

**City of Stanley  
Regular Council Meeting Minutes  
April 9, 2015**

**IN ATTENDANCE FOR THE CITY:**

Mayor Herb Mumford, Council President Steve Botti, Councilmember Laurii Gadwa, Councilmember Lem Sentz, City Clerk/Treasurer Cari Tassano, police officer Ron Pumphrey, and maintenance personnel Greg Wallace. Councilmember Melinda Hadzor was not present.

**OTHER ATTENDEES:**

Sandy Atwood, Charlie Thompson, Gary Gadwa, Allison Beechert, Russell Clark, Mandy Clark, Jeff Welker, CJ Sherlock, and Jane McCoy

**CALL TO ORDER:**

The meeting is called to order by Mayor Mumford at 6:10 p.m.

**AGENDA AMENDMENTS:**

None

**MAYOR COMMENTS:**

Mayor Mumford reminded the Council that communication that need to be acknowledged by the city needs to be sent to the City Clerk to manage the correspondence. Mayor Mumford supplied to the City Council a notice of proposed action from the FS of recreation panning on the Salmon River 25 miles east of Stanley, ID on the Warm Springs Placer unpatented mining claim, file code 2810; 1950. He would like the Council to respond with any comments. The main concern the Mayor sees would be the use of generators and the continuous noise disturbance for the rafters, he would like to see electrical hook-ups supplied by Salmon River Electric to power these operations. The Mayor clarified that later, on the agenda, the council will be giving an update on the meeting with Wood River Land Trust regarding the purchase of "Valley Creek Preserve" and implementing a management plan. He explained that until a management plan is in place we would not be ready to talk in depth about possible concerns.

**COUNCIL COMMENTS:**

Council President Botti noted that as of this date the Boise State Public Radio transmitter is still not fixed.

**CITIZEN PARTICIPATION:**

Jeff Welker: was prepared to talk about concerns he had with the Wood River Land Trust acquisition, but realized this is not the appropriate time, but he did send the City Clerk an email about some of his concerns that the City Clerk has forwarded to all the Councilmembers. Mayor Mumford thanked Welker for sending the email and reassured him that the Council will be happy to address all his concerns once the management plan is in place.

**COUNCIL ACTION ITEM LIST:**

None

**CONSENT AGENDA/MEETING MINUTES:**

March 12, 2015 Council Meeting and March 18, 2015 Special Meeting and the Payment approval Report. Council President Botti noted corrections to be made on the March 12, 2015 minutes, the City Clerk noted corrections. Council President Botti made a motion to approve consent agenda. Councilmember Sentsz seconds. All approve. Motion passes.

**LAW ENFORCEMENT:**

Custer County Sherriff's Report was noted by the City Council.

**PIONEER PARK:**

Status of Ice Rink Grant Proposal: Council President Botti made a presentation to the Idaho State Parks on the 31<sup>st</sup> of March for our grant request for the Ice Rink. He asked Doug Plass to attend the meeting to answer any ice related questions. He feels the presentation went very well; as of this date there has been no decision on who the grant will be awarded to. Mayor Mumford thanked Botti for all his hard work and Doug Plass for helping with the meeting.

Bike & Build Request for use of the Park on Wednesday, July 22, 2015:

Councilmember Gadwa made a motion to approve Bike & Build's request for use of the park as long as it is the same as years past and there is not a significant increase in riders. Councilmember Sentsz seconds. All approve. Motion passes.

**STREETS AND ROADS:**

Opening of the sealed bids for the Summer Street and Roads 2015. The City Clerk gave Mayor Mumford two sealed bids. The 1st bid was from Ditch Maintenance Services to clean and repair all ditches and culverts in the fall prior to freezing (item 4 of our requested bid), out of Chehalis WA, rate is \$208.00 per hour. The 2nd bid was from Stanley Construction for work to be completed May 1 – Sept 30, for the full scope of work @ \$115.00 per hour for equipment and operator, water truck and operator \$100.00 an hour, \$40.00 an hour for additional labor, and dust control \$7,500.00. Council President Botti made a motion to accept Stanley Construction's bid. Councilmember Gadwa seconds. All approve. Motion passes.

