



Marketing, Group Sales and Special Events Board

MEETING MINUTES

Thursday, December 15, 2022

8:30 AM

130 Kearns Road

Council Chambers

Roll Call

Present: Rachel Falk, Jami Downs, Vince Vito, Andy Gunion, Mary Blankenau, Tim McMahon, Jo Mallory-Graczynski, Wendy Harris, John Kenny, Deric Gunshor, Guion Stewart-Moore,

1. Roll Call

2. Public Non-Agenda Items

- (Limit 3 Minutes Each)

3. Approval of Meeting Minutes from Previous Meetings

- 3.1. Approval of Previous Meeting Minutes 8.8.22
[MGSSE Board Minutes 8.18.22](#)

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

- 4.1. Primary Dashboards

[Primary Dashboards](#)

4.2. **Marketing Dashboards**
[Marketing Dashboard](#)

[Digital Marketing Dashboard](#)

[Public Relations Dashboard](#)

4.3. **Group Sales Dashboard**
[Group Sales Report](#)

4.4. **Budget**
[Budget Report](#)

[Sales Tax Dashboard](#)

5. Other Matters Arising

5.1. **Snowmass Transit Center - Sam Guarino**
Sam Guarino, Transit Center Updates
Clint Kinney, contributed to conversation about construction and impacts.

[Snowmass Transit Center](#)

5.2. **2023 Budget Overview**
Marketing Budget: biggest shift in 2023 is Discovery 2.0
Event Budget: added sponsorship for World Cup. Signed deal with JAS- will be back for another year.
Groups Budget: budgeted for full travel year. Continue to add resources to Groups marketing advertising.

Combining Marketing and Groups budget for 2023

[2023 Budget Worksheet Report](#)

5.3. Transient Inventory Study Overview

[Transient Inventory Study Nov 2022](#)

5.4. List of 2023 Meetings

[Upcoming 2023 Board Meeting Dates.docx](#)

6. Ajournment