



**Tourism Board
Thursday, February 12, 2026
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

Deric Gunshor
John Kenny
Wendy Harris
Tim McMahon - **absent**
Guion Stewart-Moore
Joanna Mallory - **absent**
Jami Downs - **absent**
Mary Blankenau - **absent**
Andy Gunion - **absent**
Katie de Besche

2. Council Items

2.A. Vote on Appointment of Board Chair

Thank you, John, for serving as our chair. We will be taking a vote to approve Deric Gunshor as the new chair of the Tourism Advisory Board

John Kenny: Motion for Deric Gunshor
Guion Stewart-Moore: Motion Approved
Wendy Harris: Seconds to Motion

Congratulation Deric! Thanks for leading this distinguished Board!

2.B. Welcome New Board Member

Welcome Katie! New board seat representing our lodging industry on the Tourism Advisory Board. Katie helped open Viceroy about 16 years ago. She has seen a lot of growth, and is excited to see how that growth continues by being a part of the Board.

3. Approval of Minutes

3.A. Approval of 12.18.25 Minutes

John Kenny: Motion to Approve
Guion Stewart-Moore: Second the Motion
All in Approval

4. Public Non-Agenda Items

(Limit 3 Minutes Each)

4.A. December 2025 Monthly Research Review [CLICK HERE](#)

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

5.A. Budget Performance Report 2025

- Year-End 2025 budget reflects variances with reallocations to support summer events. Ongoing funding for DMP initiatives and community outreach are prioritized, especially in light of airplane closures.
- Guion requested for details about Skittle Gondola Sky Cab plans: 2027 to start construction (3 months or so) – cost shared between SkiCo and TOSV. The funding reserves in Tourism will ensure this can be handled in the budget

5.B. New Creative Campaign Overview - Presented by Genesis

The new campaign concept, framed as, " belong here" promotes connection and belonging. *"You Belong Here" is more than a welcome, it is a promise and an invitation to feel seen, valued and connected from the moment you arrive. Snowmass, where belonging comes naturally.* Key objectives include:

- Ability for story telling & expanded messaging
- Balancing visitor appeal with community well-being.
- Differentiating Snowmass and showcasing its landscape, its unique special events, and its people
- Evolving the Magnify campaign to inspire engagement and emotional connection

5.C. Board Member Roundtable Discussion

- Julia read Mary Blankenau's update; she noted budget challenges for March while projecting a strong summer and 2026/2027 winter. Increased village van services are reported due to reduced skiing
- Wendy Harris emphasized marketing efforts on compelling reasons to visit Snowmass this summer.
- Deric Gunshor discussed occupancy lag vs rate increase. The lodging ADR is pricing out the ski customer limiting ancillary spending.
- Katie de Besche noting shifts towards family-friendly messaging for spring break stays and

salvaging March budget.

- Guion Stewart-Moore inquired about including specific local events in the campaign visuals, to which Virginia confirmed they will be included

6. Other Matters Arising

- A board meeting is scheduled for April 9th, with a proposal to reschedule to April 23rd. Emily will update calendar invites.

Events

- Shane addresses summer events, announcing the addition of a new music event—Mountainside Music Festival. 3 free nights of music from June 11-13th. The full summer lineup will be announced on March 15th.

Marketing

Virginia discussed several marketing strategies including:

- AI Chatbot Scout - pulling metrics on top reason people are visiting the site and what they're interested in
- Expansion of international efforts for 2026/2027
- Website to be rebuilt for a Q3 launch
- Plans for Hiking Field Guide
- Collaborations with ACRA and RFV Alliance to develop drive market audiences as ASE closure comes closer

7. Adjournment

Deric Gunshor: Motion to Adjourn

John Kenny: Second the Motion

All in Approval