**AD HOC COMMITTEES:**

CEDA: no new developments, they will be meeting again on April 21, 2015.

Cemetery: at some point we will need to update our cemetery ordinance to possibly refer to the State requirements as to the depth of each plot. A letter was sent out by the City requesting a plot to be leveled after interment took place in 2012. Gadwa was notified that this plot will be leveled out this spring.

Code Review: code review is almost completed. We will have all necessary parties review the current draft and we should have an updated draft to review at the May 14, 2015 meeting.

Sawtooth Interpretive & Historical Association: renovation work is currently going on at the museum and is expected to be completed by the end of May. All summer employees are hired. Will be pressure washing and installing a 3x3 information sign up at the Shaw Cabin.

Groomer: Groomer is put away for the winter.

Chamber of Commerce: Charlie submitted a detail list of all the marketing narratives in 2014 and some of 2015. Charlie gave verbal comments on some of the highlights. The Council commented how they appreciated having it in writing and thanked Charlie and would like to see more of this in the future. Charlie would like to see the option tax split out for lodging so the Chamber can monitor their advertising better.

**OLD BUSINESS/NEW BUSINESS:**

Management Plan for the Wood River Land Trust: Council President Botti supplied a written recap of the meeting on March 30, 2015. He noted that this is the first step to a management plan and gave a brief summary of some of the highlights.

Recycled Asphalt:

Mayor Mumford commented that we have used recycled asphalt in the past on Airport Road and it has been quite successful; it usually lasts for a couple of years. So he is now looking to do this again. He has been speaking with Knife River to purchase milled recycled asphalt, and has also contacted Valley Paving but has not had the opportunity to speak with them yet. Mayor Mumford pointed out due to the light winter we saved about 7,000 in the winter streets and roads fund and he would like to apply these funds to be used for recycled asphalt. Mayor Mumford will work with these two contractors if the Council is agreeable to this idea. Councilmember Gadwa makes a motion to proceed with the recycled asphalt project as long as we can stay within our budget. Councilmember Sentz seconds. All approve. Motion passes.

Camping on Mountain Village Property throughout the summer of 2015:

According to Russell Clark this would be a trial for this year to see how it goes, there will be 10 designated camping spots, camping will be allowed on Friday & Saturday nights only. Some of the rules and regulations they will impose are: no campfires, no loud noises from 10:00 p.m. to 7:00 a.m., and no bright lights during night hours. The group discussed business licenses will need to clarify if businesses have camping privileges. Councilmember Gadwa moves to accept the camping proposal as discussed. Councilmember Sentz seconds. All approve. Motion passes.

CTCI Modification to the Tree Tower: CTCI will be modifying our tree tower for

quality of service, they will be adding an additional antenna to each sector. Councilmember Gadwa made a motion to approve modification to the tree tower. Council President Botti seconds. All approve. Motion passes.

Option Tax Financial Support Request by Stanley Sawtooth Chamber of Commerce:

Council President Botti makes a motion to accept request. Councilmember Sentz seconds. All approve. Motion passes.

Special Use Permit – RV – Temporary Housing: Russell Clark has submitted a request

for temporary housing from 5/1/15 – 11-1-15, after clarifying the location, Councilmember Gadwa made a motion to accept temporary housing request as stated. Council President Botti seconds. All approve. Motion passes.

**BUILDING PERMITS APPROVED BY CITY CLERK**

None

**BUILDING PERMITS/CITY COUNCIL APPROVAL:**

None

**CITY CLERK REPORT:** (City Clerk/Treasurer Cari Tassano)

City Clerk would like approval to schedule the Budget Hearing Date for Thursday, August 13, 2015. Councilmember Gadwa made a motion to approve 8-13-2015 for the Budget Hearing date for FY15-16. Councilmember Sentz seconds. All approve. Motion passes.

Council Meeting in May will be on 5/14/2015.

