

KETCHUM URBAN RENEWAL BOARD MEETING AGENDA

**Tuesday January 20, 2014, beginning at 3:00 p.m.
480 East Avenue, North, Ketchum, Idaho**



1. CALL TO ORDER
2. COMMUNICATIONS FROM THE BOARD OF COMMISSIONERS
 - a. Appointment of Chair and Vice Chair.
3. COMMUNICATIONS FROM STAFF
 - a. Resolution 15-URA1: Establishing dates for all regular Ketchum Urban Renewal Agency meetings for 2015 – Sandra Cady, Treasurer.
 - b. Discussion of selection of attorney – Suzanne Frick, Executive Director.
 - c. Proposed lease for digital tablets – Lisa Enourato, Assistant to Executive Director.
4. COMMUNICATIONS FROM THE PUBLIC
 - a. Communications from the public.
 - b. Presentation of Airbarn proposal in the City of Ketchum – Harry Griffith.
5. CONSENT CALENDAR
 - a. Approval of Minutes: October 20, 2014 and December 8, 2014.
 - b. Approval of Current Bills
6. ADJOURNMENT.

Any person needing special accommodations to participate in the above noticed meeting should contact the Ketchum Urban Renewal Agency prior to the meeting at (208) 726---3841.

This agenda is subject to revisions and additions. NOTE: 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 (208) 726---3841.

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Ketchum Urban Renewal Agency

P.O. Box 2315 Ketchum, ID 83340 (208) 726-3841 Fax: (208) 726-8234

January 20, 2015

Chairman and Board of Commissioners
City of Ketchum
Ketchum, Idaho

Chairman and Board of Commissioners:

Resolution Number 15-URA1 Establishing the Dates for all Regular Meetings for 2015 and January 2016

Introduction/History

Each year, pursuant to Idaho Code § 67-2343(1), the Ketchum Urban Renewal Agency establishes the regular meeting dates for the upcoming year.

Current Report

It has been determined that listing all regular meetings to be held in 2015 and January 2016 would be beneficial to the residents of and visitors to the City of Ketchum.

Attached is Resolution 15-URA1 for the Chairman and Board of Commissioners consideration.

Recommendation

I respectfully recommend that the Ketchum Urban Renewal Agency adopt Resolution Number 15-URA1.

Recommended Motion

"I move to approve Resolution Number 15-URA1, establishing the dates for the Regular Ketchum Urban Renewal Agency meetings for 2015 and January 2016."

Sincerely,

Sandra E. Cady
Secretary/Treasurer

RESOLUTION NUMBER 15-URA1

A RESOLUTION OF THE KETCHUM URBAN RENEWAL AGENCY, ESTABLISHING THE DATES FOR ALL REGULAR MEETINGS FOR 2015 AND JANUARY 2016.

WHEREAS, regular meetings of the Ketchum Urban Renewal Agency shall be held on the third Monday of each month at 3:00 p.m. at Ketchum City Hall unless such date is a holiday, in which the meeting shall be held on the following Tuesday; and

WHEREAS, pursuant to Idaho Code § 67-2343(1), any public agency that holds meetings at regular intervals of at least once per calendar month scheduled in advance over the course of the year may satisfy this meeting notice by giving meeting notices at least once each year of its regular meeting schedule; and

WHEREAS, the Board of the Ketchum Urban Renewal Agency has determined that listing all regular meetings to be held in 2015 and January 2016 would be beneficial to the residents of and visitors to the City of Ketchum.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF THE KETCHUM URBAN RENEWAL AGENCY that the regular meetings of the Ketchum Urban Renewal Agency for 2015 and January 2016 are as follows:

February 17, 2015 (Tuesday)	August 17, 2015
March 16, 2015	September 21, 2015
April 20, 2015	October 19, 2015
May 18, 2015	November 16, 2015
June 15, 2015	December 21, 2015
July 20, 2015	January 19, 2016 (Tuesday)

This Resolution will be in full force and effect upon its adoption this 20th day of January 2015.

