



Marketing, Group Sales and Special Events Board
Regular Tourism Department Meeting Minutes
Thursday, June 15, 2023
8:30 AM
130 Kearns Road
Council Chambers

1. Roll Call

Present: Andy Gunion, Mary Blankenau, Tim McMahon, Jo Mallory-Graczynski, John Kenny, Guion Stewart-Moore, Jami Downs, Vince Vito
Absent: Wendy Harris, Deric Gunshor
John Kenny arrived 8:38am.

2. Public Non-Agenda Items

(Limit 3 Minutes Each)

3. Approval of Meeting Minutes from Previous Meetings

3.1 Approval of Previous Meeting Minutes [MGSSE](#)

[Board Meeting Minutes 4.13.23.pdf](#)

Jami Downs motioned to Approve . Tim McMahon seconded. All in favor.

4. Programs for Review, Approval and/or Heads Up

4.1 Primary Dashboards

[Primary Dashboards](#)

4.2 Marketing Dashboards

[Marketing Dashboard](#)

[Digital Marketing](#)

[Dashboard PR Dashboard](#)

4.3 Group Sales Dashboard

[Group Sales Dashboard](#)

4.4 Budget Performance Overview

Blankenau asked for an update on the upcoming budget. Abello confirmed the next board meeting in August will provide an in-depth overview of the new budget.

[Budget Performance Report](#)

5. Other Matters Arising

Jami Downs motioned to Approve Motion to draft a letter of support to present to the Pitkin County Board of Commissioners regarding the upcoming airport developments. Jo Mallory-Graczynski seconded. All in favor.

5.1 1 + 1 = 3 Promotion

Abello outlined the current Group Sales initiative and promotion in partnership with ACRA to push bookings.

5.2 Snowmass Ice Age Discovery Update

Abello provided update on current Ice Age Discovery progress and invited Board members to attend the Community event on August 10-12th.

6. Adjournment

John Kenny motioned to Adjourn. Vince Vito seconded. All in favor.