**EXECUTIVE SESSION:**

Councilmember Gadwa makes a motion to go into Executive Session as per Idaho Code 67-2345 (c) at 7:30 p.m. Council President Botti seconds. Roll call vote was taken by City Clerk: Council President Botti – Aye; Councilmember Gadwa – Aye; and Councilmember Sentz – Aye. All approve. Motion passes.

The Council took a quick break and returned at 7:36 p.m., and went directly into executive session.

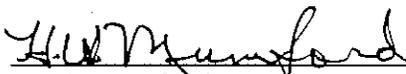
Councilmember Gadwa moves to adjourn executive session and go into regular session at 8:05 p.m. Council president Botti seconds. Roll call vote was taken by City Clerk: Council President Botti – Aye; Councilmember Gadwa – Aye; and Councilmember Sentz – Aye.

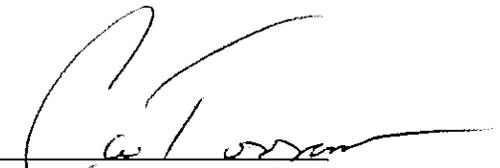
**REGULAR SESSION:**

Councilmember Gadwa makes a motion for the Mayor to pursue negotiating a contract with an employee. Council President Botti seconds. All approve. Motion passes.

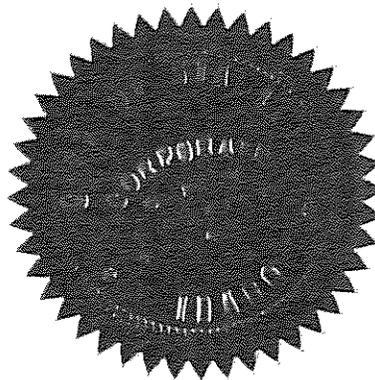
**ADJOURNMENT:**

Mayor Mumford adjourns the meeting at 8:07 p.m.

  
\_\_\_\_\_  
Herb Mumford, Mayor

ATTEST:   
\_\_\_\_\_  
Cari Tassano, City Clerk

Noted attachments follow:  
Chamber's marketing compilation  
Wood River Land Trust meeting notes



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## Valley Creek Preserve

Discussion by Wood River Land Trust

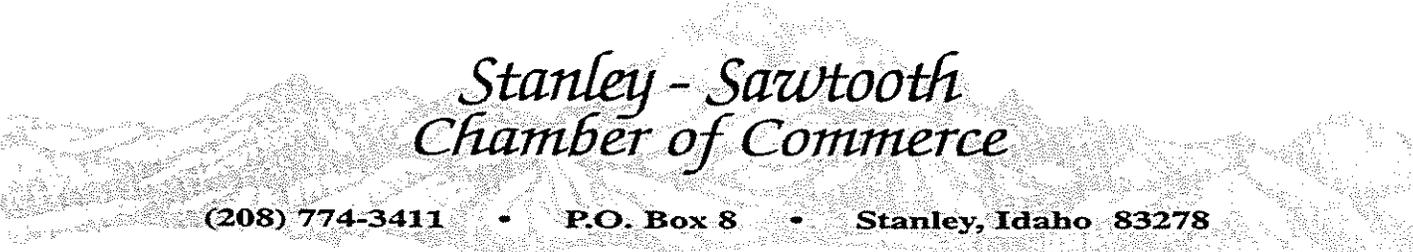
03/30/15

- Primary purpose of purchase is salmon habitat protection.
- Management plan needs to address the types of access and development that would be compatible with that protection.
- WRLT has partnered with communities in Bellevue and Hailey for the management and access to other preserves.
- WRLT wants to balance private and public interest, opening portions to public, while recognizing the private residential area next to public areas.
- WRLT views City of Stanley, SIHA, Forest Service, Idaho Fish and Game, and local home and land owners as logical partners for the management of this preserve.
- City of Stanley is interested in partnering with the WRLT to develop a management plan to protect the property in perpetuity.
- There is fishing access now and a fishing easement on south side of creek east of bridge on Valley Creek Road.
- This easement needs better signage in to let people know where access is.
- Need further discussion about appropriate fishing access for the property.
- Parking for fishing access is limited at Valley Creek Road bridge. Difficult to add parking at this site.
- Need to consult with Fish & Game to see what they think access should be.
- Fish and Game ranked this property high on project priority list because of opportunities for education and public areas.
- Fish & Game representative shared interest in becoming partner in developing public access amenities.
- A partnership with the Forest Service to provide public access on would be desirable.
- Concern raised about camping in the riparian area next to Valley Ck and how to approach that.

