



**Marketing, Group Sales and Special Events Board
Regular Tourism Department Meeting Minutes
Thursday, February 15, 2024
8:30 AM
130 Kearns Road
Council Chambers**

1. Roll Call

8 present, 3 absent, 0 excused

2. Swear in Board Members

Megan Boucher swore in members: Jami Downs and Deric Gunshor.

3. Elect Chair & Vice Chair

Motion to appoint John Kenny as Chair. Wendy Harris moved. Deric Gunshor Seconded

Wendy Harris motioned to . Mary Blankenau seconded. All in favor.

Motion to appoint Deric Gunshor as Vice Chair.

Wendy Harris motioned to . Vince Vito seconded. All in favor.

4. Public Non-Agenda Items
(Limit 3 Minutes Each)

5. Approval of Meeting Minutes from Previous Meetings

Motion to approve meeting minutes. Jami Downs moved. Jo Mallory seconded. All approve.

5.1 Approval of Meeting Minutes from Previous Meeting
[MGSSE Minutes 10.26.23](#)

Motion to approve previous meeting minutes.

Jami Downs motioned to . Jo Mallory-Graczynski seconded. All in favor.

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

6.1 Primary Dashboards
[Primary Dashboards](#)
[Budget Performance Report of 2023](#)

6.2 Marketing Dashboards
[Public Relations Report](#)
[Digital Marketing Dashboard](#)
[Marketing Dashboard](#)

6.3 Group Sales Dashboards
[Group Sales Dashboard](#)

6.4 Wrap Book 2023

Tourism team to reshare Wrap Book now that latest numbers were shared this morning.

7. Other Matters Arising

Deric Gunshor proposed the Board discuss how to work together to ensure the end of the ski season is strong. Vito noted there are low bookings for President's Day weekend. Abello explained Snowmass was only down 1% in bookings this month. Gunshor explained SkiCo is working to push promotions through Ikon. Gunshor explained the factors for lower bookings: lodging rate, snow, last minute bookings, lift tickets, etc. Abello explained ADR has increased, for January ADR was at \$733. Abello to rally Snowmass stakeholders to share any potential deals or promotions to increase occupancy.

7.1 Council Goal for Local Business, Clint Kinney

Kinney outlined the Council's goal to support, preserve, and protect locally owned and locally serving businesses. Kinney opened up a discussion with the Board for how this goal can best be carried out. Mary Blankenau brought up the harm to lodging partners due to the proposed bill to increase taxation on short term rentals, Mary suggested locals come out to write letters in opposition of this Bill. Wendy Harris explained there needs to be more connectivity in the Village. Harris offered the idea of a local's promotion, a gift card that only can be used at local businesses in Snowmass. Discussion of the specific seasonal challenges followed. Gunshor explained workforce, staffing, and housing are key factors in supporting local businesses. The Board discussed the idea of protecting vs. promoting the off season (e.g. should the Gondola be open earlier in the Summer season?) Deric Gunshor suggested opportunities to target business owners with the Town's resources (e.g. Digi 101, marketing support, education, tours for front-of-house staff, etc.)

[FAB Business Support Summary Memo](#)
[2023 Business Survey Results](#)
[2023 Town Council Goal Statement](#)
[Locally Serving Businesses Survey Release](#)
[Share A Drink with Council November 2023](#)
[TOSV Business Survey Flyer](#)

7.2 Summer 2024 Events, Shane Vetter

Vetter provided an overview of the upcoming summer events and community activations ("summer apres"). Discussions followed about how to leverage the Rodeo to encourage visitors to stick around the Village. Conversations followed with additional ideas for summer activations (strider course, face painting, music, etc.)

[Summer 2024 Events](#)

8. Ajournment

Wendy Harris motioned to . Jo Mallory-Graczynski seconded. All in favor.

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