

**From:** [H Boyle](#)  
**To:** [Participate](#)  
**Subject:** Fwd: The Clarion's latest news for positive action  
**Date:** Thursday, February 16, 2023 7:48:29 PM

---

Important reading for the Council.

Perry Boyle  
Ketchum

Begin forwarded message:

**From:** Jima Rice & Associates <jimasv@cox.net>  
**Date:** February 16, 2023 at 10:36:51 AM MST  
**To:** boylehp@yahoo.com  
**Subject:** The Clarion's latest news for positive action  
**Reply-To:** jimasv@cox.net

# *The Clarion*

*Trumpeting common sense action by  
smart, thoughtful, and concerned people  
to resolve economic, social, and environmental  
issues.*

*February 16, 2023*

*Issue #3*

[Jima Rice, Ph.D. --- jimasv@cox.net --- 208-726-1848](#)



## **Let's Celebrate Entrepreneurship!**

Dear Reader. Between 2014 and 2020, I encouraged understanding of entrepreneurship as a vital economic anchor of the Wood River Valley - perhaps a potential community brand linked to our quality of life: "Come to our vibrant mountain home where entrepreneurship and the love of wild nature can thrive together in a unique, rewarding lifestyle."

But I failed. "Promoting entrepreneurship will undermine tourism," said those committed to a two-pronged economy of visitors passing through or people building second or third homes for occasional visits, both groups transient, cyclical contributors to our economy.

Today, the tourism and construction mantra remains strong. Yet, both sectors are driven by the national economy and Mother Nature, each of which can shift quickly and are beyond our control. A wiser strategy, it seems, would be to promote an image of economic diversity, innovation, and entrepreneurship. Projecting an "entrepreneurial culture" in our area would connote year-round energy, creativity, and excitement, more distinctive descriptors than "tourist town" or "resort area."

After all, our economy includes thriving businesses of all sorts: legal, medical, dental, biotech, health, wellness, and consulting professionals; various small and large technology companies; 100+ non-profits; electricians and plumbers, dog trainers and hair dressers; and an unusually large group of writers, artists, actors, and musicians. The Valley is a 24-hour, seven day/week regular community whose everyday needs are met by those selling useful products or services for a living. And they're here because of the entrepreneurial instincts of Averell Harriman, Bill Janss, and Earl Holding.

Our economic development groups\* promote the "innovative" nature of our economy on their websites, but rarely mention the word "entrepreneur." Note: Innovation and entrepreneurship are not the same. Having an idea for a new product or service is not the same as building a business to deliver that idea. That is the work of the entrepreneur! And, according to [Forbes](#) magazine, entrepreneurs are "the heart of America... driving economic growth."

I suspect that the total yearly income of the Valley's business sectors, excluding construction and tourism, is greater than the total earnings derived from transient visitors and part-time second home owners. Rather than the oft-quoted 2/3 of our economy, I believe construction and tourism provide more like 1/3. But I don't know for sure; it would be interesting to find out!

It would be great if our economic development groups

conducted an "entrepreneur" survey to identify all operating business owners in the Valley (large or small, new or old), their sectors, longevity, employee numbers, yearly income, projected growth, business needs, etc. The results would be fascinating, eye-opening, and perhaps challenging. One way or the other, they would enable us to better understand details of the Valley's economic strengths and weaknesses and prepare a databased roadmap for future economic development.

Let me know your thoughts! Best, Jima

[\\*Visit Sun Valley, The Wood River Valley Chamber, Sun Valley Economic Development.](#)



## Hempitecture: The New Kid in Town

Have you heard of [HempWool](#) yet, a non-toxic, environmentally sound, thermal insulation made from agricultural hemp? Well, now's the time! It's big-time sustainability. HempWool is produced by Hempitecture, a start-up headquartered in Ketchum and run by two young guys, Mattie Mead and Tommy Gibbons. Last November, the company won \$500,000 in a Grow N Y competition, one of 20 finalists out of 385 entrants from 52 countries. We're fortunate that they've chosen to live here. In just a few days, the ribbon will be cut on their new manufacturing plant in Jerome. Check out their [story](#) on the Visit Sun Valley website.



## Every Little Bit Helps!

Airplanes warm our climate by 2%-4% in two ways: (1) Contrails, the white streaks of condensation visible behind planes as they fly overhead; (2) Carbon dioxide emissions from jet fuel. The good news is that the industry is finding ways to reduce its footprint. Here are three of them:

1. Contrails are streams of ice crystals formed around dirt emitted by a plane's exhaust. Pilots now know that simply flying above or below layers of water-saturated air can eliminate contrails - or at least reduce their duration and heating effects, reports [Scientific](#)

[American \(SA\)](#).