KETCHUM URBAN RENWAL AGENCY
KETCHUM, IDAHO

Chairman

ATTEST:

Sandra E. Cady
Secretary/Treasurer

RESOLUTION NO 15-URA1



Ketchum Urban Renewal Agency

P.O. Box 2315 | 480 East Ave. N. | Ketchum, ID 83340

January 15, 2015

Chairman and Commissioners
Ketchum Urban Renewal Agency
Ketchum, Idaho

Chairman and URA Commissioners:

Digital Tablet Proposal and Draft Advertising Display Agreement

Introduction/History

Since Monday, July 21, 2014, when the Ketchum Urban Renewal Agency (KURA) approved a capital outlay budget item of \$40,000 for a digital tablet project, the Board has been considering the installation of eight (8) digital tablets at 491 Sun Valley Road, the Visitor Center. The tablets will be made available, for a fee, to businesses and non-profit organizations for advertising purposes. The Board has received proposals from Aaron Pearson, AEP Consulting, to provide and implement a multi-screen, interactive, scalable digital signage solution. AEP Consulting most recently provided a proposal based on the installation of four (4) digital tablets, upon the request by the Board, to reduce the initial cost. The Board would consider four (4) additional tablets once the advertising space was fully leased on the first phase of the project. At the KURA meeting on December 15, the Board requested a revised proposal to include options for internet service at the Visitor Center to support the digital tablet project. The revised proposal is attached.

The Board also requested staff to prepare a draft lease between the KURA and the advertiser. The draft lease is also attached.

Current Report

The Ketchum URA Digital Signage Proposal, dated January 14, 2015, includes the hardware and installation for four (4) digital tablets, networking upgrade and two options for internet service necessary to maintain connectivity to all devices in the Visitor Center and provide the public with free Wi-Fi internet access on the premises.

A draft Advertising Display Agreement is attached for your review.

Financial Requirement/Impact

The contract total is Twenty Nine Thousand, Six Hundred, Twenty Five Dollars (\$29,625.00), with the following ongoing costs:

Network Equipment Licensing:	\$1,720 every three years, beginning 2018
Software Licensing:	\$99 per display per year
Monthly Maintenance:	\$300 per month
New Advertiser Set Up Fee:	\$100 per new user

Internet Service:

Option 1 -	\$359 per month, 3-year term \$1,590 one-time cost for wireless bridge
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Option 2 -	\$228 per month \$100 one-time installation fee
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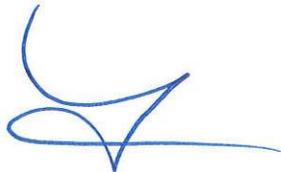
Recommendation

Staff respectfully recommends consideration of the revised proposal and draft lease agreement.

Recommended Motion

There is no recommended motion at this time.

Sincerely,



Lisa Enourato
Assistant to the Executive Director

Attachments

Advertising Display Agreement
DRAFT

This Advertising Display Agreement (“Agreement”) is made and entered into this _____ day of _____, 20__, by and between the Ketchum Urban Renewal Agency (“KURA”) and _____ (“Advertiser”), with reference to the following facts:

- A. The KURA is the owner of the Visitor Center building at 491 Sun Valley Road, Ketchum, Idaho 83340. The current tenants of the building are the Ketchum Urban Renewal Agency, Visit Sun Valley, Windermere Real Estate and Starbucks. The KURA has installed _____ digital advertising tablets (“Tablets”) on the north wall of its premises.
- B. Advertiser has reviewed advertising and promotional opportunities and desires to advertise on the Tablets.

Now, therefore, in consideration of the foregoing and for other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. **Contract Price and Location of Advertising Displays.** Advertiser shall pay to the KURA the sum of \$_____ per year (“Contract Price”) in two installments for the right to place advertising and promotional displays (“Advertising”) on one Tablet. The Advertising may not be placed in any other location inside or outside the premises. Advertiser has submitted preliminary advertising designs to appear on the Tablet, which may be altered prior to production at the discretion of the Owner. Owner hereby warrants and represents that such Advertising does not exceed the limitations in Section 3 of the Standard Terms.
2. **Term of Agreement.** Subject to Section 3 below, this Agreement becomes effective immediately upon full execution and delivery hereof. The “Commencement Date” shall be the first day of the Tablet’s ready status, presently estimated to begin service in early 2015. The “Initial Term” of this Agreement shall end on the first anniversary of the Commencement Date. The Advertiser and Owner shall mutually agree to renew this Agreement for an additional one (1) year term, which shall commence on the day following the expiration of the then current term.
3. **Termination.** The term of this agreement shall be effective as of the Commencement Date and shall terminate after one (1) year. At least thirty (30) days prior to the expiration of the then current term, Owner may notify Advertiser of its intent to terminate this Agreement. Should Owner so notify Advertiser, then Advertiser’s right to extend this Agreement shall immediately expire and terminate and the Agreement shall expire and terminate upon the expiration of the then current term. The Advertiser and Owner may terminate after six (6) months from the Commencement Date, without cause.

