



Tuesday, August 26, 2014

3:00 PM

Ketchum City Hall

Present: Trish Wilson – Vice Chairman
Anne Corrock – Commissioner
Tim Eagan – Commissioner
Gary Lipton – Commissioner
Baird Gourlay - Commissioner
Jim Slanetz - Commissioner

Absent: Mark Eshman - Chairman

Also Present: Suzanne Frick – Executive Director
Stephanie Bonney - Attorney
Sandra Cady – Secretary/Treasurer
Lisa Enourato – Assistant to the Executive Director
Katie Carnduff – Administrative Clerk

1. CALL TO ORDER

Vice Chairman Trish Wilson called the meeting to order at 3:02 p.m.

2. COMMUNICATIONS FROM THE BOARD OF COMMISSIONERS.

a. Discussion regarding the Visitor Center, Tablet Proposal and Potential Building Projects – Gary Lipton, Commissioner.

Commissioner Lipton presented some information regarding housing projects, and has been planning on presenting a potential building project on Leadville, but it is not feasible at this time.

Aaron Pearson presented the tablet proposal at 491 Sun Valley Road. There are two proposals, one is for the digital signage project and one is for a network environment and effective internet to the building. This presents an opportunity for the KURA to provide free public wi-fi in that space. Aaron is proposing to work with the City to use their broadband capacity. Effective internet access must happen for the digital signage project to work.

The purpose of the digital signage project is to provide a digital platform to whoever would wish to rent it out. The model is a 1-1 relationship, 1 advertiser per screen. He has two proposals, one is for eight screens and one is for 16. He is proposing eight 32 inch screens or sixteen - nineteen inch displays. They are touch screens and allow for interactivity. They would be controlled by a cloud based management platform. Aaron would provide the maintenance and the KURA would handle sales. The screens would provide businesses an opportunity to be in the visitor center. Aaron believes the larger screens provide a bigger impact. Aaron will provide a template for the advertisers to use, which can be customized for additional fees.

Commissioner Lipton suggested putting up eight screens and charging a fee for each screen. Commissioner Lipton also thinks they should keep the 6 TV screens and use them for other advertising opportunities. Commissioner Lipton orientated the board on where the screens would be located in the building. He thinks they should charge \$300 a month for the bigger screens. He would also like to hire someone to sit in the building for a month and do a headcount for marketing purposes.

Vice Chairman Wilson thinks it is great idea with great potential, she commented that they should

consider renting to an entire real estate firm rather than only agents. Commissioner Corrock commented that it is important to market the screens to other businesses and shouldn't price those businesses out. Vice Chairman Wilson believes they need some feedback from the businesses. Commissioner Eagan suggested that they set up a different pricing structure depending on the type of business. Commissioner Slanetz asked if the screens could be divided. Aaron said each screen could be split into multiple zones, it would need to be carefully designed and updating the content would be much more complicated, but it is possible. Aaron clarified that there will not be any sound associated with the screens.

Commissioner Lipton clarified that the screens will not interfere with any of the architectural elements of the building.

Commissioner Gourlay commented that they would need to hire someone to do sales, and they will need a cost estimate of what that would cost. Commissioner Gourlay suggested looking at this from a budget standpoint – initially it looks like the cost is 40,000 with 2,000 a year on top of that. Aaron said the networking is for the building only and does not include the outdoor space. Aaron clarified that the lifespan of the screens are 5-10 years. There will not be servers in the building, it is cloud based system. The software cost is \$99 per screen per year. Aaron will put in a power management system. City Attorney Stephanie Bonney said as owner of the building they are probably covered for insurance, but they should double check on it.

Commissioner Gourlay commented that more than 8 screens will cause diminishing returns.

Commissioner Eagan requested a firm bid from Aaron before the board votes on the issue. Aaron agreed to provide a formal bid at the next board meeting.

Suzanne Frick, Executive Director, clarified the cost of the project, and suggested the board discuss where the funding would be coming from. Vice Chairman Wilson requested more information on selling and pricing.

Tim Simones commented on the proposed project.

Aaron clarified the ongoing costs are about \$11,000 a year. Commissioner Corrock commented that there would be additional costs for a sales person and cleaning of the screens. Commissioner Gourlay suggested a door counter rather than hiring someone to count people coming in the door.

Commissioner Eagan said he could do an inquiry by sending an email on the MLS to determine if there is interest. Commissioner Corrock was concerned with pricing, and would not want to price to high and end up having to lower the price.

3. PUBLIC HEARINGS.

- a. **Resolution 14-URA3 – A resolution of the Board of Commissioners of the Ketchum Urban Renewal Agency of Ketchum, Idaho, to be termed “The Annual Appropriation Resolution”, appropriating sums of money authorized by law and deemed necessary to defray all expenses and liabilities of the Urban Renewal Agency, for the fiscal year commencing on October 1, 2014 and ending September 30, 2015, for all general, special and corporate purposes..**

Sandy Cady, Treasurer presented the resolution to the board.

Vice Chairman Wilson opened to public comment, and there were no comments from the public.

Motion to approve Resolution 14-URA3.

