



DRAFT

COMMISSION ON SPECIAL EVENTS MEETING Vail Town Council Chambers Wednesday, November 1, 2017 @ 8:30am

AGENDA:

Meeting materials can be accessed at the following link:
<http://bit.ly/2z4FhUP>

CSE Members Present: Mark Gordon
Alison Wadey
Barry Davis
Marco Valenti
Rayla Kundolf
Samantha Biszantz
Kim Newbury Rediker

TOV Staff Present: Laura Waniuk, Event Liaison Specialist
Ernest Saeger, Special Events Coordinator

Others Present: Beth Pantzer, Bravo! Vail
Melissa Meyers, Bravo! Vail
Carly West, Bravo! Vail
Jen Mason, Vail Valley Foundation
Kerri Thelen, Vail Valley Soccer Cup
James Deighan, Highline
Natalie Biedermann, Highline
Jenn Bruno, Vail Town Council
Lisa Maloney, Bravo! Vail
Jennifer Teisinger, Bravo! Vail
Angela Mueller, Ren Events

CSE Chair, Barry Davis, called the meeting to order at 8:30am.

Administrative Items

Approval of the Minutes of the CSE Meeting on October 18, 2017

- **Motion to approve the minutes of the CSE Regular Meeting on October 18, as presented.**

M/S/P: Kundolf/Valenti/Unanimous. The motion passed 7-0

Review financials/Survey Results:

Waniuk said she will confirm with RRC that the survey numbers are correct. Waniuk noted that the average net promoter score is 69 which is very good. Waniuk said there will be a full year report from RRC in February.

Meeting Reminders:

- November 7: Presentation to Council of 2018 funding decisions
 - Waniuk noted their presentation is scheduled for 4:40pm but will more than likely be at 4:30pm
 - November 14: CSE 2018 Allocations to be presented to VEAC
 - November 16: CSE 2018 Allocations to be presented to VLMDAC
 - December 18: Last day for Council call-up for funding decisions
- b. **Application Deadlines** and Interview Dates for CSE applicants: Deadline for letters of interest due to the Town Clerk, Patty McKenny, by Friday, Dec. 8. Interviews at Town Council Work Session on Tuesday, Dec. 19.
- CSE members whose terms expire on December 31, 2017 are Rayla Kundolf, Samantha Bissantz and Kim Newbury-Rediker.

Event Recap:

**motion to release final funding disbursement required*

Hot Summer Nights Concert Series

Please see presentation for further details.

Mason noted that there were eight shows in 2017 vs. nine shows in 2016 due to 4th of July falling on a Tuesday. Mason said this is more than likely the reason for the lower attendance numbers. Mason noted that they partnered with Alpine Arts Center this year which was very successful. Davis asked if there will be nine shows in 2018. Mason said yes. Gordon asked if they go to nine will they still book bigger acts. Mason said yes, they used to be the biggest shows in town but have to continue to step it up due to competition. Mason noted that they are looking at adding a bigger paid show event in 2018. Gordon said he hopes that people can get used to paying for concerts again in order to get bigger names.

➤ **Motion to approve the final funding distribution Hot Summer Nights Concert Series**

M/S/P: Valenti/wadey/Unanimous The motion passed 7-0

Event Recap:

**motion to release final funding disbursement required*

Vail Oktoberfest

Please see presentation for further details.

Deighan said weather affects their event but can benefit the restaurants and bars when bad weather arrives. Deighan said they would like to expand the event onto Meadow Drive and possibly Solaris in 2018. Deighan said at a minimum

they plan on activating on Meadow Drive with possibly adding an adult style beer garden in Solaris. Kundolf asked if this is for Friday night. Deighan said potentially on Friday but more than likely Saturday only. Davis asked if they could extend to Sunday. Deighan said it is a liquor license issue. Deighan said right now this idea is for Saturday only but potentially Friday night. Kundolf asked if it would be noon to midnight. Deighan said noon to 10pm. Wadey noted the improvements in Lionshead were great. Waniuk noted that we receive calls early in the year asking when Oktoberfest is so they can plan their weddings.

