



**Snowmass Arts Advisory Board
Thursday, July 16, 2026
4:00 PM
130 Kearns Road
Small Conference Room
Snowmass Village, CO 81615**

Agenda

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of Minutes**
 - 3.A. Approval of Minutes
- 4. Items for Discussion**
 - 4.A. Official Business
 - 4.B. Bear Landscaping
 - 4.C. Scholarship
 - 4.D. Entryway Roundabout Project
 - 4.E. Roundabout Sculpture, "Double Black Diamond"
 - 4.F. Plein Air Update



Snowmass Arts Advisory Board
Thursday, March 19, 2026
4:00 PM

130 Kearns Road
Small Conference Room
Snowmass Village, CO 81615

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

Minutes

1. Call to Order

2. Roll Call

Boreel, Ghislaine- present
Decker, Maja- present
Falk, Melanie- absent
Iacullo, Elizabeth- absent
Khodakovska, Nadia- present
LeBuhn, Elaine- absent
Leeke, Helen- absent
Mo-Sarns, Agnes- present
Oshin, Diane- present
Rennick, Linda- absent
Sanders, Katie- absent
Shenk, Joyce- present
Warr. Gray- present
Upper, Lois- present

3. Approval of Minutes

3.A. Approval of Meeting Minutes 1.15.26

Motion to approve: Joyce

2nd: Agnes

4. Items for Discussion

4.A. 2027 Snowmass Arts Fest

Jamie Wall, Events Department, presenting artists for 2027 Snowmass Arts Fest.

Location of event: Events Lawn in Base Village

4.B. Plein Air Update

August 3-9, Sale is August 8 & 9

Confirmed with 20 artists, including 8 new artists.

Agnes is organizing housing for artists.

14 artists need housing, can double up in 2 Bedroom condos. Need 7, 2-bedroom condos. Snowmass Tourism will book and pay for artists at the Crestwood.

Snowmass Chapel will host the Monday night event, Rock Bottom on Wednesday, Ghislaine on Saturday.

Enhanced marketing efforts for Plein Air. There will be bios and photos of each artist on the website, bridge banner, newspaper ads, etc- plus new for 2026 an ad in Aspen Soujourner.

New Price is \$3400

Vote on increased price:

- Gray, motion
- Nadia, 2nd
- Everyone in favor

Diane is requesting volunteers to help with:

- Breakfast items: Helene
- Saturday night foods- Ghislaine
- Ribbons
- Stamp
- Stuffing Goodie Bags- Joyce,
- Monday night: Gray and Maya

4.C. AHS Scholarship Update

\$2500 scholarship

Lois and Maya are interviewing two candidates next week. Both candidates' medium is film. Only 4 applicants. The two rose to the top very quickly.

Agnes will join the committee with Lois and Maya.

4.D. Roundabout Sculpture

Waiting on approval from Ski Co to relocate the sculpture at the roundabout to Two Creeks.

Gray will reach out to Susan and see if they can get an answer.

No sculpture is being considered yet as a replacement for the roundabout.

4.E. Sculpture Requests: Near new roundabout, Benedict Park, Little Red Schoolhouse Garden

Diane suggested we need a committee to help steer the sculpture projects for the Town. Lois volunteered to Chair committee.

Would love to work with Anderson Ranch if they have interest and motivation to help.

Little Red Schoolhouse is enlarging the community gardens, they would be open to have a sculpture inside the garden. SAAB would like to invite to woman with manages the garden to a meeting to discuss what she envisions for the garden sculpture.

Benedict Park- Ghislaine suggested an interactive sculpture that also serves as a playground/sculpture.

Other Matters:

- Lois, would like to invite community members to be on the committee without being on Board.

Motion, Lois

Diane, 2nd

Vote: all in favor

- The photography project in Garage, platform G photo is missing a bracket. Debbie will reach out to Esse Design
- Keep an eye on bears landscaping this spring.

Motion to adjourn.







ASPEN HIGH SCHOOL

235 High School Road | Aspen, Colorado 81611 | 970-925-3760

May 26, 2026

Town of Snowmass Village Visual Arts Scholarship
P.O. Box 5010
Snowmass Village, CO 81615

Dear Snowmass Arts Advisory Board,

On behalf of the faculty, staff, students and families at Aspen High School, thank you for your support of the graduating Class of 2026. Your generosity has made a significant impact on the lives of our students and our school community. This year, 117 scholarships and awards were presented to 57 deserving seniors totaling more than \$520,000. Thank you so much for being part of this tradition of supporting Aspen's graduates and their futures!

The Class of 2026 will attend 61 different colleges and universities all over the country and even abroad. We are proud that many of this year's graduates are staying right here and enrolling in our incredible Colorado institutions. They will attend the University of Colorado, Colorado State University, Colorado School of Mines, Colorado Mesa University, Fort Lewis College and of course our very own Colorado Mountain College.

Earlier this month, I emailed a digital photo of you (or your presenter) with your recipient(s) taken at the ceremony. Feel free to use these images on your website, in your newsletters or for any other purpose.

