

**AGENDA**  
**Breckenridge Events Committee**  
**Wednesday, Feb 1, 2023**  
**9am-10am Virtual Meeting**  
***Right event, right time, right result***

**I. Call to Order**

- a Committee Member Roll Call - *Michelle, Chair*
- b Approval of minutes from Jan 4, 2023 Meeting

**II. Upcoming Events**

- a Update Pride/DEI Event, June 2023 –Lucy /Jon/Shannon

**III. Pending SEPA - No SEPAs for review at this time**

**IV. General Updates and Discussions**

- a Strategic Discussion –goals for the community relative to events. - *standing item*
  - **Review event strategic matrix** to ensure we are keeping a high-level strategic focus with events. Examine pillars individual events fall under and assess how they performed against the strategy.
  - Discuss creating an overall rating for matrix and formalize post evaluation against the strategies.
- b Review findings from the Town’s capacity analysis project on trends from the last few years and plans for tracking going forward. - Shannon
- c Update from Sustainability Sub-Group
- d Concept for a new event that was brought forward by Mike Shipley owner of Country Boy Mine. “Mining games” geared towards locals. - *Lucy*

**V. Review Past Events**

- a 1.16-2.2.23 International Snow Sculpture Championship (ISSC)

**VI. Review Agenda Items for next BEC Meeting – March 1, 2023**

- a Future Strategic Discussion Topics for 2023
  - Continued Strategic Matrix Discussion
  - Continued sustainability discussion.
  - Review findings from the Town’s capacity analysis project on trends from the last few years and plans for tracking going forward.
  - DEI – looking for more authentic inclusion of DEI with events.

**VII. Public Comments**

**VIII. Adjourn**

**LINK TO SEPA CALENDAR**

<https://calendar.google.com/calendar/u/0?cid=cmN0NTI3bnUwZ2dpZjE2azRyY2ttaGF2cW9AZ3JvdXAuY2FsZW5kYXluZ29vZ2xlMnVbQ>

**Minutes**  
**Breckenridge Events Committee**  
**Wednesday, Jan 4, 2023**  
***Right event, right time, right result***

Attending: Michele Chapdelaine, Maddie Schilling, Kelly Owens, Jon Dorr, Lucy Kay, Dave Feller, Chase Banachowski, Andy Banas, Nathan Nosari, Neal Kerr, Steve Moos, Carrie Benefiel  
Guests: Sarah Wetmore, Majai Bailey, Ashley Zimmerman, Tara Dew, Lauren Swanson, Nick Wilson,

- I. **Michelle called the meeting to order at 9:03am**
  - a Committee Member Roll Call
  - b A motion was made to approve the Dec 7, 2022, meeting minutes as submitted.  
M/S/P
  
- II. **Upcoming Events**
  - a 1.16-2.2.23 International Snow Sculpture Championship (ISSC)
    - Twelve carving teams. Tech week Jan 16-22, Carving Jan 23-27, Viewing 27-Feb 1st. Planning for timed ticket entry on Saturday again. BTO met with Parking and Transit Dec 15. Meeting again Jan 6 to finalize parking logistics for displaced permit holders.
  
- III. **Pending SEPA** - No pending permits to discuss at this time.
  
- IV. **General Updates and Discussions**
  - a Strategic Discussion –goals for the community relative to events. - *standing item*
    - Committee laid the groundwork for Event Strategic Matrix Discussion in Feb - Goal to review existing events calendar in terms of balance across strategic goals.
      - Discussion around implementing a formalized post review process looking at how an event delivered against intended strategic goal.
  - b Update from Sustainability Sub-Group – *Jon Dorr*
    - Sustainability Group met with Virginia Hammock, owner of Minimal Impact, specializing in Green Event Coordination.
      - 86% of music event patrons are looking for green practices at events.
      - Hammock emphasized the importance of ability to incentivize and enforce sustainability standards with event organizers. Examples of destinations doing this well; Steamboat, Buena Vista
      - 90% of Hammock’s time as a sustainability coordinator goes toward vendor education.
    - Key Takeaways:
      - Discussion around banning single use plastics at events and providing re-fillable water stations.
        - a. Water Station discussion – need to invest as a town and brand. Kelly to follow up with Town Council.
      - Look at developing a sustainability agreement for all vendors with a financial incentive.
  - c Update Pride/DEI Event, June 2023
    - Still very much in the planning/discussion stage. Likely that BCA will take the lead to produce a scaled down locally focused Pride event. Tentatively targeted for June 9-10.
  
- V. **Review Past Events**
  - a 12.8-11.22 Ullr Fest
    - Broke shot ski record with 1350 participants. Bill & Stephanie Tinker elected as the 2022 Ullr King and Queen. 22 registered parade floats. Hosted bonfire in the Sawmill lot for second time. 67% diversion rate. The Ullr Ice Skating party saw a strong attendance. No complaints from Breck PD.
      - The Committee discussed why event was no longer in Jan. Decision to move event to Dec was not solely to fill Dew Tour, but rather in consideration of avoiding undue strain on public works (*Jan Ullr fell on the back of the Christmas holiday, mid-month MLK weekend, and leading up to two weeks of Snow Sculpture*).
  
- VI. **Review Agenda Items for next BEC Meeting – Feb 1, 2023**

- a Concept for a new event that was brought forward by Mike Shipley owner of Country Boy Mine. “Mining games” geared towards locals.
- b Event Strategic Matrix
  - Review event strategic matrix to ensure we are keeping a high-level strategic focus with events. Examine pillars individual events fall under and assess how they performed against the strategy.
    - Discuss creating an overall rating for matrix and formalize post evaluation against the strategies.
    - **Sarah will send out matrix ahead of meeting so that producers may prepare for Feb discussion.**
  - Review findings from the Town’s capacity analysis project on trends from the last few years and plans for tracking going forward. - *Shannon*
- c Future Strategic Discussion Topics for 2023
  - Continued Strategic Matrix Discussion – What is the true number of events in our community?
  - Continued sustainability discussion.
  - Impending recession and economic downturn.
  - DEI – looking for more authentic inclusion of DEI with events.
- d Review concept for new event – produced by Country Boy Mine, “Mining Games” – geared toward locals. Potential filler for Kingdom Days, kick off to summer.
- e ***The committee discussed meeting in person on a quarterly basis. Sarah will work with Michelle on logistics.***

VII. Meeting adjourned at 9:48am.

**LINK TO SEPA CALENDAR**

<https://calendar.google.com/calendar/u/0?cid=cmN0NTI3bnUwZ2dpZjE2azRyY2ttaGF2cW9AZ3JvdXAuY2FsZW5kYXluZ29vZ2ZlLmNvbQ>