4. Contract Price Adjustment and Protection. Owner retains the right to adjust the Contract Price to fair market rates annually at renewal.
5. Non-exclusivity. This Agreement does not provide sponsorship or naming rights to any Tablet or areas of the Premises. Owner retains the right to review and approve any Advertising for any product so approved by the KURA on remaining Tablets. This Agreement does not convey any exclusive rights to advertising on the Tablets.
6. KURA Consent. In addition to Owner's approval of Advertising as set forth herein, Advertiser will need to consult with Owner's contractor, AEP Consulting, for training on the Tablets. Owner will assist Advertiser to obtain this consultation at the earliest available opportunity.
7. Conditions Precedent. The validity of this Agreement is conditioned upon and subject to the fulfillment of the following conditions precedent. Should the following conditions precedent not be timely fulfilled or waived in writing by Advertiser, this Agreement shall be null and void and neither party shall have any obligations of whatsoever nature to the other. That agreement is reached in writing between the Owner and Advertiser with respect to the Advertising to appear on the Tablet by not later than _____, provided the Advertising is submitted no later than _____. Advertiser is aware that Owner's approval of Advertiser's designs requires prior approval by Owner's Board of Commissioners.
8. Advertising Changes. Advertiser may change the image of advertising on the Tablet at any time and may promote any of its products thereon, at Advertiser's sole cost and expense. Advertiser may make any such changes only after receiving prior written approval from Owner, which approval shall not be unreasonably withheld or delayed.
9. Video Displays. Advertiser shall have the right to install one video/slideshow display on one Tablet. Owner and Advertiser shall make reasonable efforts to coordinate or integrate the Tablet displays with other Advertisers. At a minimum, Tablets will be active during regular business hours. Owner may choose to activate Tablets for longer periods of time at its own discretion. Advertisements will run continuously for the duration of the Agreement.
10. Standard Terms. The attached Standard Terms and Conditions to Advertising Display Agreement ("Standard Terms"), are hereby incorporated by reference and made a part hereof.

In witness whereof, the parties have entered into this Agreement on the date first written above.

KURA

Advertiser

Standard Terms and Conditions to Advertising Display Agreement

1. **Payment Terms.** Payment of the Contract Price for the Initial Term of this Agreement shall be divided into two (2) equal installments. The first installment shall be received by the Owner no later than the Commencement Date and the second installment thereafter shall be received by Owner no later than the first day of the second half of the term. The Contract Price for each additional term for which this Agreement is renewed shall be due on the same terms. The Advertiser's failure to make any payment required hereunder shall be a default of this Agreement and may result in immediate termination.
2. **Renewals.** Renewals shall be permitted as provided in Paragraph 3 of the Agreement.
3. **Approval of Advertising.** Owner retains discretion as to the suitability of all Advertising. No advertising of alcohol, tobacco or adult entertainment shall be permitted. All other product advertisement shall be reviewed and approved by Owner.
4. **Production and Removal Costs.** The Contract Price represents the total net payments to Owner for the advertising as set forth herein. The Contract Price does not include charges for New Advertiser Set Up Fee, sales, training, design assistance or any template customization.
5. **Interruptions and Alterations.** Any interruption of service caused by Owner shall not constitute a breach of the Agreement and Owner shall have the option of giving Advertiser an extension of term of service or pro-rata credit equal to the period of interruption.
6. **Power.** Owner will provide electrical power to Advertiser's Tablet.
7. **Duty to Maintain.** Advertiser shall be responsible to keep and maintain its advertising Tablet(s) in an aesthetically pleasing manner. Owner is responsible for cleaning the Tablet(s) regularly. Unless an emergency, Owner must notify Advertiser of all maintenance scheduled for Tablet(s) at least 48 hours in advance, regardless of the reason for the maintenance.
8. **Indemnification.**
 - a. **Indemnification by Advertiser.** Advertiser agrees to indemnify, defend and hold Owner, its officers, directors, employees and representatives forever harmless from and against all claims, demands, lawsuits, liability, loss, judgments or other expense (including, but not limited to, defense costs, expenses and reasonable attorney's fees) made or imposed upon Owner arising out of any allegations of damages to property, damages for libel, violation of the right of privacy, plagiarism, copyright infringement, and any other claims, that directly arise from the display of any Advertising installed by Advertiser on the Tablet(s) pursuant to this Agreement.