Again, thank you for investing in Aspen's youth. Your contribution goes far beyond monetary value; it serves as an important reminder to students that their hard work and determination are recognized and valued!

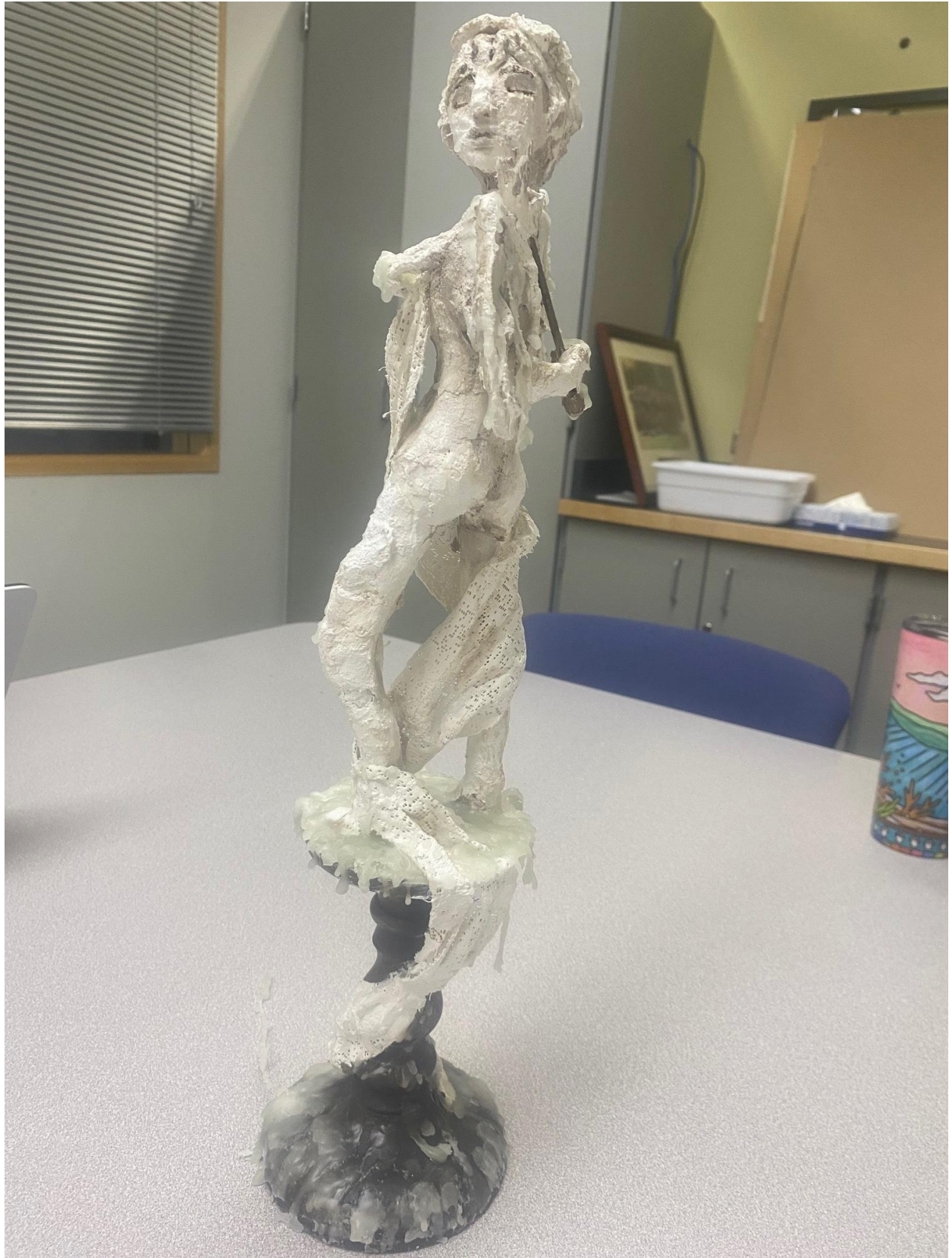
Sincerely,

Sarah Sachs & Jolaine Pfeifer

ASPEN HIGH SCHOOL

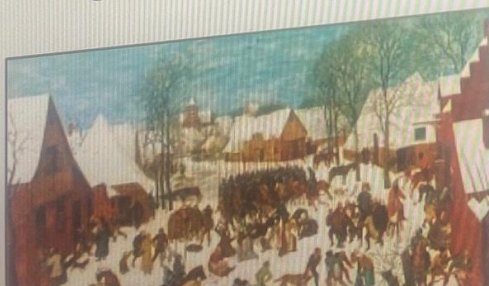
ssachs@aspenk12.net jopfeifer@aspenk12.net
970-315-3657

P.S. Your student recipient(s) will be sending thank you letters directly to you --- so please watch out for them in your mailbox.





Salem Crowd, Candidate(c.2025). Oil paint on wood. 24x18in.



