



DRAFT

COMMISSION ON SPECIAL EVENTS MEETING Vail Town Council Chambers Wednesday, January 2, 2019 @ 8:30a.m.

AGENDA

Meeting materials can be accessed at the following link:

[January Meeting Link](#)

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

TOV Staff Present: Ernest Saeger, Special Events Coordinator
Matt Miano, Economic Development Coordinator
Mia Vlaar, Economic Development Director

Others Present: Eddie Shipstad, Shipstad Entertainment
Angela Mueller, Ren Events
Pete Osorio, Vail Mountain
Chris Cofelice, Westin Riverfront Avon

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

Administrative Items:

Swearing-in

- Swear in reappointed CSE members for terms ending December 31, 2020 (Barry Davis, Mark Gordon, Marco Valenti, Alison Wadey) by Tammy Nagel, Vail Town Clerk
- Davis noted that a new Chair needs to be decided
- Kundolf nominated Wadey
- The CSE placed a unanimous vote approving Wadey
- Davis nominated Gordon for Vice-Chair
- Kundolf nominated Rediker. Valenti second Gordon
- 3-1 Gordon approved. Kundolf nay

- Kundolf noted she has very much confidence in Gordon but added she nominated Rediker just to make a change

Approval of the Minutes of the CSE Meeting on December 5, 2018.

➤ **Motion to approve the minutes of the CSE Regular Meeting on October 17, 2018 as presented.**

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

January Events - *Vail Yeti Hockey, Vail Symposium, Vail Jazz Winter Series, Community Arts Programs - Alpine Arts Center 10th Mountain Parade, Vail Veterans Program; The Steadman Clinic Vail Cup Colorado Snowsports Museum "Through the Lens", Vail Centre: Community Leadership Foundations*

Event Recaps:

Vail Mountaineers Hockey Club

- Miano said he received communication that they could not make the meeting and will be presenting February 6
- Gordon asked to note their lack of appearance for 2020 funding
- Saeger said yes and will make this note
- Saeger clarified that the CSE funded two events for Vail Mountaineers in 2019; the Sportsmanship Tournament and Pucks, Pars and Poker

Vail Skating Festival

**motion to release final funding disbursement required*

Please see presentation for further details.

- Shipstad noted that Patrick Chan, 2018 Olympic Gold Medalist, performed at the event
- Shipstad noted they sold over 250 seats
- Shipstad noted attendees were from US, Canada, and Mexico
- Kundolf said the Solaris show was great and should continue to grow
- Wadey said it was a great show and suggested filling the floor seats
- Rediker said a lot of lodges extended their lower rates to the weekend before Christmas
- Shipstad said lodging rates are an issue the week of Christmas
- Wadey said she liked the date and if offered an event to a different demographic
- Valenti noted that the early weekends of December will improve because of the increased snowmaking capabilities

➤ **Motion to approve the final funding distribution for Vail Skating Festival**

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

Vail Holidays

**motion to release final funding disbursement required*

Please see presentation for further details.

- Gordon asked how the ads are paid for
- Saeger clarified that the Town of Vail designed the ads and Mueller paid the advertising costs
- Gordon asked who pays for vailholidays.com
- Mueller suggested that whoever takes over Vail Holidays should manage the website, which was developed and paid for by the town
- Mueller noted that the flow of the Kris Kringle market was not great due to fragmentation with competing event in town
- Saeger noted that Vail Snow Days was allocated space on the I-Bridge which they underutilized and will be revisited in 2019
- Saeger said staff will meet with Mueller to create some framework to create an RFP for Vail Holidays which will be presented as a draft to CSE
- Gordon asked if we can pay Mueller as a consultant
- Saeger said it is a good point and staff will look into it

➤ **Motion to approve the final funding distribution for Vail Holidays**

M/S/P: Davis/Bisantz/Unanimous The motion passed 7-0

Civic Area Plan Discussion:

Please see presentation for further details.

- Miano noted that the CSE should identify a spokesperson to represent the CSE with town council during the Civic Area Plan process
- Gennett encouraged the CSE to visit engagevail.com
- Gordon asked what the action steps of the CSE are
- Gennett said there are some covenants on the Lionshead parking structure but the CSE should look at the plan as a blank slate
- Gordon asked if the CSE should have the discussion now or is it ongoing
- Gennett said it is ongoing
- Vlaar encouraged the CSE to submit their ideas individually on engagevail.com and then the CSE to come together to suggest their top 4-5 ideas
- Wadey asked Miano what the next steps are and if its on February 6th agenda
- Vlaar suggested staff create a google doc that the CSE can share and provide input on
- Wadey confirmed with the CSE to provide input online
- Gennett said the current feedback will be presented to Council on February 19th

Event Survey Discussion:

- Miano noted that Chris Cares will be attending the February 6th meeting to present 2018 event data
- Miano noted free giveaways could increase the amount of survey respondents

- Miano noted follow up surveys tend to be more realistic
- Kundolf said she likes the short and simple survey
- Wadey said the survey respondents numbers need to be increased
- Vlaar said the Vail App will be utilized to engage additional attendees
- Rediker said she likes the incentives and should be continued with smart giveaways like a chance to win a stay in Vail
- Biszantz suggested creating a business survey for them to give their feedback about the event and how it impacted their business
- Vlaar said it is a great idea and will continue to work on compiling a business contact list – VCBA has one
- Davis asked if Vail Mountain tracks skier data such as Epic Pass vs. day or multi-day passes
- Osorio said a lot of this info will be included in the final Snow Days recap
- Osorio said he would like the survey to include a question about if they used the lift
- Rediker said event producers should be specifically reaching out to lodges to place event packages and learn if attendees did utilize promotions to book
- Saeger noted the parking stats between 2015-2018 for Vail Snow Days
- Miano asked the CSE if they would like to provide their input on the survey questions being asked
- Rediker said yes but RRC can sometimes be hesitant with any changes due to the need for apples vs. apples

New Business and Community Input:

- Wadey said thank you to Davis for being Chair and doing a fantastic job
- Biszantz asked if recycling can be introduced to Dobson at the Yeti games
- Saeger said yes he will speak to the VRD
- Vlaar noted that there is going to be a board and commission training session that Matt Mire will host in the next month
- Vlaar said that the Vail Centre has closed its doors and we are trying to get a better understanding of any programming being transferred to other entities
- Kundolf asked since it was funded as Vail Centre shouldn't the money come back to the CSE to put out as an RFP
- Gordon suggested if it's the same program being managed by a different entity the allocation should be the same
- Wadey said she would like to ensure that the programs are using the allocation in the correct way
- Wadey said the new year reboot for employees is at Bol with Jon Kedrowski and Chris Anthony on January 17th
- Gordon noted that the Vail App is not displaying any events at this time
- Miano said the TOV took over the app and will be adding content
- Miano said the CSE can meet for a happy hour

➤ Motion to adjourn at 9:53am.

M/S/P: Rediker/Davis/Unanimous. Motion passed 7-0