- b. Indemnification by Owner. Owner agrees to indemnify, defend and hold the Advertiser, its officers, directors, employees and representatives forever harmless from and against all claims, demands, lawsuits, liability, loss, judgments or other expense (including, but not limited to, defense costs, expenses and reasonable attorneys' fees) made or imposed upon the Advertiser arising out of any allegations of injuries to or death of persons, damages to property, and any other claims which do not arise out of the installation, removal or display of Advertising installed on the Tablet(s) pursuant to this Agreement or damage from the materials or equipment used for advertising.
- c. The parties, their respective officers, directors, employees, representatives and agents, shall not be liable for any damage or liability occurring by reason of the negligent act or omission, or intentional or willful misconduct of the other party, its officer, directors, employees, representatives or agents.

9. Default by Advertiser. In addition to other defaults set forth herein, Advertiser shall be in default if Advertiser fails to obtain Owner's approval of the advertising pursuant to Section 3 of the Standard Terms above or fails to fulfill any other part of this Agreement. Owner shall provide Advertiser a reasonably detailed written notice of default. Advertiser shall have 2 days from receipt of the notice to cure the default. If Advertiser has not cured the default within 3 days of notice, Owner may, at its sole option, terminate this Agreement, retain all sums of money paid by Advertiser to Owner or remove the Advertising.

10. Compliance with Law. The parties and this Agreement shall comply with all federal, state and local laws. If any clause, provision, section or part of this Agreement is ruled invalid by a court of competent jurisdiction, then the parties shall promptly meet and negotiate a substitute for such clause, provision, section or part, which shall, to the greatest extent legally permissible, effect the original intent of the parties, including an equitable adjustment to the Contract Price to account for any change in the amount or type of advertising resulting from such invalidated or offending portion.

11. General Terms. This document embodies the entire agreement between the parties and may not be amended, modified, altered or changed in any respect whatsoever except by a writing duly executed by the parties hereto. Advertiser represents and warrants to Owner that it has all corporate or entity approvals necessary to enter into this Agreement. Advertiser shall not assign or transfer Advertiser's rights or duties under this Agreement without the prior written consent of Owner, which consent shall not be unreasonably withheld. The waiver by either party of a breach of any provision of the Agreement by the other shall not operate or be construed as waiver of any subsequent breach by the party. Any notice given under this Agreement must be in writing and hand-delivered, faxed or sent by public mail to an address either party to the Agreement specifies in

writing to the other party. This Agreement is to be performed in, governed by and construed in accordance with the laws of the State of Idaho.



Aaron Pearson
AEP Consulting
PO Box 4193
Ketchum, ID 83340
858.232.3235
peroenserio@gmail.com

**Ketchum URA Digital Signage Proposal
January 14, 2015**

Opportunity

The Visitors Center presents a unique opportunity to the Ketchum/Sun Valley community at large, as well as to the Ketchum Urban Renewal Agency (KURA) which owns it. It presents a striking design statement and functions as a central meeting place for visitors and locals alike. It also represents an opportunity to connect local businesses with potential customers through advertising. To date this has been largely limited to paper brochures and the digital signage provided by Visit Sun Valley. This signage has considerable limitations due to its design and doesn't benefit the KURA.

As the Visitors Center is such a central and highly visited location, there are few places in the area more desirable to local businesses for advertising. Currently, nearly all advertising outlets in our community rotate on a weekly, monthly or quarterly basis, while providing access to a limited audience. Few have the capacity to be updated quickly with much level of control available to the end user once published. Further, the costs associated with these platforms can be prohibitively high.

The KURA can leverage the community's demand for access to the Visitors Center by providing an advertising platform within the building. Interactive digital signage will provide a unique and as-yet unexploited niche in the advertising spectrum locally. Further, it will enable advertisers to update their content as frequently as they wish while opening the door to interactive and rich-media content.

Scope of Work

To provide and implement a multi-screen, interactive, scalable digital signage solution in the Ketchum Visitors Center backed by an enterprise-class network infrastructure. The solution will utilize state-of-the-art Elo touch displays, BrightSign display drivers, and BrightSign Network, cloud-based management solution, to distribute content. Each display's driver will be capable of HTML5 interactive content, rich media, and touch interactivity. Each display will be rented to an individual advertiser who will be able to utilize the software platform proposed to update its content remotely at any time.

By default, a single template, developed as part of this proposal, will be provided with instructions for its use to each new advertiser. Each advertiser will have the capacity to update its content at any time, from any internet connection. If desired or necessary, further design, customization and interactivity will be available to customers on a consultation basis at additional cost from AEP Consulting or other providers.

Once the initial infrastructure is in place, the proposed solution is entirely scalable and extensible: adding additional screens and zones can be phased in as desired. The first phase of the project will include four 32-inch displays mounted and installed on the north wall of the west end of the Visitor's Center. Future phases can include the remainder of the west wall, the restroom wall, and later mounting on the insides of the windows. These phases can be funded in-part by the revenues generated from prior phases.

