



Marketing, Group Sales, and Special Events Board

Thursday, September 19, 2024

8:30 AM

130 Kearns Road

Council Chambers

Agenda

1. Roll Call

Andy Gunion

Mary Blankenau

Tim McMahon – absent

Jo Mallory-Graczynski

Wendy Harris

John Kenny

Deric Gunshor

Guion Moore

Jami Downs

Vince Vito

2. Public Non-Agenda Items

None

3. Approval of Meeting Minutes from Previous Meetings

3.1. Approval of Previous Meeting's Minutes

[Meeting Minutes 6.13.24.pdf](#)

Motion to approve the board minutes. First by Vince Vito and 2nd by Jami Downs.
All in favor. Approved by the board.

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

4.1. Primary Dashboards

[Primary Dashboards.pdf](#)

Julia provided an overview of the updated tourism dashboard and current 2025 budget projections.

Clint provided more details on the tourism fund including the funds for housing.

Julia reviewed the new budget line items, guest services, and industry relations.

4.2. Marketing Update [Marketing Dashboard](#) [Digital Marketing Dashboard](#) [Public Relations Dashboard](#)

Virginia introduced Mariana Carballo, our new Digital Marketing Manager, and Greta Brown, our new Digital Marketing Coordinator.

Virginia provided a full marketing summary from the summer. The engagement has been high with the fall campaign. Our winter campaign launched on August 15. We have a dedicated webpage for the new winter lodging flash sale.

Reviewed the marketing budget. Overall marketing is flat except for Summer Ads to capture audiences in preparation for the 2026 airport closure.

Guion asked how we gain Instagram followers. Geo campaign, face-to-face with stakeholders. Asked how the board could support. Virginia's suggestion was to follow us and share the content.

4.3. Group Sales Update, Q2 Report [Group Sales Dashboard](#)

Drew reviewed the end of the 2nd quarter production numbers.

Currently, the group sales team is pacing ahead with one more quarter of production. The business travel schedule was also shared along with the adjustments to the group's budget.

4.4. 2025 Tourism Budget Overview

[2025 Tourism Budget Memo.pdf](#) [Tourism Expenditures 2025-2029.pdf](#) [Tourism - Revenues 2025-2029.pdf](#) [Budget Performance Report 9.16.24.pdf](#)

Julia covered the upcoming events for the rest of the season.

The budget is relatively flat year over year. Reviewed new budget allocations from the luminescence event.

John Kenny asked the board if they have any recommendations on the budget.

John made a motion to approve the 2025 budget. It was

moved by Mary Harris and seconded by Wendy Harris.

Approved by all.

5. Other Matters Arising

6. Adjournment

The Destination Management Plan portion of the meeting started therefore the meeting was adjourned.