



## COMMISSION ON SPECIAL EVENTS MEETING In-Person and Virtual Meeting Wednesday, July 1, 2020 @ 8:30a.m.-10:00a.m.

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### Minutes:

Meeting materials can be accessed at the following link:

[July 1, 2020 Meeting Materials](#)

Roll Call: Alison Wadey, Mark Gordon, Samantha Biszantz, Jill Lau, Kim Rediker,

Not present: Marco Valenti, Barry Davis

Staff present: Mia Vlaar, Jeremy Gross, Liz Gladitsch

#### 1. 8:30a.m.: Administrative Items (10 minutes)

##### a. Minutes from the CSE Meeting on 06/4/2020

- Motion to approve the minutes from June 4, 2020.
- Rediker/Gordon/ Unanimous

##### b. VLMDAC, VEAC and Council Updates

###### • VLMDAC

1. Paid search terms and digital advertising targeting Front Range, drive markets and markets in Texas
2. Traditional media targeting Front Range and small percentage of drive markets
3. Results coming at VLMD July 16 meeting

###### • VEAC

1. 7<sup>th</sup> of July will be presenting commercial relief program
2. TOV are supplementing Masks and hand sanitizer to businesses
3. Public Consumption Areas:
  - a. Signage encouraging guests to purchase beverages in restaurants

###### NOTES from board

- Could Information Center employees have masks in a bag and share out information. Can they come out and interact with guests more?

##### c. Upcoming Meeting Reminders

- VLMDAC – Thursday July 16
- Town Council – July 7
- CSE - August 5, 2020

#### 2. 8:40 a.m.: Update on Current Public Health Orders (10 Minutes)

##### a. Transition Trail Map/State Orders

- Staff is working with the county to update our event producers on the impacts of the new Protect Our Neighbors phase announced by the Governor on Tuesday.

##### b. Events and Live Entertainment Task Force Update

- Lower Bench events: Stage on big open lawn by covered bridge
  1. Music in the park activations a few days a week
  2. Starting July 17
  3. Vail Jazz, VVF, Bravo and a few other event producers are going to activate on the lawn.

**3. 8:50 a.m.: Upcoming Events and Event Updates (30 Minutes)**

- a. Vail America Days:
  - How are we going to mitigate crowds? Detailed information at [VailAmericaDays.com](http://VailAmericaDays.com)
- b. Farmers Market: Angela to send out a summary to the board and Jeremy
- c. Recent Events CANCELED: Money will be coming back into the CSE budget
  - Bluegrass
  - Kick it 3v3
  - Restaurant Week

**4. 9:20 a.m.: Event Survey List (10 minutes)**

- a. Survey budget reduced 30%
- b. Can reallocate canceled event surveys to other events
- c. What to survey:
  - Kids Adventure Games, Craft Beer Fest, Bourbon & Bacon, Revelry
  - We could survey other events like Farmers Market, Lower Bench events, etc.
  - Staff to send proposal for what events to survey for group to decide

**5. 9:30 a.m.: Public Comment/Event Producer Open Discussion (15 Minutes)**

- a. None

**6. 9:45 a.m.: New Business (5 minutes)**

Vail Rec Update

- Golf: doubled in revenue
- Tennis: Doubled in revenue
- Gymnastic Camps are full
- Summer Camps are full

Breckenridge wine fest to Vail Wine Fest: What do we need to do to make something like that happen? Would we consider giving them money to make that happen?

CTO: What can staff do for outreach to ensure local businesses are updating their listings? VLMD and Staff to do outreach.

**Adjournment @9:50 a.m.**  
**Gordon/Lau/unanimous**