



COMMISSION ON SPECIAL EVENTS MEETING Virtual Meeting (call in info below)

https://us02web.zoom.us/webinar/register/WN_yRMpkqrrT-6lmnVKOnC1_g

Wednesday, JUNE 3, 2020 @ 8:30a.m.-10:15a.m.

Minutes

:

Meeting materials can be accessed at the following link:

[June 3, 2020 Meeting Materials](#)

All members present

Attendees: Jeremy Gross, Liz Gladitsch, Mia Vlaar, Beth Pappas, Danita Dempsey, David Sorren, Kristin Cooley, Amanda Blevins, Beth Pantzer, Cody Cunningham, Helene Mattison, Ian Warda, Isabel Piaggi, Mark Christie, Meghan Scallen, Michael Cacioppo, Mikayla Curtis, Peggy Wolfe, Ryan Slater, Sacha Kostick, Sarah Franke, Skip Thurnauer, Taylor Smith, Whitney Heingartner, Jason Ornstein, Diane Moody

1. 8:30a.m.: Administrative Items (5 minutes)

- a. Approval of the Minutes from the CSE Meeting on 5/20/2020
 - Motion to approve the minutes from the May 20 CSE meeting.
 - Rediker/Davis/Unanimous
- b. VLMDAC and VEAC Updates
 - VEAC
 1. Vail Economic Recovery Taskforce and VEAC have been focused on the following:
 - a. Restaurants Temporary Expansion of Premise
 - b. Retail Temporary Expansion of Premise
 - c. Allowing Consumption of Alcoholic Beverages in Designated Public Places
 - d. PPE, Social Distancing and Hand Washing Stations
 - e. Rental Relief Program
 - VLMDAC
 1. Launched summer campaign focusing on Front Range, >500 mile drive markets and select <500 mile long haul markets through the fall.
 2. View campaign and community toolkit here:
<https://www.dropbox.com/s/7hyq6yr8m0syaah/VLMDCampaignDeck-6.3.2020.pdf?dl=0>
 3. Town Council meeting on 6/2 approved 30% reduction in budget
- c. Upcoming Meeting Reminders
 - July 1, 2020
- d. Town and CSE Budget Discussion
 - CSE is being asked to cut 30% of event funding. Destination and signature events are being cut as well and will come in at a greater than 30% cut.

2. 8:35 a.m.: Update on Current Public Health Orders (10 Minutes)

- a. Transition Trail Map
- b. Events and Live Entertainment Task Force Update (one of the county taskforces that focus on that category)
 - The group is working on the procedures for event producers to get approval to move forward with their events, including guidance and best practices from the industry.

3. **Burton US Open Recap – (15 Minutes)**

- Davis – We hope we can continue to bring events that align with our goals, like Burton
- Rediker – Looking forward to BUSO returning in 2022
 - ADR – BUSO has created the demand and it hurts Burton due to the demand on the over 2,000 rooms they book
 - What is minimum viable situation for BUSO to come in the future?
- **Motion to approve final funding for the Burton US Open Rediker/Davis/unanimous**

8:45 a.m.: Scorecard Review of Event Plans with COVID modifications (60 Minutes)

- a. Scorecard feedback from Council to include:
 - Event creates overnight stays
 - Sales tax revenue
 - Brings residence and visitors into the *villages* to enhance guest experience
- b. Motions for adjusted funding
 - Presentation of the updated event plans was made by Jeremy Gross to the CSE.
- c. **Motion to approve modified funding allocations in the following amounts:**

Avalanche Alumni Weekend - Original funding = 5000, adjusted funding =2500

Family Education Efforts of Mountain Youth - Original funding = 4500, adjusted funding =4000

Community Leadership Academy - Original funding = 5000, adjusted funding =4000

2020 Vail Pickleball Open - Original funding = 5000, adjusted funding =4750

Vail Automotive Classic - Original funding = 5000, adjusted funding =5000

Vail Classic Invitational - Original funding = 8000, adjusted funding =8000

2020 Vail Sportsmanship Tournament - Original funding = 10000, adjusted funding =10000

Vail Community Art Series - Original funding = 13000, adjusted funding =13000

Vail Family Fun Fest 2020 - Original funding = 15000, adjusted funding =15000

Vail Skating Festival - Original funding = 20000, adjusted funding =20000

Vail Bluegrass - Original funding = 40000, adjusted funding =21000

Outlier Offroad Festival - Original funding = 25000, adjusted funding =25000

Bourbon and Bacon Fest - Original funding = 45000, adjusted funding =30000

Kids Adventure Games - Original funding = 40000, adjusted funding =40000

Vail Farmers' Market & Art Show - Original funding = 43000, adjusted funding =43000

Vail Craft Beer Classic - Original funding = 65000, adjusted funding =50000

• **Rediker/Valenti/Unanimous**

4. Event Survey List (10 minutes)

a. Tabled until July 1

5. 9:45 a.m.: Public Comment/Event Producer Open Discussion (15 Minutes)

a. No public comment received

6. 10:00 .a.m.: New Business (5 minutes)

Adjournment @10:15 a.m.