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- Some participants expressed a desire to walk and fish and recreate and have access to the property by boardwalk.
- The issue of whether people should be encouraged to bike on the residential road needs further discussion.
- WRLT has interest in seeing hot springs open to public.
- Perhaps system where hot springs could be rented, possible fee charge for management, mostly making resource available to people but not open 24/7
- Idaho Dept. of Environmental Health has regulations for public swimming pools involving bathrooms, liability, parking, security, dressing rooms, etc. that might have to be considered.
- WRLT will not open hot springs until a management plan is in place.
- WRLT may explore private rather than public access.
- The possibility of a geothermal greenhouse may be explored.
- WRLT is open to providing amenities that are practical and would provide educational opportunities, e.g. boardwalk in wetlands.
- Enhancements to public access and educational use may be an asset to community and get people to stop as visitor attraction.
- There is concern that enhanced public access may lead to damage and increased maintenance on Valley Creek Road.
- WRLT is interested in obtaining assuring a continuing source of funds for ongoing maintenance and stewardship of the property.
- The timeline for a management plan is unknown, however there is hope to have something interim in place before summer.
- Custer County has a limited tax base due to large amount of federal land. Would not like to see more land removed from tax base. WRLT will continue to pay taxes on property.

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# Stanley - Sawtooth Chamber of Commerce

(208) 774-3411 • P.O. Box 8 • Stanley, Idaho 83278

April 10, 2015

Dear Members,

The Stanley-Sawtooth Board of Directors would like to take this opportunity to thank you for your membership in the Chamber and the confidence you have shown in this Board. This letter contains the Chamber's marketing compilation for 2014. We would appreciate hearing from you to let us know what other marketing paths, if any, you feel would help your individual business and other Stanley businesses to prosper.

## 2014 Marketing Narrative

In January of 2014, the Idaho State Travel Guide was published, with a beautiful photo taken above Valley Creek with the Sawtooths in the background.

The Chamber worked with the Winterfest committee on various marketing projects for the event, and produced an ad for event. All winter events were added to regional calendars and press releases were sent out to regional newspapers and television media. The Chamber partnered with the Sun Valley Nordic Festival with a Sawtooth Valley day that included three new events.

The 2014 Business Directory and Map were updated and printed. These are included in all requests for information received by the Chamber and are distributed to visitors from both inside and outside racks at the Visitor Center.

The In-Room Guest Directory ad was placed. This directory is distributed to and used by all of the hotels in the Wood River Valley and continues to bring exposure for Stanley to WRV visitors.

In April of 2014, the Chamber became a member of the Adventure Cycling Association. A banner ad was designed for placement on the ACA website, primarily due to ACA's publication of Idaho Hot Springs Mountain Bike Route maps, on which Stanley is marked for its hot springs. Over the 2014 year, ACA became the 2<sup>nd</sup> largest referral source to the Chamber website.

During 2014 the Chamber increased the number of posters designed/printed/distributed regionally. These posters pictured Stanley businesses, events, landscape, etc.

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Email: [info@stanleycc.org](mailto:info@stanleycc.org) • Website: [www.stanleycc.org](http://www.stanleycc.org).

The Central Idaho Guide, put out by the Challis Messenger, was another repeat marketing ad. This year was a full page, covering activities available. The Chamber distributed a number of the Guides and also had them available in the Visitor Center.

In June, 2014, the Chamber began a series of co-op ads in the Boise Weekly. The top of the ad was a Chamber ad for either an event or a season and the bottom half was divided into three co-op business ads. This was a great success in terms of business participation and also bringing in regional tourists.