2. A different SA article highlights the "[glide landing](#)" (versus "staircase landing") now in use at over 60 U.S. airports. On its final approach, a plane's engine is shut down, allowing it to glide onto the tarmac, saving fuel and reducing noise.
3. Finally, [sustainable jet fuel](#) made from trash is growing at a fast pace.

These are exciting developments to monitor and applaud as they grow.



## Moving Toward Social Responsibility

In a previous newsletter, I wrote about B-Corps (Benefit Corporations): mission-driven companies that pledge to balance social and environmental purpose with profits. The movement is gaining steam. The **Business Roundtable**, a group of 180+ CEOs, recently announced a business shift toward "benefit" values. A group of established B Corps responded with a public challenge to follow through on their words, reports [The New York Times](#).

Jima Rice & Associates | 104 Yarrow Ln, Box 2124, Ketchum, ID 83340

[Unsubscribe boylehp@yahoo.com](#)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by jimav@cox.net in collaboration with



Try email marketing for free today!

**From:** [monica williams](#)  
**To:** [Participate](#)  
**Subject:** Re: City of Ketchum | Word on the Street  
**Date:** Thursday, February 16, 2023 8:55:07 PM

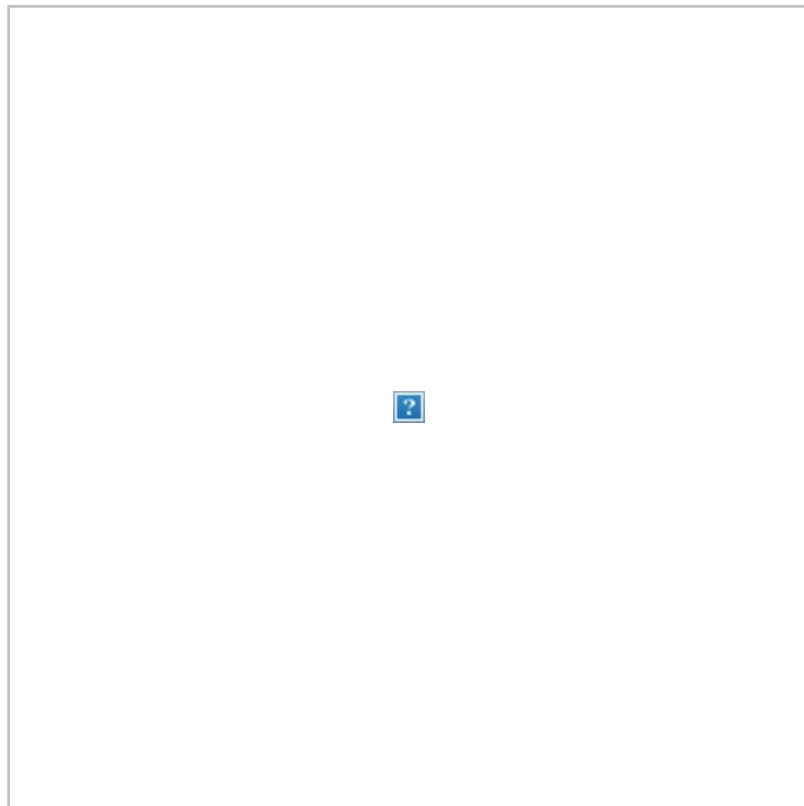
---

Most of my peer group is adamantly opposed to this change. Not because of the community housing because of the ridiculous and irresponsible way you have spent our money.

Sent from my iPhone

On Feb 16, 2023, at 7:04 PM, City of Ketchum <[participate@ketchumidaho.org](mailto:participate@ketchumidaho.org)> wrote:

---



## **Lisa Enourato**

---

**From:** HP Boyle <boylehp@yahoo.com>  
**Sent:** Sunday, February 19, 2023 3:52 PM  
**To:** Participate  
**Subject:** LOT Third Reading 2/21/23

You are, once again, setting up workforce housing to fail.

By lumping the vote for housing together with the vote for tourism promotion, you put the voter in the awkward position of having to vote for something (air) that creates the need for the other (housing). It is logically inconsistent on its face, and dramatically reduces the likelihood that it will pass. I would have voted for housing and against air, but you have ensured that is not possible.

