



Marketing, Group Sales and Special Events Board

Thursday, February 16, 2023

8:30 AM

**130 Kearns Road
Council Chambers**

Agenda

1. Roll Call

Present: Andy Gunion, Mary Blankenau, Jo Mallory-Graczynski, Wendy Harris, John Kenny, Deric Gunshor, Vince Vito.

Absent: Jami Downs, Tim McMahon, Guion Stewart-Moore

2. Public Non-Agenda Items

(Limit 3 Minutes Each)

2022 Wrap Book Overview provided by Abello

Mary Blankenau expressed concern about summer construction communications. Abello stated that Tourism would be a distribution channel for construction information and that TOSV would work with lodges to ensure they had the information they needed to pass along to guests, employees and others.

3. Approval of Meeting Minutes from Previous Meetings

3.1. Approval of Previous Meeting Minutes 12.15.22

[MGSSE Board Meeting Minutes 12.15.22.pdf](#)

Move: Mary Blankenau

Seconder: Wendy Harris

Moved To: Approve

For: 7 - Andy Gunion, Mary Blankenau, Jo Mallory-Graczynski, Wendy Harris, John Kenny, Vince Vito, Deric Gunshor

Absent: Jami Downs, Tim McMahon, Guion Stewart-Moore

Motion Result: Passed

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

4.1. Primary Dashboards

[Primary Dashboards.pdf](#)

4.2. Marketing Dashboards

[Marketing Dashboard.pdf](#)

[Digital Marketing Dashboard.pdf](#)
[Public Relations Dashboard.pdf](#)

4.3. Group Sales Dashboards [Group Sales Dashboard.pptx](#)

5. Other Matters Arising

5.1. Department Updates

Introduction of the new Group Sales Director, Drew Welsheimer. Abello announces Sue Whittingham's, Guest Services Supervisor, upcoming retirement and the upcoming departure of Special Events Manager, Julie Hardman.

5.2. Snowmass Ice Age Discovery Update (Virginia McNellis)

McNellis provided an overview of the plans for Snowmass Ice Age Discovery including new signage, installments, and exhibits.

5.3. Summer 2023 Event Calendar Overview (Julie Hardman & Taylor Smith)

Overview of events provided. Special callouts include: no balloon night glow this summer and Fanny Hill changes for the Summer Concert Series under way.

6. Adjournment

Move: Wendy Harris

Seconder: Deric Gunshor

Moved To: Adjourn

For: 7 - Andy Gunion, Mary Blankenau, Jo Mallory-Graczynski, Wendy Harris, John Kenny, Vince Vito, Deric Gunshor

Absent: Jami Downs, Tim McMahon, Guion Stewart-Moore

Motion Result: Passed