1991. Oil paint on canvas.



Northwestern Mutual



Amazon.com



Verizon

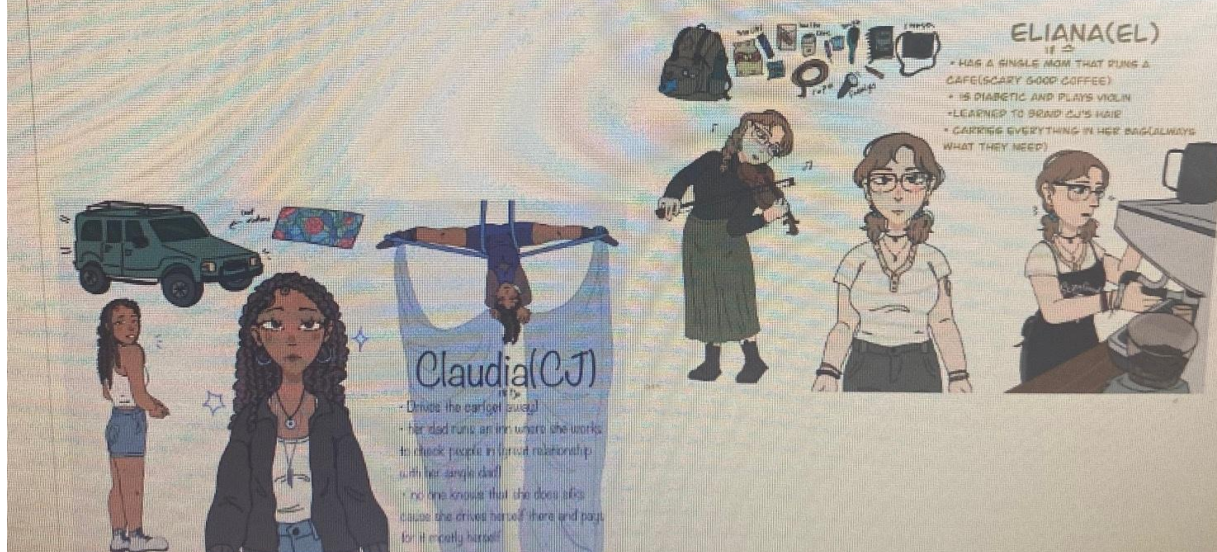


Sign in to X



Slideshow

Digital Character and Story Creation



acer



PHASE 2.3 ENTRYWAY ROUNDABOUT

SNOWMASS ENTRYWAY - DESIGN DEVELOPMENT

03/04/2026



PHASE 2.3 ENTRYWAY ROUNDABOUT

SNOWMASS ENTRYWAY - DESIGN DEVELOPMENT

03/04/2026





PHASE 2.3 ENTRYWAY ROUNDABOUT

SNOWMASS ENTRYWAY - DESIGN DEVELOPMENT

03/04/2026



**LANDSCAPE & LIGHTING
ENHANCEMENTS AT
ROUNABOUT**



**LANDSCAPE
ENHANCEMENTS
AT CROSSWALK**



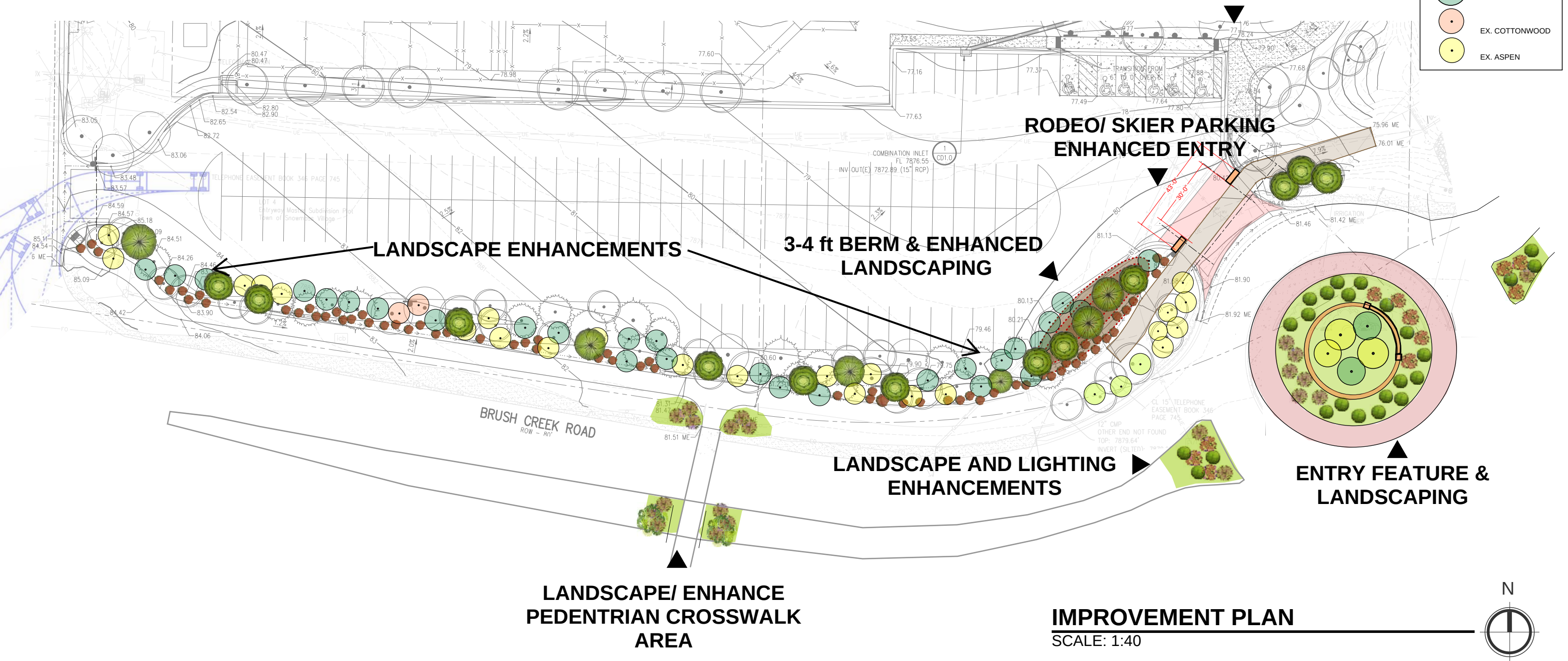
PHASE 2B - ENTRYWAY ROUNDABOUT

SNOWMASS ENTRYWAY - DESIGN DEVELOPMENT

03/04/2026



NOTE: Create Continuity within the landscaping and design element within the three roundabouts, reinforce 'The Sense of Place'.....Snowmass Village.