All network hardware and infrastructure will be terminated into an enclosed, locking rack in the attic office above the main floor. All network hardware and infrastructure specified for phase one will allow for scaling, expansion and future phases.

As the software solution is entirely cloud-based, all management can take place remotely. An ongoing management fee will be required to provide firmware and software updates, ensure uninterrupted content delivery, troubleshoot advertiser issues, and to resolve any hardware-related issues as they arise. Further, there will be a one-time, \$100 fee to set up all new advertisers.

Plan and Price Bid

Once a contract has been signed, phase one of the project will take roughly 3 weeks to complete, depending on scheduling and availability. Much of this time will be spent ordering and staging equipment, establishing the networking and software environments, developing the template, creating documentation and other set up tasks. Installation itself should require 3-4 days of access to the building to establish the cabling, rack, and install the box mounts, displays and drivers into the wall.

Network and 120V Electrical Wiring and Termination: \$3,350

- Cat 6 wiring to all display and Wireless Access Point locations. 120V AC outlets for all display locations and rack.

4 Touch Displays: Hardware, BrightSign Drivers, Mounting and Installation: \$11,632

- Four 32" Elo Interactive Digital Signage Display Touchscreens I 3201L. Full HD.
- Four BrightSign XD1030 Display Drivers
- 14" in-wall box mounts and armatures to allow for services and near-flat wall mounting
- Labor and materials to mount displays

Software Licensing: (\$99/display per year x 4) \$396

- BrightSign Network Licensing

Project Supervision: \$1,200

- All ordering, staging, product testing and installation supervision.

BrightSign Device and BrightSign Network Configuration: \$800

- Individual device networking, operating system and integration configuration.
- BrightSign Network cloud-service configuration and management.

Initial Template Design and Testing: \$800

- Establish, configure and test the default advertising template for end users including touch interactivity. Establish the procedure for utilizing the template and provide documentation for the template only.

Establish Design Standards and How-Tos: \$800

- Create a quick-start guide for new advertisers based on image and design standards.

Network Upgrade Hardware including 3-years of Enterprise Licensing: \$6,747

- Cisco Meraki MX60 Cloud Managed Security Appliance. This device will provide the firewalling between the Visitors Center's network and the world. It will also allow for application-level bandwidth control and filtering, preventing a public Wi-Fi user from taking up more than his or her fair share of the pie. As the device is cloud-managed, troubleshooting and configuration can be completed from any internet connection.
- Cisco Meraki MS220-24P Cloud Managed Layer 2 Switch. This enterprise-class networking device will provide gigabit ethernet connectivity to all networking devices and power to the access points and wireless bridge. As the device is cloud-managed, it can be accessed for troubleshooting and maintenance from any internet connection.
- Three Cisco Meraki MR18 Wi-Fi Access Points. These access points will be installed throughout the building in elevated positions to saturate the inside of the building with Wi-Fi signal.
- Includes the first 3 years of enterprise licensing (see ongoing costs).

21 RU Enclosed Rack, Rack Cooling Solution, UPS: \$3,000

- This will provide a secure, locked environment for all network cabling, infrastructure and networking equipment. The UPS (Uninterruptible Power Supply) will protect the network from brief power outages.
- The cooling solution is a small air-conditioning unit that attaches to the rack. As the upstairs area of the building can become very warm during summer afternoons, this is necessary to protect the networking gear from overheating.

Network Design, Configuration, Installation, Implementation: \$900

- Configuration of all networking equipment, installation and implementation.

Grand Total: \$29,625

Price does not include freight. As this project is a remodel, it may be necessary to create exploratory holes in the walls in the project area. This bid does not include any necessary or patching or patching of installation walls

Ongoing Costs:

Internet Service: In order to maintain connectivity to all devices in the Visitors Center and provide the public with free Wi-Fi internet access, the KURA will have to procure internet service. The KURA has two alternatives to consider in this regard.

Far Superior: CenturyLink Fiber-optic Internet: 20 Mb/s up and down, per month: \$359, 3-year term.