Is tourism promotion so important to you that you will risk workforce housing to get that money to Visit Sun Valley?

A logical conclusion from making this referendum both or nothing is that the Council actually doesn't want either to pass, despite what you all say at the meetings.

Perry Boyle  
Ketchum

## **Lisa Enourato**

---

**From:** HP Boyle <boylehp@yahoo.com>  
**Sent:** Sunday, February 19, 2023 3:57 PM  
**To:** Participate  
**Cc:** Andrew Guckes  
**Subject:** BCHA subsummation by City of Ketchum

Isn't this backwards? If our housing issues are valley-wide and require valley wide responses, how does getting rid of the only county wide entity further this mission?

Or is it the intent of the Council for the City of Ketchum to act as the county-wide authority for housing and have Ketchum taxpayers foot the bill for the entire county's workforce housing ills?

What is the intent? What is the plan? This wasn't part of the Housing Action Plan.

You have been non-transparent about this by putting it in the consent agenda. That seems to be the norm for this administration.

Perry Boyle  
Ketchum

## Lisa Enourato

---

**From:** H Boyle <Boylehp@yahoo.com>  
**Sent:** Sunday, February 19, 2023 4:57 PM  
**To:** Participate  
**Cc:** Harry Griffith  
**Subject:** SVED Presentation 2/21/23 at City Council

Once again SVED will make a presentation to the Council, and the Council will pretend to listen, but will do little to set priorities for SVED. And why should it? It pays only a nominal amount for SVED services.

The City government has an anti-business reputation amongst local merchants and businesses. Its barely there relationship with SVED makes little sense when it could turn SVED into a true partner for smart economic development.

Could the City up its game with SVED and get SVED to do more on economic development within Ketchum that takes the City beyond tourism boom/bust and increases the opportunities for our children? For example, there is no annual business survey of workforce needs. There is no assessment of each business and its plans for either expansion or exit. If the City won't do these kinds of things, why not pay SVED to do them. Instead, SVED (and the City) is put on a reactive rather than proactive basis.

Also, could the City pay SVED to act as the coordinator for employer activities in Ketchum. For example, businesses seem to be going out of business for lack of staff, yet there is no coordinated effort by the business community to do anything about that. Perhaps SVED could work with the business community to come up with a plan for them to assist in the staffing challenges.

As another example, while it promotes density in the core, the City is taking away parking spaces for retail businesses. Could the City coordinate with the business community, via SVED, on a parking strategy?

SVED raises an important point on succession planning for existing businesses. What specific businesses are at risk and what is SVED's analysis of what should be done in each situation? For example, Perry's was sold to a developer at a price that ensures there will never be a diner on that location. What happens when Michel ages out?

Other things that are falling through the Ketchum cracks that SVED could do if appropriately funded:

- SVED does not seem to want to work on fixing Mountain Rides, yet that seems like it could have a positive impact on the community. Could that priority go from a 1 to a 3?
- For improving vocational pathways, SVED could partner with I Have a Dream Foundation to offer more options to their scholars.
- Expanding child care options has been a failure for Ketchum. Can SVED prioritize that to a 3?
- One thing that is not being done that perhaps SVED could help with is to get STRs assessed as businesses rather than homes.

Things SVED maybe should not be doing...

- we already spend a small fortune supporting VSV. SVED should not be a vehicle for tourism promotion—let VSV do that—it is far better funded.
- How is it in Ketchum residents' interests for SVED to help Marriott/Harriman?
- In terms of advocacy, can SVED, as an organization funded with taxpayer money, advocate in referenda such as the LOT? That does not sound "kosher."
- I hope SVED is not spending Ketchum's money on the SUN FBO project. That does nothing for local residents, increases pollution, promotes inequality, and subsidizes an airport owned by Hailey/County.



— Surprising to see Developing RV Parks as a hi priority for SVED. Does it have a specific plan for that? That might be important to the County, but do Ketchum residents want an RV park in Ketchum?

Likewise, other than data and putting pressure on businesses, how can SVED realistically contribute to the housing challenges? Does SVED have any specific proposals for zoning or other policies — for example, require new businesses in the tourist zone to provide full employee housing? The City already has a Housing Director who is tasked with housing solutions.

Finally, what is SVED’s plan for the funds received from the \$89k SBA loan that is sitting in a savings account? None of it is planned for use in the 2023 budget.

Thank you,

Perry Boyle