



Marketing, Group Sales and Special Events Board
Regular Tourism Department Meeting Minutes
Thursday, April 11, 2024
8:30 AM
130 Kearns Road
Council Chambers

1. Roll Call

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

2. Public Non-Agenda Items

(Limit 3 Minutes Each)

Wendy Harris opened a discussion regarding DAV (Disabled American Veterans) group and mentioned she thought more thoughtfulness could be given to incorporating local businesses. Drew Welsheimer outlined his plan to recap with the group planners to hear feedback and work to address them.

Deric Gunshor asked the group about occupancy and bookings for summer. McNellis explained occupancy is up 8% and rate is down 13% for summer.

3. Approval of Meeting Minutes from Previous Meetings

3.1 Approval of Previous Meeting Minutes

[MGSSE 2.15.24 Minutes](#)

Wendy Harris Motion to approve as amended, note to add names to minutes where missing.

Seconded by Jami Downs.

All for. Approved

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

Genesis & Techint provided an overview of Snowmass brand positioning, media planning, and upcoming summer strategic & creative plans.

5.2 Update on Snowmass Mountain Development - Mak Keeling, Vice President of Mountain Planning, Aspen Skiing Co

Keeling outlined upcoming plans for Snowmass resort which have been in development for the past three years. Specifically, ASC is working on lift, restaurant, snowmaking, downhill biking and ski/hike trail upgrades. The Board discussed whether ASC is prioritizing housing in their long-term plans. Keeling explained housing is a priority for ASC.

6. Adjournment

Wendy Harris Motion to adjourn the meeting.

Seconded by Mary Blankenau.

All for. Approved