- Fiber-optic internet provided by CenturyLink, co-located at City Hall and transmitted to the Visitors Center via a wireless bridge. This represents a **massive** discount from CenturyLink (this service might normally retail for 3-4 times that amount). I can't recommend this option enough as it will provide the most consistent, stable, and future-proof solution available. Fiber-optic speeds are constant and guaranteed and can be scaled at any time.
- **The cost of the wireless bridge will cost \$1,590, only applicable to this option.**

Other Option: Cox Cable Internet: Up to 50 Mb/s down, 10 Mb/s up, per month: \$228

- Cable internet cannot compare to fiber-optics as it cannot guarantee speeds and provided a different speed down from up. The limited up speed may cause issues with some streaming services which advertisers may wish to use. There are lesser options, but this is the minimum level I would recommend to ensure sufficient bandwidth for advertisers.
- **\$100 Installation Fee**

Network Equipment Licensing: \$1,720 every three years, beginning 2018.

Software Licensing: BrightSign Network @ \$99 per display per year.

Monthly Maintenance: \$300 per month

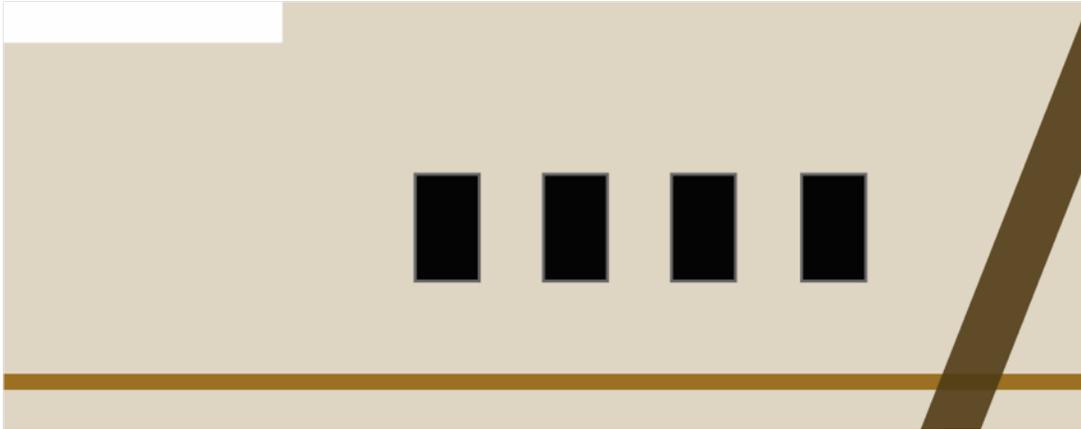
- All tech support inquiries will be handled by AEP including customer troubleshooting, all firmware and software updates, and hardware issues. This does not include sales, training, design assistance, or any template customization.

New Advertiser Set Up Fee: \$100 per new user

- This fee should be billed by the KURA to the client directly. This covers the establishment of the user in the BrightSign Network software, all documentation, template delivery and basic assistance in creating an initial advertisement. It does not include any design assistance, template customization, or on-site assistance.

Mockup of the Proposed Design

Four 32" displays:



Team

Aaron Pearson
Owner, Network Engineer
AEP Consulting

Aaron Pearson has more than 11 years experience in designing and deploying a wide range of IT and AV solutions in many contexts. Most recently, Aaron brought the Community Library into the 21st century and revolutionized every aspect of the organization's IT environment, digital education program and online offerings. In every project, Aaron seeks to find the solution that will meet and exceed expectations while providing the most user friendly experience possible. Aaron's skills extend into the aesthetic as well; he brings a strong graphic and web design abilities to the table. Further he is a professional artist with several solo shows under his belt.

Kyle Baysinger
Owner, Design & Sales
Maestro Technology Solutions

Kyle and Maestro will be the installation partner for this project. Kyle has been running Maestro since its inception in April 2005 and purchased the business from his partners in January 2009. Kyle took apart his first computer at age 11 and has been a professional in the technology industries since 1999. Working in the Wood River Valley in the custom electronics field since 2004, Kyle is a CEDIA & Control4 certified technician and is well-versed in industry standards for design and implementation of home and office technology solutions.

Agreement

By signing below, the Ketchum Urban Renewal Agency authorizes AEP Consulting to begin work on the project detailed above. Work completed by Maestro Technology Services will be billed by Maestro directly. All other work will be billed by AEP Consulting.

AEP Consuting will provide the design, equipment, and labor required to provide a complete and functioning system to the specifications & descriptions agreed upon in the documents, attached hereto and incorporated herein. Any costs not set forth in the specifications and descriptions, including, but not limited to electrical, drywall, painting, and mill work is specifically excluded from this contract.

