



Marketing, Group Sales and Special Events Board
Regular Tourism Department Meeting Minutes
Thursday, October 26, 2023
8:30 AM
130 Kearns Road
Council Chambers

1. Roll Call

Present: Mary Blankenau, Jo Mallory-Graczynski, Wendy Harris, John Kenny, Deric Gunshor, Guion Stewart-Moore, Jami Downs, Vince Vito, Tim McMahon
Absent: Andy Gunion

2. Public Non-Agenda Items

(Limit 3 Minutes Each)

3. Approval of Meeting Minutes from Previous Meetings

3.1 Previous meeting on August 17th was the Board Retreat, no meeting minutes for approval.

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

4.1 Primary Dashboards

[Primary Dashboards](#)

Abello provided an overview of occupancy and rates in Snowmass versus other resorts. Marketing and Lodging taxes are up. Down for August, but up for the year.

4.2 Marketing Dashboards

[Marketing Dashboard Digital](#)

[Marketing Dashboard Public](#)

[Relations Dashboard](#)

McNellis provided an update on Ice Age Discovery: Discovery trail signs have been installed, Tower Mural is complete, Viewfinder medallions are being installed Friday, and TPS project in the works for Ice Age Discovery installations. Abello & McNellis explained the 2024 budget is scheduled to be approved which would include large scale Ice Age Sculptures. McNellis noted Tourism will work with SAAB to identify artists and develop idea for large scale sculpture.

4.3 Group Sales Dashboard

[Group Sales Dashboard](#)

4.4 Budget Performance Report

[Budget Performance Report](#)

4.5 2024 Business Plan

2024 Business Plan

Updated Business Plan is being drafted.

5. Other Matters Arising

Abello provided various updates including: Luminescence not returning, s'mores to continue this winter with new local vendor, JAS in Snowmass at least 2 more years.

5.1 December Board Meeting

December Board meeting, cancelled. Board members encouraged to take part in the new Tourism Director interviews in lieu of the meeting.

5.2 Committee to Interview Tourism Director Candidates

Abello updated the Board about the open position for Tourism Director and explained finalists would take part in three panel interviews. The interviews will include three panels: MGSSE board, department heads, and group of tourism staff. Request that MGSSE group be present for every interview.

6. Adjournment

