



**SPECIAL CITY COUNCIL MEETING OF THE CITY OF KETCHUM, IDAHO**  
**Friday, April 10, 2015, beginning at 2:00 p.m.**  
**The Community Library**  
**415 Spruce Avenue, Ketchum, Idaho**

**A special meeting between the City of Ketchum and Visit Sun Valley to discuss issues identified below and any other issues associated with the budget and work performed by Visit Sun Valley.**

1. Marketing Strategy
  - a. Who determines the marketing strategy
  - b. Who does the creative work to implement the marketing strategy.
  - c. Why is digital better than print or other mediums. What process is in place to evaluate and determine the best method for placement.
  - d. What is the present marketing campaign for this year, has one been developed for next year.
2. Working Relationships
  - a. What services or marketing is provided for local businesses by VSV.
  - b. How does the visitor center operate, how does a business get placement there, and what is the long range strategy for operating the center.
  - c. How does VSV interact with the State Tourism Board. What is VSV doing to compete for State funding generated from Region 7, why is there no Region 7 Travel Organization and what collaboration is taking place among all the Region 7 cities.
  - d. Sun Valley Resort—what is their role in developing the marketing strategy, what funding do they provide, what role do they play with VSV.
3. Budget
  - a. Break down of budget, overall expenditures and itemize how the city funding (450k and 1% LOT funding) is specifically being spent.
4. Events
  - a. What is the event strategy VSV is following, who decides what events get in-kind or direct marketing support.
  - b. What events are being supported with in-kind, direct funding or marketing efforts.
  - c. What is the amount of funding or in-kind support for the events supported by VSV.
5. Public Comment

If you need special accommodations, please contact the City of Ketchum in advance of the meeting.

This agenda is subject to revisions and additions. 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 by calling 726-3841.

Your participation and input is greatly appreciated. We would like to make this as easy as possible and familiarize you with the process. If you plan to speak, please follow the protocol below.

- Please come to the podium to speak.
- Stand approximately 4-6 inches from the microphone for best results in recording your comments.
- Begin by stating your name.
- Please avoid answering questions from audience members. All questions should come from City officials.
- Public comments will be limited by a time determined by the Mayor.
- You may not give your time to another speaker.
- If you plan to show a slide presentation or video, please provide a copy to the City Clerk by 5:00 p.m. on the meeting date.

Please note that all people may speak at public hearings.

Public comment on other agenda items is at the discretion of the Mayor and City Council.

Public comments may also be sent via email to [participate@ketchumidaho.org](mailto:participate@ketchumidaho.org)

Visit [www.ketchumidaho.org](http://www.ketchumidaho.org) and sign up for notifications on agendas, meeting packets, dates and more.

Like us on [Facebook](#) and follow us on [Twitter](#).

Thank you for your participation.

We look forward to hearing from you!