Aaron Pearson

Owner

AEP Consulting

Signed: _____

KURA Representative

Name: _____

Title: _____

Signed: _____



Regular Meeting

~ Minutes ~

Monday, October 20, 2014

3:00 PM

Ketchum City Hall

Present: **Mark Eshman – Chairman**
 Anne Corrock – Commissioner
 Tim Eagan – Commissioner
 Gary Lipton – Commissioner
 Baird Gourlay - Commissioner
 Jim Slanetz – Commissioner

Absent: **Trish Wilson – Vice Chairman**

Also Present: **Suzanne Frick – Executive Director**
 Lisa Enourato – Assistant to the Executive Director

1. CALL TO ORDER

Chairman Mark Eshman called the meeting to order at 3:03 p.m.

2. COMMUNICATIONS FROM THE BOARD OF COMMISSIONERS

a. Communications from the Board of Commissioners.

Commissioner Anne Corrock would like the Smith video improved upon if it is going to be used for future industries, and include the incubator program and school information. Commissioner Corrock suggested Harry Griffith and Bob Crosby be consulted regarding the video as well.

Commissioner Gary Lipton said that he heard from Aaron Pearson regarding the video boards, and they are running two to three weeks behind on getting feedback from potential advertisers.

b. Wood River Valley Studio Tour regarding use of the Visitor Center – Gary Lipton,

Suzanne Hazlett, Wood River Valley Studio Tour, outlined the event, they would like to use the Visitor Center for a mosaic exhibit from July 2, 2015 – July 13, 2015.

c. Discussion of lease proposal for 491 Sun Valley Road property, Tim Eagan, Commissioner.

Commissioner Tim Eagan recommended proceeding with the Windermere Lease, and to work on the tablets as a separate issue.

Commissioner Baird Gourlay commented on the responses he had received from the businesses regarding the pricing on the screens.

Motion to direct staff to prepare a lease with Windermere and return to the KURA Board.

RESULT:	ADOPTED [Unanimous]
MOVER:	Gary Lipton, Commissioner
SECONDER:	Tim Eagan, Commissioner
AYES:	Eagan, Eshman, Corrock, Lipton, Gourlay, Slanetz

The board agreed to have a special meeting on November 3rd at 5:00 p.m.

3. COMMUNICATIONS FROM STAFF.**a. Discussion of URA priority projects for FY 2014-15 – Suzanne Frick, Executive Director.**

Suzanne Frick, Executive Director explained the purpose of the discussion, and went through the proposed projects. The budget includes several capital improvement projects including the visitor center screens, the city hall space and use study, the transit center ITD match, and about 310,000 for a variety of capital projects that have not yet been determined. Suzanne discussed the project at the dollhouse property, and the Olympic training facility airbarn human performance lab.

Chairman Mark Eshman does not want to rule out any possible sites for housing, and housing should be the number one priority.

Suzanne Frick explained the need for some focus in order to get projects accomplished. Staff will be open to potential ideas and projects and will bring them to the board, for now these are the projects they know of and can work on.

Commissioner Tim Eagan commented that he and Suzanne Frick are meeting with Phil Kushlan on the dollhouse property and they will get a better idea regarding the feasibility of the project.

The board concurred with the priorities that were presented.

Jon Duval, KCDC Executive Director, suggested a contract for services with the CDC for work on affordable housing. Jon Duval suggested a joint meeting with the KURA, the City Council, and the Ketchum CDC.

Commissioner Anne Corrock would like to see the lease before making a decision.

b. ICRMP Joint Powers Subscriber Agreement – Lisa Enourato, Assistant to the Executive Director.

Lisa Enourato, Assistant to the Executive Director, said the board needs to approve the ICRMP policy. Lisa went over the rate change, and what the policy covers.

Commissioner Tim Eagan requested that next year staff check into a provider in the private sector.

Motion to approve the policy

RESULT:	ADOPTED [Unanimous]
MOVER:	Tim Eagan, Commissioner
SECONDER:	B, Commissioner
AYES:	Eagan, Eshman, Corrock, Lipton, Gourlay, Slanetz

4. COMMUNICATIONS FROM THE PUBLIC.

a. Update on Transit Hub – Jason Miller, Mountain Rides Executive Director

Jason Miller, Mountain Rides Executive Director, provided an update on the transportation hub. The project will be rebid in February or March with construction in the spring. Jason provided an update on the easement agreement. The Mountain Rides board did not approve the \$300/month proposal from the KURA, and has suggested payment for the heater and the maintenance.

Chairman Mark Eshman does not think it should be on Mountain Rides to pay for the bathroom.

Commissioner Lipton said they are looking to cover depreciation on the doors and bricks that are outside. Maintenance and repair should be made more clear. There will be depreciation, and the KURA is going to be responsible for those repairs.

Jason Miller said there is an agreement for maintenance with the city for improvements in the city right of way.

