



Special Meeting

~ Minutes ~

Monday, December 8, 2014

5:15 PM

Ketchum City Hall

Present: **Mark Eshman – Chairman (remote)**
 Trish Wilson – Vice Chairman
 Anne Corrock – Commissioner
 Tim Eagan – Commissioner
 Gary Lipton – Commissioner
 Baird Gourlay - Commissioner
 Jim Slanetz - Commissioner

Also Present: **Suzanne Frick – Executive Director**
 Stephanie Bonney - Attorney
 Lisa Enourato – Assistant to the Executive Director

1. CALL TO ORDER

Chairman Mark Eshman called the meeting to order at 5:15 p.m.

2. COMMUNICATIONS FROM STAFF

a. Contract with AEP Consulting for the digital signage project at the Visitor Center building – Lisa Enourato, Assistant to the Executive Director.

Lisa Enourato, Assistant to the Executive Director, introduced a revised proposal from AEP Consulting based on the Commission’s decision from their last meeting to start with four screens. Aaron Pearson, with AEP Consulting, has combined the digital tablet project with the networking upgrade.

Commissioner Jim Slanetz asked about the cost of technology upgrades. Mr. Pearson explained that it would cost approximately \$2,000 a screen and if there are eight monitors installed at once, per unit cost, money will be saved on wiring and overall infrastructure. The Commission discussed the estimation of unknown costs and discussed the importance of keeping the room with the new wiring and equipment cool as seen in the proposal.

Commissioner Anne Corrock inquired regarding the installation of a mural and they came to a consensus that the mural would need to be painted after the new monitors were installed. Commissioner Corrock expressed concern regarding the ability of patrons to manage the technology and if there is a need to bring in another company. Mr. Pearson indicated that it would not be necessary.

Mr. Pearson stated that an ongoing fee will be charged in the event that he is called for technical support, but he will provide a template to be used but not a design. He stated that if the contract was signed tonight he would do all he could to have the project completed before Christmas.

Chairman Mark Eshman expressed that he preferred to have the work completed prior to Christmas and inquired regarding what work had already been completed. Mr. Pearson responded that all work not requiring opening the walls had been completed. The amount of future work depends on what is found in the walls.

Executive Director, Suzanne Frick commented regarding advertising and explained that a letter could be sent to all Ketchum City businesses inviting them to participate in the program. The Commission discussed rates for advertising and decided that installation needs to happen before rates are solidified.

Mr. Pearson explained URA access and recommends the installation of a wireless bridge from city hall to the visitor center. However, this may be in conflict with the city's contract with Century Link. He recommended investing in a fiber optic system and stated that Century Link would charge \$500 for 20 MB a second. There might be an option using Syringa through the library; DSL or cable is a short term option. DSL would be cheaper to install because a wireless bridge would not be required. Fiber optics is the preferred option.

Commissioner Anne Corrock inquired regarding how sharing bandwidth would affect users. Mr. Pearson indicated that the information will be downloaded and not take as much internet. The bulk of the data for the advertising platform would be loaded on the driver and not use bandwidth.

Commissioner Anne Corrock motioned, to have the sitting chair sign this contract with AEP Consulting.

Commissioner Jim Slantez expressed concern about rushing the agreement and is more comfortable waiting until everything is worked out. Chairman Eshman suggested that Mr. Pearson work with staff on details and potential problems. He is fine with ordering the equipment. Mr. Pearson indicated that he could get the system installed on time. The Commission agreed that they would eventually go forward with the agreement but should wait until the 15th to make a final decision.

Suzanne Frick, Executive Director, explained that there are three components to consider:

1. Infrastructure that Mr. Pearson would install.
2. Internet connection that we don't currently have details on.
3. And who the advertisers would be?

The Commission discussed construction generally and coordinating their work with existing construction in the building.

The motion died due to lack of a second.

Vice Chairman Trish Wilson opened the meeting to public comment.

Jima Rice commented on the visitor center and asked about rental rates and market interest.

Vice Chairman Trish Wilson responded that they have talked to realtors who have interest, rental prices were discussed but nothing solidified. Restaurants showed interest in participating. She indicated that over a thousand people a day come into the visitor center building.

3. ADJOURNMENT.

Commissioner Anne Corrock motioned to adjourn at 6:01 p.m., Chairman Mark Eshman seconded, motion passed unanimously.

Mark Eshman
Chairman

ATTEST:

Sandra E. Cady
Secretary/Treasurer