➤ **Motion to approve the final funding distribution Vail Oktoberfest**

M/S/P: Kundolf/Valenti/Unanimous The motion passed 7-0

Event Recap:

**motion to release final funding disbursement required*

Vail Beaver Creek Restaurant Week

Please see presentation for further details.

Nolan said the restaurant group has begun to move in the right direction. Nolan said his group had many changes coming into the event which made operations challenging. Nolan noted that the website crashed on the Thursday before the event and was reloaded on Friday but with 2016 specials instead of 2017. Davis asked why there is a donation element to the Vail Valley Foundation (VVF) on one day instead of using those dollars for marketing. Nolan said the VVF allows them to use their contact database and saw it as an opportunity to give back to the VVF as they were large supporters of their restaurant group. Nolan added that the VVF markets the event at the Vilar Performing Arts Center, Gerald R Ford Amphitheater, and other events. Davis asked if he is adding staff to replace Sarah Franke. Nolan said there is no one to replace Sarah at this time. Nolan said that they are going to hire a third party to run the event. Waniuk asked if Beaver Creek will match what CSE puts in. Nolan said Beaver Creek is willing to put in \$15,000 but if total funding is less than \$30,000 it may not be worth running the event. Nolan said Avon is interested in joining the program. Waniuk asked if there is a timeline. Nolan said it will be decided once the CSE funds are approved.

➤ **Motion to approve the final funding distribution to Vail Beaver Creek Restaurant Week**

M/S/P: Valenti/Wadey/Unanimous The motion passed 7-0

Event Recap:

**motion to release final funding disbursement required*

Vail Valley Soccer Cup

Please see presentation for further details.

Thelen said they are looking at expanding into Friday in 2018. Thelen said they want to minimize regional teams from areas such as Summit County to maximize

the participants that are coming to stay in hotels. Davis asked what the room for growth is. Thelen said the opportunity is adding more games on Friday evening. Davis asked why the level of tournament benefits Vail. Thelen said this attracts more teams from a greater region such as out of state. Davis asked how competitive the showcase season is. Thelen said there is never an offseason. Gordon said the CSE is concerned how the tournament fits in economically and not the level of pay. Davis noted that the goal is for the participants to attend Vail again. Kundolf asked if the overnight visitors are staying in Vail. Thelen said yes they use Room Roster and ask them to fill Vail first but then they usually have to go down valley. Thelen said 80% of overnight visitors stay in Vail. Davis asked if there is any lodging friction. Thelen said yes at first but now they are all on the same page and their goal is to partner with restaurants in 2018. Gordon suggested communicating to teams to make reservations at restaurants prior to arriving.

➤ **Motion to approve the final funding distribution to Vail Valley Soccer Cup**

M/S/P: Kundolf/Valenti/Unanimous The motion passed 7-0

Event Recap:

**motion to release final funding disbursement required*

Bravo! Vail Music Festival

Please see presentation for further discussion.

Teisinger noted that they were listed as a top 10 summer music festival in Ski Magazine. Teisinger noted their economic impact was an estimated \$12.4M. Gordon said the new works musicians commented on how great Vail is and that they hope to come back. Kundolf asked how they plan on attracting the next generation. Teisinger said they are discussing developing a community type concert that could happen in 2019. Wadey suggested looking at the model that they have in Washington DC to attract the younger generation. Teisinger said yes it is an issue that all classical programs encounter. Valenti said he spoke with past musicians that truly enjoyed the event and Vail and want to return.

➤ **Motion to approve the final funding distribution to Bravo! Vail Music Festival**

M/S/P: Kundolf/Valenti/Unanimous The motion passed 7-0

Event Recap:

**motion to release final funding disbursement required*

Vail Farmers' Market & Art Show

Please see presentation for further discussion.

