



**COMMISSION ON SPECIAL EVENTS MEETING**  
**Town Hall – Council Chambers**  
**Wednesday, March 4th, 2020 @ 8:30a.m.-10:45a.m.**

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**MINUTES:**

1. **@ 8:30a.m.: Administrative Items** (5 minutes)
  - a. Approval of the Minutes from the CSE Meeting on 1/08/2020 and 2/5/2020
    - Motion to approve the minutes.
      1. Davis/Rediker/Unanimous
  - b. Upcoming Meeting Reminders
    - April 1, 2020
  - c. Upcoming Event Reminders
    - 10<sup>th</sup> Mountain Parade – Friday March 6<sup>th</sup>
    - Vail Yeti Hockey – March 6, 7, 13, 14, 20, 21 (tickets available)
    - Vail Symposium – March 5, 16, 19, 26
    - Superhero Ski Day – March 14
    - Pink Vail – March 28
    - Through The Lens – March 4, 7, 18
    - Vail Film Festival – March 26-29

Mark Gordon attending March 19<sup>th</sup> VLMDAC. Send new sign up sheet.

2. **8:35: Recaps (15 Minutes)**
  - a. **Community Leadership Academy (15 Minutes)**
    - Smaller group for the last vail program which worked great for that attendee group. More intimate. Usually closer to 20-24. 39 graduates from 2019 program. Grandview is amazing space for the program. We rely on free parking for the summer program though. More marketing through the VVP. Allows more people from the overall community, not just government to get involved. 7 month program. Next vail session starts in June.
    - Motion to Approve Final Funding.
      1. Davis/Gordon/Unanimous
  - b. **CSE Discussion: Burton US Open:**

Rediker: Really fun event, town was busy, everything great until 1:45 am. Saturday night, reports of people being kicked out of transportation center, no busses or ubers/lyfts. We should talk to event producers about coming up with a plan to get people out of town after events.

Valenti – skier traffic was dangerous at golden peak. Should look at a bridge/superstructure to move traffic across skiers path to lift.

Davis – the crowd felt bigger this year

### **3. Program Update –**

#### **a. Mountain Art Collective (15 Minutes)**

- Townsend Bessent: Silent disco blew me out of the water. Roughly 90 people attended. Great feedback.
- Music Series: it is a lot of work to produce a music series especially with an old unmaintained venue. We were told the condition of the venue was better. Liquor license has been extended to the theater. Lease has been finalized.
- Davis – where are you with booking talent? Rob Prechtl – our 3<sup>rd</sup> partner Dave Tucker is spearheading the talent booking. We have some bands that are in the works for may through October. Working with Grand Hyatt and town calendar to select dates.
- Davis - How many shows do you expect to have. Prechtl, we are shooting for 5.
- Gordon – what is the venue capacity? Prechtl - ~285
- Gordon - In a first year where there are venue challenges, etc. I think 5 concerts is great. 3 successful shows would make me happy. Look towards the more need based times. We are trying to fill gaps.
- Bessent - Art music series has been great. January was swing with weekly classes and a live swing band for the graduation. 15-30 people each class. Feb was salsa. Sewing classes, photography classes and others are coming up.
- Paid facebook has been the best marketing channel so far. Vail Daily EVV.com for the bigger events.
- Vail Film Fest will use the theater.
- Lau – are you using email marketing? Sending event calendars? We are collecting emails for all pre-registration classes. Roughly 400 names on the list so far.
- Targeting \$10-\$35 per show to keep it affordable.
- Ski museum through the lens has been selling out. Could they host additional showings at the theater.

#### **b. Vail Outlier and the Van Show (10 minutes) – Mike McCormack**

- Outlier Update McCormack– Meeting with USFS to get green light for new vail 100 course. Gravel event. 40c tire width recommended but open to all. Muddy Pass – USFS System Trails – trail support from Jake Wells
- Looking at an e-bike friendly course and weighing option between pro of adding riders and opening categories with cons of trolls.
- Moving away from the enduro. Moving towards a talons challenge type event. Ride these 6 trails and get a shirt/hat/etc.
- Running out of bikes at the demo. Looking at a modest price increase to manage crowd but want to keep it attainable for locals.

- VAN SHOW – Grew from North American Hand built Bike Show. Began as a curated show. Marketing people brought in technical experts. Divided attendees into tons of categories so more small brands could get in the spotlight. 4000-5000 attendees in person but 100's of k's of online engagement. Adventure Van Showcase – RV shows are full of tire kickers. Adventure vans are \$200k toys with \$10,000 bikes, PV, etc. This is our clientele. Vans, tow behinds, earthromers, etc. Parking would be added at Ford Park. Application process for camping. Hoods up at Hardees at camping area. No tents or subarus.
- Marketing team will be producing ongoing social programming.
- Different than the standard RV show.
- ~60 camping spots. The rest of the group will be in lodging.
- Gordon – I don't see the camping at odds. This is an additional program to the existing bike program.
- Bissantz – would you do concessions, etc. McCormack – Both. We do sweet t-shirts well. We want to promote sustainability. Breck Epic has great Nalgene's so people drink from taps.
- Rediker – have you talked to VRD? McCormack, we wanted to get your blessing first.

4. **@ Intercept Insights 2020 Event Survey Introduction and discussion (20 Minutes)**

- Jason Roberts – Informational review of reporting dashboard and proposed event to survey.

5. **@ 9:30 a.m.: New Business (10 minutes)**

Gordon – Bravo board meeting started discussing corona virus. Does the town have any plan.

Vlaar – Eagle county and Vail Health are working on a joint statement with the town. VLMD working on a contingency plan for marketing.

Laurie Mullen – DiscoverVail.com is moving forward and should launch this week. Building our own database for CRM.

Motion to Adjourn. Davis/Bissantz/unanimous

**Adjournment @9:45 a.m.**