



**Tourism Advisory Board
Thursday, February 6, 2025
8:30 AM
130 Kearns Road
Council Chambers
Agenda**

1. Roll Call

Present:

Wendy Harris
John Kenny
Deric Gunshor
Mary Blankenau
Jo Mallory-Graczynski
Jami Downs

Absent:

Andy Gunion
Tim McMahon
Guion Moore
Vince Vito

2. Public Non-Agenda Items

(Limit 3 minutes each)

3. Approval of Meeting Minutes from Previous Meetings

3.1. Tourism Board Meeting Minutes 12-12-24

[Tourism Board Minutes 12-12-24.pdf](#)

Motion to approve the minutes. Jami Downs moved to approved. Joana Mallory seconded. All in favor. Passed. Discussion from the Board to move the meetings from 8:30am to 9am. Everyone in favor.

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

Julia Theisen gave Business Outlook overview including updates on Occupancy, ADR & RevPar. Mary Blankenau explained the lack of snow is leading to a decrease in last minute bookings.

4.1. Destination Management Plan Update

Sarah Jane Johnson from RoadMap Consulting provided an overview of the current state of the Destination Management Plan (DMP). Currently RoadMap is in the final phase of the plan development. RoadMap is now writing the plan for Snowmass to review, refine, validate, and approve. Deric Gunshor asked whether there has been any engagement with Pitkin County. RoadMap explained they will be a part of the final plan.

Sarah Jane Johnson (SJ) provided an overview of the Resident Sentiment Survey & Industry Partner Survey results. Two highlights from the surveys: 63% agree that tourism contributes positively to local public services and infrastructure and 72% believe the top concerns are housing for staff, retaining staff, and the rising cost of business. SJ also gave an overview of stakeholder interviews and community workshops. SJ explained various recommendations surrounding the balance of community and tourism (visitor experience, workforce retention, housing, seasonality of tourism, etc.). Julia Theisen explained this document will contain all of the data which can be reviewed by the Board.

Next notable date for the DMP: Plan to be presented to Snowmass Tourism Board, TOSV Department Heads, and TOSV Town Council on February 28th.

Wendy Harris asked what Tourism's role in housing would. Julia explained that the Town has a housing department, but Tourism will be there to enhance the collaboration between stakeholders and Town departments working on housing initiatives. Wendy Harris asked whether the Plan will include plans for a music center or other "big ideas." Julia explained the Plan will have short, mid & long term goals and a community center could be in a long-term goal.

4.2. Marketing Dashboards

[Public Relations Dashboard December 2024- January 2025.pdf](#) [Digital Marketing Dashboard - FEB 25.pdf](#)
[Marketing Board Report Dec-Jan25.pdf](#)

Virginia McNellis provided a 2024 media summary: 64.9 million impressions, 2K conversions, and \$537K in spend. McNellis gave an overview of campaign strategy which includes marketing efforts through Meta, Display, Kargo, MNTN, YouTube, Spotify, Props, and Direct Buys. McNellis shared there will be an upcoming "flash sale" with SkiCo and ACRA in March. Other updates provided by McNellis: Tourism is hiring Digital Marketing Manager, planning for a website refresh in 2026, and campaign concepting will begin Q3 in 2025.

4.3. Group Sales Update

[Group Sales Board Report Feb 2025.pdf](#)

Drew Welsheimer provided an update on final numbers from 2024 and a brief outlook for 2025. 2024 had the highest number of bookings since 2017 (pre-COVID numbers).

John Kenny said he appreciates the bookings in April (on the edge of shoulder season). Welsheimer explained they are working on bringing in more groups April 2025 to shift focus on the end of ski season.

4.4. Tourism Budget

[Budget Performance Report for 2024 as of 2.4.pdf](#)

5. Other Matters Arising

EVENTS: Shane Vetter provided an overview of upcoming Winter Events: Mardi Gras, Mother of All Ascensions, DAV, MTS, and Closing Day. Vetter also explained he will be meeting with Winterskol committee to see what can be improved for next year. Vetter shared the Summer event schedule is final and will be shared with the public in the next couple of weeks. Vetter noted the Thursday concerts will be back on a new stage with a new booking partner, Belly Up. Additionally, the Rodeo, Music on the Mall, Ice Age Passport Walk, and The Collective Weekly programming will also return this summer. New events this summer will include: Town Day, Mall Block Party, and Oktoberfest.

John Kenny mentioned we are coming into the “peak of the season” and asked how can we get in front of folks who haven’t made up their mind yet. E.g. can we get in front of folks who haven’t booked their “spring break” yet. McNellis shared that there is a spring promo/push and a marketing campaign with On the Snow reports.

John Kenny explained that the destination management plan is a good process, but wanted to remind the Snowmass Tourism team that he believes the current Tourism team is the true group that the Board trusts to bring new events and marketing to the Village.

6. Ajournment

John Kenny motioned to adjourn. Jami Downs seconded. All in favor.
Meeting adjourned at 9:51am.