Mueller noted that their net promoter score is 90. Mueller said they want to make sure that it is a very unique Vail experience. Mueller said their economic impact was \$13M. Wadey asked that Mueller add the VCBA to her distribution list.

Mueller noted that she is working with a sponsor to eliminate water bottles in 2018. Waniuk said staff has done a good job improving the compostable process.

➤ **Motion to approve the final funding distribution to Vail Farmers' Market and Art Show**

M/S/P: Wadey/Valenti/Unanimous The motion passed 7-0

Event Recap:

**motion to release final funding disbursement required*

Farm to Table Dinners

Please see presentation for further discussion.

Mueller noted that they will have a speaker system in 2018. Mueller said she is 98% compostable for this event. Waniuk confirmed there are three events in 2018 and asked if it is scalable beyond only three events. Mueller said the largest factor is weather and does not want to hinder other businesses and events.

➤ **Motion to approve the final funding distribution to Farm to Table Dinners**

M/S/P: Valenti/Wadey/Unanimous The motion passed 7-0

Discuss Council Presentation 11/7, VEAC Meeting 11/14 and VLMDAC Meeting 11/16:

Please see presentation for further details.

Kundolf noted that she will be able to attend. Kundolf noted the \$13.8M economic impact from RRC and asked if it included the Farmers Market survey results. Waniuk pointed out that this is the RRC survey which is the funding from CSE, not private surveys such as Farmers Market's. Valenti added that he thinks staying conservative is important. Gordon asked what the November 7th purpose to Council is. Waniuk said this is to present the allocations, new events, and that there is no action. Waniuk said there is no action needed on December 18th either. Gordon suggested cutting the presentation down to brief suggestions and funding allocations. Kundolf noted that she thinks this should be discussed on the 11/21 Council meeting due to it being a new Council. Waniuk confirmed to start presentation on page 5. Valenti suggested including the requested funding amount. Valenti noted to call out a different motivation for Vail Mountaineers Hockey Club compared to Vail Lacrosse. Wadey noted that it is a need weekend that is drawing teams from outside of the mountain towns. Waniuk noted that MMA is securing their dates with Dobson and it sounds like it is the first weekend of May. Kundolf said they shouldn't go into Council afraid; they should go in armed based on the amount of lodging, restaurant, and retail revenue this is bringing in May. Gordon and Valenti suggested adding the community activation

piece that MMA is going to bring. Wadey suggested clarifying the group business category on the scorecard. Davis suggested the CSE communicate their plan to address quality vs quantity. Davis said it is important to show that they are discussing ROI, Vail Brand, quality vs quantity, etc. Gordon suggested not only including event surveys but the community and intercept surveys as well. Valenti said there is a gut component of it such as attending an event and experiencing it first hand. Davis suggested the diversity and participation of the CSE board. Gordon said yes remind the Council that someone from the CSE attends each event.

Davis said the CSE notices that Vail is a tough place to do business and recognizes that Vail takes pride in having small businesses and it is a goal of the board to support them through events. Gordon noted the past feeling that retail spaces were open and now this is not the case. Valenti suggested pointing out events that they scaled back or did not fund. Valenti said events were given the opportunity to change and were not successful in doing so. Kundolf suggested adding the relationship with ERC, VEAC, VLMDAC, and all groups that help provide input.

New Business and Community Input:

Waniuk noted that she spoke with Leon Fell from King of the Mountain who may be reaching out to the CSE and Council to object to his funding level. Saeger explained that the VVF is going to present to the Council on 11/7 the opportunity to bring one or two stages of the Colorado Classic / Velorama to Vail in August of 2018. Gordon said a debrief for the RFP is needed and the staff comments was a great section. Wadey said VCBA winter update is being held next Thursday, 11/9 8:30am at The Antlers.

➤ **Motion to adjourn at 10:42am.**

M/S/P: Wadey/Kundolf/Unanimous. Motion passed 7-0