorum present at this vote, the proposal and action taken on the motion at the meeting were circulated to the private sector (voting) members of the Board who were unable to attend. That e-vote on August 17 and 18, 2016 resulted in 5 additional votes in favor of the motion, bringing the approval to 11-0.*

There was no action proposed regarding the \$15,000 to promote the video.

Harry reported that 25 potential UBER drivers signed up at the introduction to the community. UBER may join and help sponsor the summit.

#### **5. Public Comment: None**

#### **6. Announcements:**

- SVED Summit Oct 6<sup>th</sup>: on housing and talent attraction with Jon Roberts of TIP Strategy – 8 a.m. – 2 p.m. in Limelight room.
- Executive Committee week before next Board meeting.
- Next SVED board meeting September 21<sup>st</sup> at Zions Bank in Ketchum – 11 a.m.
- Board Retreat & Board Meeting November 30<sup>th</sup> at St. Luke's 11 a.m. – 1 p.m.

Meeting adjourned at 1:00 p.m.