An impressionistic oil painting of a mountain range. The brushstrokes are thick and visible, creating a textured effect. The color palette is dominated by earthy tones like browns, tans, and greys, with some cooler blues and purples in the sky and shadows. The overall mood is rugged and atmospheric.

SNOWMASS
PLEIN
AIR

FESTIVAL
& ART SALE

MARKETING PLAN 2026

Marketing Plan

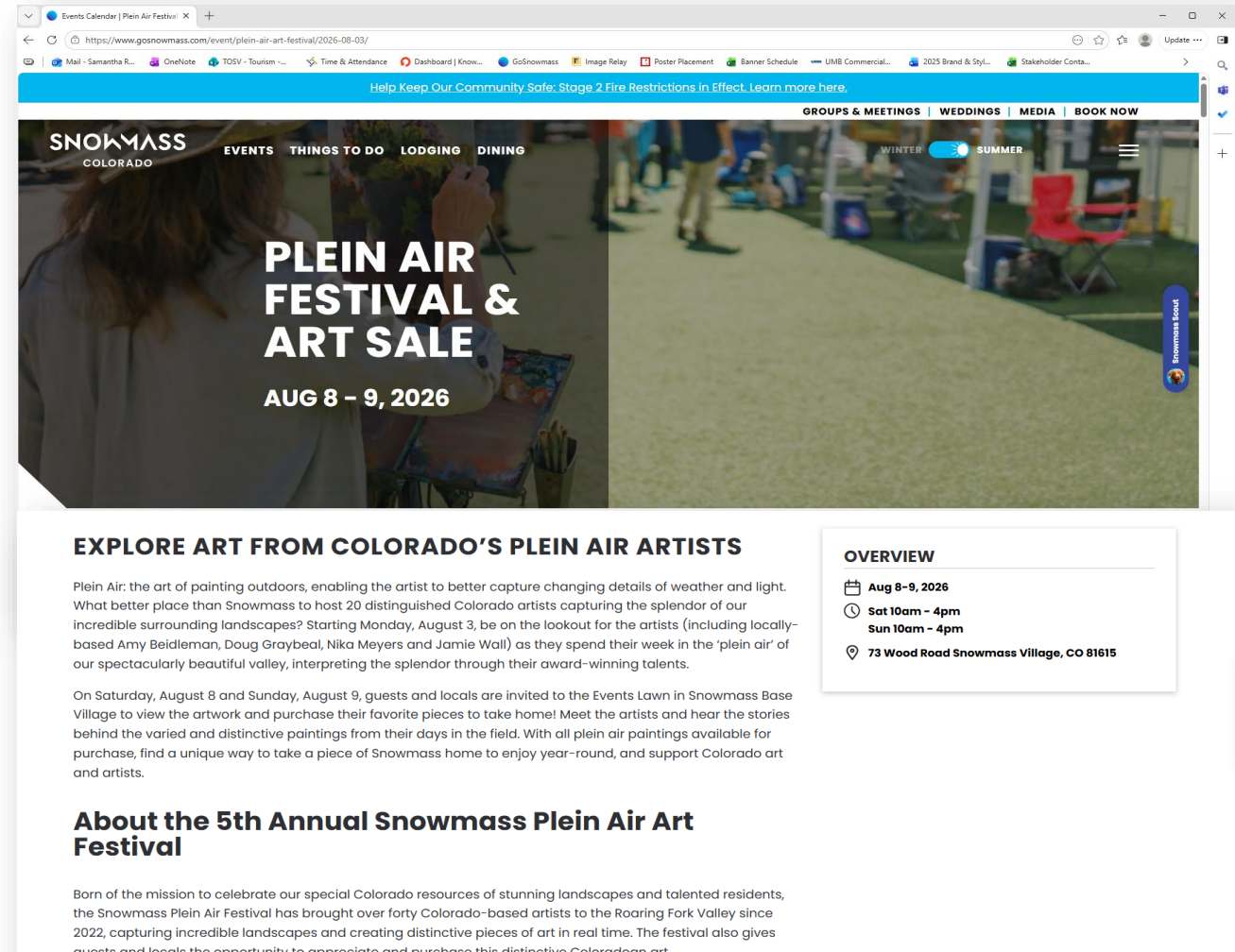
- New Website w/ vanity domain
- Plein Air Magazine Ultimate Guide
- Aspen Sojourner
- Art In Aspen
- Social Media Ads
- Social Media Coverage
- Print Ads
- Posters & Flyers
- Woodbridge Banner
- Weekly Flyer & Ads
- Email Marketing
- Postcards
- Event Credentials & Signage
- Photo & Video Coverage



