

AGENDA
Breckenridge Events Committee
Wednesday, May 3, 2023
9am-10am Virtual Meeting
Right event, right time, right result

I. Call to Order

- a Committee Member Roll Call - *Michele, Chair*
- b Approval of minutes from April 5, 2023 Meeting

II. Upcoming Events

- a 6.9-10.23 10 Mile Pride – Majai / Jon
- b 7.4.23 Fourth of July Activation
 - Main St. Parade / BTO – Majai
 - Firecracker 50 & Independence Day 10K/ Rec – Jon
 - BCA Arts District Activation – Neal
 - NRO – Carrie
- c Shop Third Thursdays in Breckenridge – *Proposed new event*

III. Pending SEPA - Full list attached

IV. General Updates and Discussions

- a Update from Sustainability Sub-Group – Jon
- b Water Trailer Update– Jon
- c SEPA Changes – Sarah
 - Strategic Goals, Plastic Ordinance, Travel Demand Management Plan
- d Potential Showing of 'Wild Life' – Lucy
 - Documentary on Kris McDivitt and her & husband's work in protecting Patagonia.

V. Review Past Events

- a 4.8.23 Imperial Challenge

VI. Review Agenda Items for next BEC Meeting – June 7, 2023

VII. Public Comments

VIII. Adjourn

The Breckenridge Events Committee evaluates events against four strategic goals:

- **Build Business** - An event designed to drive revenue for greater business community and /or the event producer.
- **Branding/Media** - An event designed to draw external media (national & international) promoting the Breckenridge brand.
- **Fundraising** - An event designed to raise awareness and funding for a non-profit organization's mission.
- **Resident Focused** - An event designed specifically for residents vs. an event more broadly marketed to visitors and residents.

LINK TO SEPA CALENDAR

<https://calendar.google.com/calendar/u/0?cid=cmN0NTI3bnUwZ2dpZiE2azRyY2ttaGF2cW9AZ3JvdXAuY2FsZW5kYXluZ29vZ2xlMnVybQ>