



Tourism Board
Thursday, August 21, 2025
9:00 AM

130 Kearns Road
Council Chambers
Snowmass Village, CO 81615

You can watch the meeting live online on our website at tosv.com.

Minutes

1. Roll Call

- Andy Gunion - **absent**
- Mary Blankenau - here
- Tim McMahon - **absent**
- Jo Mallory-Graczynski - here
- Wendy Harris - here
- John Kenny – here
- Deric Gunshor - here
- Guion Moore - here
- Jami Downs - here
- Vince Vito - **absent**

2. Public Non-Agenda Items

(Limit 3 Minutes Each)

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

3.A. Update on DMP & Budget

Overview of Occupancy & ADR: August is strong, increases YoY in occupancy in ADR. September is down. Likely due to factors like Labor Day weekend timing and fewer groups in town over the Balloon Festival. Less last-minute booking due to fires. Encouraged to see that our department is pushing September.

Update on DMP: Council provided feedback this week for some edits. Tourism is working on a final plan and a shorter-form plan for the public. Town Council requested final approval of the plan.

Overview of the Budget: Keeping the budget relatively flat. Theisen provided an overview of Revenue 2026, Expense 2026, Marketing & Lodging Tax Projections 2026, Housing Transfer, and Reserve Fund 2026. One piece in 2026-27 will be a Skittles replacement (in partnership with SkiCo).

Vote to recommend Council to approve the budget as presented. Motion to Approve: Deric. Second: Mary. All in Favor.

3.B. Group Sales Dashboard

Behind on room nights from last year, the majority of this shortfall is the contracting for MTS as an anomaly. Lead volume has recovered a bit since March and showed as flat you and up overall through the first half of the year. Efforts shifting to host FAMs and client events, getting folks here often leads to more bookings.

3.C. Primary Dashboards

3.D. Marketing Dashboards

Marketing Budget: Flat Year over Year with two exceptions: New Website & Web Design & Maintenance Agency. The budget will support the development of a new campaign to launch in August 2026.

Summer Highlights: DMP Initiatives (Snowmass Superstars, AspenOut Youth Hike, Balloon Festival Spanish Language Support, LGBTQ+ Guide), Sauce Boss, & Social Content & Digital Presence.

Winter Planning: Community Wide Flash Sale to help with winter business (runs Sept. 15-25), new non-stop from Charlotte (working on targeting that market specifically), and winter campaign launched August 15 (longer leads).

Marketing Plan Goals: Drive Awareness & Consideration of Snowmass (increase in Occupancy, ADR, & Rev Par). This upcoming winter working to prioritize January visitation.

Winter Media Plan: Online Publishers, Digital, Connected TV, Spotify, Social, and Out of Home (airport boards).

Overview of partnerships and community-focused events from Shane Vetter (free concerts, balloon fest, dog washing, mane event, Oktoberfest). The events team continues to work to fill need periods and times (to support local business & stakeholders) as well as sponsor stakeholder events.

4. Approval of Minutes

4.A. Previous Meeting Minutes 7.22.25

Mary B. motion to approve, Jami to second. All in favor.

5. Other Matters Arising

Reminders:

- Tourism Talk in person on Sept 4 10-11:30 at The Collective
- Skittles Fall Schedule: Fall operations Sept. 6 - 29: 9am -9pm Fridays & Saturdays 9am - 6pm Sundays (closed Monday - Thurs)
- Oktoberfest event on Sept. 27-28

6. Adjournment

Adjourned at 10:20am.