



**Marketing, Group Sales and Special Events Board**

**Thursday, April 11, 2024**

**8:30 AM**

**130 Kearns Road  
Council Chambers**

**Agenda**

- 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**  
[MGSSE\\_2.15.24\\_Minutes.docx](#)
- 4. Programs for Review, Approval and/or Heads Up**
  - 4.1. Primary Dashboards**  
[Primary Dashboards](#)  
[Budget Performance Report](#)
  - 4.2. Group Sales Dashboard**  
[Group Sales Dashboard](#)
  - 4.3. Marketing Dashboards**  
[Marketing Dashboard](#)  
[Public Relations Dashboard](#)  
[Digital Marketing Dashboard](#)
- 5. Other Matters Arising**
  - 5.1. Agency Presentations, Genesis Inc. & Techint Labs**
  - 5.2. Update on Snowmass Mountain Development - Mak Keeling, Vice President of Mountain Planning, Aspen Skiing Co**
- 6. Ajournment**