Also in June, 2014, the Chamber hired a public relations contractor. This contractor has created and distributed numerous scheduled campaign press releases promoting the area and events for visiting and recreation. These press releases are sent to the tourism and travel industry, magazines, websites, blogs, and other media entities. This includes all print, radio, and television for Inter Mountain West (Idaho, Wyoming, Montana, Utah and part of California, Washington, and Oregon, as well as all travel, vacation and other tourist promotion entities throughout the West and the nation. Media blasts were also sent to major city papers, such as NY Times, San Francisco Chronicle, LA Times, etc. The majority of the Stanley articles you may have seen generated by our regional new media (Times-News, Idaho Statesman, etc.) were from the press releases sent by our contractor.

A state sponsored co-op ad in the "*Idaho Edition*" of Horizon Air magazine, was designed and placed in October. This Idaho Edition is put out each year by Horizon Air to encourage passengers to both visit Idaho locations shown and written about in the magazine and to contact its advertisers' websites for further information. This was a 2/3 page ad of all seasons' activities in the area.

Music from Stanley, which was recorded at Redfish, Smiley Creek, and the Sawtooth Hotel during the summer of 2013, began running on Boise Public Radio. There were 12 shows airing on 11 stations until January 10, 2015.

An ad was placed in BigLife magazine's December, January, February issue for distribution in Sun Valley, Park City and Jackson Hole. An editorial on winter events in Stanley was also included in this magazine.

Social media content and photos were posted regularly throughout the year and included business promotions, music, shared articles, history, photography, event reminders, business discounts, highway 21 closing reports/avalanche photos. Website images were changed and content updates were completed. Ongoing technical upgrades and maintenance was ongoing throughout 2014. In October, 2014, the Chamber began linking Facebook to the website.

The Chamber partnered with Mountain Village Resort for the Boise Snowmobile Show. Mountain Village Resort sent representatives to the show and the Chamber paid for the booth, as well as created and produced a banner, posters and post cards to be distributed at the show and around the region.

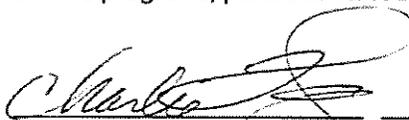
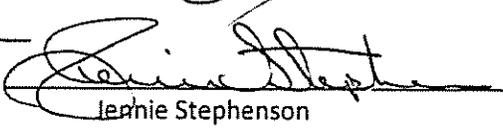
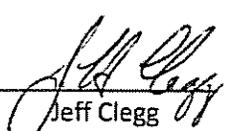
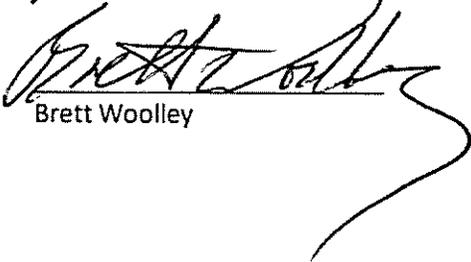
Photography was purchased for the website, a slideshow, a banner, and for advertising/press releases/blogs.

The Chamber began creating the Google Adworks campaign to boost referrals to the Chamber website. The initial work done in 2014 was to create the ads and ad content to the website. The campaign began in January, 2015.

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The measurements we use for our website are gathered through Google analytics. During the 2014 year there were 66,514 visitors, 48,910 of those were new visitors, and 63,997 were from cities and states within the United States. There were 160,900 page views, with a low of 37,231 in the 0-10 second range per page and a high of 36,579 in the 3-10 minute range per page. The highest age group viewing our website was 25-34 years, of which 54% were male, and their main interest was sports. 42,046 visitors viewed with a desktop, 8,451 with an Iphone, and 8,308 with an Ipad.

Should you have any questions or suggestions regarding how the Chamber can better serve you, or would like to receive further information on how your business can utilize our co-op advertising programs, or to have a further in-depth discussion on how your business can benefit from the Chamber on-line programs, please contact Ellen or one of your Board members listed below.

  
Charlie Thompson, President  
Tim Cron, Vice President  
Erin Wilson, Treasurer  
Josh Franks  
Leanie Stephenson  
Jeff Clegg  
Brett Woolley

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