SnowmassPleinAir.com

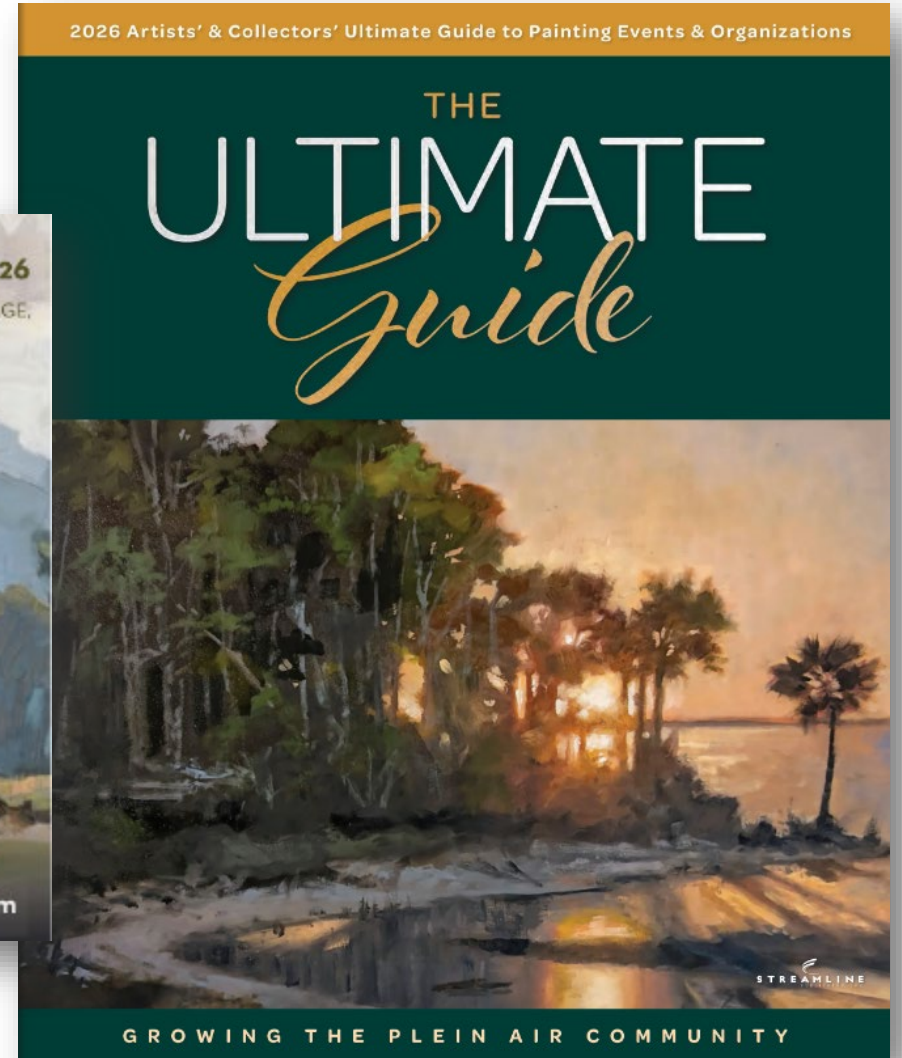
NEW Custom domain

The website features event details, artist bios, and photos from previous events



Plein Air Magazine

- Reaches approximately 80,000 readers.
- The leading publication for outdoor painters and collectors
- In addition to our subscriber base, thousands of copies are distributed throughout the year at plein air events, juried shows, and major art exhibitions across the country.