Commissioner Gary Lipton wants to make it clear that they will not be paying for curb repairs.

Commissioner Baird Gourlay commented that as a business owner a bus stop in front of a business is a good thing. Part of the KURA mission is to make improvements to the community.

Chairman Mark Eshman proposed that we substitute the \$300 with \$100 and go forward with it.

Jason Miller suggested changing the language to cover the cost of the heater.

Commissioner Tim Eagan asked about the bids Mountain Rides had received for the project, he is concerned about getting the work done for what has been budgeted. Jason Miller said they will be looking at the scope and making changes.

5. CONSENT CALENDAR

Motion to approve the current bills.

RESULT:	ADOPTED [Unanimous]
MOVER:	Baird Gourlay, Commissioner
SECONDER:	Tim Eagan, Commissioner
AYES:	Eagan, Eshman, Corrock, Lipton, Gourlay, Slanetz

Commissioner Anne Corrock requested a YTD balance report to go along with the bills.

6. EXECUTIVE SESSION to discuss personnel pursuant to Idaho Code §§67-2345 1(b).

Motion to go into executive session to discuss personnel pursuant to Idaho Code §§67-2345 1(b).

RESULT:	ADOPTED [Unanimous]
MOVER:	Baird Gourlay, Commissioner
SECONDER:	Tim Eagan, Commissioner
AYES:	Eagan, Eshman, Corrock, Lipton, Gourlay, Slanetz

7. ADJOURNMENT.

Commissioner Baird Gourlay motioned to adjourn at 4:58 p.m., Commissioner Tim Eagan seconded, motion passed unanimously.

Baird Gourlay
Commissioner

ATTEST:

Sandra E. Cady
Secretary/Treasurer



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

Report Criteria:

Invoices with totals above \$0 included.
Paid and unpaid invoices included.
[Report].GL Account Number = "9610000000"- "9844109930"

Vendor Name	Invoice Number	Description	Net Invoice Amount
URBAN RENEWAL AGENCY			
URBAN RENEWAL EXPENDITURES			
98-4410-2505 HEALTH REIMBURSEMENT ACCT(HRA)			
NBS-NATIONAL BENEFIT SERVI	CP103715	HRA Fees	62.67
98-4410-4200 PROFESSIONAL SERVICES			
MOORE SMITH BUXTON & TUR	51742	J2289-01 - Urban Renewal Agency	51.19
NBS-NATIONAL BENEFIT SERVI	481111	Admin Fees	2.40
RAINMAKER, THE	5846	Blowouts	60.00
98-4410-5200 UTILITIES			
City of Ketchum	192-12/14	Acct. 192	754.65
City of Ketchum	514-12/14	Acct. 514	40.12
CLEAR CREEK DISPOSAL	856018	ACCT. 952418	443.51
IDAHO POWER	2202522062-12	ACCT. 2202522062	424.54
INTERMOUNTAIN GAS	116120003755-	acct. 11612000-375-5	336.69
SENTINEL FIRE & SECURITY, IN	186031	Quarterly Monitoring Fee	75.00
98-4410-5910 REPAIR & MAINT. - 491 SV RD			
ALLSTAR PROPERTY MANAGE	2014-11	Janitorial Services	416.00
ALLSTAR PROPERTY MANAGE	2014-12	Janitorial Services - December	416.00
BIG WOOD LANDSCAPE, INC.	2543	Snow Removal	347.00
City of Ketchum	12/31/14	Maintenance at 491 Sun Valley Road and Washington Avenue	675.66
City of Ketchum	123114	Maintenance at 491 Sun Valley Road	675.66
ESPINOZA ASSOCIATES FLOORI	CG103363	Carpet	1,041.91
GEM STATE PAPER & SUPPLY	903132-00	Supplies	92.10
GEM STATE PAPER & SUPPLY	904606-00	Supplies	133.08
SWEET'S SEPTIC TANK AND	78080	Service	200.00
US BANK	12/26/14	KURA Christmas Wreaths	47.67
US BANK	12/26/14	Home Depot	13.75
98-4410-8801 REIMBURSE CITY GENERAL FUND			
City of Ketchum	113014	Reimbursement for Administrative Expenses - November 2014	2,155.93
City of Ketchum	113014	Reimbursement for Salaries - November 2014	3,061.48
City of Ketchum	113014	Reimbursement for Benefits - November 2014	1,359.32
Total URBAN RENEWAL EXPENDITURES:			12,886.33
Total URBAN RENEWAL AGENCY:			12,886.33
Grand Totals:			12,886.33