



SPECIAL MEETING OF THE KETCHUM  
URBAN RENEWAL AGENCY  
March 15, 2012

This Special Meeting of the Ketchum Urban Renewal Agency was called to order by Chairman Mark Eshman at 12:15p.m. at City Hall, Ketchum, Idaho.

Commissioners present: Chairman Mark Eshman  
Vice-Chairman Trish Wilson  
Commissioner Randy Hall  
Commissioner Nina Jonas  
Commissioner Curtis Kemp  
Commissioner Trina Peters

Commissioners Absent: Commissioner Charles Friedman

Also present: Secretary/Treasurer Sandra Cady  
Attorney Stephanie Bonney  
Community and Economic Development Director Lisa Horowitz  
Minutes written by Recording Secretary Sunny Grant

1. The meeting was called to order by Chairman Mark Eshman at 12:06 pm.

2. Communications from the Board of Commissioners

There were no comments at this time.

3. Ketchum Transit Center Presentation

Mountain Rides secured \$200,000 grant funding to hire LCS Transportation Consultant to make a recommendation for a transit hub in downtown Ketchum. The hub would be a high-visibility central point easily found by locals and tourists where all Mountain Rides routes connect and provide easy transfers. A jitney-type shuttle would make moving around Ketchum even easier.

Peer resort communities have transit hubs in their downtowns. A transit hub would be an investment in the community and overall vitality of the area. Mountain Rides hopes the City of Ketchum and the Ketchum URA will contribute the \$50,000 match to the \$200,000 grant. The match only has to be secured as the money is spent.

The preferred location at this point is East Avenue between Sun Valley Road and Second Street. The grant funding would provide infrastructure, sidewalks, curb and gutter. The transit building would be a later phase. The hub is the only place the buses will stop in the downtown core. The current bus stops on Main Street will be returned to parking. CED Director Lisa Horowitz will explore paid parking options. Mountain Rides will explore grant funds to implement parking mitigation.

The proposed transit building will have bathrooms, a waiting area, information kiosk, and real-time digital signage. There will likely be public art. A digital screen with restaurants and menus would be a good idea. Mountain Rides is working with the Walkability Project on signage, information kiosks, pedestrian access, etc.

Commissioner Jonas said the URA could accomplish more of its Ketchum Downtown Master Plan goals by locating the transit hub on Second Avenue, which is a 4½-minute walk from the current proposed East Avenue location. Hudson's report said downtown's viability depends on its ability to draw walking customers. From a Ketchum perspective, a transit hub would be an ideal way to get people to walk through the west side of town. Second Avenue is also closer to Hemingway and Atkinsons Park.

Every location has pros and cons. The consultant said transit centers work best when they're right next to the downtown action. Mountain Rides wants maximum visibility, more people on transit and less people in cars. Mountain Rides' basic route is Warm Springs through downtown Ketchum to Sun Valley and Elkhorn. Most Mountain Rides routes currently transfer on Main Street.

Most people in attendance at the recent workshop favored the concept of a transit hub. Some were opposed, and some were concerned about the loss of parking. Several offered alternative ideas. A couple was concerned about circulation. Supply trucks should be in the alley, not on the street. The Perch is very supportive. The owners of Helm Station are very supportive, and have suggested they would improve their sidewalks on Sun Valley Road.

Kemp said the transit hub was absolutely appropriate. He wanted to see site plans of proposed public street locations in other cities; and he wanted curb, gutter, sidewalks and lighting throughout Ketchum. Kemp thought a small in-town shuttle was vital.

URA Commissioners were hesitant to commit funds to the project until they get their increment from the County in July, and have met the URA bond reserve. Most Commissioners supported the project. Commissioner Jonas reiterated that the location should be reconsidered.

#### 5. "Walkability" Presentation

Ketchum Community Development Corporation Walkability representative Dale Bates and a team of 30 citizen volunteers are working toward making Ketchum the "most walkable resort town in America". People will not walk where the walking is unsafe and not beautiful. Ketchum doesn't have a parking problem; it has a walkability problem.

The Walkability Team's plan:

- Wayfinding and signage: Directional, historical, and locational signs for Fourth Street, Town Square, City Hall, etc., and every street in town will be part of an overall look, and provide an identity.
- Infrastructure: Sidewalk, features and solar-powered street lighting that meets Code and is dark-sky compliant.
- Downtown culture needs to be changed to enforce sidewalks cleared of snow and ice.
- Community effort, including funding: Ketchum Community Development Corporation is looking for funding from the City of Ketchum, private donors, and a community block grant.

Walkability is supported by the 2001 Comprehensive Plan, the Downtown Master Plan, the KURA and the KCDC. Ketchum citizens say the City should spend its money on community mobility. Walkability will promote Ketchum as a greener community, welcome more tourists and boost downtown vitality.

The team will put together a complete "wayfinding" plan for Ketchum's downtown core. Missing sidewalks and needed streetlights will be mapped. The immediate goal is to raise \$75,000 by the end of April, and have a pilot project by July.

Eshman said it was impossible to give someone directions around Ketchum. Walking around Ketchum in the winter or at night is dangerous. He supported the plan, but said the URA would not commit money until midsummer. Commissioners all rated walkability as a very high priority.

#### 6. Report from Secretary/Treasurer Sandra Cady

Secretary/Treasurer Sandra Cady updated the Commissioners regarding their questions and changes they had from the March 12<sup>th</sup> meeting:

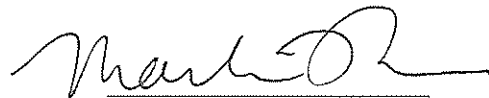
The Annual Report was updated with changes made at the March 12<sup>th</sup> meeting.

The Financial Report with Sub-Totals (attachment to the Annual Report) is being created at Caselle and will be available soon.

Explanations for: URA reimbursements to the City of Ketchum, Expenditure Line item-Professional Services, and the Fixed Asset Line Item-491 Sun Valley Road Remodel.

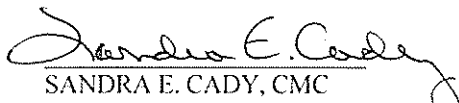
#### 7. Adjournment

Commissioner Trish Wilson moved to adjourn at 1:42pm. Motion seconded by Commissioner Curtis Kemp, and passed unanimously.



MARK ESHMAN,  
Chairman

ATTEST:



SANDRA E. CADY, CMC  
Secretary/Treasurer