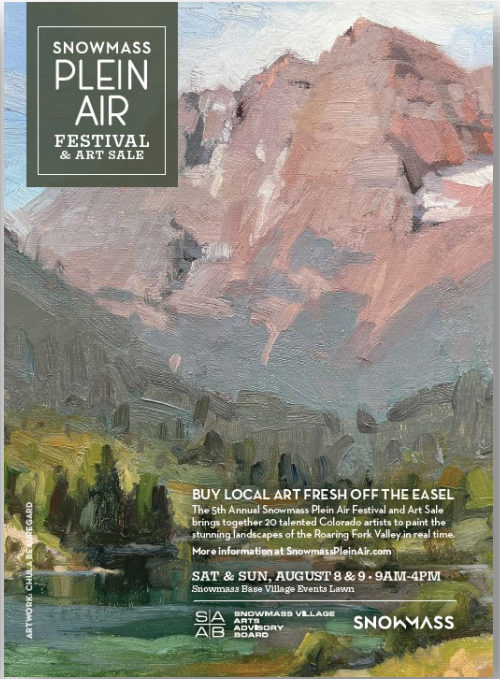
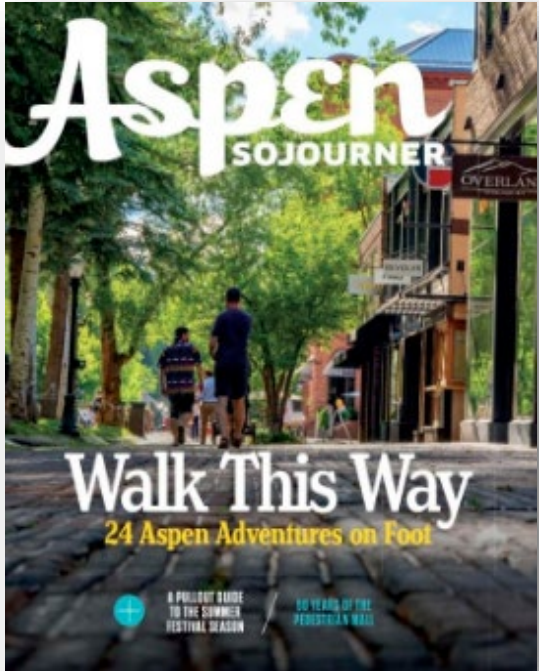


Aspen Sojourner

On shelves Summer/Fall 2026

Distributed to popular local hotels, galleries, info centers , airports & more.

Additional national markets include:
Denver, Houston, Dallas, Los Angeles, Bay Area, Chicago, Miami, Washington DC & New York



art finder
GALLERY HOPPING

4-10 GREEN BOX ARTS FESTIVAL
The 30th annual event includes live music, installations, and performances. [greenboxarts.com](#)

20 SUMMER BLOCK PARTY
The Aspen Music Festival & School of Music presents a celebration of contemporary music. [aspenmusicfestival.com](#)

27 SNOWMASS RENAISSANCE
The 10th annual event features live music, dance, and theater. [snowmassrennaissance.com](#)

29 TRANSWASTERS CHARITY GOLF TOURNAMENT
This annual event supports the Transwasters College scholarship fund. [transwasters.com](#)

31-10 DOWNTOWN ASPEN ART FESTIVAL
Browse your way through the open-air gallery while shopping for art. [downtownaspen.com](#)

2 ICE CREAM SOCIAL
This free event features live music and ice cream. [icecreamsocial.com](#)

4 ASPEN JULY 4TH CELEBRATION
This year's theme is "1776-1876". [aspenjuly4th.com](#)

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EVENTS CALENDAR

14-19 TRIPLE CROWN WORLD SERIES
The 10th annual event features live music, dance, and theater. [triplecrownworldseries.com](#)

15 CIDERMASS
This event features live music and cider. [cidermass.com](#)

21-22 TOWN DRINK TOUR
This event features live music and drinks. [towndrinktour.com](#)

21-22 SNOWMASS RAILGON FESTIVAL
This event features live music and trains. [snowmassrailgonfestival.com](#)

21-22 SNOWMASS CREEKWOOD
This event features live music and food. [snowmasscreekwood.com](#)

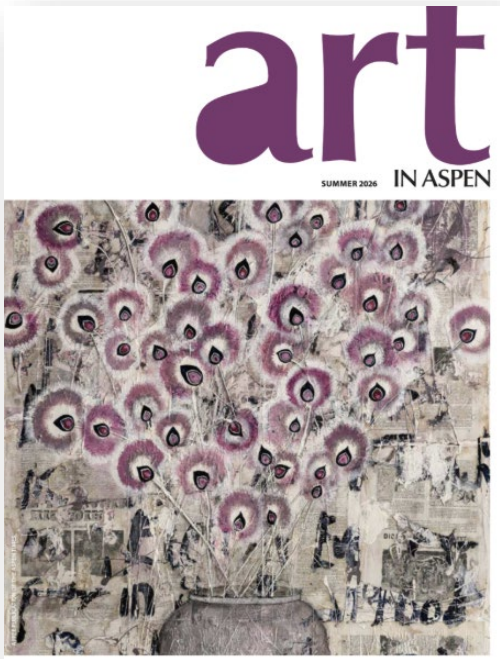
21-22 SNOWMASS OYSTERSHELL
This event features live music and oysters. [snowmassoystershell.com](#)