RESULT: APPROVED (Unanimously)
MOVER: Gary Lipton, Commissioner
SECONDER: Tim Eagan, Commissioner
AYES: Anne Corrock, Tim Eagan, Baird Gourlay, Gary Lipton, Jim Slanetz, Trish Wilson.
ABSENT: Mark Eshman, Chairman

4. COMMUNICATIONS FROM THE PUBLIC.

a. **Transit Hub Project – Easement and Use Agreement between Mountain Rides and Ketchum Urban Renewal Agency – Jason Miller, Mountain Rides Executive Director.**

Commissioner Eagan sent an email to Jason listing the things the board wants included in the agreement including rent, cams, electric meter, five year term, liability insurance and signage. Jason Miller responded that Mountain Rides will not pay rent and they would be okay with a 10 year lease. The remaining issue is the power and the additional expense of having a bus shelter on the property. Commissioner Eagan commented that putting a separate meter in for the shelter would cost \$20,000-\$30,000. A sub-meter would have to be read the same day as Idaho Power reads their meter which Commissioner Eagan felt would be difficult for staff, and thinks the best option is to come up with a fair reimbursement on the power. Commissioner Eagan also commented on the maintenance load according to numbers the board had received from the parks and recreation department. Commissioner Gourlay commented that the numbers are blown out of proportion, and does not think Mountain Rides should have to pay accordingly. Commissioner Lipton said that his intent with discussing rent was that there will be wear and tear to the building. It does not have to be called rent, but there is usage of building from travelers on the bus. Commissioner Eagan suggested Mountain Rides pay something in the 400-500 dollar range for expenses. Commissioner Gourlay said he would only want to charge for electricity. Commissioner Wilson proposed a six month agreement for \$300 including the power.

Commissioner Gourlay felt that \$3,000 per annum be the max that they would charge them. He thinks the impacts are minimal. Commissioner Slanetz said he is of a similar mindset, and is not opposed to the \$300 a month to cover some of the expenses. Commissioner Corrock asked what Starbucks pays for their lease of the exterior portion of the building. Lisa Enourato, Assistant to the Executive Director said Starbucks pays \$0.60/square foot. Commissioner Corrock suggested going with 0.60/square foot plus electricity for Mountain Rides.

Motion to set the contract at \$300 a year to include electricity.

RESULT: APPROVED (5-1-1)
MOVER: Trish Wilson, Vice Chairman
SECONDER: Baird Gourlay, Commissioner
AYES: Anne Corrock, Baird Gourlay, Jim Slanetz, Trish Wilson, Gary Lipton.
NAYES: Tim Eagan
ABSENT: Mark Eshman

Motion to approve the easement and use agreement between Mountain Rides and the Ketchum Urban Renewal Agency with the additional provision of expense reimbursement of \$300 a month to reimburse the URA for the cost of utilities and maintenance including use of the easement and power to be reviewed each year.

RESULT: APPROVED (UNANIMOUS)
MOVER: Baird Gourlay, Commissioner
SECONDER: Jim Slanetz, Commissioner
AYES: Anne Corrock, Baird Gourlay, Jim Slanetz, Trish Wilson, Gary Lipton, Tim Eagan
ABSENT: Mark Eshman

5. **Approval of current bills.***Motion to approve the current bills.*

RESULT: APPROVED (UNANIMOUS)
MOVER: Baird Gourlay, Commissioner
SECONDER: Tim Eagan, Commissioner
AYES: Anne Corrock, Tim Eagan, Baird Gourlay, Jim Slanetz, Trish Wilson, Gary Lipton.
ABSENT: Mark Eshman

6. **EXECUTIVE SESSION to discuss Litigation pursuant to Idaho Code §§67-2345 1(f).***Motion to go into executive session pursuant to Litigation, Idaho Code §§67-2345 1(f).*

RESULT: APPROVED [UNANIMOUS]
MOVER: Baird Gourlay, Commissioner
SECONDER: Jim Slanetz, Commissioner
AYES: Anne Corrock, Tim Eagan, Baird Gourlay, Jim Slanetz, Trish Wilson, Gary Lipton.
ABSENT: Mark Eshman

The board came out of Executive Session at 5:02 p.m.

Commissioner Gourlay left the meeting at 5:04 p.m.

The board discussed the lease proposal from Windermere for 491 Sun Valley Road upstairs space. Lisa Enourato, Assistant to the Executive Director, said the proposed rent price was \$800 all-inclusive for 290 usable square feet.

The board discussed if there was an issue of competition on the TV screens for real estate and coffee shops. The board discussed different ways to communicate the tablet advertising opportunities to the public including use of the MLS email and the City Newsletter.

Lisa Enourato asked for clarification of the decision regarding Tory Taglio's request to rent the downstairs space to show his photography. The board agreed to wait until they have made a decision regarding the screens.

7. **ADJOURNMENT.**

Vice Chairman Trish Wilson motioned to adjourn at 5:16 p.m., Commissioner Tim Eagan seconded, the motion passed unanimously.



Trish Wilson
Vice Chairman

ATTEST:



Sandra E. Cady
Secretary/Treasurer