21-22 SNOWMASS WINE FESTIVAL
This event features live music and wine. [snowmasswinefestival.com](#)

21-22 SNOWMASS COMMUNITY PICNIC
This event features live music and food. [snowmasscommunitypicnic.com](#)

Art In Aspen

Aspen Times
publication on shelves
Summer/Fall 2026



5th Annual Snowmass Plein Air Festival

Aug. 3-9

The fifth annual Snowmass Plein Air Festival and Art Sale returns in August. Plein Air reflects a French term, which means out “in the open air.” The festival is a huge community of artists who paint predominantly landscapes but sometimes animals and sometimes buildings. And, most importantly, all creative work is exclusively done outside.

The main exhibition and art sale will be open from 10 a.m. to 4 p.m. Saturday/Sunday Aug. 8-9 in Snowmass Village, on the Snowmass Base Village Events Lawn. All of the art that is not sold goes home with the artists at the end of the sale on Sunday.

Twenty selected Colorado artists will paint Aug. 3-7, the week prior to the exhibition/sale, around Snowmass Village and in the Roaring Fork Valley. There are seven new artists, and 13 returning artists. The festival features Aspen locals Amy Biederman, Doug Graybeal, and Nika Meyers.

“This is a special and fleeting opportunity to acquire original paintings of the Snowmass region made on location by some of the top artists in Colorado,” says Fort Collins-based artist Scott Ruthven, returning for his fifth year.

The Snowmass Plein Air Festival took shape after Snowmass Arts Advisory Board member Diane Ohlin’s 2019 visit to Telluride where she and her husband enjoyed their Plein Air Festival. That led to a 2021 proposal to the Snowmass Arts Advisory Board, and to receiving a \$10,000 creative arts grant that December. Snowmass hosted its first festival in 2022; 2026 marks year five.

“I really wanted to give back to the community. I love the arts,” says festival founder Ohlin. Ohlin joined the Snowmass Arts Advisory Board with a lot of excitement, wanting to think about ways to build Snowmass’ profile in the arts arena.

The festival continues its mission. “We wanted to honor our community and make it feel local. I love Colorado; I want people who also love Colorado and who appreciate the land, the mountains, and what Colorado represents.”

“I paint the Colorado landscape on location, en plein air, year round. It’s a privilege to spend a week each year capturing the timeless beauty of the Snowmass area,” Ruthven noted “This event brings Colorado artists and art loving patrons together in a setting we all love.”

The artists utilize various mediums from oil to watercolor creating these original landscape works of art.

Steamboat Springs-based Artist Chula Beauregard, is returning to the Plein Air Festival for her third time. “I am really looking forward to coming back for a third year this August” says Chula, “I have some of my favorite locations (such as Ashcroft), and I have many places yet to explore (on Independence Pass). Thanks to Diane and the Snowmass Plein Air crew, it will feel like coming home.”

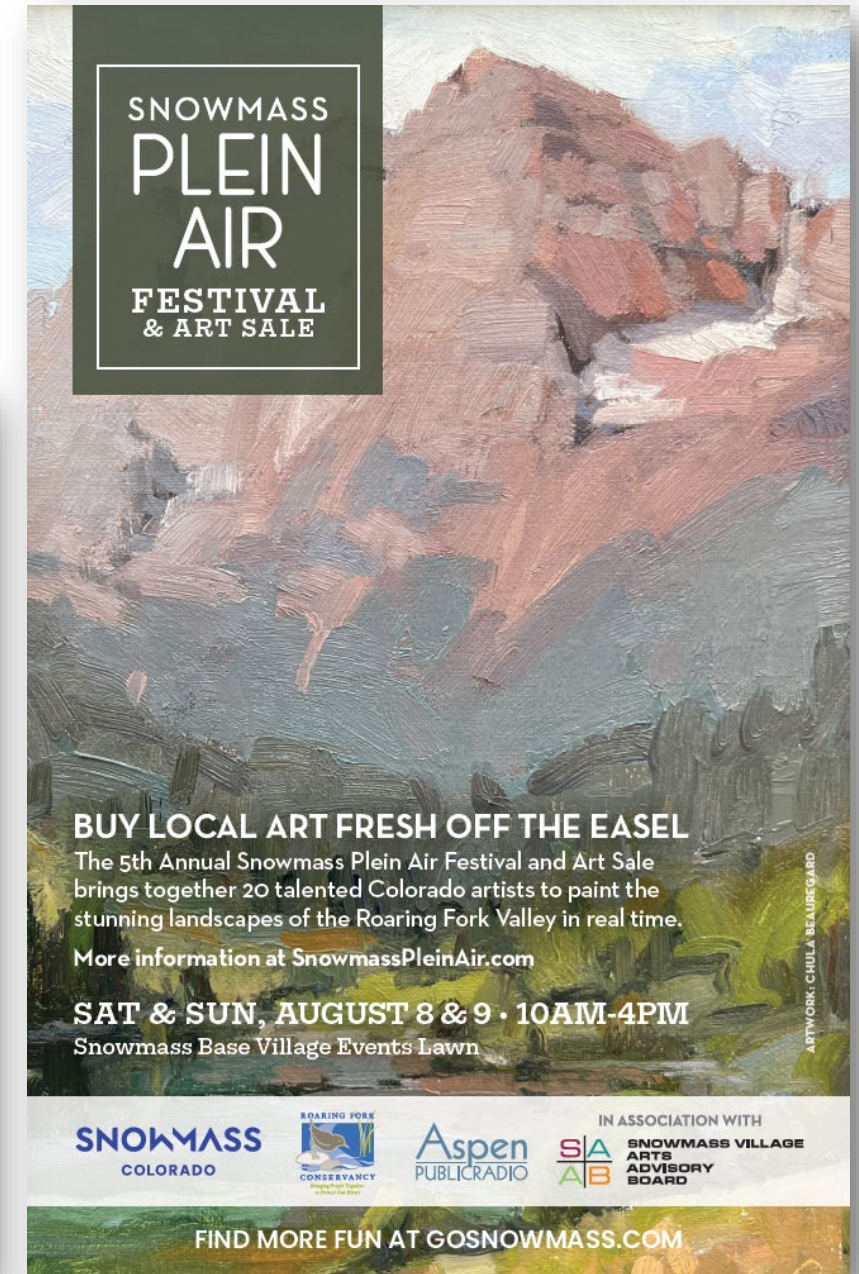
For more information, visit [snowmass.com/event/plein-air-festival](https://www.snowmass.com/event/plein-air-festival).



RIGHT: "Snowmass"
BELOW: "Snowmass"

Event Poster

Distributed by Poster
Placement to over 100
locations from Aspen
to Glenwood



Local Newspaper Ads

Full Page & Quarter Page Ads in:

- The Aspen Times
- Snowmass Sun
- Aspen Daily News



**SNOWMASS
PLEIN
AIR
FESTIVAL
& ART SALE**

BUY LOCAL ART FRESH OFF THE EASEL
The 5th Annual Snowmass Plein Air Festival and Art Sale brings together 20 talented Colorado artists to paint the stunning landscapes of the Roaring Fork Valley in real time.
More information at SnowmassPleinAir.com

SAT & SUN, AUGUST 8 & 9 • 10AM-4PM
Snowmass Base Village Events Lawn

ARTWORK: CHULA BEAUREGARD

SNOWMASS
COLORADO

ROARING FORK
CONSERVANCY

Aspen
PUBLIC RADIO

IN ASSOCIATION WITH
SIA SNOWMASS VILLAGE
AB ARTS
ADVISORY
BOARD

FIND MORE FUN AT GOSNOWMASS.COM | THE ASPEN TIMES
Snowmass Sun

Event Postcard



**SNOWMASS
PLEIN
AIR
FESTIVAL
& ART SALE**

Schedule of Events:
**MONDAY, AUGUST 3 -
FRIDAY, AUGUST 7**
Artists paint in and around
Snowmass Village.

**SATURDAY, AUGUST 8 &
SUNDAY, AUGUST 9
10AM-4PM**
Art exhibition and sale at
Snowmass Base Village Event
Lawn. Stop by to purchase
spectacular affordable art
painted in Snowmass' backyard
during the week.

**More information at
SnowmassPleinAir.com**

**2026
Colorado
Artists:**

Doug Graybeal
Kathleen Lanzoni
John Lintott
Nika Meyers
Scott Ruthven
Anita Winter
Janet Anderson
Rita Pacheco
Chula Beauregard
Amy Beidleman
David Harms
Jennifer Riefenberg
Jamie Wall
Dan Augenstein
George Bodde
Greg Effinger
Ann Feldman
Drew Marlow
Mason Torry
Adam Zabel

Judge:
Michael Magrin

**SNOWMASS
COLORADO**

ROARING FORK
CONSERVANCY
Protecting the Spirit
of the West

**Aspen
PUBLIC RADIO**

IN ASSOCIATION WITH
SNOWMASS VILLAGE
ARTS
ADVISORY
BOARD

Social Media Assets

Shared with all participating artists for event promotion on their channels



Social Media Advertisements

Ads on Facebook & Instagram:

1. Targeting Roaring Fork Valley & Drive Markets
2. Plein Air Event Attendee Audiences:
 - Targeting regions with Plein Air events (e.g. Telluride, Georgetown, Woodland Park)
 - Idea to get in front of people who already are in the Plein Air world and may excited to come out



Over 500 users have clicked through to the website so far!